

RITT FIRM INCORPORATES

STEP PRELIMINARY TO
ERECTION OF GLASS
BUILDING FOR AUTO
SHOW ROOM.

Location to be on Central Ave.
Building Work to Start
Soon.

The Franklin-Ritt firm, dealers in Franklin cars and trucks, located in the Lahr block, is now operating under the corporation laws of the state, having recently incorporated with a capital stock of \$30,000, shares \$500 each.

The business of the company was established about three years ago by F. C. Ritt and has enjoyed a remarkable growth, a growth that has made an extensive expansion imperative.

Mr. Ritt announced that plans are being drawn for a new home for the company, to be located on one of the most desirable corners on Central avenue.

"There is nothing in this part of the state that will compare with it," he said. Continuing, he explained that the proposed new home will be a one story affair, 88x160 feet, constructed of steel and wire glass, resting on a concrete foundation.

Building operations, he said, are to start as soon as the preliminary arrangements have been perfected. The calculations are that the building can be gotten ready for occupancy in the early part of the coming summer.

The stockholders are to meet some time this week to organize.

The company's territory comprises 26 counties in Wisconsin.

At a meeting of stockholders of the Franklin-Ritt company, recently incorporated, the following officers and directors were chosen: F. C. Ritt, president; I. P. Tiffault, vice-president; C. A. Schubert, secretary-treasurer; Messrs. Ritt, Tiffault and Schubert and A. G. Felker and D. L. Miller, directors.

severely injured.

The Franklin-Ritt company last week unloaded seven carloads of Franklins, a total of 21, increasing their stock of Franklins to 38. Mr. Ritt stated more shipments of Franklins are coming.

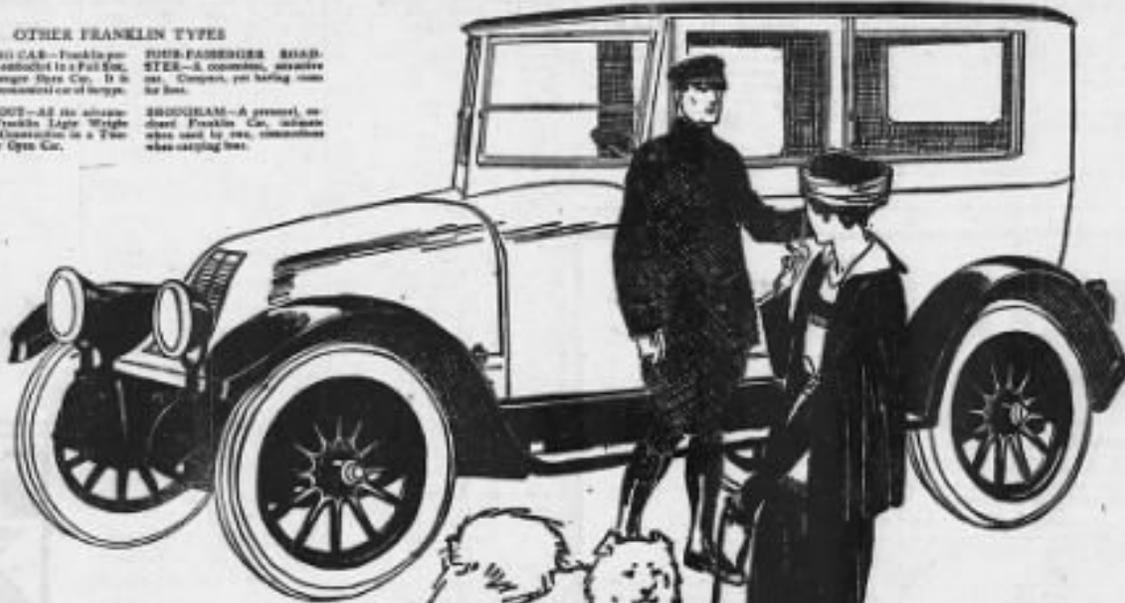
OTHER FRANKLIN TYPES

TWELVE PASSENGER CAB—Franklin performance embodied in a Full Size, Four-Passenger Open Car. It is the most economical car of its type.

FOUR-PASSENGER ROADSTER—A compact, sensitive car. Compact, yet having room for four.

ROADABOUT—As the advantage of Franklin Light Weight Flexible Construction in a Two-Passenger Open Car.

BRIDGEHAM—A personal, modern Franklin Car, suitable when used by one, sometimes when carrying two.



