

DEALERS' BULLETIN

May 10, 28

FRANKLIN AUTOMOBILE COMPANY, SYRACUSE, N. Y.

No. 1848

Noted Aviation Men Visit Factory

Urge Building of In-Line Air-Cooled Plane Motor

Clarence D. Chamberlin, trans-Atlantic and endurance flyer, Count Igor Sikorsky, aircraft builder and designer and Captain Cyril Moore, sales manager for the Atlantic Aircraft Corporation, a Fokker subsidiary, were among guests at the New York Aircraft Exposition who visited the Franklin factory and inspected its engine producing facilities.

That Franklin is the logical company to manufacture an outstanding power plant for aviation use was the unanimous opinion of these men as well as that expressed by visitors and pilots at the aircraft show. Franklin has the experience, the facilities and experimental data to turn out an in-line air-cooled engine which is the ideal of all flyers, according to general opinion around the exposition.

Count Sikorsky stated he would place an order for six-cylinder in-line aviation motors as soon as they had passed a 50-hour test.

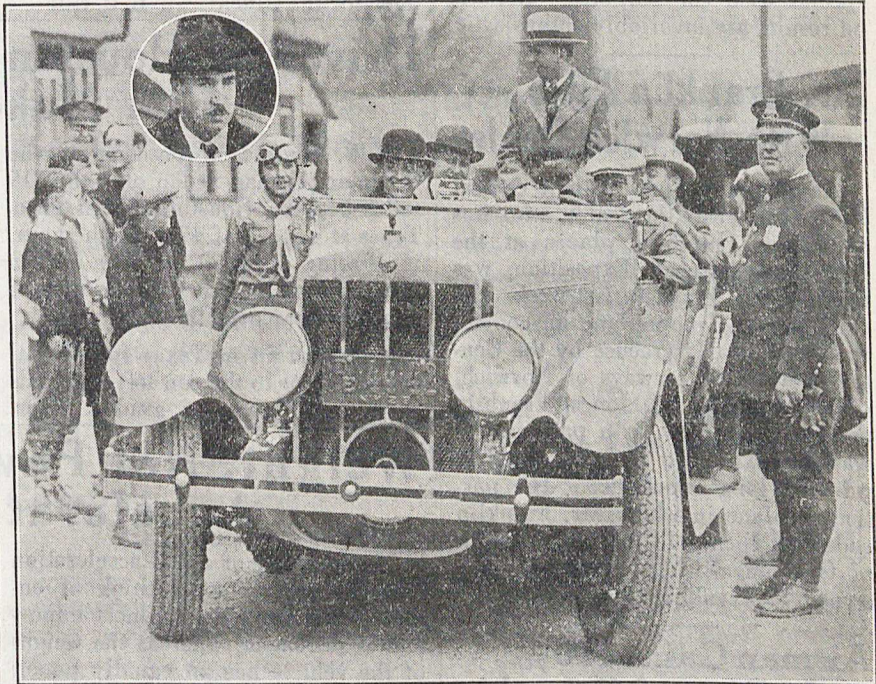
Butte Buys Department Store Bldg. for Sales And Service Quarters

A three-story building two blocks from the busiest intersection of Butte, Montana has been purchased by Howard Pierce, Inc., Franklin dealer, as a permanent location for sales and service quarters. The building was formerly used by the Connell department store. A large Neon sign 29 feet long by 4 feet wide and visible from the main business section is being planned.

Ottawa Doctor Owns Franklins 20 Years

An Airman Coupe sold to Dr. J. R. O'Brien by Capital Motors of Ottawa, Ltd., makes the eighth car Dr. O'Brien has purchased in 20 years of Franklin ownership.

Clarence Chamberlin, trans-Atlantic flier, was enthusiastic about the performance of the Airman Touring car in which he rode during a three day stay in Syracuse as guest of honor at the Aircraft Exposition. Count Igor Sikorsky (inset) was another internationally famous airman at the show, who rode in a Franklin car and expressed deep interest in the Franklin method of air-cooling.



Registrations Gain 300% in Minnesota

Registration of new Franklin cars in the state of Minnesota gained 300% over the first quarter of 1927, authoritative figures just received show. Cadillac lost more than 16% during the same period.

Mr. Franklin Welcomes Mr. Sanders at Luncheon

F. H. Sanders, recently returned to the Franklin sales department after a period of several years in business for himself, was tendered a luncheon of welcome by Mr. Franklin last week. Factory executives attended.

