



The Many Claims of *Light Weight* Call for the Scales—also Questions

LIGHT WEIGHT in an automobile is a correct basic principle, else there wouldn't be such a noticeable change of front in the industry—so many claims, where only one existed before.

But the next time this statement of light weight comes up, *get on the scales with it*, and see how far the claim goes. Is it an actuality or just words? If it makes good, then ask, How did you get it?

That's important, because light weight must not sacrifice strength and safety.

The Franklin is the original and only light weight fine car. It weighs today 2445 pounds.

It began 16 years ago with the principle of Direct Air Cooling, one of the principles which permitted logical light weight, sturdiness, resiliency, and economy, instead of the prevalent heavy weight, rigidity and expense.

This difference has appealed so strongly to the American people, especially during the last three years, that heavy weight, massiveness and rigidity have changed to *statements* of light weight, trimness and flexibility. The statements are in the right direction, *but get on the scales with the weight and on a rough road with the flexibility*—and see if the practice bears out the statements.

Then try the Franklin in the same way.

From Statement to Performance

Franklin Light Weight and Flexibility carry through from *statement* to *performance*, and the results are worth knowing about.

1. ECONOMY. Franklin economy is the logical result of its light weight and flexibility, and it consists of two parts—economy of operation and economy of depreciation. In gasoline and tires, the Franklin gives a daily delivery of—

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

And in economy of depreciation, the Franklin, owing to the fact that it does not pound itself to pieces over rough roads, depreciates 50% slower than the average car.

2. SAFETY. A car that is too heavy is an unsafe proposition on rough or slippery roads. And a car that has dropped off weight unscientifically, may have sacrificed safety in so doing. The Franklin's light weight and flexibility enable it to follow the bumps of a road with safety, and Franklin construction and materials mean strength.

3. COMFORT. You cannot realize Franklin comfort unless you ride in the car over a road that would mean hardship in another and heavier car. Franklin light weight and flexibility give a remarkable degree of riding-comfort over all the roads.

4. FLEXIBILITY. Here is the great aid to Franklin Light Weight. Franklin Flexibility, as opposed to rigidity, comes from the use of full-elliptic springs, instead of the compromise type, and chassis frame of tough, resilient ash, instead of the usual unyielding steel. No torque bars or strut rods and braces.

5. SIMPLICITY. Fewer parts mean less trouble as well as less weight. Direct Air Cooling cuts out the 177 parts incident to water-cooling and with them go the frequent annoyance, bother and repairs common to radiators, pipes, water-jackets, etc. Nothing to boil or to freeze.

These are the points about Franklin Light Weight that indicate the carefulness with which it is arrived at. Note what they mean in each item of performance of the car.

Remember these points when next you hear claims of light weight. For they are important to you, as distinguishing between mere claims and actual scientific facts of construction.

Sweeten Automobile Company

Distributors of the Franklin Car—3430 Chestnut Street, Philadelphia

PHONE, BARING 1200

JAMES SWEETEN, Jr., President