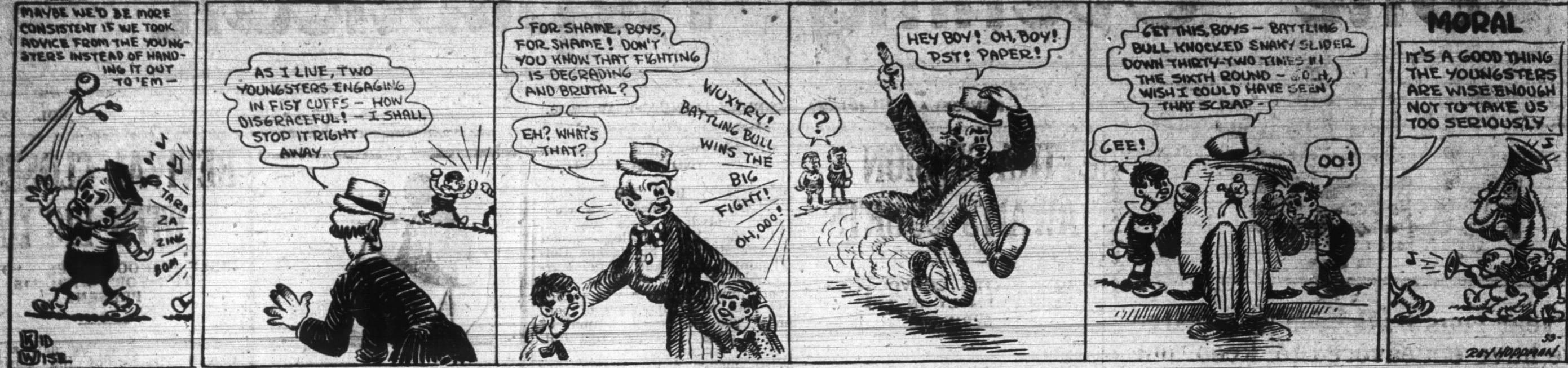


KID WISE

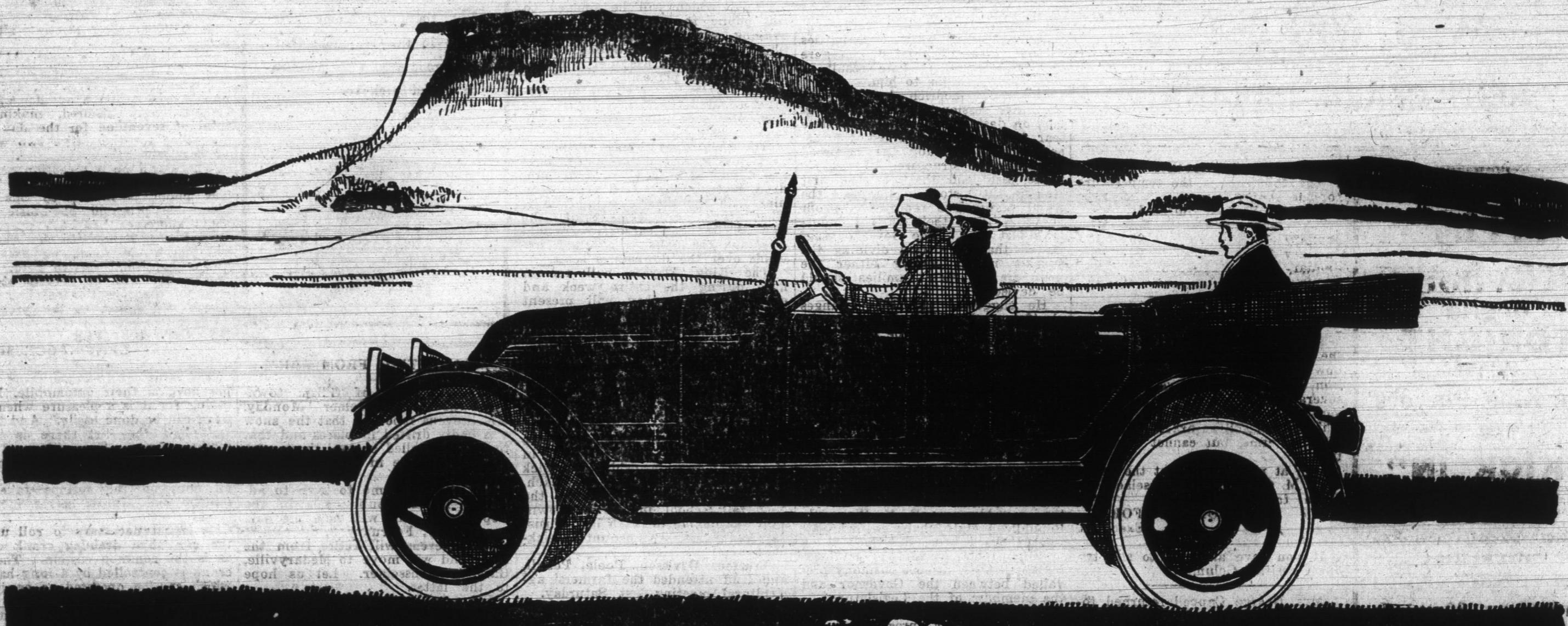


YES SIR, WE UNDERSTAND

MORAL

IT'S A GOOD THING
THE YOUNGSTERS
ARE WISE ENOUGH
NOT TO TAKE US
TOO SERIOUSLY

The
FRANKLIN TOURING CAR



The Greatest Road Car in America

New York to Boston and return (458.8 miles) in 12 hours, 5 minutes—
Indianapolis to Syracuse and beyond (832.6 miles) in 22½ hours—
Cincinnati to Cleveland and return (553 miles) in 15 hours, 45 minutes—
Boston to Syracuse and return (693 miles) in 24 hours, 20 minutes,
with a woman driving—
New York to Montreal (398 miles) in 9 hours, 59 minutes—
Waterloo, Iowa, non-stop, dirt road record (865.4 miles) in 24 hours.

THE demonstrations of the roadability of the Franklin Car that have taken place all over the country are intended merely to call attention to this Franklin advantage—not to prove it. Its daily performance in the hands of its owners is doing that.

Yet the consistency with which Franklin Cars are making and breaking road records from point to point is significant to most motorists, for the cars used are stock models and differ in no way from the average Franklin.

Why Franklin Averages Fast Time

The above performances are feats only made possible by Franklin principles of light weight, flexibility, and correct balance. They make riding comfortable and handling easy and safe under all conditions. Rough stretches and sharp turns therefore do not slow the Franklin up as they do other cars.

And with heavy, rigid weight eliminated, delays due to tire accidents are almost unknown. These six runs mentioned produced only one puncture and no blowouts. In daily use the average is better: three punctures in the life of a complete set of tires—12,500 miles.

No Cooling Trouble Delays

Important in the making of these records is Franklin direct air cooling (no water to boil or freeze). Leaky radiators and over-heating never halt the Franklin.

Particularly of late, motorists are hearing much about light weight without seeing its results demonstrated. We shall be glad to show you, on the scales and on the road, what genuine light weight is and what it does.

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

SEDAN—Enclosed car convenience for five passengers, coupled with Franklin roadability and reliability. The most practical year-round car.

RUNABOUT—All the advantages of Franklin light weight and flexible construction in a two passenger open car.

FOUR-PASSENGER ROADSTER—A convenient, attractive car. Compact, yet having ample room for four.

BROUGHAM—A personal, enclosed Franklin Car, intimate when used by two, commodious when carrying four.

THOMPSON & KIRK