

The FRANKLIN TOURING CAR

The Fine Car That Is Light in Weight

ON THE SCALES, the full-size, five-passenger, six-cylinder Franklin Touring Car weighs 2445 pounds.

On the road this lightness, plus Franklin flexible construction, has enabled Franklin Touring Cars to establish new time records in touring from place to place, and new distance records for continuous 24-hour driving in all parts of the country.

Franklin lightness and resilience put gruelling performance entirely up to Franklin stamina and not mostly up to driver's endurance. The Franklin holds the road at all speeds, rides comfortably all the time and drives without strain or danger. These Franklin results will never be attained by lopping off a little weight here and there.

Quality must always supplant quantity of materials to duplicate the Franklin's

factors of safety. The stamina of the Franklin Car is the result of eighteen years' selection of materials for their lightness and strength, and of ceaseless refinement of Franklin design.

Also, resilient construction must replace rigid bracing, to equal Franklin easy riding, road-holding ability, and strainless handling under all conditions. Franklin lightness, strength, and flexibility make a combination impossible to reproduce in a day.

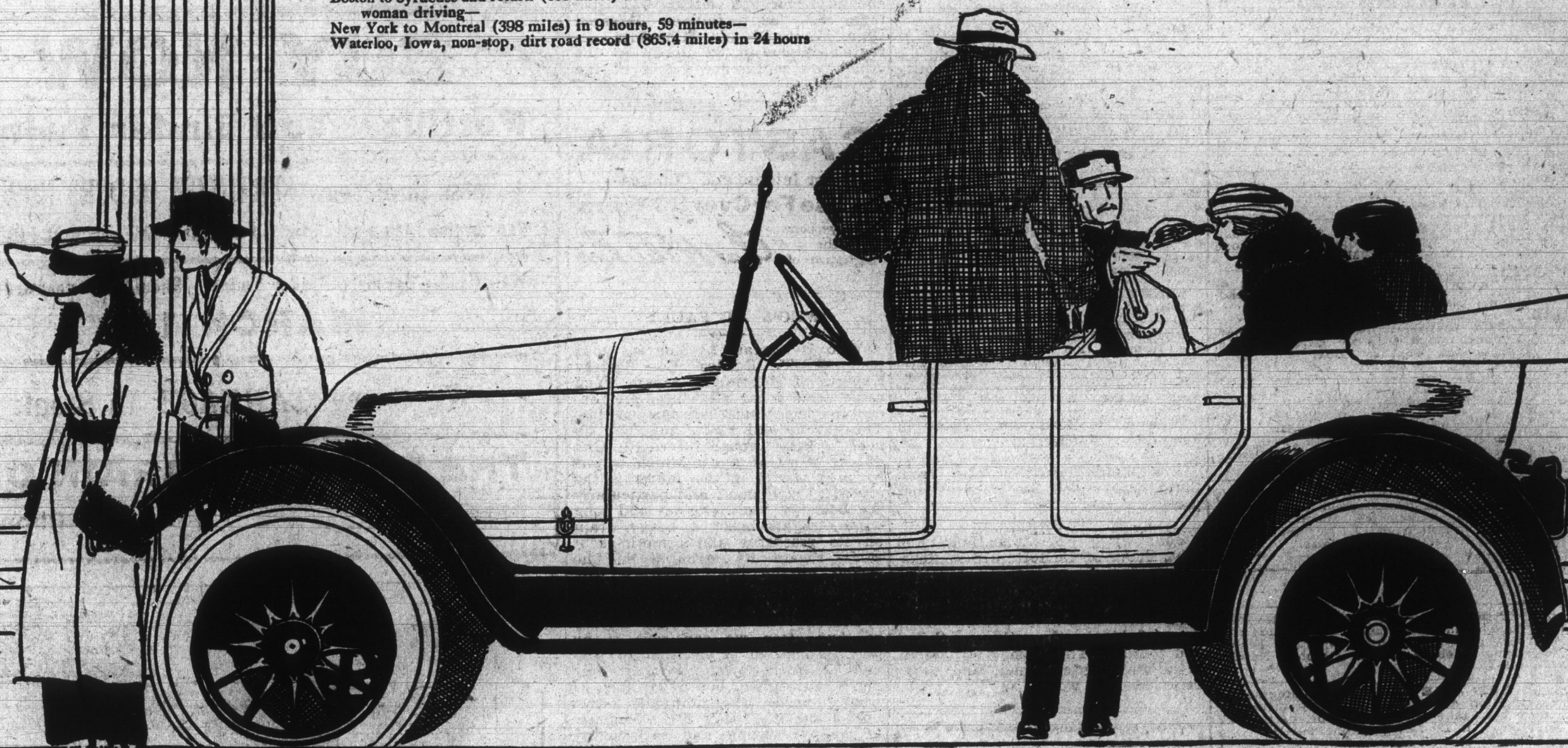
Franklin dependability and freedom from trouble and delays are equally difficult to duplicate. Only one way has so far been found which makes a car usable the year round, with minimum routine care—Franklin direct air cooling (no water to boil or freeze).

