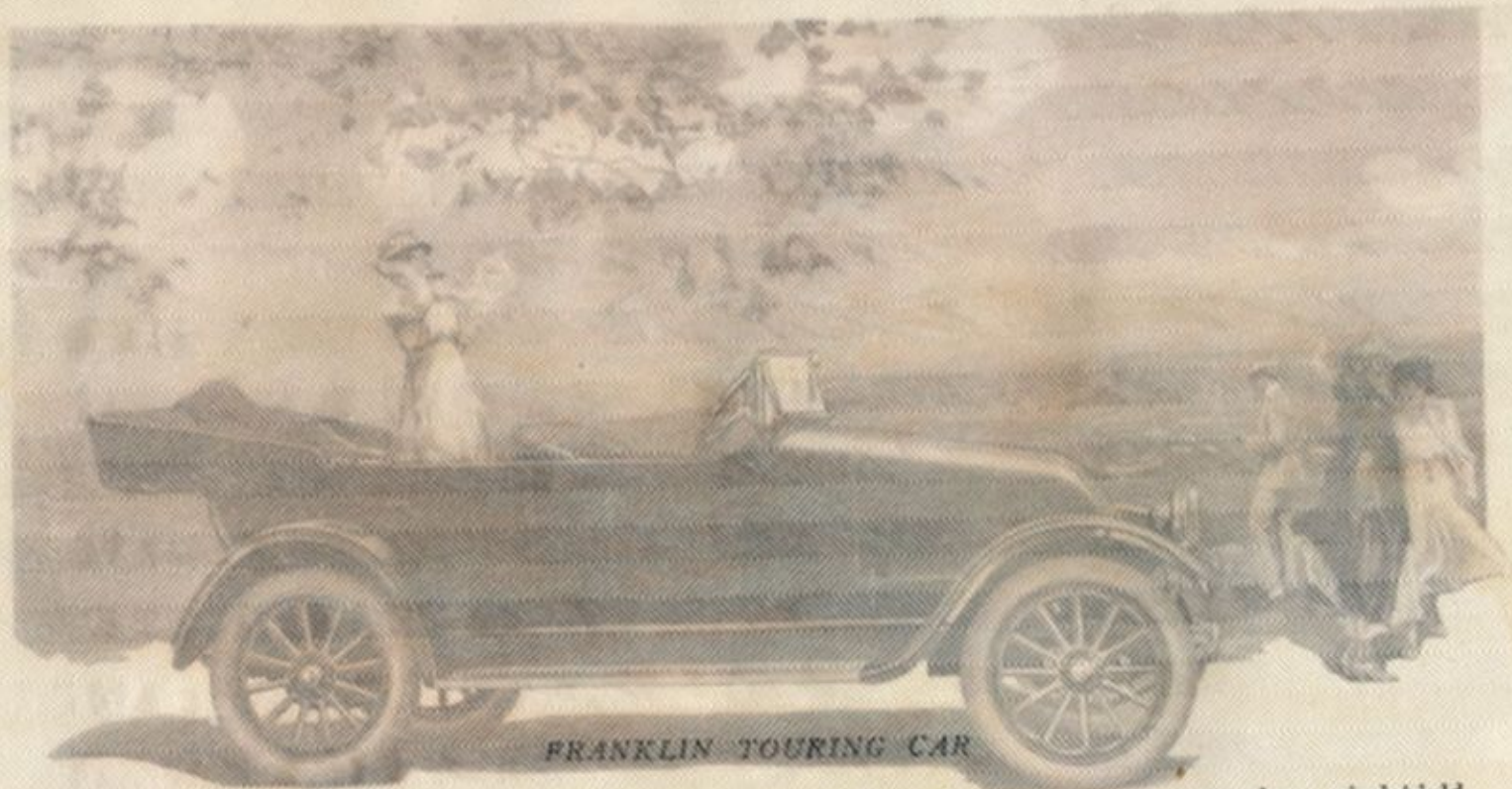


The
FRANKLIN
CAR

JOHN F. MCGILVER COMPANY
DEALER IN MOTOR CARS
2425 BROADWAY
OAKLAND

The FRANKLIN CAR

FRANKLIN AUTOMOBILE COMPANY
SYRACUSE, N.Y.

