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## 152 Miles Per Hour Fastest Time Ever Traveled by Man

Such was the rate of speed at which Tommy Milton traveled recently at Daytona Beach，thereby establishing a new world＇s reeord for speed．

If this man had the knowiedge，experience and ability to choose and drive a car which prowed to be the world＇s fastest race track car，is it not a safe bet that he would also choose for his own personal use the best road car？

Tommy Milton＇s personal car which he drives himself is a FRANK－ LIN；so is Barney Qldfield＇s personal driving car a FRANKLIN，and every one knows that with either of these world－famed motor car men their personal car is a matter of choice and not price．

## Franklin Automobile Sales Company

11 Chestnut Street HENRY M．WAR E，Local Manager Telephone No． 95 WILMINGTON RALEIGH GREENSBORO WINSTON－SALEM EXCLUSIVE FRANKLEN SALES AND SERVICE

## Economy and Good Street Car Service

There is a very pronounced mutuality of interest between a street car company and the public it serves．

If the company，for instance，clings to antiquated and less efficient tools its outlay becames burdensome and this burden is refleoted in the service and gradually reaches the treasury through a loss of patronage

On the other hand if the tools are up－tordate and designed to give a maximum of service fon a minimum of cost，there becomes apparent a margin of profit which can be applied to securing for the publice a greater degree of comfort．

These facts were in mind when we ordered the safety control street cars．The cost of these ten cars was approximately $\$ 65,000$ ，yet we believe that it was true economy， not only to replace old caxs，but to replace them with the very best cars we could buy． increased patronage＇which will in a measure absorb the cost of thie cars ultimately．

Thus，we have carried out our part of the taeit bargain that exists－entirely outside contracts and franchises－between the public and this corporation．

And we believe that it is not too much to expect that the public also will carry out its papt of the contract．

First－By having the expet fare ready when the car is boarded．This is highly essen－ tial，for if the operator has to pause to make change．the car is delayed by just this amount of time，the schedules are disarranged and valuable time is lost．

Second－By being ready to board the car instanty as soon as it comes to a stop． Both entrance and exit are at the front and the doors are opened automatically as soon as the car comes to a stop．

Third－By being ready to desoend as soon as the car stops．You indicate the corner at which you wish to stop by pushing a button．The seats fold up，so that you

We call attention to these things in order that the mutuality of interest may be served and everything possible done to give Wilmington the best street car service ever has had，E
more diligently．

Tide Water Power Company

