

When we say Today's Franklin goes farther than any other car in meeting present motoring requirements, we mean exactly this:

- the most comfortable car to ride in
- the easiest and safest car to handle
- the most economical car to operate
- the car that is freest from trouble
- and can cover most miles in a day

There are good reasons for these broad statements. Reasons which begin with essential differences in construction—and end with marked differences in actual results.

People now fully realize that a car's value involves how it is built and what it does.

All of these things account for last year's splendid sales record and the fine reception of Today's Franklin.

FRANKLIN

Sold twice as fast as the industry in general in 1921

THE following points are different from common practice, and important in meeting the requirements of to-day:

CASE-HARDENED CRANKSHAFT

Outlasts any other three shafts. The only car with this big endurance feature. Seven main bearings (instead of the usual three) reduce vibration.

DIRECT AIR COOLING—NO WATER

More efficient, weighs less, has 177 fewer parts. Does away with radiator troubles, cuts routine care, allows chassis flexibility, reduces carbon.

LAMINATED WOOD FRAME

More costly to build, but lighter, stronger and more shock-absorbing than steel. Increases comfort, permits wheels to conform to road without straining body.

FOUR-POINT BODY SUSPENSION

Here again is flexibility, impossible with cars having body rigidly bolted to frame the entire length. Prevents squeaks and strains.

TWO-POINT SPRING SUSPENSION

See what this does to rigidity, the enemy of comfort, safety and long life. And to noise—no shackle bolts.

NO TORQUE TUBES OR STRUT RODS

Another contribution to flexibility. Allows springs to absorb jar of starting, stopping and road jolts. Also eliminates unnecessary weight and noise.

FULL-ELLIPTIC SPRINGS

Give almost twice the usual spring movement. Deaden road shocks. More costly than semi-elliptic or other kinds, but important for comfort. Absorb the forces that cause skidding.

LIGHT UNSPRUNG WEIGHT

Less weight below springs than any other car. Reduces reaction of road roughness against tires, body and passengers.

A New Standard for Demonstrations

A lot of cars have been bought in the past on impression, a short demonstration, and a big hope for the best. We want people to know what they are getting before they buy. So we have set a new standard of demonstration—50 to 500 miles, or more. You will like the Franklin's simple starting system, the security you feel when driving, the absence of radiator and tire troubles, the freshness after the trip. The harder the going, the better, because the Franklin possesses advantages that no other car has. It goes when and where others cannot. Go to any Franklin dealer. His time and car will be at your service for this purpose at any time convenient to you. It will pay you to know the Franklin.

TUBULAR FRONT AXLE

Made of drawn steel tubing. More expensive to produce, but is stronger, lighter and free from hidden flaws.

SCIENTIFIC LIGHT WEIGHT

Quality materials of great strength properly used to equalize stress. Distributes load evenly. Lengthens tire life, gives comfort, easy handling and economy.

GENEROUS USE OF ALUMINUM

In body, engine base and oil pan, rear axle housing, etc. Saves 440 lbs. in enclosed types, 350 in open. Costs 800% more than materials it replaces. A big factor in Franklin light weight and quality.

PATENTED LONG-TYPE ALUMINUM PISTONS

Combine advantages of cast iron and of ordinary aluminum types. Silent, longer-wearing, allows higher engine compression, quick acceleration.

NON-STALLING ENGINE

A cowl switch does it. No pushing of pedals—no meshing of gears. A powerful safety factor.

CARBURETOR ADJUSTABLE FROM DASH

Carburetor adjustment possible with car in motion, meeting varying conditions. Prevents gasoline waste, insures maximum power.

COLD WEATHER STARTING DEVICES

Strong starter, improved electric vaporizer, closed circuit ignition system—hotter spark. Makes starting instant, easy and dependable, regardless of temperature.

ELIMINATION OF GREASE CUPS

Wick oiling eliminates all but three, which are easily reached. Lightens routine care, guards against damage due to neglect.