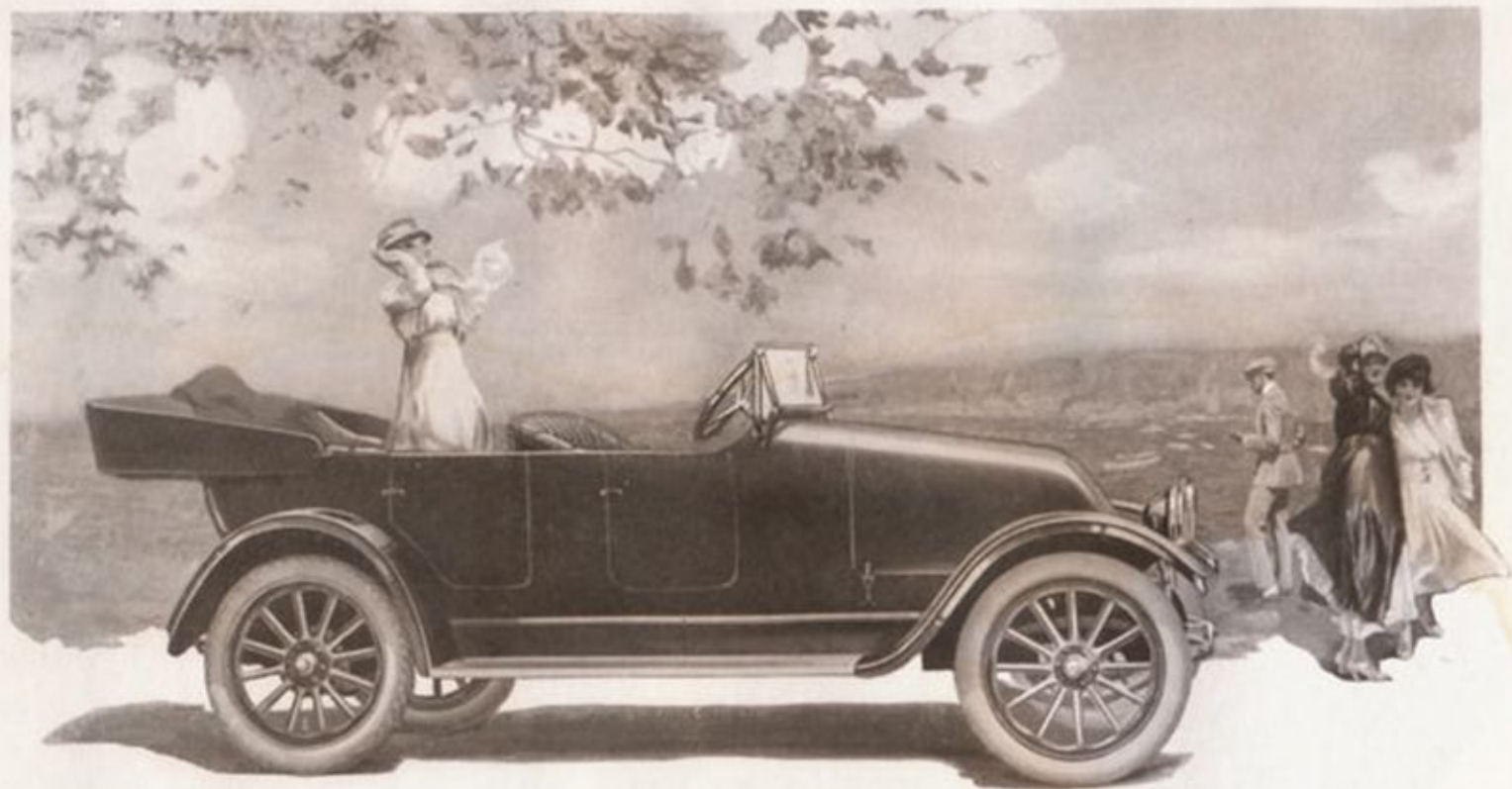


FRANKLIN TOURING CAR

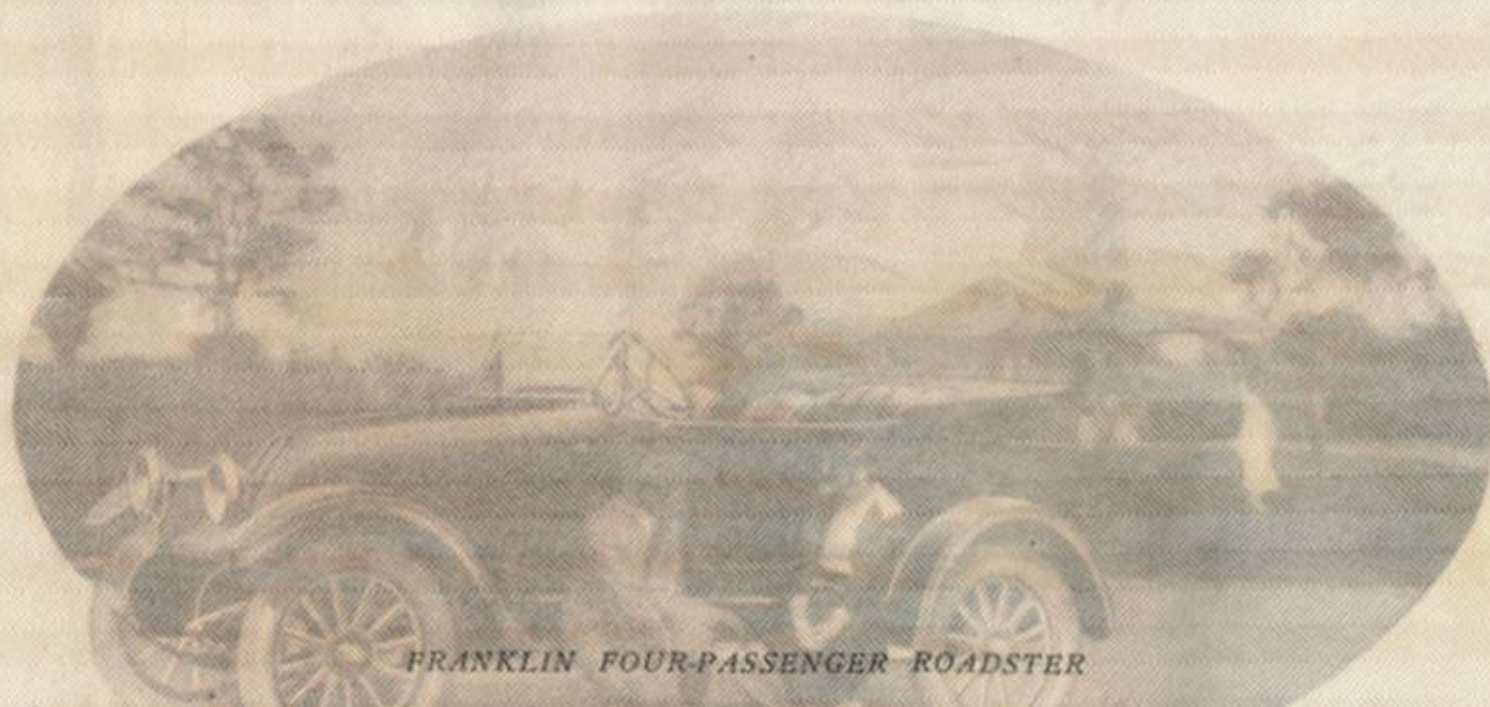
A full-size, five-passenger car.
One-man top and Always Ready
curtains of Neverleek fabric.
Removable attachments facilitate
opening and closing the doors
with the curtains in position.
Upholstered in hand-buffed,

