The Thrift of the Franklin Car
Our Response to the National Call

As a people, Americans have so long been charged with self-righteousness and extravagance that we have come to admire the idea of economy. Perhaps the thing that has been set aside in us is that our only real idea of economy is to do without. That, being a people of extremes, we can see only in the most drastic and obvious way. That our idea of reducing household expenses is to discharge the help, wear our old clothes and cut the table where it will be felt the most. That we must either waste coal or shut down the furnace and freeze. There is just enough truth in this indictment to hurt. Wasteful Economy vs. Constructive Saving and Use
The call to National economy ought rather to be a call to National Thrift. Here in the richest country in the world—with national-wide employment and prosperity—with wages higher than they have ever been in the history of the world, with $33,000,000 acreage of tillable land and unprecedented returns for the farmer—we can support another hundred-million people, whether in this country or Europe, on what America wastes, if we only applybrains to our problems, National and individual.

Motor Traffic a Vital Factor in National Life
It takes no brains to practice the economy of doing without. A good example of this idea of economy is the man who buys a heavy, extravagant car and then limits its use. Whenever the times or conditions, the Franklin owner knows that he stands firmly on a thrift basis. That if all cars were as efficient as the Franklin, America would save Four Hundred Million Gallons of gasoline $192,000,000 worth of tires even, without cutting one mile of the stupendous motor-car mileage of the United States.

There is a needless waste of gasoline and tires. Thrift always implies a sense of value. What is the mileage valua of a gallon of gasoline—a set of tires? Do you realize that the twenty-odd years of motor-car designing has never produced anything like a standard of mileage for either gasoline or tires? That gasoline, worth twenty miles and upward in the scientific, lightweight Franklin, drops to an average of nine miles and even six miles in many another make of car? That while the Franklin owner is getting his few thousand miles from a set of tires, the ordinary car owner is getting only five thousand or less? Franklin Owners Hand the Facts on Comparative Costs

When the heavy car wastes gasoline in the drag of its dead weight—Franklin devotes its power to mileage. Where the heavy car hammers its tires out before their time—Franklin light unsprung weight with flexible construction doubles the tire mileage at the Franklin car. Study the Used Car prices! They tell the same facts in terms of depreciation, emphasizing the security of the Franklin owner in the inevitability of his car. Under all circumstances of road, climate, and the cost of gasoline and tires, the man with a Franklin owns and runs his car on the most favorable terms. These factors make the Franklin peculiarly the car of free use, of staunch service, of small upkeep, of low depreciation.

Twenty thousand Franklin owners saw these things before there was any call to National Thrift.