## The Franklin Car and the Present Buying Standard



THE favorable position which the Franklin holds among motor cars is based on a wide appreciation of its value.
Today the motorist is interested as never before in the facts backing his purchase.
As a reflex of the buying spirit of the recent "easy days" comes a full consideration of the fundamentals of value-price and performance. One without the other means nothing.
As far as price is concerned, the Franklin position established September 23, 1920, speaks for itself.
When viewed side by side with Franklin prices, Franklin performance is emphasized more than ever
Such comparisons invariably show how the characteristic principles of light weight, flexibl construction and direct air cooling result in these outstanding Franklin dvantages:

Ability to travel the longest disances in a day-
To cover rough roads comfortably and safely, without fear of tire troubles or breakage, without skid-ding-
To go where others can't, and when they can't, with no fear of overheating in summer with o need of blankets, anti-freeze mixneed of blankets, anti-freeze mix-
tures, or draining or refilling in tures,
winter-
To start easily or surely, and run steadily, regardless of temperature or altitude-
To avoid annoying delays on the road, and troublesome duties at the end, free from all sense of strain or worry-
All this throughout an unusually long car life, and with economy that is unequalled:

20 miles to the gallon of gasoline
12,500 miles to the set of tires
$50^{\prime}$ s slower yearly depreciation


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

## Shall They Perish?

Whilst we are merry and happy $3,500,000$ children in Europe are facing starvation.

## Herbert Hoover Asks

"Is ten dollars too much to ask to save the life of a little child?" Let us all answer "No."

## Save as many children as you can afford and ask three of your friends to do the same.

Ten dollars will save the life of a little child

There is no time to lose-act To-Day.
Share your Yuletide joys with a half-starved child

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Johr H. Mason,Treasurer:
    Commercial Trust Co., City Hall Square, Philadciplia,
        As'a contributor to the Hoover European Relief Council
            I encloses.
        Name.
        Address.
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