straight-grain, black leather with
semi-bright finish.
Color, Brewster green.
Body, hood and mudguards are
aluminum.
Body designed so that a light, de-
tachable winter top can be fitted.

Adjustable two-glass windshield,
with one-piece standards.
Provision is made for securing
luggage trunk to running board.
Goodyear or Goodrich cord tires.
Weight, 2280 pounds. Price,
\$1950 F. O. B. Syracuse, N. Y.



FRANKLIN TOURING CAR

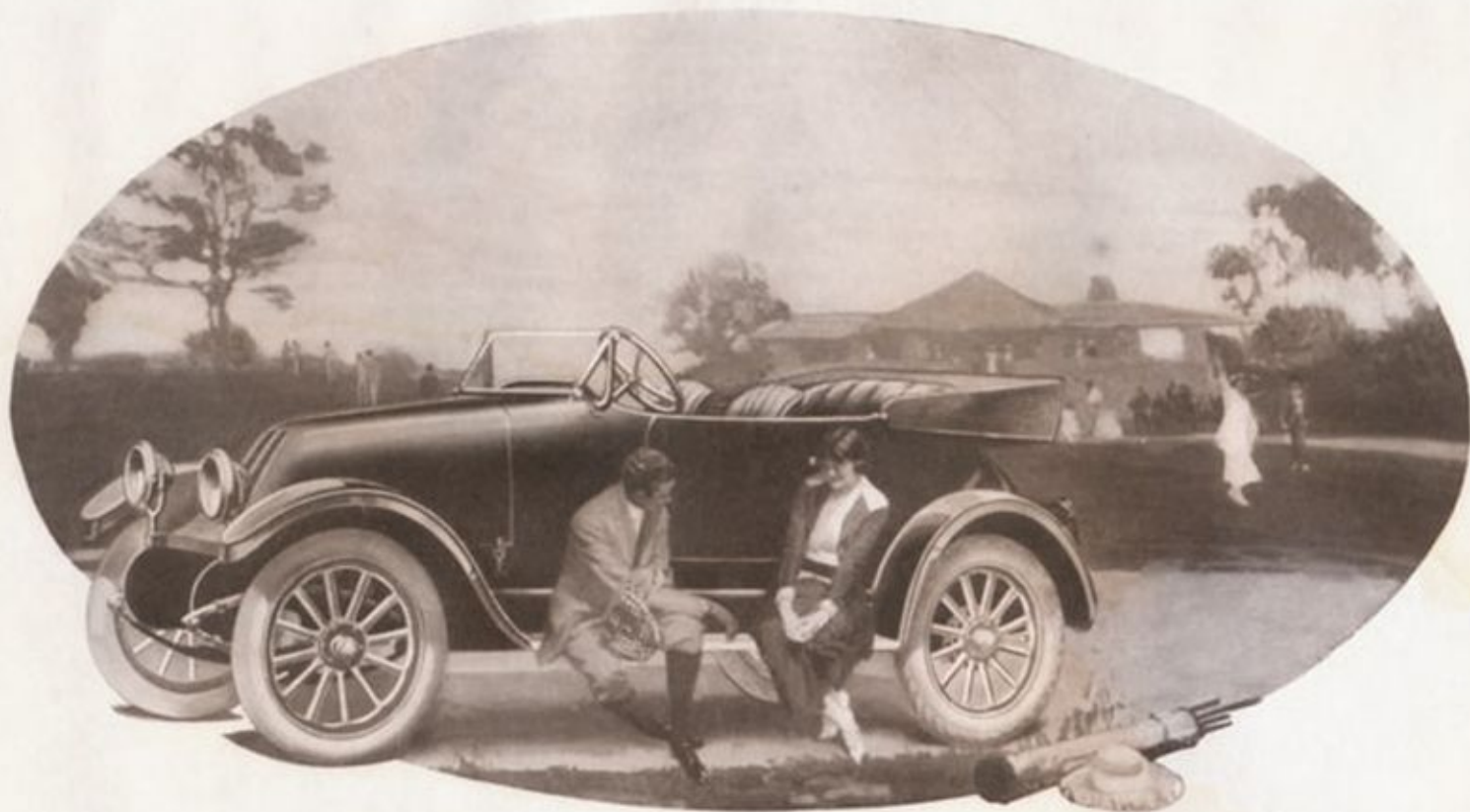


FRANKLIN FOUR-PASSENGER ROADSTER

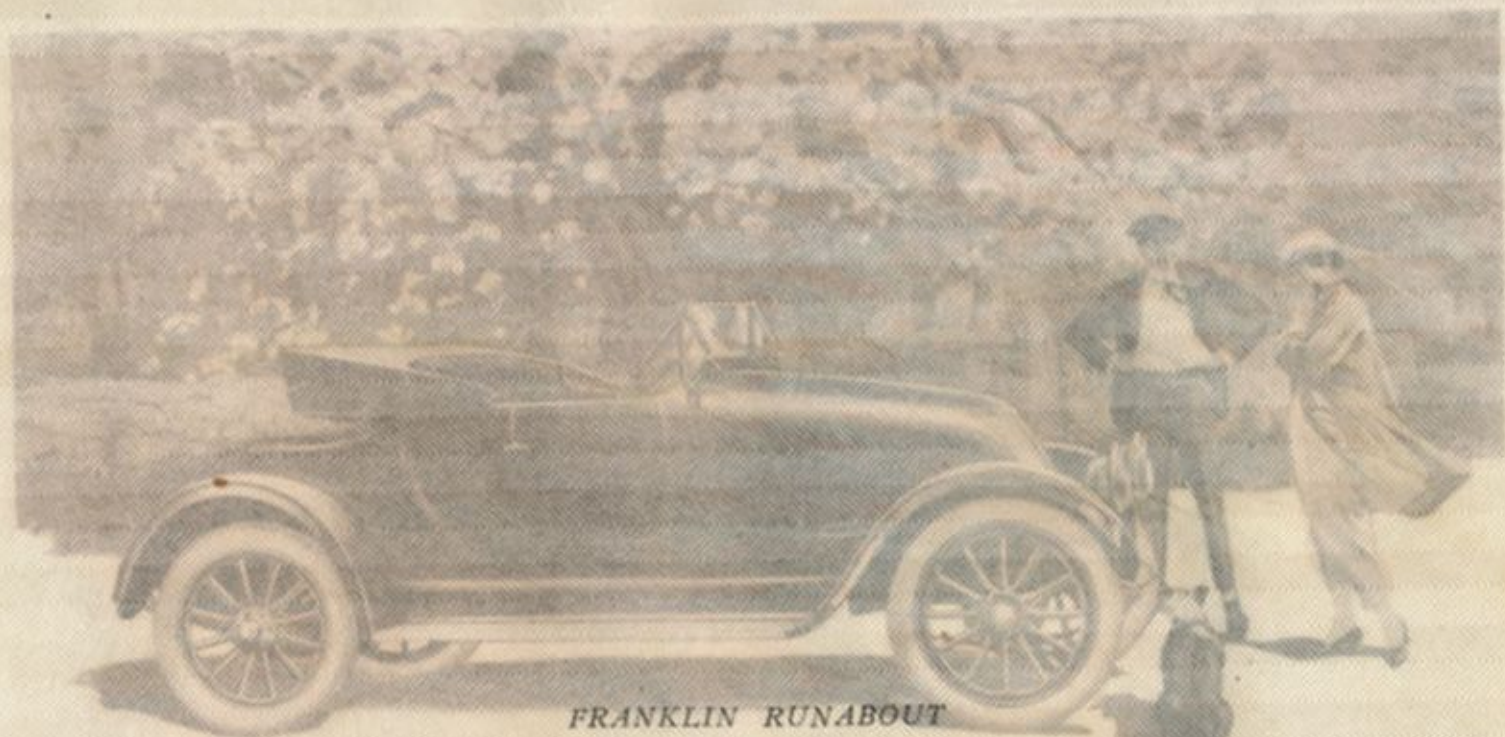
A compact four-passenger car. One-man top and Always Ready curtains made of olive khaki-twill mackintosh. Removable attachments facilitate opening and closing the doors with the curtains in position. Front seats are Pullman swiveling and tilting type, that permit

free access to the passenger compartment. Upholstered in black box calf, applied in straight English plaits. Color, olive brown for body and wheels; black for axles; all with dull finish. Body, hood and mudguards are aluminum.

Body designed so that a light, detachable winter top can be fitted. Adjustable two-glass windshield, with one-piece standards. Provision is made for attaching luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2280 pounds. Price, \$1950 F. O. B. Syracuse, N. Y.