Shipments Show Substantial Gains

Factory shipments to dealers in many parts of the country showed a marked increase during the first four months of 1928. The following points top the list of gains:

Oklahoma City, Ansonia, Miami, Walla Walla, Montreal, Fargo, St. Louis, Cincinnati, Pensacola, Vancouver, Hartford, New Haven, Detroit, Concord, San Francisco, Toronto.

Lead 1927 6-Month Figures

With figures for April incomplete, Cincinnati, O., and Concord, N. H., dealerships report retail sales equal to total figures for the first six months of 1927.

Radio Sells Used Cars for Many Dealers

One of the latest promotion methods for used car sales and one proved to the extent that it is recommending itself widely, is radio announcement. Automobile dealers in a number of cities have availed themselves of the attractive rates for short radio announcements over a protracted period, and are using them to announce special used car bargains. Reports on results are invariably enthusiastic.

Mr. Franklin Flies With Norwich Dealer

An airplane flight with a central New York Franklin dealer, who was exhibiting Fairchild planes at the New York Aircraft Exposition, was made by Mr. Franklin last week. The ship, a cabin monoplane air-cooled, was brought to Syracuse by the Central New York Airways of Norwich, of which Arden M. Jones, Franklin dealer in that city, is a partner. It was flown by Joe Bennett, wartime pilot of long experience. The particular plane in which Mr. Franklin rode had been sold to Dan Franklin of Oneonta, N. Y., a man who has owned 17 Franklin cars.

Airman Gains 150% In Dist. of Columbia

One of the first political subdivisions in the United States to report on registry of new automobiles during the month of April was the District of Columbia, which showed a Franklin increase of 150%. Cadillac suffered a loss of 240% in this territory during the same month. Franklin's increase for the four months of the year was slightly in excess of 6% over last year. Cadillac's loss for the four months was 83% and Packard lost 19%.

Franklin Best Cooling Proof

"The Franklin car remains the best and most convincing proof that, given a proper design, air cooling is a complete success", states *The Outlook*, a British magazine.

Airman Paves Way to Reclaim Lost Business, Gill States

The Airman car is returning lost business to the fold and is taking in trades which are building up a clientele of buyers of high-class used cars, according to L. C. Gill, new general sales manager for the Gluek-



L. C. Gill

Hennessy Motor Company of Minneapolis. Gill was at the Factory during the early part of the week. He says the Airman recently succeeded in reclaiming a buyer who had gone over to Cadillac and was thinking of buying a LaSalle. The Cadillac trade was sold in three days to a man who was considering buying a Packard, thus establishing two new outlets, one for new and one for used cars.

Driver of Houston-El Paso Run Makes \$1000 Challenge

R. B. White, Houston druggist who drove an Airman Sedan over the 819 miles between Houston and El Paso, Texas at a speed of 47 miles the hour, is offering a \$1000 bet that he can beat either his own time or that of any other car over the same route.

Lack of rain in Texas for several months prior to the run left hundreds of miles of recently graded desert

roads pocked with chuck-holes and thick with dust, greatly reducing the possible speed, White thinks. Sixty-five miles of river road were extremely poor and more than 50 cattle guards, or barriers across the road with narrow openings just wide enough for a car to pass on tracks of steel pipe laid in concrete, were encountered.

Weight, Not Power, Limits Acceleration Performance

"In speaking of rapid acceleration most people naturally think of engine power as being the most important requirement, whereas the weight of the vehicle has an equally potent influence upon its liveliness", writes a correspondent in *The Motor*. "Acceleration is exactly proportional to what is known as the power-weight ratio, and can be bettered either by increasing the power or decreasing the weight". That this authority evi-

dently favors decreasing weight rather than increasing power can be seen from his statement, "in many cases the performance of a car has been quite spoiled by overloading it with cumbersome bodywork and then, to bring the acceleration back to normal, the designer has been forced to wring a few more 'horses' from an unwilling engine, a practice which may make a smooth-running power unit into a rough one".

Fundamental Beauty Of deCausse Styles Praised By Artist

The deCausse models when originally introduced on the Franklin Series 11 in 1925 were at least three years ahead of the times, says A. C. Edenborough, New York artist. Today they are fundamentally right in the various elements of beauty, Mr. Edenborough claims.

47 M.P.H. Average Speed for 141 Miles

Using a five-passenger Sedan demonstrator and encountering the heavy traffic normal to the Hudson valley, J. W. Hill, Franklin dealer at Sparkill, N. Y., covered 141 miles from his store to Keeler's Restaurant in the business center of Albany in two hours and 58 minutes or an average speed of 47 miles the hour. More than 30 towns were traversed.

