

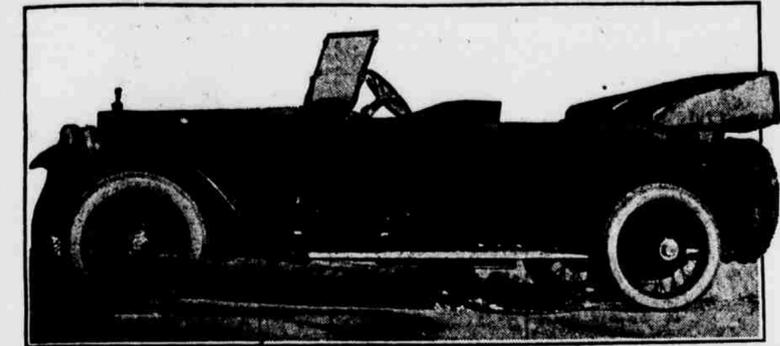
OWEN-MAGNETIC NEW CARS DELIGHT

Enlarged Motor and Remodeled Bodies Improvements of 1918 Series.

A striking indication of how well the automobile industry is "doing its duty" by furnishing man power as well as motor power to help win the war is found in the service record of the New York branch which handles the Owen-Magnetic car.

The new series Owen-Magnetic, with its valve-in-head motor, its 142 inch wheelbase and its new bodies of beautiful and artistic design, is certain to make a strong appeal to the main body of a high grade car.

The New 1918 Owen-Magnetic Car.



numbers to be seen on the streets. The Owen-Magnetic are masterpieces of engineering skill and the coach builder's art combined.

Controlled by Shortage.

"I cannot help but feel that we will have early sales this year in disposing of our allotment. We are taking with us good grace as possible the shortage that confronts us and other dealers on account of the war work our factories are turning out for the Government.

"There is no doubt in my mind that this will be a year of early orders. The public realizes the great part the automobile industry is playing in furnishing the Government with motor cars and material and understands that there undoubtedly will be a consequent cut in production of passenger cars.

Owen a Whirlwind.

R. M. Owen has done many big things, and when there has been an enthusiastic uproar over them, has always stood quietly in the background. Even with his biggest achievement—the Owen-Magnetic car—generally recognized both here and abroad as a remarkable step forward in motor car construction, he has preferred to sit back and give most of the credit to others.

But let's go back to the beginning. R. M. Owen built his first automobile in Cleveland in 1897. He became a regular automobile merchant in Cleveland in 1909 when he took on the Oldsmobile line. The next year he moved to this city, took the metropolitan agency for the Oldsmobile and started everybody at the automobile show that year by ordering 1,000 Oldsmobiles for his establishment.

Sold Reo for Ten Years.

In 1903 Owen handled the Franklin Store and Repair Company, the biggest thing of the kind in the United States at that time. Still operating on a large scale, he took over and sold the entire output of the Reo when that car was brought out in 1908. And for ten years thereafter he sold the entire Reo output.

SATISFIED OWNERS MAXWELL BOOSTERS

Find Car Meets Makers' Claims and Gives Real Service.

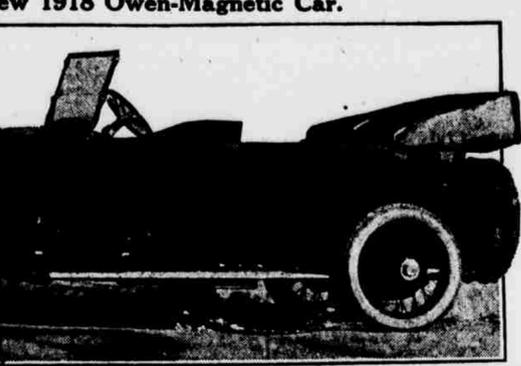
There is no perfect automobile. All cars have minor faults. Any make of automobile will wear—break down sooner or later.

Purchasers of motor cars to-day do not expect the impossible. They realize that motor cars are just what they are—pieces of machinery assembled. The public has become educated to cars, and only demand that the automobile sold to them will perform up to the claim made for them by the maker.

Find Field in Larger Cities.

When additional facilities for building the cars in larger quantities were required the Baker R. and Co. Company, which had a great plant in Cleveland for turning out do lux bodies, became associated with the project and built the cars, thereby expanding the work begun by the R. M. Owen Company, the original manufacturer.

The Compact Maxwell Sedan



promptly and at the lowest possible cost necessary repairs and the furnishing of parts and accessories.

Unique Olympian Feature.

A unique feature of the new Olympian car is the rear frame structure, which is an integral part of the frame extending ten inches to the rear. It supports a sixteen-gallon gasoline tank and the extra tires, and serves as a rear bumper.

THIS GIANT ONLY YEAR OLD.

Bearings Service Company Has Had Rapid Expansion. While rapid growth has been a common occurrence in the automobile industry, there are, however, few companies which can boast of such an amazing expansion as that which has attended the Bearings Service Company in the little over a year which has elapsed since it was first established.

BEARINGS SERVICE COMPANY HAS HAD RAPID EXPANSION.