FRANKLIN FOUR-PASSENGER ROADSTER

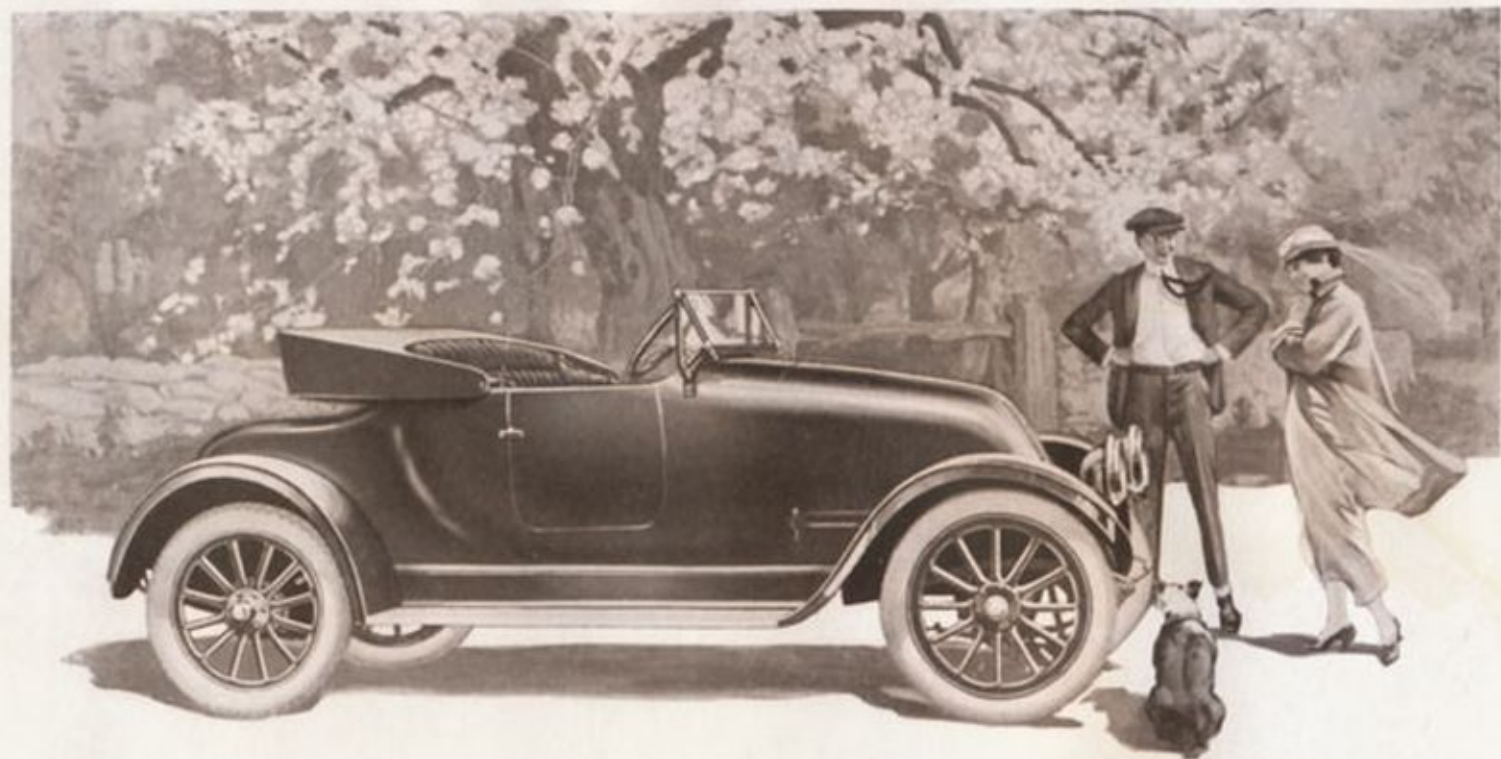


FRANKLIN RUNABOUT

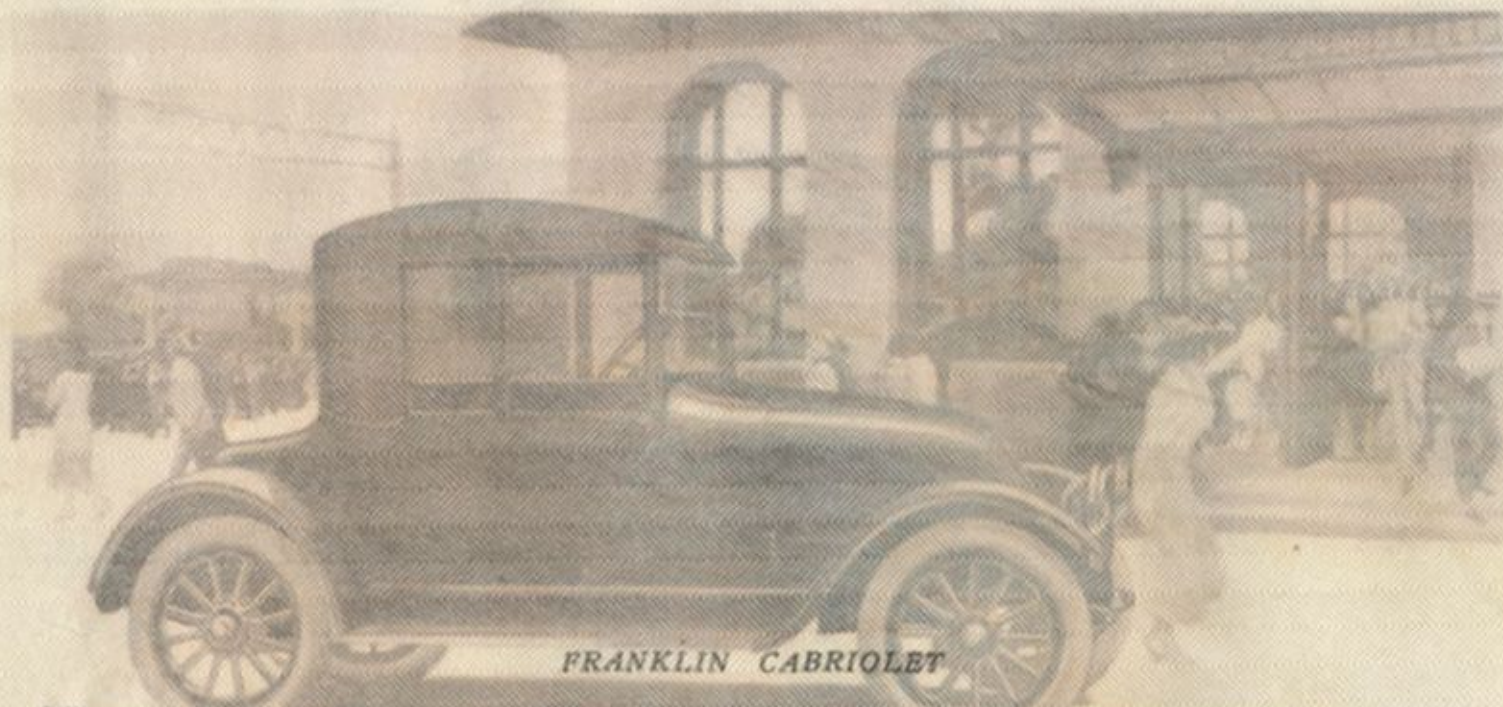
A two-passenger car.
One-man top and Always Ready
curtains of Neverleek fabric.
Removable attachments facilitate
opening and closing the doors
with the curtains in position.
Upholstered in hand-buffed,

