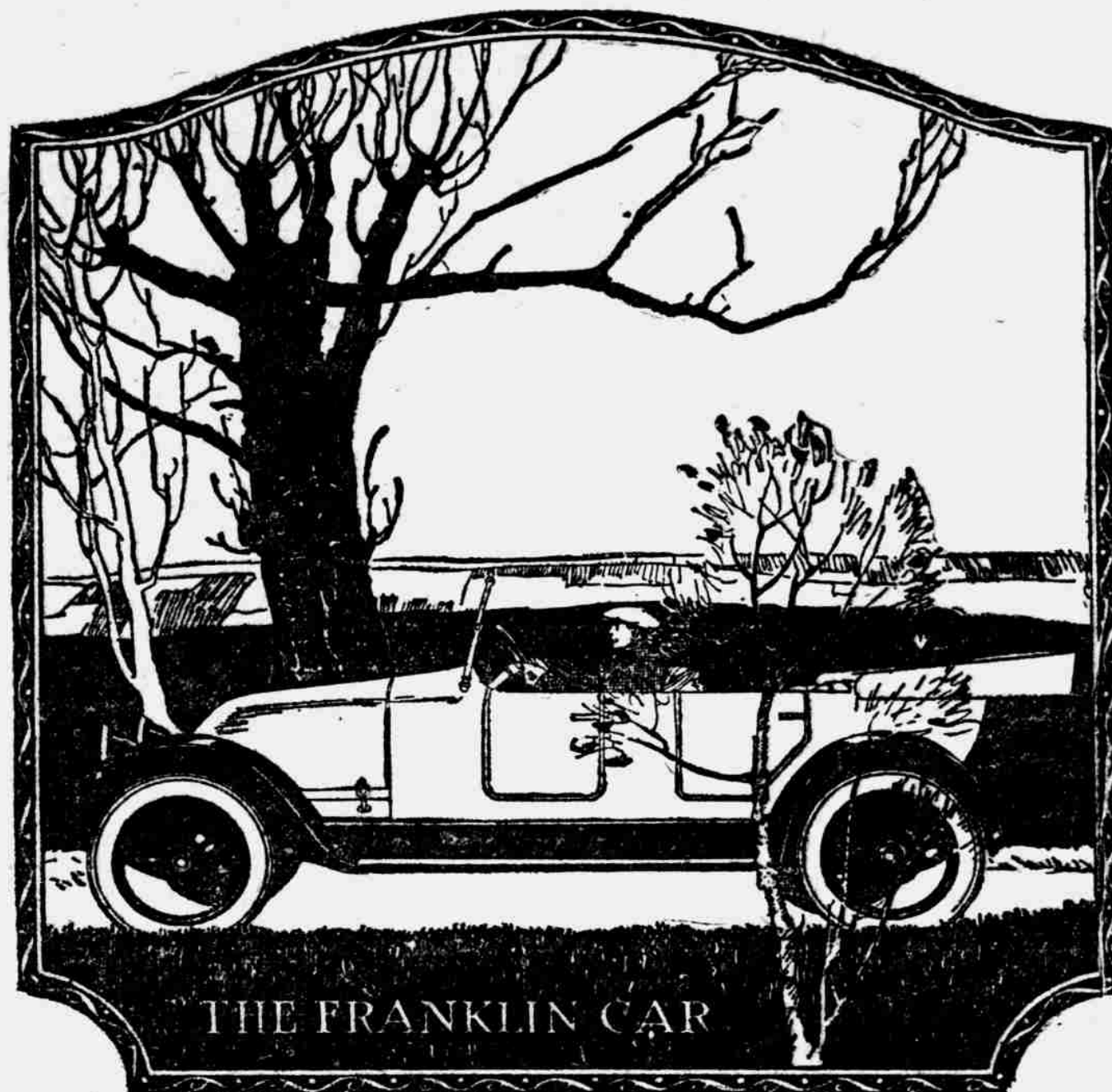


For Year 'round Use

No fine car is so well fitted for unrestricted year 'round use as a FRANKLIN.

Direct air-cooled, having no water to boil or freeze, it is free from all temperature troubles and can be used with as little restriction, annoyance and extra care in winter as in summer. Light and flexible, it rides comfortably and handles easily and safely under all conditions.

50% Slower Yearly Depreciation



THE FRANKLIN CAR

Easy to Handle

No other car is so easy to handle as the light and flexible FRANKLIN.

Driving is never a strain, even under the worst conditions of roads or traffic.

That explains in part why FRANKLIN owners drive their cars longer distances in a day with comfort and safety.

