

## For the Novice

And for the man or woman who has always wanted to drive—there is *the* great simplicity. There is freedom from gear levers, from hard mechanical shifts and changes, from clutch operation and clutch troubles. Then there is the restfulness of everything going fine because a touch of the finger means a motion as soft as a summer breeze.

It's sheer ease, and restfulness, comfort and luxury to ride in an Owen Magnetic. That's why the Aristocrats buy it, use it, drive it—that's why it's the Aristocrat of cars.

## The Reasons Why

Of course, there are reasons for every result. The powerful six cylinder gasoline engine of the Owen Magnetic drives the propeller shaft by magnetic lines of force through an air space. The control of the power application to suit any condition of grade or traffic is by means of a small hand lever on the steering wheel, so that on a touch of the driver's finger the propeller shaft will at once respond to it as the swell of a musical note, without the hard mechanical thrust, as is the case when metal gears are used.

Thus there is no mechanical connection at any time between the engine and the rear wheels, therefore, *no* shocks, no jars can be communicated through the transmission from one to the other.

## The Difference

There are some very fine cars manufactured today. Their makers sincerely strive to give the buying public the best they can devise in design, material and workmanship. Their cars are superbly built, and are splendid products in every part—*except* the essential element of transmission. To achieve smoothness of running, many of them have used eight cylinder, some even twelve cylinder motors, but achieved *only* a part of the result for which they sought. Their transmissions

are most carefully designed and refined—as perfectly as a gear transmission can be, but they cannot escape the mechanical rigidity which makes their riding qualities as different from the Owen Magnetic as night is from day. They cannot achieve the fluid freedom from jar as in the Owen Magnetic, *because no matter how carefully built, their mechanical, rigid gear transmission principle is WRONG and will, some day, be obsolete.*

## An Effort for Perfection

Remember, the Owen Magnetic, too, is in every particular of design, material and workmanship an effort for car perfection. It is an exquisitely built product for the Aristocrat. And the electric transmission of the Owen Magnetic does not waste power as do mechanical gear drives. Every time a mechanical gear is shifted, the power generated by the engine during that interval is LOST.

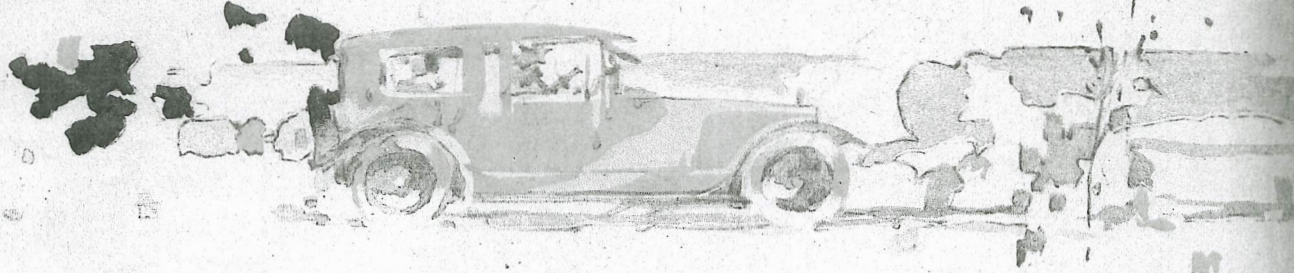
## It Stays Young

And the whole car stays NEW to an unheard of extent through the freedom from jolt, jar, and jerk to which the mechanical gear transmission car is subject and CAN'T get away from. Remember, that in the Owen Magnetic there is no mechanical connection between engine and rear wheels. There is an air space between, in place of the rigid teeth of interlocking gears. The countless millions of little jars from the road which the rigid gear transmissions MUST constantly receive, CAN'T cross the air space, they CAN'T produce the deviation from perfect alignment which inevitably impairs in time the action of other cars, making them grow old quickly.

And the magnetic transmission does not add complications, it reduces them. It does away with the cumbersome makeshift of gears, gear levers, clutch, fly wheel, and the added electric units for starting and lighting. It substitutes for and replaces electric units that have been added to other cars, one big stable, central unit — accessible, sturdy, big beyond any







great composers, the great bits of literature, because he has the means to possess and the ability to discriminate. The motor car he owns must be the aristocrat of motor cars.

### And by his Owen Magnetic you may know him

One reason that Owen Magnetic is considered the Aristocrat of motor cars is the way it rides. Can you imagine something being drawn forward by a magnet, slow or fast, as you like, the irresistible magnetic pull instantly subject to the slightest motion of your finger? A great sweep forward from two miles an hour to twenty, forty, fifty miles at a finger flip, and yet so smoothly graduated, so imperceptibly flowing, one into the other, that there is no jerk, no jolt, no quiver even—just a magnetic drawing forward.

### What It Feels Like

Can you realize a motion so infinitely graded that you start from a standstill and are moving before you realize it? So that you slide from one to five, from five to fifty, miles an hour, without knowing it except for a glance at the roadside flowing backward past you. And no gears to shift, no gear teeth to clash, no clutch to bother with, no grating of metal, no jar, no jolt. Just the sweetness of sheer fluid, quiet, restful motion. Just the irresistible force from the great magnet drawing you on as the touch of your finger bids, with as little fuss as the flight of a wireless message through air. That's what riding in an Owen Magnetic feels like.

You will realize at once the difference between Trying to achieve smoothness by mechanical means and Getting it by electric means.

That's real riding luxury, that's pre-eminence,

that's the way a Car Aristocrat should perform. And that's the sort of car one should ride in.

### A Thousand Speeds in Your Hand

Take a large magnet in one hand and a piece of steel in the other. Hold the steel inches away from the magnet and feel it pull the steel. Hold the steel closer and you will feel a stronger pull. Move the steel slowly toward the magnet and the pull will increase imperceptibly. If you could divide the space between steel and magnet into a thousand parts you would find a different pull for every space, but so imperceptible that you could not feel the difference between space one and space two, or even between space one and space ten. That is why, in the Owen Magnetic, the magnetic pull has no real subdivisions—it flows in an increasing or decreasing current as your finger moves the controller on the wheel.

And so you flow along the road when you drive it. That's luxury, isn't it? You can dream along, soft as floating on a fleecy white cloud, or you can literally drive like a thunderbolt by a finger flip, or select the thousand speeds between.

### For the Expert

For the accomplished driver it is a new joy in driving. It is something better, sweeter, with all the old waste motions and all the old mechanical makeshifts left out. It is a great, fluid power, delivered to the rear wheels, for him to play with. Just a vast storehouse of energy in the little controller under his finger. He can play that fluid power as a great artist plays a great organ, he can roll it out or hush it to dreaminess as the organist rolls the music tones at will. It is a smooth, electric force—just as intangible, just as sweetly gradient, just as mellow, just as blending, just as easy to swell or to hush, as organ tones.