Packard to Build Air-Cooled Motors

Packard will enter the field of air-cooled motor production at least in the aviation division, Alvan Macauley, president of that company, revealed recently in an interview with a *Universal Service* staff correspondent. "I think Colonel Lindbergh's epoch-making flight may be considered as the turning point in the industry definitely settling upon the air-cooled radial type motor as the one best suited to general commercial requirements. Since that time, and before, we have been experimenting with the development of air-cooled motors, and we will before long enter the field of air-cooled motor production", Mr. Macauley said.

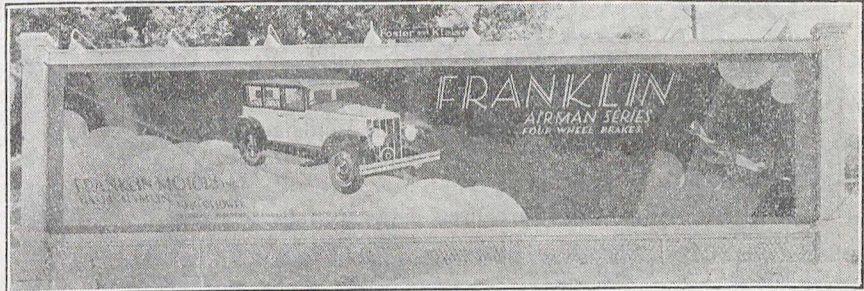
Airman Captures Former Lost Sales

With the Airman car presenting definite advancements in mechanical elements and weight distribution and with the old-time Franklin advantages such as air-cooling and light weight, rapidly taking precedence in the motorist's mind, the time is ripe as never before to get after water-cooler owners who were previously contacted and not closed, according to S. E. Ackerman, president of the Syracuse dealership. The Ackerman company has sold 13 cars to owners of this class, and has reclaimed another former owner who defected to the Packard ranks.

Occupation No Barrier To Franklin Prospect

The scope of the Franklin dealer's market crosses a wide margin of occupational lines. One day's delivery reports recently showed new cars bought by one or more persons engaged in the following pursuits: attorney, butcher, banker, barber, bookkeeper, capitalist, clergyman, dairyman, doctor, electrician, executive, florist, iceman, insurance man, housewife, hotel man, lumberman, merchant, manufacturer, real estate salesman, retired business and professional men, steamboat agent and student.

Los Angeles Road Sign In Modernist Style



Strikingly accented with the dynamic planes of light and shadow which characterize the modern school of design, a sign board displayed by Ralph Hamlin's Franklin Motors, Inc., in Los Angeles, emphasizes the advanced body styles of the Franklin car and its air-cooling association with aviation.

President Famous Boston Dept. Store Buys Airman

A. Lincoln Filene, president of William Filene's Sons Company, one of the largest and most famous department stores in the world, bought an Airman Roadster from the Franklin Motor Car Company of Boston last week. The trade-in was a Nash.

Comfort, Service Impress Detroit

Franklin gives riding comfort which cannot be surpassed by any car on the road today and the class of men found in Franklin service stations always inspire the owner with confidence, writes Harold W. Edwards of Detroit. Mr. Edwards just returned from a 5,600 mile trip through ten states carrying two passengers and 1500 pounds of baggage and driving continuously for 25 days. "We were no more tired at the completion of the journey than at the beginning", he states.

Supreme Court Judge Buys Airman Sedan

Burt Jay Humphrey, Supreme Court Judge of the Second District, purchased a five-passenger Sedan from Franklin-Cahill Motors, Inc., of Jamaica, N. Y., last week. The deal was a clean sale, Judge Humphrey retaining his Series 10-B Franklin Limousine.

Demand Recalls Post-War Boom

With dealers' in nearly all of the larger cities, telephoning and telegraphing for rush shipments, ranging in size from single cars to double carloads, scenes at the Factory harken back to the post-war boom period.

Easy Acting Hydraulic Brakes Do Not Need Booster Mechanism

Pressure boosters and Servo mechanisms now making their appearance on mechanical four-wheel brakes reveal a fundamental weakness in this type of braking apparatus, namely, the great amount of physical energy required at the pedal to produce the required braking effect at the wheels.

Measured against this, the Airman's hydraulic brake with its surprisingly great checking force resulting from only a light touch of the foot, gives proof of the vastly superior leverages achieved and the friction avoided through transmitting the braking energy hydraulically.

Installment Buying Puts Industry Year Ahead in Production

"If automobiles were sold for cash only, production would be one year behind its present schedule", Jesse I. Straus, President of the R. H. Macy and Company department store in New York, was quoted recently.

