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## Quality, not pounds, make an automobile high grade and strong and safe

Strength is not a question of weight. It is a question of materials and their proper distribution. This is where skillful engineering comes in. The Franklin laminated wood frame --- the highest construction --- is both stronger and lighter than the ordinary steel frame. The Franklin tubular axle is stronger and lighter than the solid I-Beam axle commonly used. And so all through the automobile.

Weight is what wears out tires. The light weight of Franklin automobiles makes their tires last longer than those on any other automobile, no matter what it costs. The Franklin air-cooled motor is neither big nor heavy, but it is the most efficient and effective of automobile engines.

Model G, Touring Car, \$1,850.

Its production of usable power for its size is unparalelled. It does away with the weight and complication of water-cooling apparatus and allows the whole automobile to be refined, simple and unsurpassably strong.

Water-cooled automobiles with not a particle more strength nor carrying ability weigh a third to a half as much more, with all the chronic tire troubles and other worries involved; besides the unreasonable operating expense.

There is no "tire-problem" with Franklin automobiles; no overheating, no leaking, no freezing. You can use any Franklin every day in the year.

Look at any Franklin model inside and out. Ride it on any road. Put it to any test. Compare the perfect score Franklins with that of the heavy water-cooled machines in the Glidden tour. and the Bretton Woods, the Chicago, the Cleveland and the Worcester endurance runs-the five severest reliability tests in automobiling history. The tire troubles, the overheating and leaking, the broken axles and broken frames were none of them on the light-weight air-cooled Franklins.

## Before you buy trouble and useless weight, look into the facts

