

Franklin 1929

This elegant 1929 Franklin comes from California and holds a deeply personal story. It was inherited by the son of a banker and Beverly Hills city council member—a man who served on the very council that approved the creation of the iconic HOLLYWOOD sign in 1923!

Though the father was the official owner, it was mostly the daughter who drove it, taking weekend drives to the sunny beaches of Santa Monica and Malibu.

Franklin automobiles were known as a smart alternative to premium brands like Packard or Cadillac. Their direct competitors were Buick and Hudson, but Franklins had their own special appeal.

Early models featured French-inspired design—with front ends resembling those of Renaults—but American buyers didn’t take to that look. Franklin quickly adapted, switching to more muscular radiator designs, even though the cars were air-cooled and didn’t actually need radiators!

What made Franklins stand out was their light steering, smooth engine response, and exceptionally quiet ride—making them a favorite across America during the golden era of motoring.