straight-grain, black leather with
semi-bright finish.
Color, Brewster green.
Body, hood and mudguards are
aluminum.
Body designed so that light, de-
tachable winter top can be fitted.

Adjustable two-glass windshield,
with one-piece standards.
Provision is made for attaching
luggage trunk to running board.
Goodyear or Goodrich cord tires.
Weight, 2160 pounds. Price,
\$1900 F. O. B. Syracuse, N. Y.



FRANKLIN RUNABOUT



FRANKLIN CABRIOLET

Offset seat for three and an auxiliary seat facing the rear.

Top is built under an English patent known as "Pliable" construction.

Quarter windows on each side which, with rear windows and door windows, drop into the

body. Top collapses with but little overhang at the rear.

Upholstered in dark green, hand-buffed, pebble-grain leather; top lining of green Edredon.

Painting is Brewster green.

Body, hood and mudguards are aluminum.

Adjustable two-glass windshield, with one-piece standards.

Provision is made for securing luggage trunk to running board.

Goodyear or Goodrich cord tires.

Weight, 2485 pounds. Price, \$2750 F. O. B. Syracuse, N. Y.



FRANKLIN CABRIOLET



FRANKLIN BROUGHAM

A condensed four-passenger car for personal driving.

Front seats of the Pullman swiveling and tilting type.

Upholstered in neutral green, low-napped Edredon, with silk shades and draperies to match. French gray silver trimmings of exclusive design.

Color, Brewster green for body and chassis, and black for super-body.

Interior appointments consist of Perfection window regulators,

combination coat rail pull-to handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, robe cords and grab handles, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder, mahogany tray with ash receivers mounted above cowl.

Body, hood and mudguards are aluminum.

Rothchild body panel construction that dispenses with all joint moldings.

Body built with V-front, composed of two adjustable windshields, affording wide and unobstructed vision and the least wind resistance.

Provision is made for securing luggage trunk on running board. Goodyear or Goodrich cord tires. Weight, 2575 pounds. Price, \$2800 F. O. B. Syracuse, N. Y.



FRANKLIN BROUGHAM



FRANKLIN SEDAN

Seats five passengers.

Front seats are of the Pullman swiveling and tilting type.

Upholstered in neutral green, low-napped Edredon, with silk shades and draperies to match. French gray silver trimmings of exclusive design.

Color, Brewster green for body and chassis, and black for super-body.