12,500 Miles to a Set of Tires

The FRANKLIN CAR

The owner of a Franklin car can cover greater distances in a day with comfort and safety than the owner of any other car.

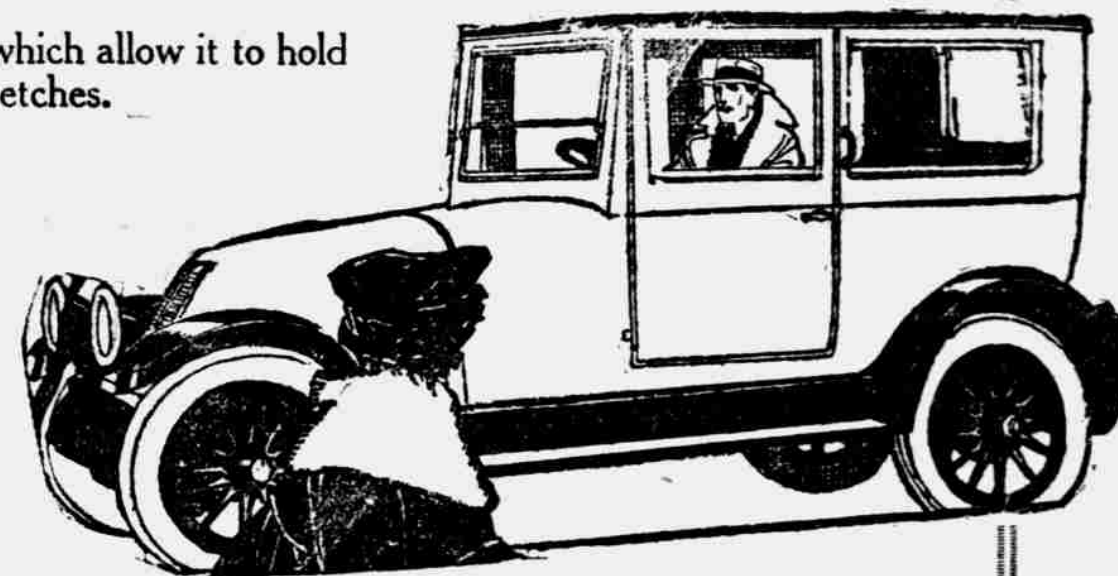
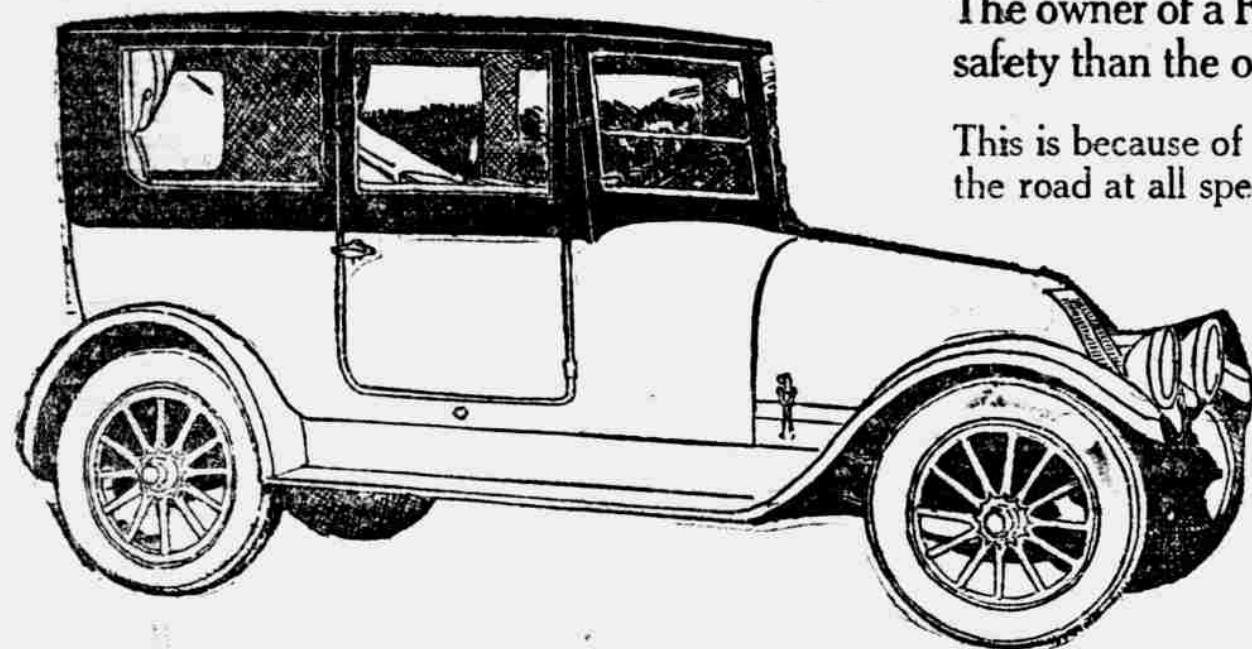
This is because of the Franklin's riding comfort, and ease of control, which allow it to hold the road at all speeds, cling to the turns and smooth out the rough stretches.

