TAMPA BAY
AUTOMOBILE MUSEUM

Astounding Motor Car Performance

"The first car I drove over 15,600 miles; the second car not quite 10,000 miles, and have not had one cent of repairs. The original tires are on each car. In brief, would say '100% Perfect' satisfaction."
(Owner's name upon request)

These are the very words of the owner of *two* Owen Magnetic cars. But the reason for the remarkable performance of such *big cars* is the Magnetic Principle of transmission used in the

OWEN MAGNETIC

It substitutes flexibility and ease of control, elasticity of power, constant torque and smooth riding at a thousand speeds, for the jerks and jars of gear-shift cars.

This same dependable *Magnetic unit* substitutes a *little finger-lever* on the steering-wheel for the awkward, hard-working, shifting mechanism of other cars. It also provides for starting, lighting and braking.

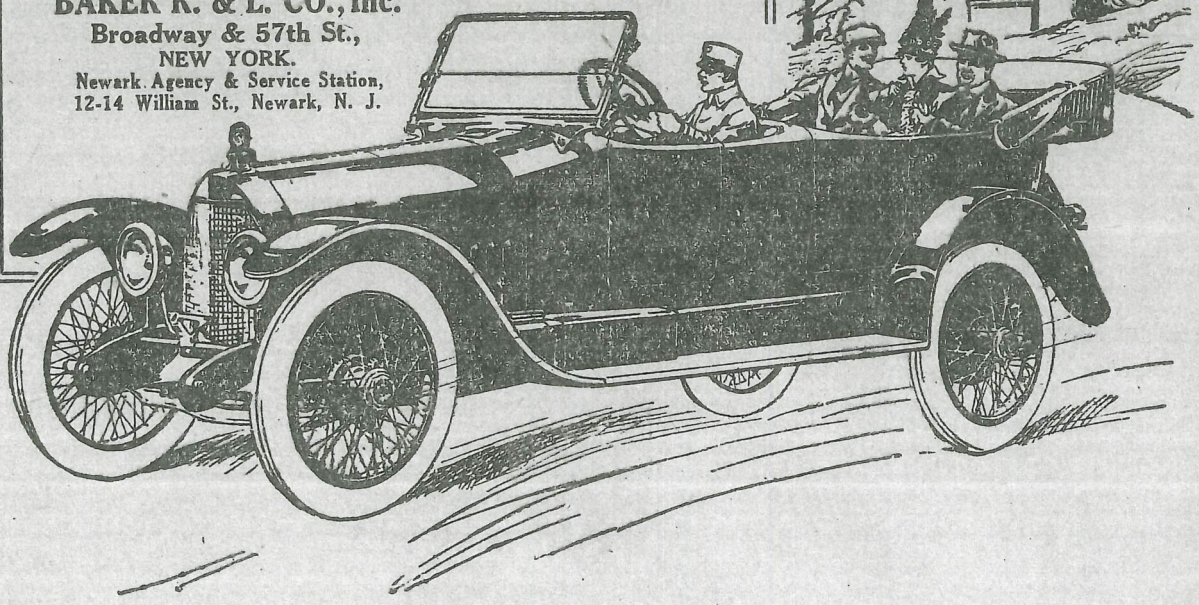
This means *greater* mileage for tires and gasoline, *less* abuse, *lower* upkeep expense and *far greater* satisfaction.

It's probably hard to realize that these Owen Magnetic features are so much superior that they are causing *gear-shift cars to become obsolete.* 5-20-1917

So before you decide on any car, ask us to prove our claims. Pick up your 'phone *now* and arrange for a demonstration. (Circle 898.)

Seven Passenger Touring (one-man top or Victoria top); Four Passenger Touring (one-man top or Victoria top); Four Passenger Runabout; Limousine; Landaulet; Town Car. Prices from $3,300 to $5,500.

BAKER R. & L. CO., Inc.
Broadway & 57th St.,
NEW YORK.
Newark Agency & Service Station,
12-14 William St., Newark, N. J.



