



The Fine Light Weight Franklin Car Eliminates These 177 Trouble Making Parts

AMERICAN motorists are well aware that the trend in automobiles is toward greater mechanical simplicity. For it is plain that you are bound to have less trouble, if your car has fewer parts that give trouble. No more striking illustration of this fact than the above picture could be found. It shows the 177 parts incident to water-cooling.

Why Complication Means Trouble Aside from the mere waste of weight, this mass of unnecessary mechanism inevitably means work, worry and expense. It means the frequent annoyance—not to mention repairs—of leaky and frozen radiators, cracked water-jackets, clogged and leaking pipes—all the countless other winter-and-summer ills that water-cooling develops.

The Franklin—America's Standard Light Air Cooled Car—is entirely free from this needless trouble, for its Direct Air Cooling consists simply of a powerful turbine fan that applies a swift current of air direct to each cylinder and cools it, in winter and summer, in high or low altitudes, under any motoring conditions.

And motorists today are demanding a car that they can rely on—that is ready for use at all times. They are no longer tolerant of the car that must be coddled—that is in the repair shop just when you need it most, or frozen into uselessness whenever the mercury drops.

The Franklin is ready for use at all times—it does minimize trouble and repairs; and over and above that, the elimination of this and other unnecessary weight enables it to attain a high degree of motoring economy.

In the illustration above, the radiator **Unnecessary Parts** weighs 75 pounds. This and the pile of **Mean Weight and Waste** superfluous metal with the 48 pounds of water it requires and the heavier supports, constitutes a dragging burden of unnecessary weight which is the great barrier to motoring economy.

Freed from this burden, the Franklin gives a steady, day-by-day delivery to owners of

20 miles to the gallon of gasoline—instead of the usual 10
10,000 miles to the set of tires—instead of the usual 5,000

These Franklin facts are at your disposal at any time. Ask for them; and investigate Franklin Direct Air Cooling, Light Weight and Flexibility. Learn why these principles mean more motoring and better motoring for you.

And you will understand at once why the Franklin delivers, not only an economy far and away beyond anything in the fine car class, but also a motoring service that asks no odds of the calendar—that on the contrary, guarantees you motoring satisfaction 365 days in the year.

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