

# Belts that do not steal coal 

It seems a long way from slipping belts to the dwindling coal pile, and almost every inch of the way is hidden.
You can't see the power lost by slipping belts, nor the wasted coal that furnished the costly heat. You can't see the difference in speed between wheel and pulley unless you check it with the proper instrument.
But the loss is there-incredibly large to one who has never taken the trouble to find out.
Ladew Leather Belts of the proper size and properly applied transmit the maximum amount of power-and we will gladly act as free consulting engineers to be sure you get the proper Ladew Belt.

Phone Market 5263, or write
George Yeaman, District Manager
EDW. R. LADEW CO., Inc. Third and Cherry Streets, Philadelphia, Pa

# LADEW LEATHER BELTING 

# Why the Franklin Gives You a Finer Motoring Service 

| NEW SCHEDULE OF FRANKLIN |  |  |  |
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| ${ }^{\text {¢ }}$ | ${ }_{52000}$ | 50 |  |
| 退 |  |  |  |
|  | 2000 |  | \% |
|  | 3600 | 4350 | 50 |
| bout (Com | 3500 2750 | ${ }_{3}^{3300}$ | 800 |

THE striking thing about the Franklin price reduction is its relative increase in the already outstanding value of Franklin per formance.

This performance has always had real facts back of it

20 miles to the gallon of gasoline
12.500 miles to the set of thes
$50 \%$ slower vearly depreciation

The Franklin is economical of fuel for definite, logical reasons. It is light-weight-meaning less weight to move; and it is direct air cooled-to allow the engine to operate at the most efficient temperature.
Franklin tire life and car life are prolonged by Franklin light weight
and flexible construction. These prin ciples allow tires and car to wear out normally instead of being pounded out before their time
These two principles also account for Franklin comfort, afety and ease of control. With road shock greatly diminished, the Franklin clings more cosely to the road. Unhampered by excess weight, it starts and stops more quickly, handles more easily.

Having no radiator and no water, the Franklin is free from winter troubles, from overheating in summer, and from leaks the year round.
This performance, joined to savings ranging from $\$ 500$ to $\$ 800$ per car, makes the Franklin a motoring valuo that is unequalled today.

Franklin Motor Car Co.
c. G. Heck, Prosident 911-13 North Broad St., Philadelphia, Pa.