Interior appointments consist of Perfection window regulators,

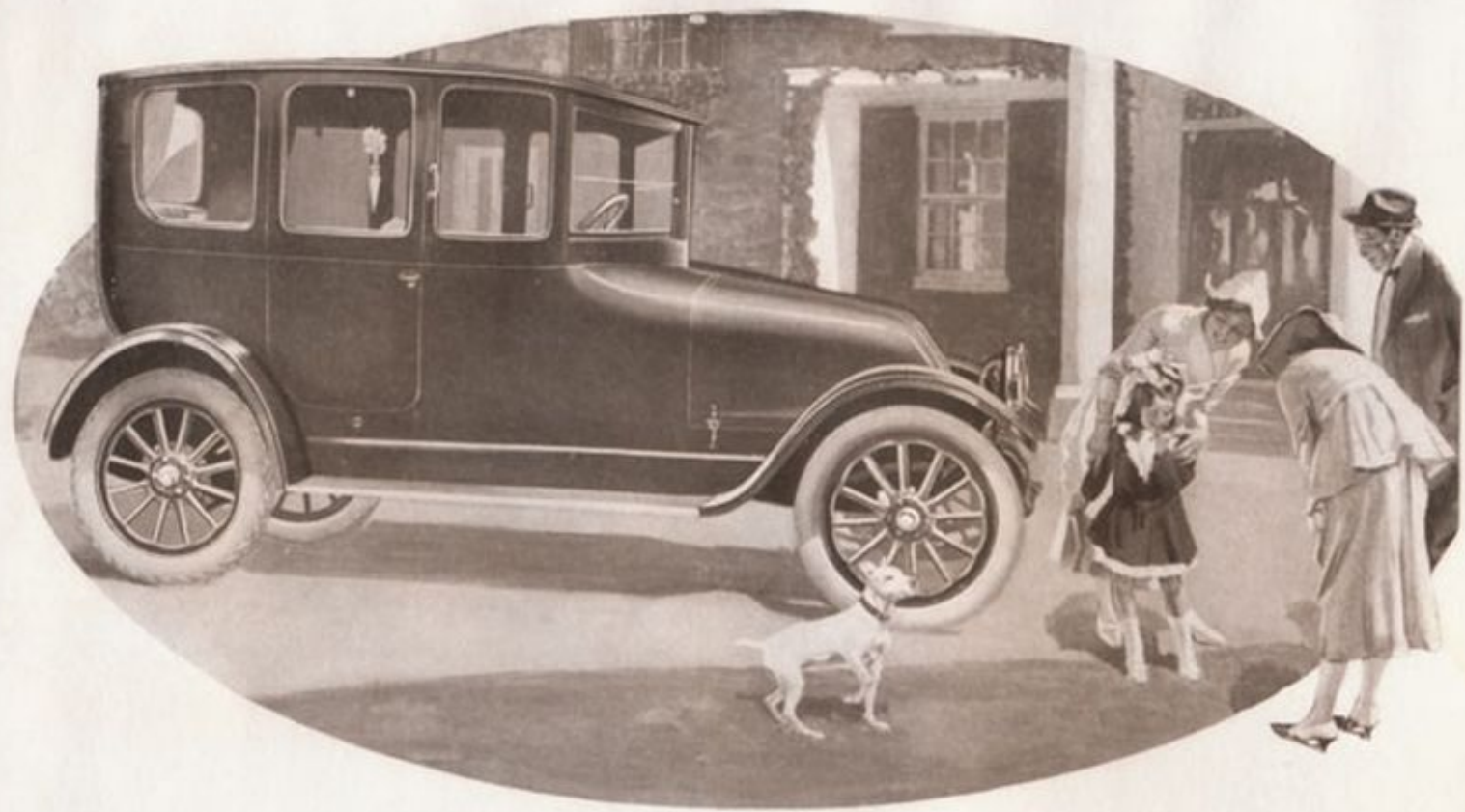
combination coat rail pull-to handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, robe cords and grab handles, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder, mahogany tray with ash receivers mounted above cowl.

Body, hood and mudguards are aluminum.

Rothchild body panel construction that dispenses with all joint moldings.

Body built with V-front, composed of two adjustable windshields, affording wide and unobstructed vision and the least wind resistance.

Provision is made for securing luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2610 pounds. Price, \$2850 F. O. B. Syracuse, N. Y.



FRANKLIN SEDAN



FRANKLIN TOWN CAR

A seven-passenger car. Two auxiliary seats face the rear and fold into the front partition when not in use.

Upholstery of passenger compartment, fawn-colored mohair plush fabric, known as Mohco, with silk shades and draperies to match; driver's compartment, hand-buffed, straight-grain, black leather. French gray silver trimmings of exclusive design. Color, Brewster green for body and chassis; black for super-body.

Appointments consist of Perfection window regulators, combination coat rail pull-to handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder.

Body, hood and mudguards are aluminum. *FRANKLIN TOWN CAR*
Rothchild body panel construc-

tion that dispenses with all joint moldings.

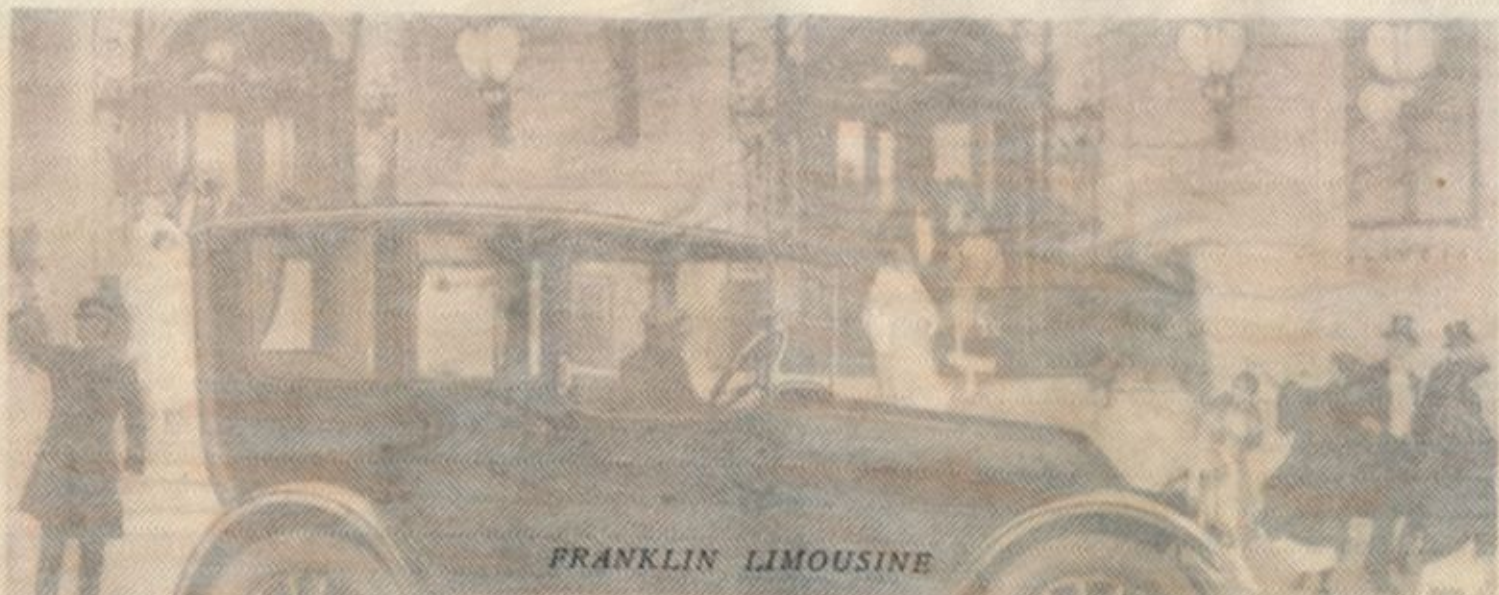
Concealed leather awning is provided for the driver in stormy weather.