The FRANKLIN SEDAN

THE performance of the Franklin Sedan has greatly changed the motoring public's ideas—especially those about what automobiles should do. Franklin dependability has naturally changed the order of motorists' inquiries when buying a car. The vital questions that establish a car's usefulness are to-day the first ones usually asked, as, for instance—

- "How far in a day can I drive this car without getting tired?"
- "What is its best average speed over all kinds of roads?"
- "What restrictions of season, weather or roads must be expected with it?"
- "What is its proportion of unsprung weight to weight above springs?"
- "Has it any real flexibility or is it hard riding?"
- "Will it yield to road shocks or must it have shock absorbers?"
- "Does heavy, rigid weight punish its tires?"
- "How many miles will it average to a gallon of gasoline in everyday use?"
- "Does it require constant routine care?"

The story of Franklin Light Weight, Flexible Construction and Direct Air Cooling (no water to boil or freeze) is being told on so many roads that all observant motorists know it. Briefly, it is comfortable, non-fatiguing riding over the greatest possible distances in a day on all roads. Consistency of speed, with safety and effortless control. Minimum tire trouble. No hot or cold weather worries. Daily usability all year, and:

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

FRANKLIN-RITT CO.

TELEPHONE 43 MARSHFIELD, WIS.

Sedan Features

Wide Observation Windows, giving unobstructed outlook.
Two Wide Doors, making access easy.
Slanting V-Shaped Windshield, giving broadest driving vision.
Sloping French-style Hood.



WAUSAU FIRM GETS FRANKLIN-RITT CONTRACT.

The Wisconsin Engineering & Construction company of Wausau received the contract for the erection of the Franklin-Ritt company's auto sales building at the northwest corner of Central avenue and Sixth street. The company's construction engineer, J. W. Nerhood, accompanied by William Ziebell, who will be the superintendent of the building operations, arrived in the city last week to start work on the erection of the structure which will be one story high with a plate glass front and rest on a concrete foundation. The Central avenue frontage will be 88 feet, while the depth of the building will be 160 feet. The contractors hope to have it completed in 60 days. The present building on the site, a two-story affair, will be embodied in the new structure.

FRANKLIN-RITT COMPANY

is now offering for sale in denominations of \$500, its first mortgage bonds maturing in 10 years from April 15, 1920, drawing 7 per cent interest, to the amount of \$20,000

Bonds are secured by trust deed to T. D. Spalding, Louis Hartl and L. E. Gilson, trustees.

Security covers the site and building now under construction with a completed value of \$50,000. Bonds are subject to call at \$1.02 on sixty days notice.

Purchasers apply to American National Bank, or to any trustee or officers of the company.

Franklin-Ritt Company, Marshfield, Wisconsin.

Officers, President, F. C. Ritt; Vice-Pres. I. P. Tiffault; Secretary-Treas., C. A. Schubert.

Board of Directors, F. C. Ritt, C. A. Schubert, A. G. Felker, I. P. Tiffault, D. L. Miller.

FRANKLIN-RITT GARAGE NEARLY COMPLETED

The mammoth garage of the Franklin-Ritt company, Central avenue and Sixth street, is nearing completion. The building, principally of brick, concrete and steel, is enclosed and the floor, of concrete, has been laid. The architectural design is decidedly attractive. For size, few garages can compare with this structure, which covers two full lots.

Miss Becker Resigned.

Miss Loretta Becker, who has faithfully and efficiently filled the position of stenographer of the Chamber of Commerce the past three years, has resigned, effective September 11. She has accepted a position with the Franklin-Ritt company.

The Marshfield News and Wisconsin Hub, Marshfield, Wisconsin, 21 Oct 1920, Thu • Page 2

Al. Arnt, a Franklin-Ritt agent from Marshfield was here on auto business two days during the week.

The Marshfield News and Wisconsin Hub, Marshfield, Wisconsin, 28 Oct 1920, Thu • Page 5

F. C. Ritt has sold his interest in the Franklin-Ritt company. It is understood he has been offered the agency of the Franklin car for the city of Racine and will go there and put up a large garage.

The Marshfield News and Wisconsin Hub, Marshfield, Wisconsin, 02 Dec 1920, Thu • Page 5

F. C. Ritt, who sold his interest in the Franklin-Ritt company a short time ago, is now handling the same car, the Franklin, in Racine, where he will make his future home. He has written his family to join him. The household goods are being packed for shipment to that city. Their house will be for sale.

Marshfield News-Herald, Marshfield, Wisconsin, 19 Feb 1921, Sat • Page 1

Name Changed
—We wish to notify the public that we have amended our articles of incorporation and changed the name of the Franklin-Ritt Co. to that of the Franklin-Marshfield Co., under which title we will operate in the future.
FRANKLIN-MARSHFIELD CO.
44t2 By C. A. Schubert, Sec.

