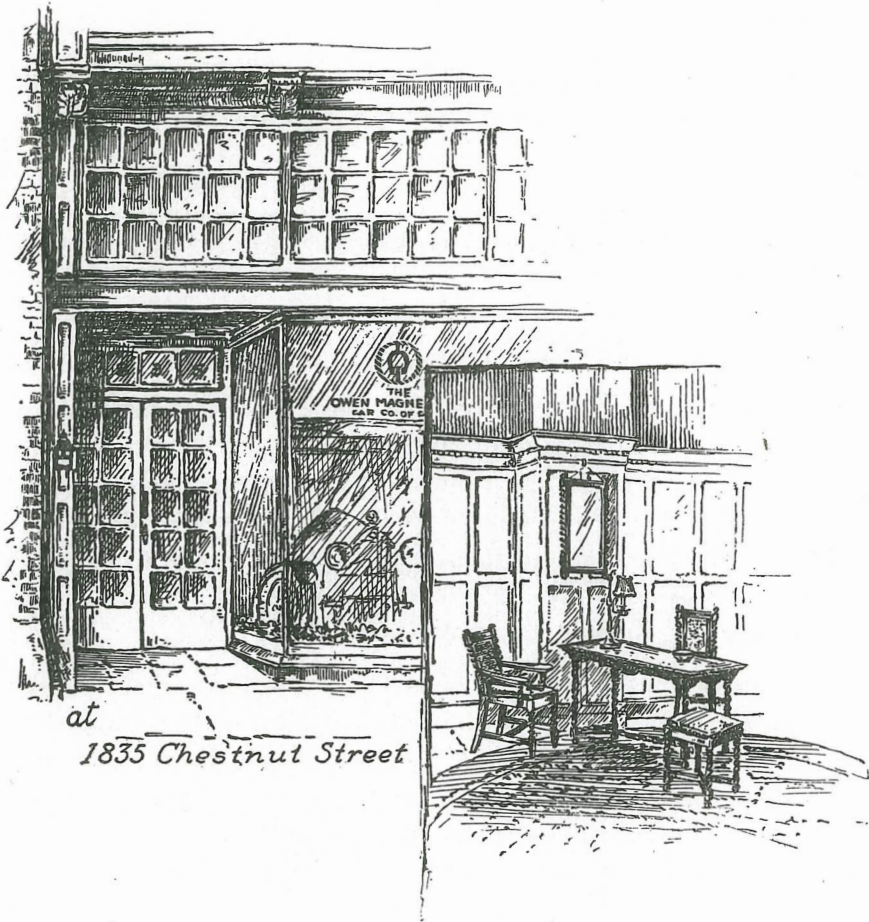




*This brochure was  
designed and made to convey  
an impression of the  
New Spring Touring Car Models*



**Y**OU are cordially invited to inspect the new Owen Magnetic Touring Car Models, now on view. During the week of April 16th to 21st, the "Petit Salon" will be open in the evenings until ten o'clock.





**S**PRING, with its universal call to outdoors, has returned, and the motorist again is first to heed its beckoning.

The annual hegira from Palm Beach and other Southern resorts is bringing the fashionable folk back to town and country houses.

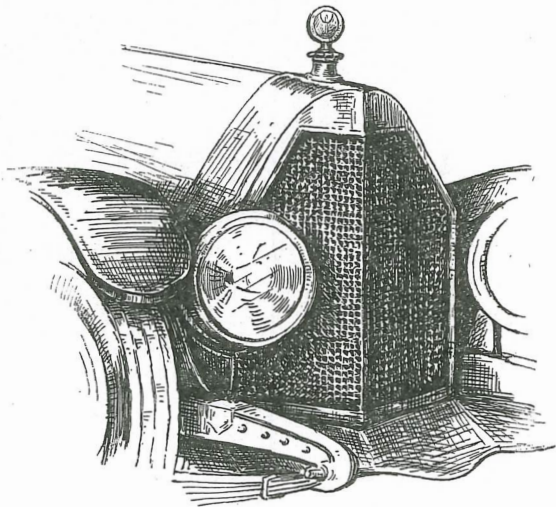
Largely for the convenience of these returning Philadelphians, we have staged a motoring "Fete de Printemps" in our showroom.

