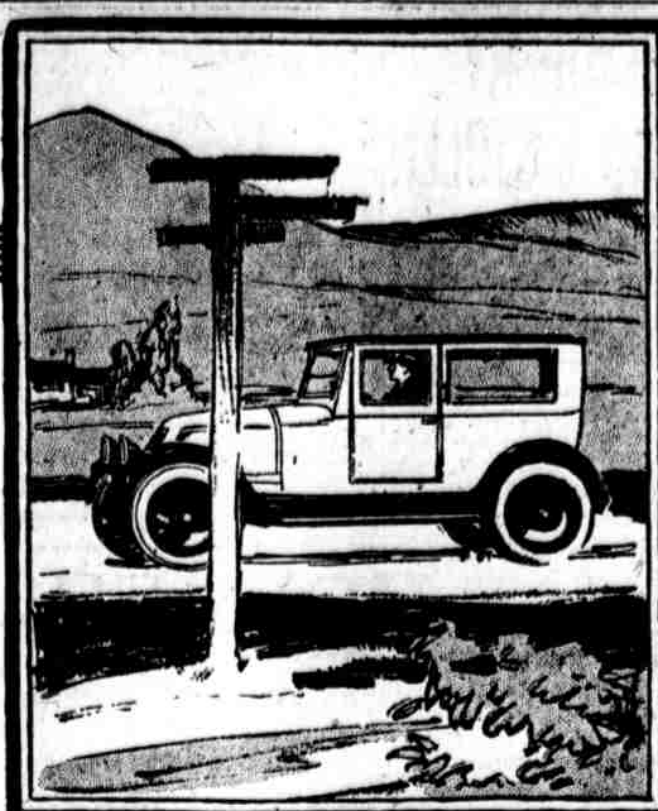




Do you get 20 miles to the gallon of gasoline?



Do you get 12,500 miles to the set of tires?



Are you able to cover all roads easily and safely?



Does your car depreciate so slowly that it has a high resale value?

How These Things Determine Whether Your Motor Car Qualifies As An Investment

GASOLINE MILEAGE, tire mileage, road-ability, depreciation—these four factors measure motor car service.

For today, more than ever before, the buying of an automobile is a matter of wise investment.

These four factors are important—gasoline mileage, because gasoline wastage must be ended; tire mileage, because with most cars that is the largest single item of upkeep; road-ability, because upon it depends your comfort and peace of mind; depreciation,

because that is a sure index to reliability and car life.

Franklin results in these respects are a matter of record.

For eighteen years the Franklin has won practically every prominent economy run held. Its tires last two years, on the average.

It has established unequalled road records both in time between definite points and in distance within a definite time. And its slow depreciation is attested by the scarcity and high values of used Franklins everywhere.

Owners' averages of Franklin performance are quoted below:

The FRANKLIN SEDAN

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

New Prices

F. O. B. Syracuse

ENCLOSED TYPES

Brougham \$3500
Sedan 3600
2-Passenger Runabout
With Winter Top.... 2750

FRANKLIN MOTOR CAR CO.

C. G. HECK, President

911-13 N. Broad St., Philadelphia, Pa.

Bell Phone—Poplar 4056-4057

WOOD & TAYLOR
West Chester, Pa.
W. L. BROWNING
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FRANKLIN McKENNA CO.
Camden, N. J.
PETERSON BROS.
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New Prices

F. O. B. Syracuse

OPEN TYPES

Touring Car \$2600
2-Passenger Runabout 2400
4-Passenger Roadster 2500

