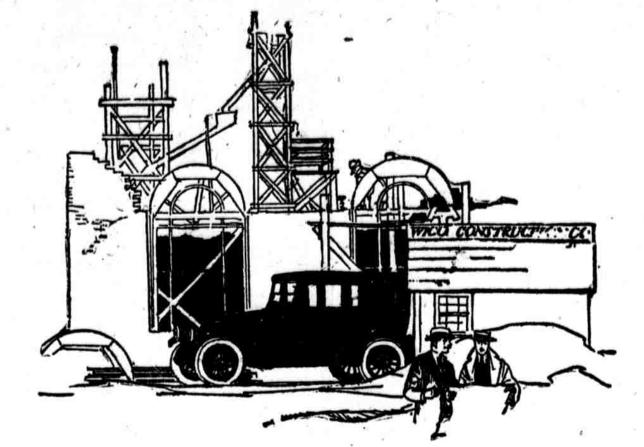
EVENING PUBLIC LEDGER-PHILADELPHIA, WEDNESDAY, AUGUST 11, 1920



## 20 miles to the gallon of gasoline

The Franklin uses less fuel to go a given distance because light weight and less friction make it the easiest rolling—and therefore the most easily controlled—car on the market.

## 12,500 miles to the set of tires

Long tire life can only result from less road shock—and that means greater comfort for rider and driver. Franklin comfort is as unusual as the tire mileage its owners get.

## 50% slower yearly depreciation

Slow depreciation means longer life, less troublesome and less expensive service during that life, and a higher re-sale value at any given period.

### 80% Increase in Production 150% Increase in Demand

Nothing could indicate more clearly how all these Franklin owners' results meet the motoring needs of the times than the above figures.

# Che FRANKLIN

#### FRANKLIN MOTOR CAR CO.

C. G. HECK, President 911-13 N. Broad St., Philadelphia, Pa. Immediate Deliveries Bell Phone—Poplar 4056-4057

-DEALERS -

WOOD & TAYLOR West Chester, Pa.

W. L. BROWNING Norristown, Pa. FRANKLIN McKENNA CO. Camden, N. J.

LIPPINCOTT MOTOR CO. Salem, N. J.