PRESSURE OILING TO BEARINGS

Makes oiling positive, constant, and equal—not a matter of chance. Saves many repair bills. Reduces carbon.

NEW USE OF DROP FORGINGS

In load-carrying parts. Increases endurance, saves repair bills. The first car to embody this advance in construction.

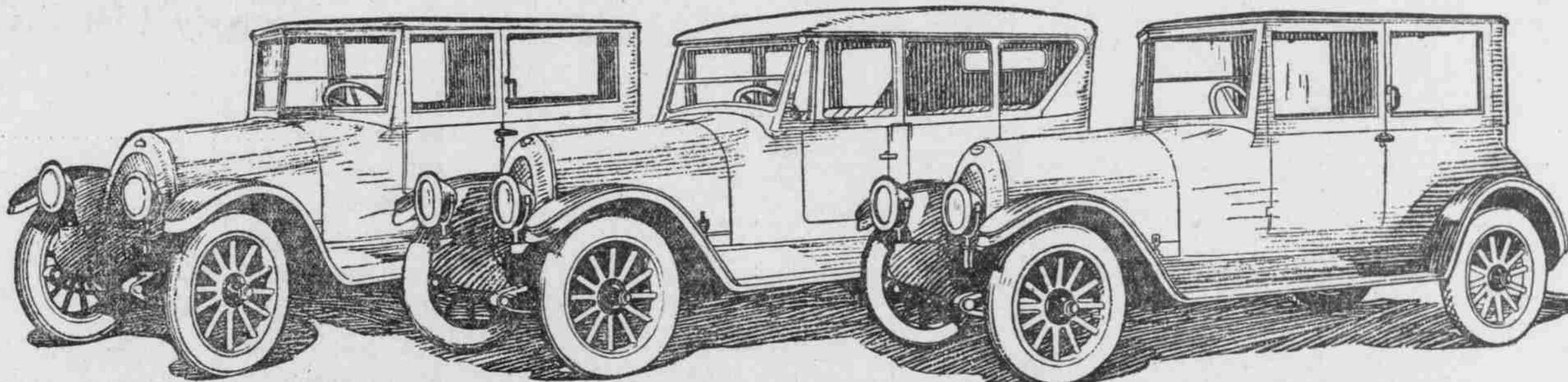
SAFER BRAKING SYSTEM

Service and emergency brake areas separated, insuring cool brakes. Service brake on transmission acts through differential equally on both wheels. Multiplies braking force, prevents skidding.

AUTOMATIC SPARK CONTROL

Relieves the driver of guessing. Insures correct timing at all speeds. Saves engine—saves gasoline.

20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation
(National Averages)



The SEDAN The first stock Sedan in America, and the most practical one ever built. Enclosed car comfort for 5 passengers, at no sacrifice of Franklin roadability. Two doors, wide windows, slanting V front, giving broadest vision for driver and passenger.

The DEMI-SEDAN The most serviceable year-round car. Combines the advantages of open and enclosed types. Quick-removable, non-rattle glass panels permit three distinct degrees of weather protection. Seats arranged as in Touring Car. Four doors.

The BROUGHAM An enclosed car with special features which distinguish it as a personal car for men in business or professions, and for women in their social duties. Cozy for one or two, commodious when carrying four. Another type original with Franklin.

OTHER FRANKLIN TYPES: TOURING . . . DEMI-COUPÉ . . . RUNABOUT . . . TOURING LIMOUSINE

FRANKLIN AUTOMOBILE COMPANY, SYRACUSE, N. Y.

Franklin dealers in this vicinity:

BRALY AUTO CO., 501 Burnside St., PORTLAND

SALEM—Marion Auto Co.
THE DALLES—Franklin Motor Car Co.

YAKIMA—Henry H. Schott
CHEHALIS—J. F. Boughton
PENDLETON—Pendleton Auto Co.

LA GRANDE—David I. Stoddard
WALLA WALLA—Franklin Sales Co.