University Head And Noted Actors Use Air-Cooling



Chancellor Flint

Fred Stone and his daughter Dorothy, co-stars in the show "Criss-Cross", with Chancellor Charles W. Flint of Syracuse University, played leading roles in the drama of air-cooling during the three days of the Stones' engagement in Syracuse. Fred and Dorothy flew to the city in their air-cooled-engined airplane reaping columns of newspaper publicity as a result. On Tuesday they were guests of Chancellor Flint who as pastor of the Little Stone Church in Brooklyn, had baptized Dorothy. The Chancellor drove the Stones on a sight-seeing tour around Syracuse in his new Airman Franklin Sedan. And again the news cameras clicked!



Dorothy Stone

No Duty on Cars Of Foreign Owners

Admission to the United States of automobiles of tourists from all parts of the world without duty for a period of 90 days has been approved by Secretary of the Treasury Mellon.

Franklin Prices

<i>119-inch Wheelbase</i>	
Sedan	\$2790 Vict. Brom.\$2760
Oxford	2815 Coupe
Sport Sedan	2910 Conv. Coupe 2925
<i>DeLuxe Models</i>	
Conv. Coupe	\$3040 Sport Sedan\$3160
<i>128-inch Wheelbase</i>	
Sedan	\$2980 Sport Rbt.\$2975
Oxford	3015 Spt. Touring 2975
Limousine	3080 Touring
<i>DeLuxe Models</i>	
Sedan No. 1	\$3225 Sedan No. 2\$3255
<i>Custom Models</i>	
Conv. Sedan	\$4600 Sport Sedan\$5800
All-W. T. Car	6400
Encl. D. Cab. ..	6400 Town Car
<i>Chassis</i>	
119-inch	\$2000 128-inch
<i>Prices include all equipment except spare tire, tube and cover.</i>	

Two Pennsylvania Owners Have Purchased Seventy Franklin Cars

Senator H. B. Scott of Phillipsburg, Pa., with his friend and business associate C. B. Maxwell of Morrisville, Pa., have owned 70 Franklin cars between them. Senator Scott has bought 36 Franklins since 1920. He was at the Factory Monday with dealer John L. McGinnis of Clearfield looking



Sen. H. B. Scott

over three other body types which he intends to buy shortly. The two drove back a special seven-passenger Sedan, finished in black with six white wire wheels, rear trunk and folding rack. The car was for Mr. Maxwell, being the 34th which he has purchased.

Both Senator Scott and Mr. Maxwell owned high-grade water-cooled cars before and during their Franklin ownership. The riding and driving qualities of the Franklin, however, keep them sold on that make.

Advanced Ideas In Franklin Body Styles Have Influenced Design

The first to adapt the simplified proportion of modern design to automobile bodies, Franklin has made several other breaks with past practices which have been widely copied. The currently popular bevel-edge roof termination was a Franklin origination, lately modified on the Airman series to a more modern and sophisticated form. Even in its early application to Franklin, this design had greater stability and permanence than the roof terminations used by

others, notably the over-shot roof which Franklin men prophesized with accuracy would be a passing fad.

The high hood with ridge line in the center is another typical Franklin creation, while the long radiator with metal mullions dividing the grille, and extension of the grille below the sills, is still another Franklin idea.

Body lowness or devices to give appearance of lowness have come in rapidly since Franklin announced "the lowest car at the 1926 shows".

Drive Special Cars Urges N. Y. Dealer

It is good policy for each dealership to have one or more special cars of striking type in service to create comment and build up interest, says A. W. Miller, president of the Franklin-New York Co. Such cars help to build Franklin prestige in New York Mr. Miller states, and to assure widest possible attention he has for his personal use a Sport Sedan in cream with black striping, scarlet wire wheels, black superstructure and black door mouldings. Rear vision mirrors are carried on both fenders. Mr. Miller has on order for his personal use another Sport Sedan to be finished in Merrimac and Czarina beige, with six wire wheels and folding trunk rack.

Two New Retail Men Join Chicago Dealer

Maurice McGauran and Charles S. Fredericks have joined the retail sales staff of L. Markle, Chicago distributor. Mr. McGauran, a former Franklin salesman, has been selling Stutz cars. Mr. Fredericks left the advertising field to join the Markle organization.

Airman Only Car Good For Town and Touring

The Franklin is the only car that is a good road car and a good town car, claims Otto A. Lawton, president of the Boston dealership. Other makes are either big and bulky for convenience in the city or too small and uncomfortable for long trips. Franklin has struck a nice balance, Lawton thinks.