A visit to the "Petit Salon," at 1835 Chestnut street, has proved a most unusual and most interesting treat for many motorists. They have expressed in outspoken terms their delight over this new kind of motor car display room, with its atmosphere of a year-round automobile show. And, it has been a pleasure to them to realize that the automobile show spirit inspires us at all times to do our utmost to serve them in every possible way, without obtruding upon the full enjoyment of their visit.

Some of these motorists have said that they were amply repaid for their visit by a lucid explanation of the magnetic principle of transmission. It has been a revelation to most of our visitors to learn that, far from being a complicated system, intelligible only to a mechanical genius, this revolutionary principle is really simplicity itself.

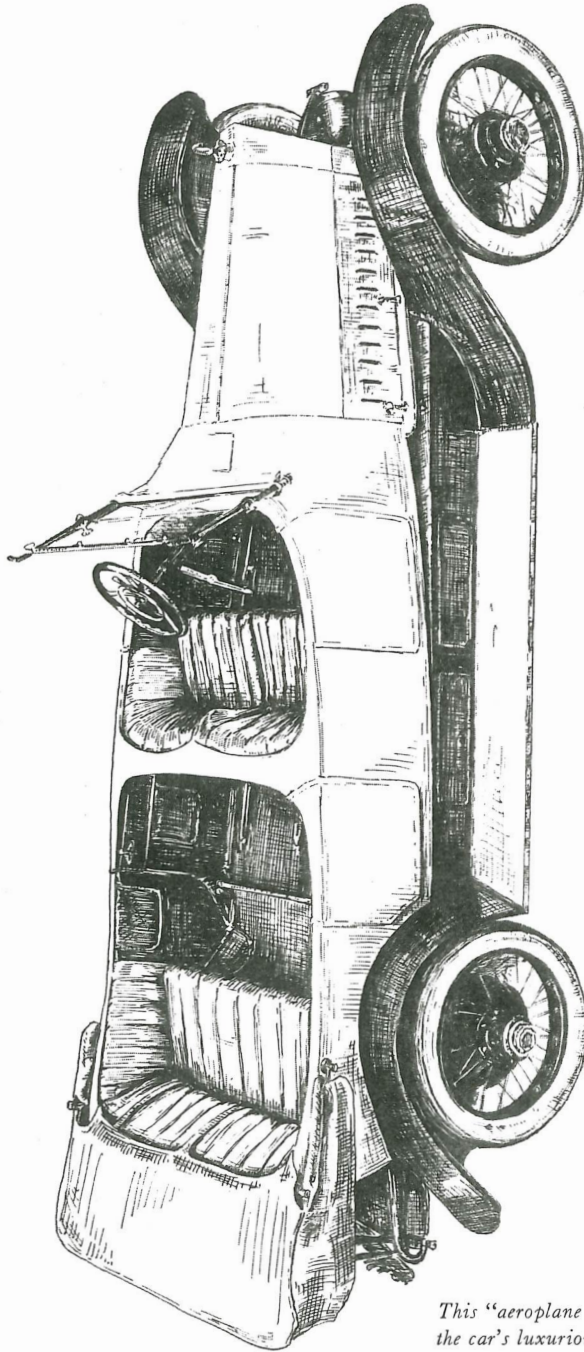
A hearty welcome awaits you at all times.

*The Owen Magnetic radiator—the emblem of motoring aristocracy, the symbol which prefigures the mechanical enlightenment of its motor.*





*Owen Magnetic Touring Car*



*This "aeroplane view" suggests  
the car's luxurious roominess*





**F**OUR distinct, beautiful types of cars, comprising the Owen Magnetic line of 1917 Touring Car Models, are on view.

*The Seven-passenger De Luxe Touring Car*

big and roomy, with beautiful lines and sumptuous upholstery, built with one man top or Victoria top, mounted on 136" wheel base model chassis. Side curtains open with doors. Inlaid wood panels. Seven large leather pockets inside the car. A birdseye view of this car is shown on the preceding page.

Price, \$3950, F. O. B. Cleveland

*The Four-passenger Owner-Drivers'  
Individual Car*

with especially long rake steering column for comfort in driving. On lines similar to the seven-passenger, only more closely coupled and narrower, with a low effect. A most comfortable four-passenger car with ample leg room, and room for luggage, mounted on our 136" wheel base chassis.

