

1916 FRANKLIN

SPORT PHAETON

H. H. Franklin Manufacturing Company - Syracuse, NY

ENGINE.....	6 Cylinder Aircooled	HORSEPOWER.....	32 hp
WEIGHT.....	2,280 lbs	WHEELBASE.....	120"
PRODUCTION.....	3,817	FACTORY PRICE.....	\$1,950.00



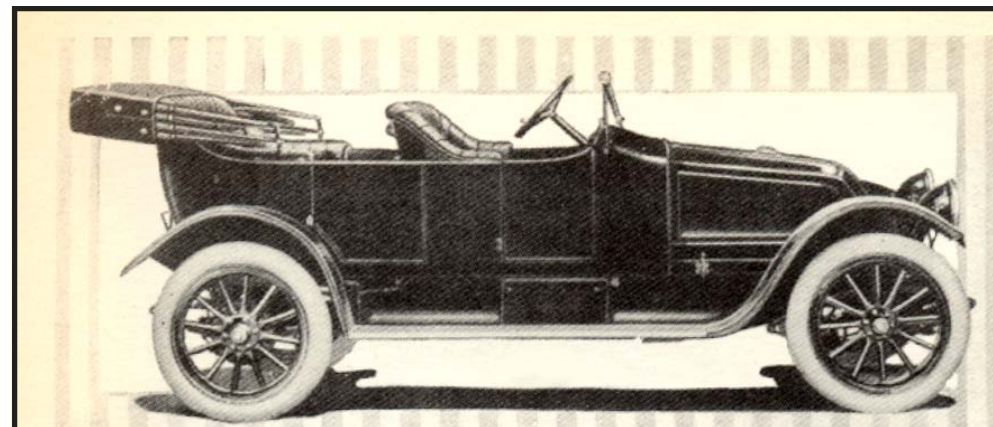
Donated to the
GILMORE CAR MUSEUM
By Lee Doerr - Naples, FL

“Use it all the time—50 degrees below Zero or 120 degrees in the shade!”

Company Advertising

The most unique feature of the Franklin was its use of an air-cooled engine rather than the typical liquid-cooled engine, thus there was no radiator, coolant or anti-freeze used. Known for its reliability and superior ride, the Franklin was produced from 1902 – 1934, and became America’s most successful air-cooled automobile.

In 1938, Franklin was reborn as Aircooled Motors, Inc. with its attention now on building aircraft engines. Franklin engines were used to power three out of four early helicopters, and were also adapted for use in the 1948 Tucker automobile.



FRANKLIN

*You Use it all the Time—
50 degrees below Zero, 120 degrees in the Shade*

IN Strassburg, in the 12th Century, there was built a wonderful clock. It rang all sorts of bells. It gave the phases of the Moon. It was full of wheels and pipes and pulleys. It was so wonderfully complicated it required constant attention. So they only ran it on Sundays and Fete days, and on these days it told the time. Then some bold spirits said—Give us a clock that will run all the time! That is about what has happened with the automobile. Men used to brag about what they had in their car. Now they tell you what they have gotten rid of. They are looking for *simplicity*, not complexity. They used to think that with a multiplicity of parts they were getting more for their money—radiator, pipes, fittings, gears in the fly-wheel, automatic devices in connection with the starter, spark control, torque, reach and other kinds of rods tying the axle to a ponderous body. Now they know that every time they get rid of something on an automobile they add to their peace of mind. The Franklin achieved one of the biggest things in the automobile business when it established direct-air-cooling and *did away with plumbing*. Nothing to freeze in winter or boil in summer. No radiator to nurse up the

hill on a hot day or to blanket every time you draw up to the curb in cold weather. No fussing with anti-freezing mixtures. A car that you can use all the time. 59 per cent of Franklin owners are men who have owned other standard makes of automobiles. There are so many things about the Franklin that are different. There are so many results obtained in its use that are different, in comfort, luxury and easy riding qualities, that these men never get over telling you how it does everything any other car ever did for them—does it better and at less cost of operation. Every one is aware now of the growing interest in air-cooling both in this country and in Europe. The Franklin over a period of fourteen years has perfected a direct-air-cooling system that is attracting the attention of the world. If you want to know how satisfactory is the Franklin direct-air-cooling system, talk to a Franklin owner, or go to a Franklin dealer and ask him to show you how thoroughly Franklin direct-air-cooling cools. The Franklin National Cooling Test settled that question for all time, when on September 24, 1914, 116 Franklin stock cars in 14 parts of the country ran 100 miles each on low gear without stopping the engine. Among fine cars the Franklin is the exponent of scientific light-weight. The Franklin Six - Thirty Touring Car weighs 2750 pounds and the price is \$2150.

FRANKLIN AUTOMOBILE COMPANY
SYRACUSE, N. Y.