Because of this the Franklin cars maintain faster average road speed from point to point.

20 miles to the gallon of gasoline

12,500 miles to the set of tires

50 per cent. slower yearly depreciation



THE FRANKLIN SEDAN

Combines Closed Car Comfort with Open Car Economy

Experienced motorists all over the country have instantly accepted the FRANKLIN Wide Window Sedan as the Ideal Enclosed Car for year-round use.

The reason is simple. In this car, Enclosed Car Comfort is combined with Open Car Economy.

It couldn't have happened in any other automobile. First, because the FRANKLIN Company pioneered the Sedan type in this country — and brought it to its present perfection. Second, because in no other automobile could FRANKLIN Economy exist.

FRANKLIN Direct Air Cooling, Scientific Light Weight and Flexibility — these are the Big Reasons behind FRANKLIN Economy Facts — as distinguished from the usual economy claims.

A FRANKLIN Car is humored less than any other; its mechanism stands the rigors of service better, and the car itself affords more physical comfort for the occupants.

The FRANKLIN SEDAN consistently delivers:

18-20 Miles to the gallon of gasoline—instead of 8.

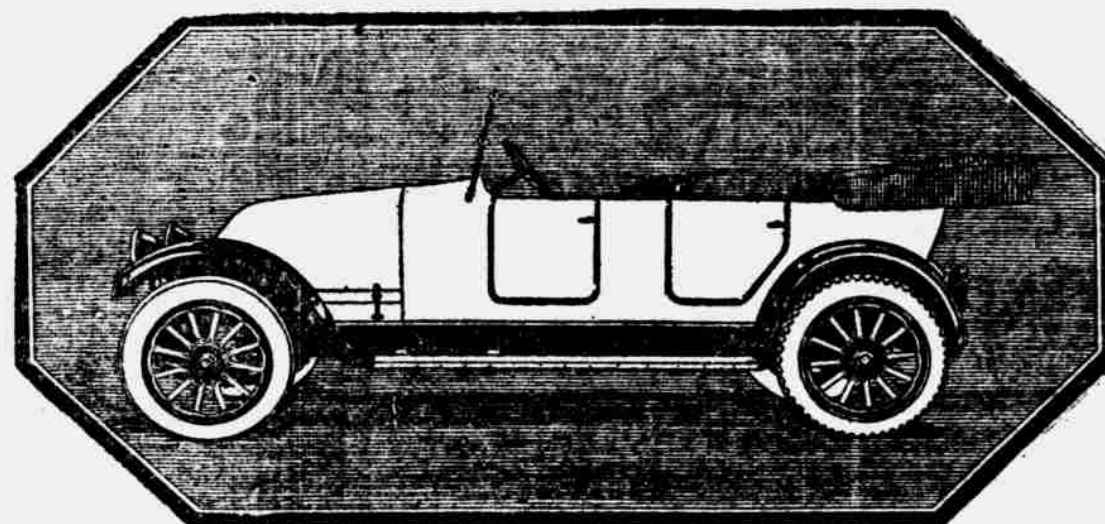
10,000 Miles to the set of tires — instead of 5,000.

Add to this, Beauty of Appearance. Add the Wide Window feature which, by removing one window-post, gives a remarkable range of vision; the quiet good taste of its up-to-date interior decoration; the convenience of its seating arrangement—a patented FRANKLIN feature.

Add, too, the easy rolling FRANKLIN quality that enables this Sedan to run lightly, flexibly, resiliently over roads which would mean discomfort, pounding and grinding wear in the usual heavy and rigid enclosed car.

Then you will have some idea of Enclosed Car Perfection; and, if interested in Economy, too, you will want to see and try the car.

A rough road neither produces racking noise nor discomfort to the riders, as is common with heavy rigid cars. The FRANKLIN is light weight and flexible. You will sense this exact difference if you will ride with us over a rough road.



J. B. CHAPMAN

LOCAL DISTRIBUTOR

Arrange for a Demonstration with Geo. W. Worley, 15-17 South Ninth Street

—or Address Westcott Hotel