

The Franklin Light Car

For two passengers was the surprise of 1903. No one thought it possible to cool cylinders with air instead of water. No motor of such efficiency had been devised. Therefore no one knew how powerful a little car could be built — how speedy on the level and up-hill, how simple and easy of control, how enduring, and how beautifully trim and stylish.

We have added, this year, the FRANKLIN LIGHT TONNEAU (detachable) and the FRANKLIN 24 H. P. TOURING CAR.

All three cars are characteristically Franklin, with their wonderful four-cylinder motor, cooled by air, their simple construction throughout and their stylishness and beauty. Send for catalogue.

304 Geddes St., Syracuse, N. Y.

and Automobile Manufacturers

This Franklin
Advertisement appeared
in the
Saturday Evening Post
of February 13, 1904

A Movement Started in 1902 by THE FRANKLIN CAR and the Results in 1920

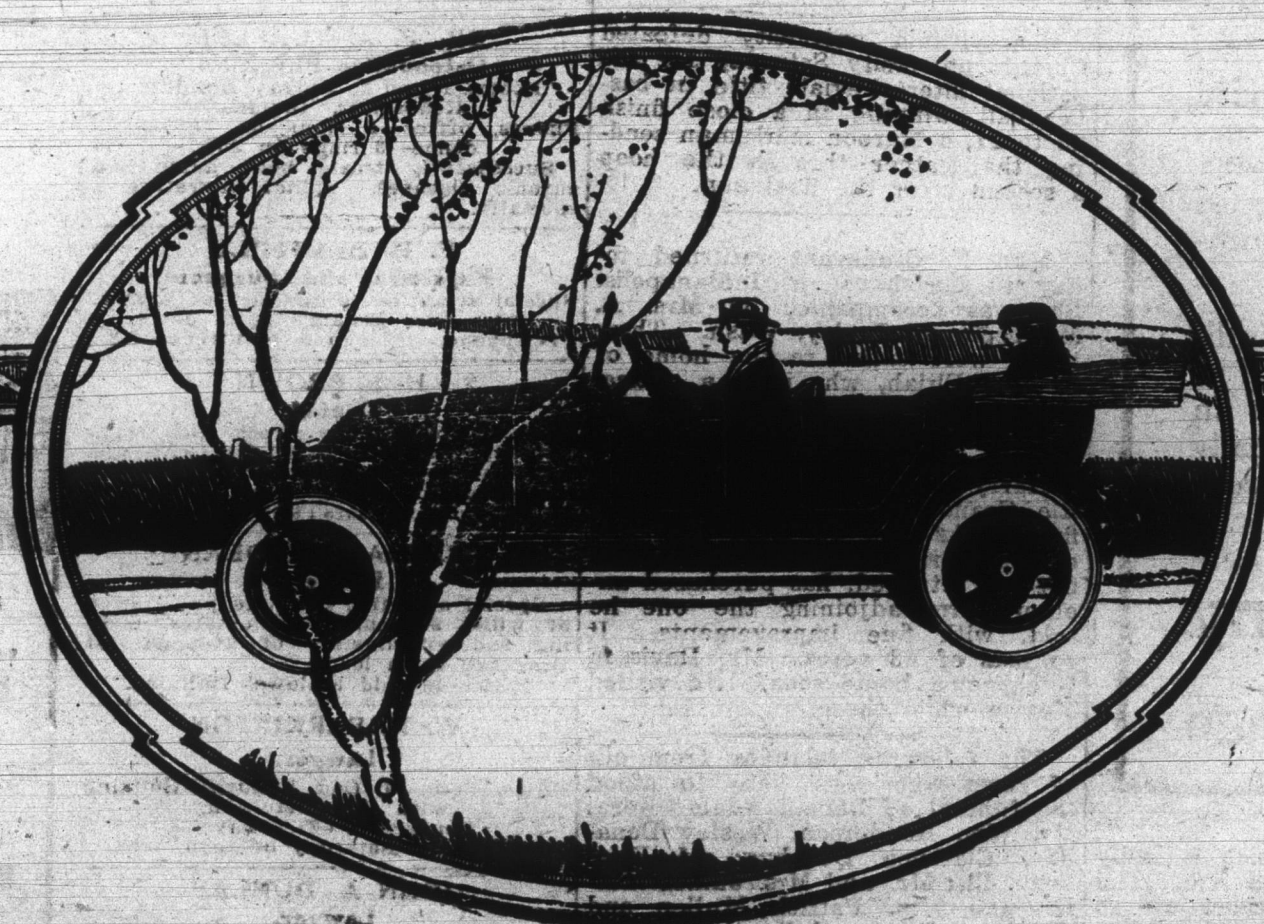
20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation
(National Averages)

THESE owners' figures represent, in terms of economy, the result of Franklin principles of light weight and flexibility which have been used since 1902.

That the Franklin Car also gives the greatest riding comfort over long distances, is easy and safe to control, and can cover the most ground in a day, we shall be glad to demonstrate to your satisfaction.

THOMPSON & KIRK

Rensselaer, Indiana



KID WISE
ANOTHER FOLKING GOOD
REASON WHY IT DOESN'T
PAY TO BUY A DOG



A MEAN TRICK
MORAL

