



**14,500 Miles to the Set of Tires**

**New National Average established by  
THE FRANKLIN CAR**

A nation-wide investigation among Franklin owners has just been completed. It covered all types of the present model in every part of the country, which have been driven day by day for over two years. The results show a delivery of over 14,500 miles to the complete set of tires.

*Has Delivered More Than Claimed*

When in 1916 the present chassis was put on the market, it was known that its lighter weight would give greater tire economy. Yet former figures of 10,000 miles were not changed in Franklin statements of performance, until owners' results were available. Franklin statements are based on facts, not on estimates.

*It is Car Principle that Counts—  
Not Tires Only*

This newly proved economy is just fresh evidence that even the best tires cannot compensate for bad principles of automobile construction. That to save tires, lightness of *unsprung weight*—weight below the

springs—must, in the future, be the continual aim of car designers. That light *total weight* and flexible construction throughout the car are indispensable to low upkeep.

*In the Lead for Seventeen Years*

The Franklin Car has always led in economy because for seventeen years it has been continually perfected by the application of those principles which are the basis of economy. Today—the average running expense of its owners is indicated by the figures—

- 20 miles to the gallon of gasoline
- 14,500 miles to the set of tires
- 50% slower yearly depreciation

**HILTON'S GARAGE**