



What Franklin owners tell you about their cars is not the enthusiasm of inexperienced motorists. Nearly 95% of all Franklin owners have previously owned other cars, and they know what they are talking about.

The FRANKLIN

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

(National Averages)

These are the owners' averages that have made the name Franklin synonymous with motoring economy the country over.

80% increase in production, 150% increase in demand—these figures show what motorists think of the rest of the Franklin story:

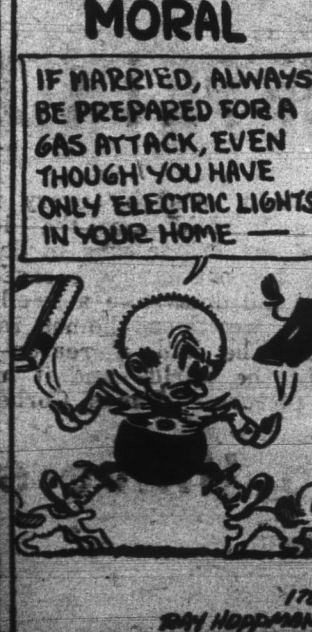
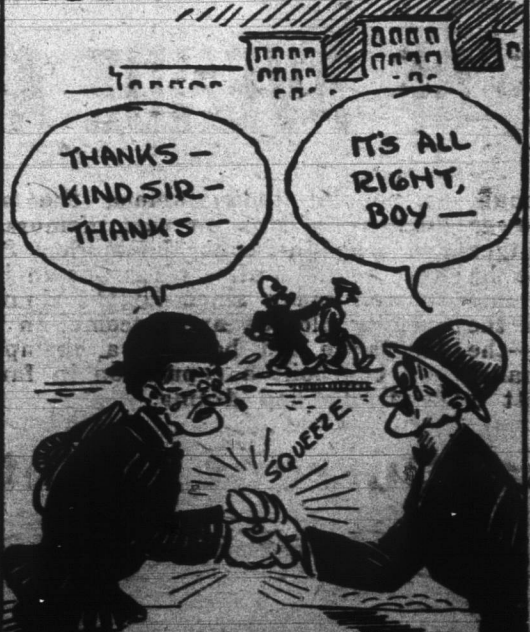
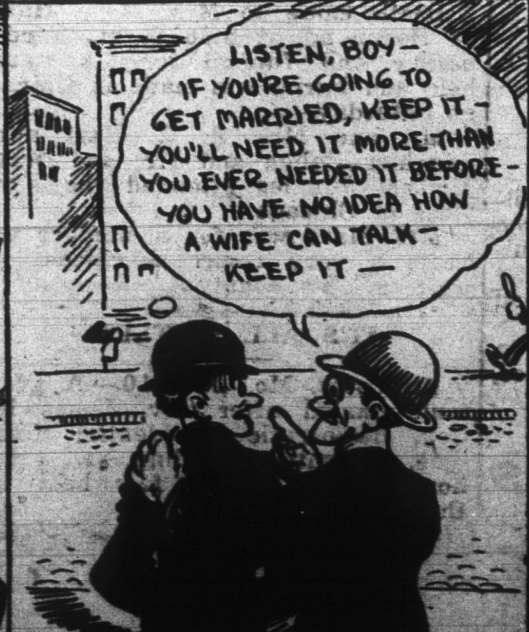
Comfort over all roads
Reliability that never varies
Most miles per day

THOMPSON & KIRK

Rensselaer, Indiana

KID WISE

LET OTHERS PROFIT FROM YOUR EXPERIENCE, BESIDES YOURSELF—BE REGULAR →



CAREFUL MORAL

IF MARRIED, ALWAYS BE PREPARED FOR A GAS ATTACK, EVEN THOUGH YOU HAVE ONLY ELECTRIC LIGHTS IN YOUR HOME —