

## The FRANKLIN

Correct principles at the beginning bring the best results in the end. This is well illustrated by the performance of the Franklin Car today. The fundamentals of satisfactory motoring are light weight, flexibility and direct air cooling. These were original principles with the Franklin Car nineteen years ago. Today they give comfort, economy and long life, or, expressed another way-

> 20 miles to the gallon of gasoline
> 12,500 miles to the set of tires $50 \%$ slower yearly depreciation

## Franklin Motor Car Co.

911-13 North Broad St., Phila., Pa.

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\text { Bell Phone-Poplar } 4056 \text {-4057 }
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