TAMPA BAY
AUTOMOBILE MUSEUM

APR 1917

After All—The Closed Car Is The All-Year Car

The windows can be lowered for as little or much air as you wish. In a moment you can exclude dust or storm. You are always protected from the heat and glare of the sun. And in no type is the superiority of the

OWEN MAGNETIC

transmission so distinctly apparent as in the closed car.

The total absence of gear changing—the velvety gradual start and stop—The Coasting Feature and the soft magnetic brake, which obviate tire slippage—the gradual acceleration which carries you from one to forty miles per hour without jolt or jar—

All these essentials beget economy and afford a motoring luxury and restfulness obtainable only in The Owen Magnetic—"The Car of a Thousand Speeds."

Baker R & L Co., Inc.

B'WAY & 57 ST.

TAMPA BAY
AUTOMOBILE MUSEUM

"The Car of a Thousand Speeds"

The Final Car

¶ Tremendous enthusiasm for the Owen Magnetic was marked all week at the Automobile Show.

¶ This final car of universal fame fascinated all visitors.

¶ Now the automobile era has indeed attained in the Owen Magnetic *dependable unit* of *power transmission,* what all engineers have been striving for and must turn to eventually. *In no other car has this universally sound principle been applied.*

¶ In the Owen Magnetic the whole bunglesome, clanging machinery requiring gear-shifting, clutch, clutch-pedal, flywheel and clumsy levers has been done away with.

¶ No more gear-shifting—no more of the many operations necessary in driving or stopping, as with other cars.

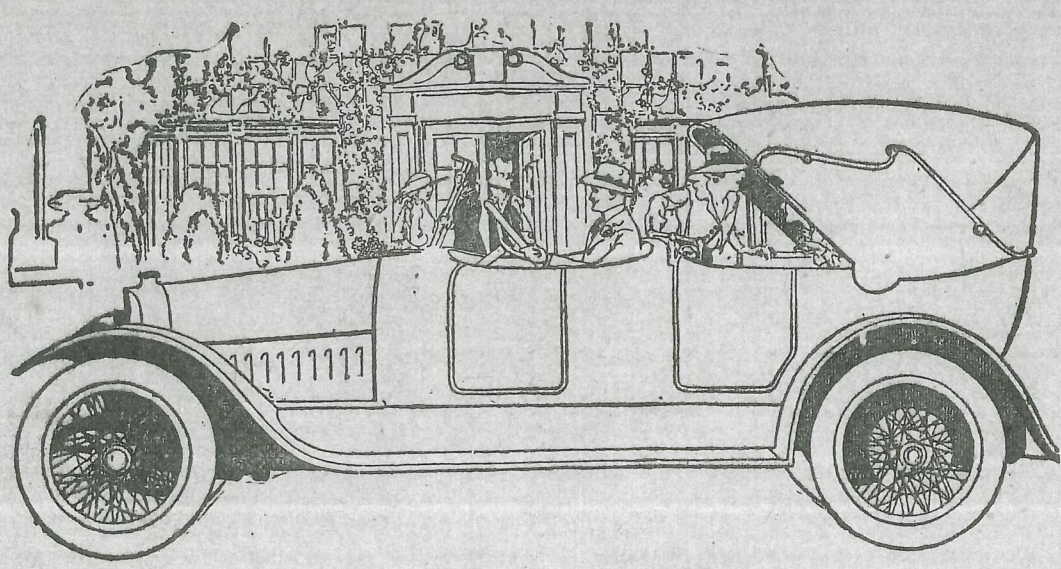
¶ *All power functions are under one magnetic control. One little finger-lever on the steering wheel does all the work.*

¶ *Limousine, Town Car and Landau Models from $4850 to $5200. Touring Cars and Roadsters from $3350 to $3950.*

Built by the Baker Rauch & Lang Corporation. $5,000,000 Capitalization, and financially allied with the General Electric Company.

Models on Exhibition—or Made-to-Order
Demonstration by appointment. Phone 898 Circle

BAKER R. & L. CO., Inc., Broadway & 57th St., New York
OWEN MAGNETIC CAR CO. of N. J., 12-14 William St., Newark, N. J.

1-17-1917

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