Adjustable two-glass windshield, with one-piece standards.

Provision is made for attaching luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2610 pounds. Price, \$3100 F. O. B. Syracuse, N. Y.



FRANKLIN TOWN CAR



FRANKLIN LIMOUSINE

A seven-passenger car. Two auxiliary seats face the rear and fold into the front partition when not in use.

Upholstery of passenger compartment, neutral green, low-napped Edredon, with silk shades and draperies to match; driver's compartment, hand-buffed, straight-grain, black leather. French gray silver trimmings of exclusive design.

Color, Brewster green for body

and chassis; black for super-body.

Appointments consist of Perfection window regulators, combination coat rail pull-to handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder.

Body, hood and mudguards are aluminum.

Rothchild body panel construction that dispenses with all joint moldings.

Adjustable two-glass windshield, with one-piece standards.

Provision is made for attaching luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2620 pounds. Price, \$3100 F. O. B. Syracuse, N. Y.



FRANKLIN LIMOUSINE

SPECIFICATIONS

ENGINE. Horse Power—25.3.
Cylinders—Six, $3\frac{1}{4} \times 4$ inches, cast individually.
Valves—In head, enclosed.
Pistons—Aluminum.
Crank Shaft Bearings—Seven, plain.
Cooling—Air-cooled by direct application of separate currents of air to each cylinder.
Oiling—Force feed, recirculating type.
Oil Capacity— $1\frac{1}{2}$ gallons.
Ignition System—Special Atwater Kent, with platinum-iridium breaker points.
Control—Throttle control by lever at top of steering post; also foot accelerator. Spark advance automatically regulated.
CLUTCH. Type—Multiple disc, running in oil.
TRANSMISSION. Type—Selective.
Three forward speeds and reverse.
DRIVE. Rear Axle Gear Reduction—3.92 to 1.
AXLES. Front—Tubular; 100% Radio-Thrust ball bearings.
Rear—Semi-floating. Spiral bevel gear and pinion of nickel steel.
WHEELS. TIRES. Open Cars—Front and Rear Tires, 32×4 in.

Enclosed Cars—Front and Rear Tires, $33 \times 4\frac{1}{2}$ inches. Goodrich Silvertown cord, or Goodyear cord.
Rims—Quick-detachable Goodyear, straight side.
SPRINGS. Type—Full-elliptic front and rear.
Dimensions— $36 \times 1\frac{3}{4}$ inches.
BRAKES. Service—Double-acting, contracting band brake on transmission brake drum.
Emergency—Double-acting contracting band brakes on rear wheel brake drums.
STEERING. Type—Worm and gear.
Location—Left, with center control.
WHEEL BASE. Length—115 inches Tread—56 inches.
GASOLINE TANK. Location—Rear of frame. Stewart Vacuum System feed.
Capacity— $13\frac{1}{2}$ gallons, total. Main, 12 gallons; reserve, $1\frac{1}{2}$ gallons.
BODY. Material—Sheet aluminum on second growth ash framework.
Top—Open cars equipped with one-man top and Collins Always Ready curtains, with door curtain openers. Also ironed to

receive light demountable winter top. Enclosed bodies have Rothchild type upper panels.

ELECTRIC STARTER. Dyneto direct-connected lighting and starting unit.

ELECTRIC LIGHTING. Open Cars—Electric headlights with double bulb equipment for intense lighting and dim lighting. Tail light, inspection light, panel light, speedometer light.
Enclosed Cars—Electric headlights with double bulb equipment for intense lighting and dim lighting. Tail light, inspection light, panel light, speedometer light, and step light. Dome light and corner reading lights in Tiffany glass.

EQUIPMENT. Adjustable two-glass type, with one-piece dropped-forged standards. Sedan and Brougham have V-front with double windshields. Speedometer—Warner, driven from transmission shaft by worm and gear.
Timepiece—Waltham.
Kellogg power tire pump.
Single tire carrier on rear.
Full set of tools, including jack and tire repair kit.