Marshfield News-Herald, Marshfield, Wisconsin, 26 Feb 1921, Sat • Page 5

Name Changed
—We wish to notify the public that we have amended our articles of incorporation and changed the name of the Franklin-Ritt Co. to that of the Franklin-Marshfield Co., under which title we will operate in the future.
FRANKLIN-MARSHFIELD CO.
44t2 By C. A. Schubert, Sec.

Marshfield News-Herald, Marshfield, Wisconsin, 05 Mar 1921, Sat • Page 2

FRANKLIN-MARSHFIELD CO.
THE HOME OF
Franklin Automobiles
(Air-Cooled, of Course)

With the complete line of ultra stylish bodies—every desire can be found in the Franklin.

TO THE PROSPECTIVE BUYER WE SAY

The experienced automobile owner is finding each day, that Franklin endurance, economy, ease of handling, and it's many refinements is finding its way to his final decision.

---a Franklin
(Air-Cooled, of Course)

A CAR THAT LIVES AND MULTIPLIES ITS FRIENDS

Why We Chose Millers

We want your permanent patronage—not only today's business but tomorrow's as well. That's why we chose Miller Tires.

In Millers we offer you Geared-to-the-Road mileage increased 115% since the pre-war year. It's a tire that is made by skilled builders. Uniform mileage in every one—if a Miller comes back defective, the maker is penalized. Less than one-half of one per cent are returned for any reason whatsoever.

Uniform long distance mileage—that's what we offer you in Millers. Our tire service is made expert to insure your obtaining every mile the maker built into the tire.

Come in and get acquainted. We're the authorized local Miller sales and service agency.

We are always glad to see you. Our service is yours for the asking. Our air compressor is affording an abundance of free air.

Repair work of all kinds done promptly. We specialize on cord casing repairs.

Brook's Tire Shop

526 S. Cent. Ave.

Franklin-Marshfield Garage

Stewart Battery company, buying it for \$26,000, which is little more than half of the sum it cost to build three years ago.

Other bidders were C. E. Blodgett, who started the bidding with an offer of \$20,000, and I. P. Tiffault, whose bid was \$25,000.

The building, originally built for the Franklin Ritt Automobile company with C. A. Schubert as manager. The business conducted was an agency for Franklin automobiles and service station. In the reorganization several local business men became connected with it.

The venture did not prove successful and last year it was declared bankrupt. Since that time the building has been occupied by the Stewart company and the Brooks Tire shop.

It was not stated what change, if any, would be made in the building or its occupancy.

BUILDING WENT IN AUCTION TO BANK FOR \$26,000

Old Franklin Ritt Building Bid
In By American National
Bank; C. E. Blodgett and I.
P. Tiffault Other Bidders

The American National bank was the successful bidder in an auction sale of the building on the corner of South Central avenue and Sixth street this morning, now occupied by the

A. L. Brooks who conducts a tire shop in the Franklin-Marshfield garage, has closed his place of business and left for Phillips, his former home, where he will spend the winter months.

ATTEMPT SETTLEMENT OF LOCAL BANKRUPTS IN CIRCUIT COURT

In Circuit Court at Wisconsin Rapids today, members of the Franklin-Marshfield company and the American National bank met in an attempt to effect settlement of the bankruptcy of the former firm of which the latter were the biggest creditors.

The purchase of the building, formerly occupied by the Marshfield-Franklin company, by the American National bank, settled differences arising from that standpoint, although the bank has at present in its possession a number of Franklin cars and accessories upon which they will make claim.

Atty. P. A. Williams of this city represented the Marshfield-Franklin company, the bank being represented by the firm of Goggins, Brazeau and Goggins of Wisconsin Rapids.

Marshfield Herald, Marshfield, Wisconsin, 07 Dec 1922,
Thu • Page 5

A final meeting of the creditors of the bankrupt Franklin-Marshfield Co. will be held in the offices of C. F. Lamb, Madison, referee in bankruptcy, December 14. The balance of cash on hand for the company, according to a report of the trustee, shows \$4,470.13, which will be divided among the various creditors.

Marshfield Herald, Marshfield, Wisconsin, 15 Feb 1923,
Thu • Page 5

C. J. Rance, for the past two years district manager of the Holland Furnace Company of Holland, Michigan, has leased the office space formerly occupied by the Brooks Tire Shop in the Franklin Marshfield building on South Central Avenue and the fore part of the week opened a district office here. His district includes all of Clark county and the western part of Wood county. He has just received a carload of furnaces which have been sold in this section.