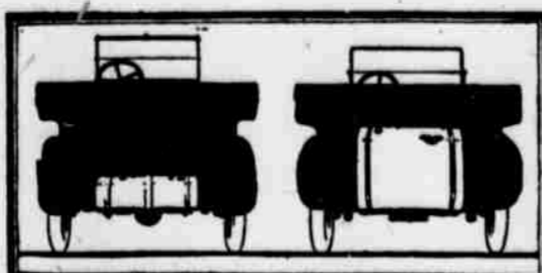
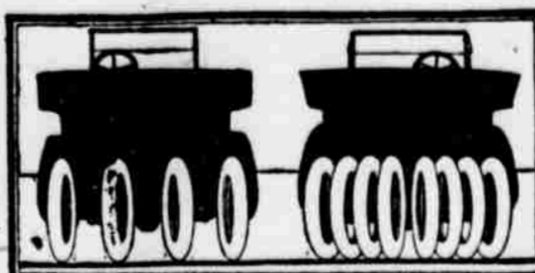




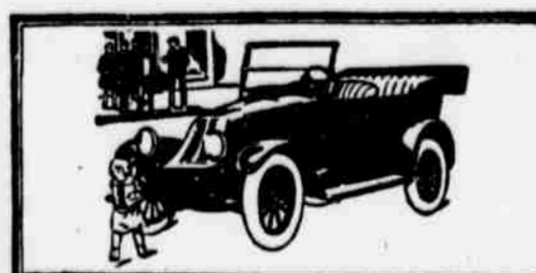
Does Your Car drag this Unnecessary Weight?  
1500 lb.  
Most fine cars in America are literally dragging around 1500 pounds of unnecessary weight.



The average heavy and rigid car would require a clumsy gasoline tank twice the size of the Franklin's, to go the same distance with one filling.



The heavy and rigid car needs twice as many tires as the Light Weight Franklin to go the same distance.



This actually happened in Detroit. The Franklin is easy to move—hence requires less fuel to move it.

## Franklin Economy vs. Heavy Car Inefficiency

20 miles to the gallon of gasoline—instead of 10

10,000 miles to the set of tires—instead of 5,000

50% slower depreciation than any other fine car

**T**HERE never was a time when the American public was more interested than it is today, in the idea of an *efficient* motor car, as opposed to the old idea of wasteful, inefficient, unsatisfactory motoring.

As more and more motorists find the Franklin Car consistently delivering an economical service of 20 miles to the gallon of gasoline—instead of the usual 10; 10,000 miles to the set of tires—instead of the usual 5,000; and a high resale value—instead of a fire-sale price—they are asking for an explanation. And finding it in one word, *WEIGHT*.

### Why Excess Weight Means Motoring Waste

Heavy Weight in a motor car is distinctly a liability—not an asset. Unnecessary weight is bound to mean waste. Weight requires power in proportion to move it; and represents excess costs that cannot be justified by performance.

The Franklin—America's First Light Weight *Fine* Car—is based on the engineering ideal of Lightness with Strength—on the principle that mere weight does not mean strength. That, on the contrary, the highest motoring efficiency can only result from light weight, *scientifically distributed* and *properly supported*. And for sixteen years, the publicly-known facts of Franklin performance have demonstrated the merit of the principle.

### The Story Told by the Gasoline Tanks

Take Gasoline. Heavy weight means friction, wear and drag—and it *always shows up in the gasoline tank*. Free from the handicap of weight, the Franklin utilizes its fuel to deliver power to the rear wheels in sheer driving force. And the result is the steady, day-by-day delivery of 20 miles and more to the gallon of gasoline.

### What Heavy Weight Does to Tires

When you find the heavy car getting *only half the tire mileage* delivered by the Franklin—look to the weight of the car, and you'll find

the answer. Heavy weight and rigidity unmercifully pounds out tires—they never get a chance to *wear out*. Franklin Light Weight is reinforced by Flexible Construction, which unflinchingly absorbs the pounds and thrusts of the roughest roads. And Franklin owners often run without a spare. They are simply not *conscious* of tires; for they are free from the sharp reminder of tire-trouble.

### What Franklin "Easy-Rolling" Means

The entire result of Franklin lightness, balance and flexibility is summed up in the phrase, "Easy-Rolling" which means minimized friction. It explains, not only the remarkable Franklin economy, but also its riding-comfort, its quick responsiveness, its ease and safety of handling.

If you are interested in an automobile; if you are determined to find the car that will deliver to you the greatest amount of satisfactory transportation—at the least expense, you will lose no time in investigating the Franklin.

Come in and see the Franklin Car. Demand absolute proof of the performance *you* may expect to get from it. Note its trim appearance—the gracefully sloping lines of its French-style hood. Ride in it. Observe, not only its economy, but also its ease of handling and the manner in which it takes the roads just as they come, without nursing.

And then—compare its performance with that of any other fine car in the country.

## Sweeten Automobile Company

Distributors of the Franklin Car—3430 Chestnut Street, Philadelphia

PHONE, BARING 1200

JAMES SWEETEN, Jr.,  
President

