

THE MARTIN AUTOMOTIVE TIMES

Car of the Month (page 2): 1929 Franklin Series 135 Sedan



Collectors Corner

We have new cars at the museum, see some of them on page 4... and more next month too!

Plus, on page 4 is Rick DeBruhl's "Automotive Evolution" a YouTube video on the Car of the Month!

Event Center

Plan your next event in one of three beautiful event rooms and one of Arizona's best places to see classic cars.

Event Coordinator:
(602) 684-8305
Read more on page 5.

Muffy's Side of the Garage

"Forecasting Emotion-Based Values in a Collector Car Auction." Read on page 3.

Plus Save the Date Calendar on page 3



FIND US AT:

Web: www.martinautomuseum.org

Instagram: @martinautomuseum

Facebook: martinautomuseum

General inquiries: (602) 298-2377

Event Coordinator: (602) 684-8305

*April's
Car of the Month:
1929 Franklin Series 135 Sedan*

The 1929 Franklin, produced by the Franklin Automobile Company, was a luxury vehicle known for its innovative air-cooled engine and lightweight design. This model year featured several variants, including the Series 135 and Series 137, with body styles such as sedans, sport touring, and speedsters. The cars were equipped with six-cylinder engines, offering improved horsepower and efficiency, highlighted by a coast-to-coast record set by Cannon Ball Baker in 69 hours. The 1929 models showcased elegant styling by designer Frank DeCausse, with a conventional radiator look introduced to boost sales. However, the Great Depression impacted sales, and the company's financial strain led to bankruptcy in 1934.

(Watch Rick DeBruhl's YouTube video [click the link on page 4](#))



Muffy's Side of the Garage



Muffy Bennett, CEO Bennett Automotive Specialists, Inc.

www.HusbandAndWifeCarTeam.com / Collector Car Consultants / Appraisers / Collection Management / Former Barrett-Jackson Executives

Forecasting Emotion-Based Values in a Collector Car Auction

Forecasting emotion-based transactions in an auction setting can be extremely challenging. For example, based upon comps, my team and I analyzed and estimated a vehicle's base value at \$140,000 (auction setting). The vehicle was concours-restored and in excellent condition, and was to be auctioned off without a reserve. However, given it was serial #1 of 484 built, it is near impossible to place an additional value on this aspect of its pedigree; as such, we remained steadfast with the base value estimate. Two bidders entered a bidding war, and the car hammered at \$325,000, setting a world record for the marque.

Obviously, it doesn't always go this well. As a seasoned veteran of buying and selling collector cars, I have made AND lost big money at auction when I miscalculated: at times within a matter of hours. The collector car market is ever-changing, tastes can vary, and - at times - the market can be fickle.

In addition, significant time is spent carefully managing expectations of a seller; irrespective of whether the car is being offered with a reserve, or selling "no reserve" at auction. Just because an owner witnessed a vehicle sell for \$XXXXXX doesn't necessarily mean that their vehicle will come close to this range and that history will repeat itself in the same - or similar setting. Condition, originality, color, and especially pedigree can make a significant impact on value, just as it did in the aforementioned example.

If you're considering consignment to auction and would like advice in regard to its value, feel free to reach out; I'm happy to provide some industry insight at no cost. Please ensure you provide photos of the interior, exterior, and engine bay, as well as a description, and email to me at: muffy@muffybennett.com

SAVE THE DATE:

APRIL

- Maverick/Fairlane Car Club - Car Show **April 18th**
- Model A Club - Corvette Corner April 21st 10:30-12:00 (Members Only)

MAY

- Dan Baker - Model Car Event **May 16th**
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RICK DEBRUHL'S AUTOMTIVE EVOLUTION

[1929 Franklin Series 135 Sedan](#) (<-- click link to view YouTube video)



Come see what is new at the museum!



1939 Crosley Convertible



Jr. Dragster



1958 BSA Motorcycle / Sidecar



1956 Continental Mark II

EVENTS & TOURS

Plan your next event at Martin Auto Museum & Event Center

On March 28th the Boy Scout of America Troop 513 held their Pinewood Derby competition at the Martin Auto Museum.