Price, \$3950, F. O. B. Cleveland

*The latest design of Clover-Leaf Roadster*

with the sporting type top, capable of carrying four passengers with comfort. Specially built for the individual who drives his own car; with long rake steering column. A birds eye view of this car, showing the boat-like sweep of the body, is shown on the opposite page. Storage space in the rear of the body built into the side of the body, capable of storing provisions and keeping them cool. A distinct sporting type, mounted on 136" wheel base chassis.

Price, \$3950, F. O. B. Cleveland

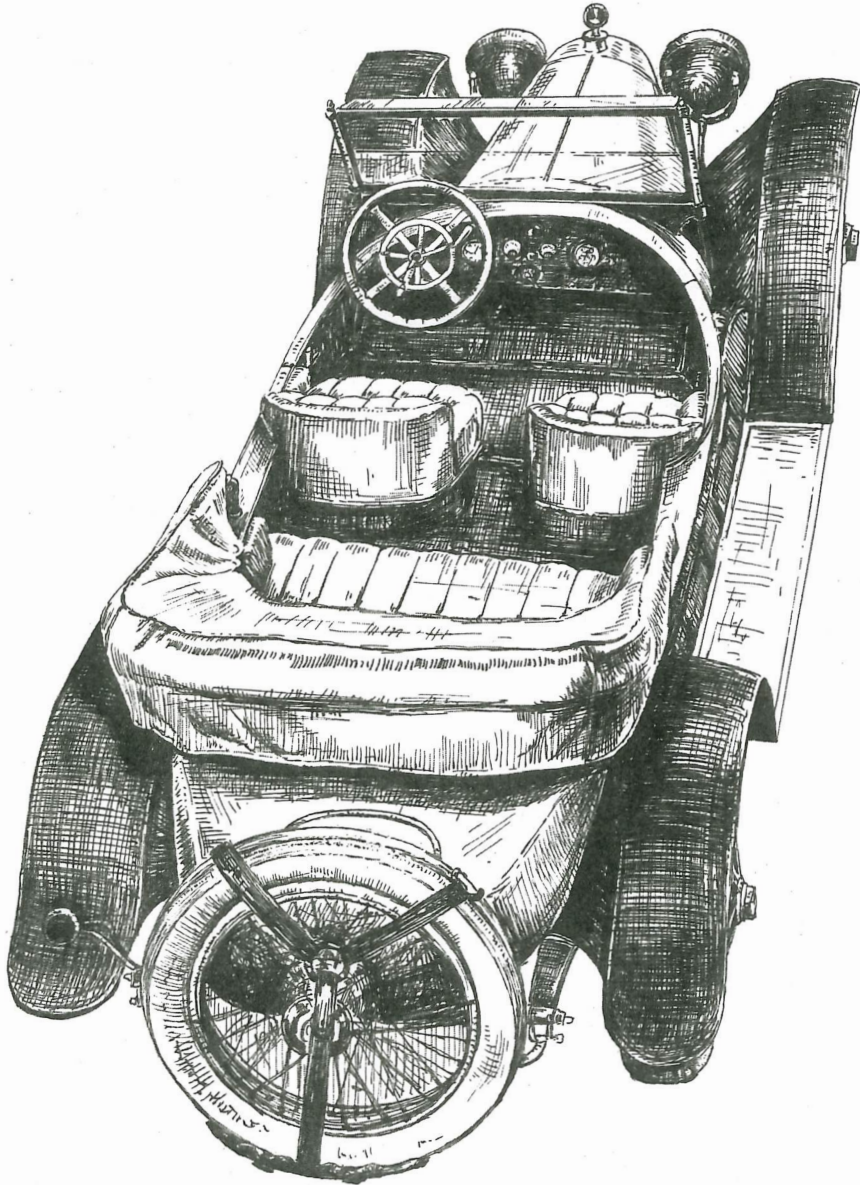
*A smaller edition of the Seven-passenger  
Touring Car*

mounted on 125" wheel base chassis. Possesses beautiful lines. Strongly recommended for "in-and-out-of-town" work and short distance touring.

Price, \$3300, F. O. B. Cleveland



*Owen Magnetic Roadster*



*Distinctiveness and coziness are outstanding characteristics of this model*





MUCH of the enjoyment that a motorist derives from his car depends upon the quality of what is generally known as the "service" furnished by the company selling the car.

