



How Men and Women Express Approval of Franklin Light Weight and Fineness

1917

There was no mistaking the opinion of both men and women in 1917 regarding light weight and fineness versus heavy weight and rigidity, for Franklin sales increased 135% against the 12% increase of all other fine cars.

1918

Demand still increasing, when entire Franklin facilities were turned over to Government war work, including highly skilled production on Hispano Suiza and Rolls-Royce aeroplane engines. This work now completed; production resumed.

1919

Normally, current winter months are slow in sales but from indications throughout the country it is already evident that the temper of men and women has not changed. The demand for the Franklin is exceeding the supply.

APPROVAL expressed by actual purchase is approval indeed. Big volume took time, for at first, people were indifferent to efficiency in a motor car.

But as more and more people have owned automobiles and compared values, Franklin superiority became more evident.

And it is not alone the splendid Franklin economy—a daily delivery of

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

It is more than that—for with that economy goes the sense of satisfaction in owning a really fine, efficient motor car, one that insures remarkable riding-comfort, ease

and safety of handling, year-round useability, and capacity for long service.

The public has come to realize that this kind of motoring is only possible in a car of scientific Light Weight and Flexible Construction. And these have been basic principles of the Franklin Car for sixteen years.

That is why you are seeing more and more Franklins, with their gracefully sloping French-style hoods, running lightly, comfortably, on every road in the country.

And men and women who have determined to buy a motor car that will combine fineness with motoring satisfaction, are expressing their approval in actual sales of the Franklin—America's Only Light Fine Car.

Up-to-the-Minute Franklin Features

The Franklin policy of constant effort towards maximum owner satisfaction is reflected in these Franklin Features. Every one of them is worth your immediate inspection, as a positive step to a still higher level of motoring perfection.

ELECTRIC PRIMER insures ready cold weather starting—even from low-grade gasoline. Minimizes spark plug fouling and loading up.

MASTER VIBRATOR produces fat, hot spark even when battery is low. Another source of motoring satisfaction.

STARTING DEVICE. Simplest, surest, large capacity, controlled by ignition switch. No meshing of gears and pushing of pedals.

LARGER TIRES increase already remarkable tire mileage. 33 x 4½ inch cord tires now on all types assure utmost tire reliability.

NEW OILING SYSTEM with reservoir and wick eliminates messy grease-cup troubles. Surer, requires less attention.

AIR INTAKE STRAINER keeps road dust, grit, etc. out of engine internals. Prevents wear in cylinders, valves, etc. Lessens repairs.

PISTON CONSTRUCTION automatically takes up cylinder wear. Maintains compression. Engine indefinitely retains responsiveness.

INTAKE YOKE HEATER quickly warms up mixture by use of exhaust gases. Original with Franklins; perfected in today's car.



F.J.C.

Sweeten Automobile Company

Distributors of the Franklin Car—3430 Chestnut Street, Philadelphia

PHONE, BARING 1200

JAMES SWEETEN, Jr., President