

# The FRANKLIN SEDAN

The most constructive element in the automobile world today is the Franklin Sedan.  
It is revolutionizing car manufacturers' claims on one hand  
and car buyers' demands on the other.

- ¶ For eighteen years Franklin Cars have been light and flexibly built instead of heavy and rigid.
- ¶ They have been giving comfort instead of riding strain.
- ¶ They have been economical instead of wasteful.
- ¶ They have been free for all-year use instead of restricted to seasons.
- ¶ They have been direct air cooled instead of indirectly air cooled with water.
- ¶ They have been dependable in summer instead of prone to boil.
- ¶ They have been safe in winter instead of liable to freeze.

For the past five years these differences have been emphasized in particular by the Franklin Sedan—the first enclosed car, and the only one today, to afford greater road range than the average open car.

Its ability to cover distances in a day without exhausting its driver and passengers—a revelation to the owners of ordinary cars; its disregard for road conditions at every season of the year; its indifference to temperature; all unite with its exclusive Sedan features to give the Franklin Sedan the fastest growing sale of any fine enclosed car.

The Franklin Sedan is distinguished by its Wide Observation Windows giving unobstructed outlook, two Wide Doors

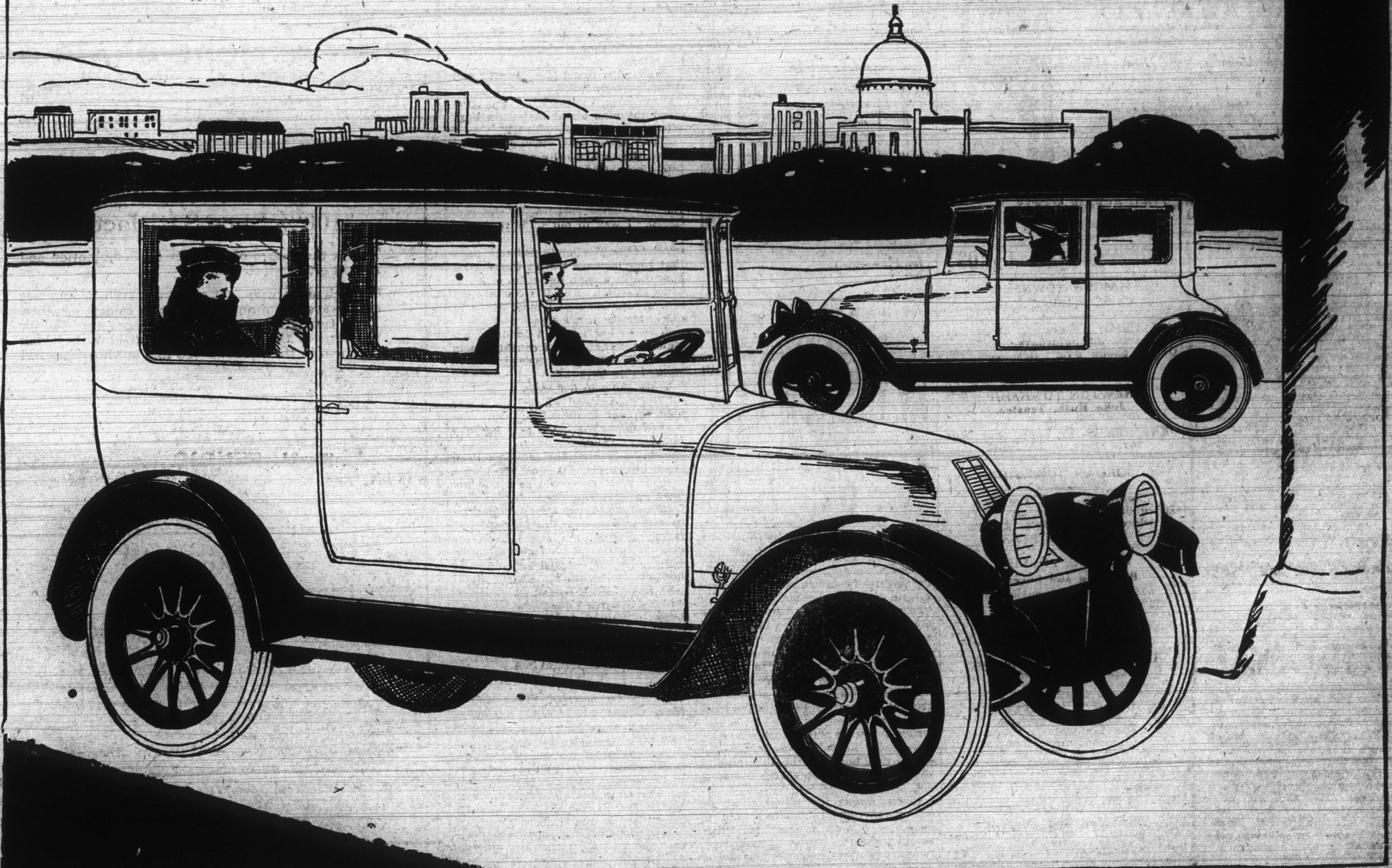
increasing riding view and making access easy, the Slanting V-Shaped Windshield giving broadest driving vision, the Sloping French-style Hood.

With the Franklin it is easy to convince those who know other cars. Their previous experience makes them quick to grasp the differences in Franklin performance which make possible—

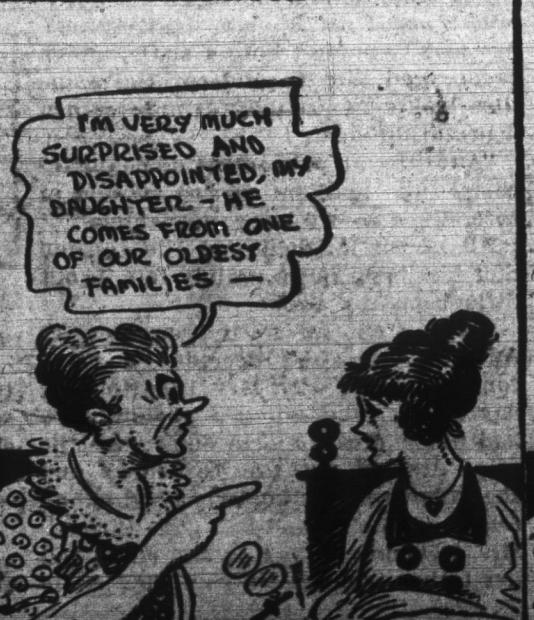
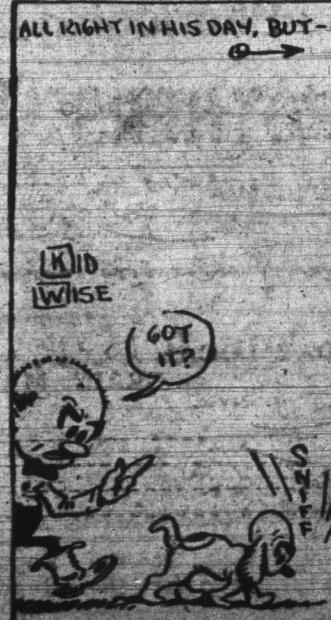
20 miles to the gallon of gasoline  
12,500 miles to the set of tires  
50% slower yearly depreciation

The more skeptical, experienced and hard-headed you are on what a motor car can do, the more pleased we will be to give you a Franklin demonstration over any road you say.

## Thompson & Kirk.



### KID WISE



### MA AUTO KNOW BETTER

#### - MORAL -