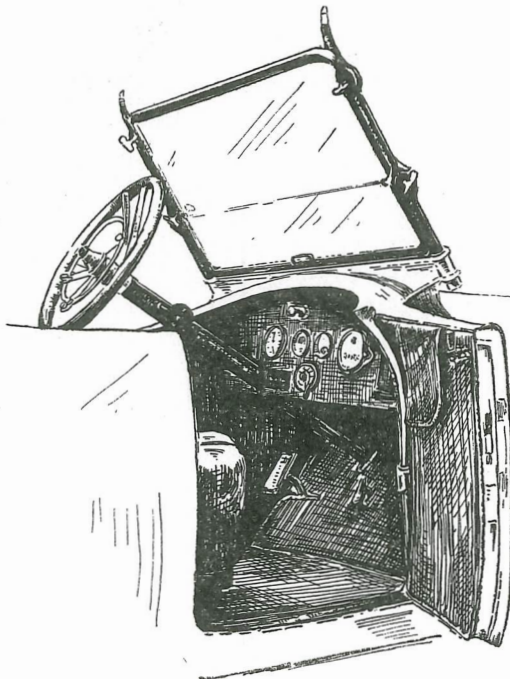
By "service" is meant the relationship between the owner and the dealer. This relationship is unpleasant and spells lack of motoring enjoyment, when the dealer regards the transaction closed with the delivery of the car and the exchange of check. It is pleasant and makes for complete motoring enjoyment, when the dealer looks upon the delivery of the car as merely the beginning of the sale.

The component parts of service are the dealer's organization, his equipment, his investment in his business, his standing in the community and his readiness to keep your car running satisfactorily.

It would be easy to multiply words about the Owen Magnetic *Day and Night Service*, but we prefer to have you get more direct evidence from any Owen Magnetic owner. He will tell you about the complete satisfactoriness of all his dealings with us.

He will also tell you that the magnetic transmission is enabling him to enjoy the acme of motoring pleasure.

Every Owen Magnetic owner is a satisfied motorist.



Through the open door of the Owen Magnetic may be noted its utter simplicity of control—a lever on the steering wheel, a foot pedal and a foot brake, no jarring gear levers or hand clutches.



*Partial List of Purchasers of Owen Magnetic Cars*

Mr. Chas. A. Belin, Scranton, Pa. Two Cars.  
 Mr. H. D. Betts, Wilmington, Del.  
 Mr. L. Livingston Biddle, Bryn Mawr, Pa.  
 Mr. Thos. D. Bowes, Cynwyd, Pa.  
 Mr. T. Nelson Buckley, Chestnut Hill, Pa. Two Cars.  
 Mr. J. H. Carstairs, Philadelphia.  
 Miss Anna Cox, Philadelphia.  
 Mr. Thomas de Witt Cuyler, Philadelphia. Two Cars.  
 Mr. Wm. J. Craig, Philadelphia.  
 Mr. Geo. W. Childs Drexel, Bryn Mawr, Pa. Three Cars.  
 Mr. Alfred I. du Pont, Wilmington, Del. Two Cars.  
 Mr. Carl B. Ely, Harrisburg, Pa.  
 Mr. Henry S. Grove, Germantown, Pa.  
 Mrs. Hathaway, Philadelphia.  
 Miss M. Hannis, Bala, Pa.  
 Mrs. Hessenbruch, Wynnewood, Pa.  
 Mr. S. F. Houston, Philadelphia.  
 Mr. A. F. Huston, Coatesville, Pa.  
 Mr. Chas. P. M. Jack, Swarthmore, Pa.  
 Mr. Lewis, Millville, N. J.  
 Mr. E. J. Lipps, South Bethlehem, Pa.  
 Mr. Spencer K. Mulford, Philadelphia.  
 Mr. Samuel Rosenbaum, Philadelphia.  
 Mr. H. Richardson, Dover, Del.  
 Mr. Frank Schoble, Philadelphia.  
 Mr. Frank Silvers, Philadelphia.  
 Mr. C. K. Smith, Jr., Philadelphia.  
 Mrs. W. P. Stewart, Haverford, Pa.  
 Mrs. E. T. Stotesbury, Philadelphia.  
 Mr. Geo. Lee Thompson, Philadelphia.  
 Mr. Chas. N. Welsh, Philadelphia.  
 Mr. Clement B. Wood, Philadelphia.