



What the Scales Tell You About Motor Car Differences

*20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation
(National Averages)*

THE Franklin *Sedan* weighs 576 pounds less than the average *touring car* model of 67 other American makes of motor cars.*

This shows to what extent the Franklin is free from the handicap of excess weight, and explains in great part its outstanding economy, reliability, comfort and long life.

These advantages are measured in the owners' averages above. What other car can match them?

The FRANKLIN

FRANKLIN MOTOR CAR CO.

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DEALERS

WOOD & TAYLOR
West Chester, Pa.
W. L. BROWNING
Norristown, Pa.

FRANKLIN McKENNA CO.
Camden, N. J.
LIPPINCOTT MOTOR CO.
Salem, N. J.

*Figures from *Motor Record*, November, 1919