No better measure of the quality of the Franklin's entire performance could be offered than the results which Franklin owners average in daily use—

Some Recent Franklin Road Records

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 (583 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 (965.4 miles) in 24 hours

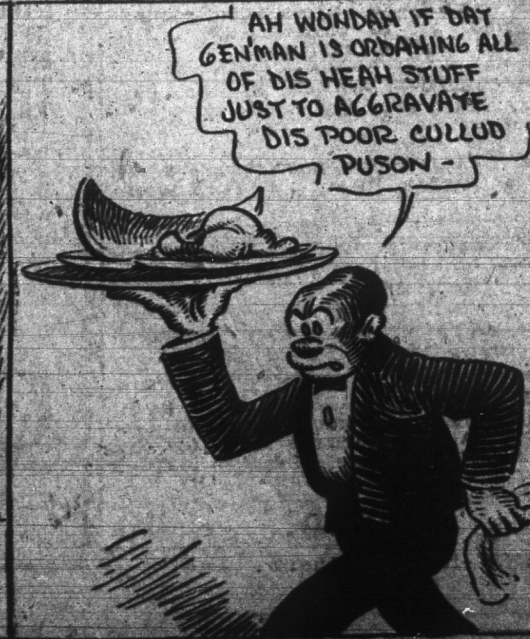
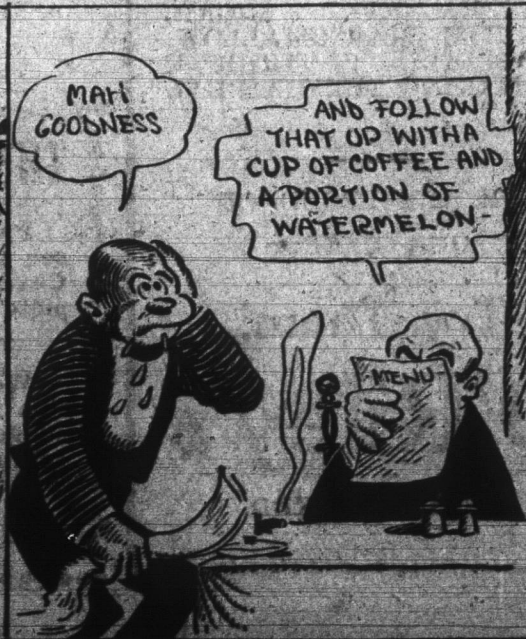
20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation



THOMPSON & KIRK

KID WISE

LIFE IS ONE AGGRAVATION
AFTER ANOTHER, ANYWAY



OUT OF ORDER

- MORAL -

THERE'S ABSOLUTELY NO NOURISHMENT IN HEARING A GOOD MEAL

