

# Why Motorists Have an Active Interest in the Franklin Car 

FIRST-The Franklin standard of prices, effective September 23, 1920, is in full accord with the re-establishment of better buying conditions -


SECOND - The demand for motoring facts which affect comfort, reliability, economy, and car life, is fully met by the efficient performance of the Franslin Car.

AS EVENTS have changed con: $A$ ditions, and new conditions have altered points of view, the significance of these fundamentals has been steadily growing.
Realizing that the automobile has become a national utility, the motorist refuses to view mounting upkeep costs, burdensome annoyances, and possible restriction of use, as a sporting proposition.
In this more careful balancing of automobile values, he finds that in service rendered the Franklin gives more thanhehasbeen used togetting.
For only those cars built on the principle of direct air cooling are free from cooling troubles the year around; from draining and refilling, anti-freeze mixtures, leaky radiators and hard starting in winter; from overheating in summer.

No other car is as free from tire troubles. Tires on the Franklin average 12,500 miles to the set, with only three punctures and less than one blowout in this long life.
The Franklin completely qualifies as a productive investment. It is capable of the free use and staunch service you have a right to ex-pect-because the characteristic manner in which the Franklin has always been designed and built, has for eighteen years led straight to these results:
Comfort over all roads; ease of handling under all conditions; all season roadability; long car life; unequalled economy-

20 miles to the gallon of gasoline
12,500 miles to the set of tires
(National Averages)

Franklin Motor Car Co.
911-13 North Broad St., Philadelphia, Pa.

## 

48 Buy Your Christmas Lamp at the 20\% Reduction AKE 20 per cent from the clearly marked prices on all the beautiful
boudoir, desk, table, chair and floor lamps in the Electric Shop, at Tenth and Chestnut Street, and in our various District Sales Offices. No lower prices in town, quality of the lamps considered, and with this 20 per cent reduction from the marked prices you will find very appealing bargains!


The PHILADELPHIA ELECTRIC COMPANY


## DINE FOR ADAY FORA DOLLAR

 CORNED BEEF day-and beyond.

Just think-only $331 / 3$ cents a meal for the average family.

Uncle Sam has opened the doors of hin storehouses and released millions of dol-
lare 'worth more of nourishing. and delightfully palatable, Corned Beef and Cormed Beef Hash in tins.

Delicious, steaming dishes of this wholesome, guaranteed pure Corned Beef and
Corned Beef Hash can be served in many appetizing forms from the tempting reci-
pes furnished your dealer. SEE your dealer at once

Show him this advertisement
Aok him about these meate: if he hasn't them, ask him why. There a legitimato
proft in them for him and a big aving to pron them thor him and alig aving
you at the following wholeale prices.
Order your winter's supply now.

MINIMUM ORDER ACCEPTED, $\mathbf{\$ 2 5 0}$
the wholesale prices are printed bolow. They will give you
some idea of what you will aave on your some idea of what you will save on yo
purchases. Corned beef hash $1-\mathrm{lb}$ cans, 1 c per can
$2-\mathrm{lb}$, cans, 30 c per can CORNED beEF

 TABLE OF DISCOUNTS

ber 15, 1920, are as follows:
$\$ 250$ to $\$ 1,000 \ldots .$.
$\$ 250$ to $\$ 1,000 \ldots \ldots$ net
1.01 to $2,500$.
2.501 per cent
2.501
$4,000,10$ per cent
2,501 to $4,000,10$ per cent
4,001 and over, 20 per cent
Covernment The Government will pay per cent
load lots to any point in the United Sarlocated more than twenty miles from ship-
lont in the ping point.
CUMULATIVE PUPChases count When purchases reach $\$ 50,001,24 \%$ net
to prevail: when purchases reach $\$ 100$.-