The Bearings Service Company was formed for the purpose of taking over the service of the Timken Roller Bearing Company and the New Departure Manufacturing Company, says A. K. Heber, general manager. "The basic idea on which it was founded was that of establishing a central station to handle the service for all three types of automobile bearings made by these manufacturers.

SAVED BY FEDERAL TRUCKS.

Nevada Company Lops Off Fifth of Hauling Expenses. A saving of 20 per cent. in the cost of hauling general merchandise, gasoline and motor oils 100 miles over the mountains of Nevada is a notable accomplishment in these days of rising prices.

Saved by Federal Trucks.

Formerly a single trip carrying three tons cost \$40.00. The new six-ton trucks were used on this stage route and it took four days to make the entire journey of 100 miles.

Saved by Federal Trucks.

The Tippett company tried the motor experiment with a ton and a half Federal motor truck and found that it would make the 100 mile trip in a single day.

Saved by Federal Trucks.

In the four days formerly consumed in making one run the motor truck will transport six tons of merchandise—just double the amount carried by the horse and at a cost of \$16.00 a ton. This represents a saving of \$2.67 a ton.

BEAUTY AND UTILITY IN PACKARD TWIN 6

New Series Emphasizes Motor Car as Efficient Aid to Transportation.

The utility that is the object of efficiency and that trim appearance which is its outward sign are displayed with equal emphasis in the third series Packard Twin Six models on exhibition at the automobile show.

This note is timely, for to-day the widest possible range of activity is demanded of all capable men of affairs, and the automobile cuts down distances and expands time.

HAS SHOW ALL ITS OWN.

Bearings Service Company Exhibits Attracts Many Visitors. The local branch of the Bearings Service Company is having an automobile show all its own this month. This is a unique departure from the ordinary manner of exhibiting automobile accessories and is attracting a little attention on the part of the many show visitors now in the city.

3-35 Large Enclosed Car.

Then there is the large enclosed car for seven passengers—the 3-35 limousine—done in a deep red, lightened by wicker panels on four doors. Its lines are kept in keeping with the characteristic Packard design—trim, almost severe in appearance.

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FINE MOLINE KNIGHT DISPLAY.

Well Known Car Has an Exceptional Record.

One of the new exhibitors this year, and one which is universally welcomed by the auto industry, is the Moline-Knight car. This company has been manufacturing motors for the last twenty years, fifteen of which were spent in making the poppet or spring valve engine, and the last five years have been devoted to popularizing the Knight Motor in America, as in 1913 Moline-Knight was ushered into prominence.

Government Wants Motor Factories Kept Intact, Says Reo Vice-President.

"The Government, having been shown that it is an absolute necessity to keep the automobile factories going," said C. S. Rieman, vice-president and general manager of the Elgin Motor Car Corporation, "will make no effort to curtail the automobile production of America to any appreciable extent within the immediate future.

SERVICE CLASSES PLANNED.

Delco Klaxon and Remy Offer Expert Instruction Here. Considerable interest has been aroused in local motor circles over an announcement from the New York factory branch of the Delco Klaxon and Remy Companies—United Motors Service Incorporated—that a series of service classes on these three equipment will be held in conjunction with the New York Automobile Show.

FRANCHISE ATTRACTIVE.

Nash Dealers Supplement Passenger Car Profits With Truck Sales. "Automobile dealers are looking with more favor than ever before on those lines which include trucks as well as passenger cars," says C. B. Voorhis, general sales manager of the Nash Motors Company.

Many Change to Closed Cars.

Statistics so far at hand in a Cadillac investigation show that out of a representative list of new Cadillac owners who have made previous Cadillac eight cylinder models 25 per cent. came this season from open to enclosed cars. This of course does not take into account the normal increase in both the open and the enclosed car lines.

Overland Spring Mills Amass.

The mechanical equipment of the Willys-Overland factory is one of the marvels of the industry. One of the great boring mills furnishes fourteen different operations in seven and one-half minutes. It is simply one of a series of machines which conserve time and make for efficiency.

Packard Twin Six Brougham for Seven Passengers.



The roominess of the large capacity car is coupled with the advantages of short turning radius in the 3-25 brougham for seven passengers in this

season's Packard Twin Six line. The owner who likes to drive his car finds this brougham especially suited to his preferences.

In external appearance the brougham has much of the "quiet" style of the imperial limousine, and its interior finishings are in the same strictly "tailored" simplicity.

U. S. WOULD KEEP CAR PLANTS GOING

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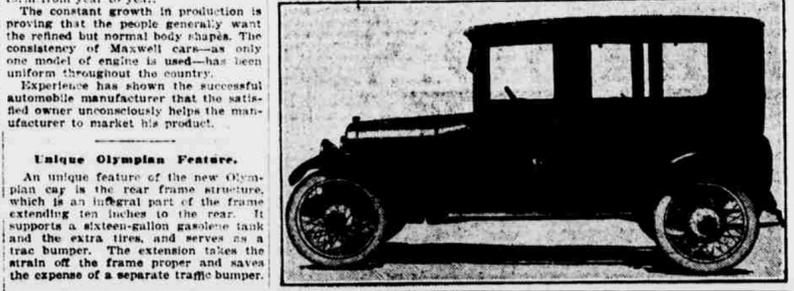
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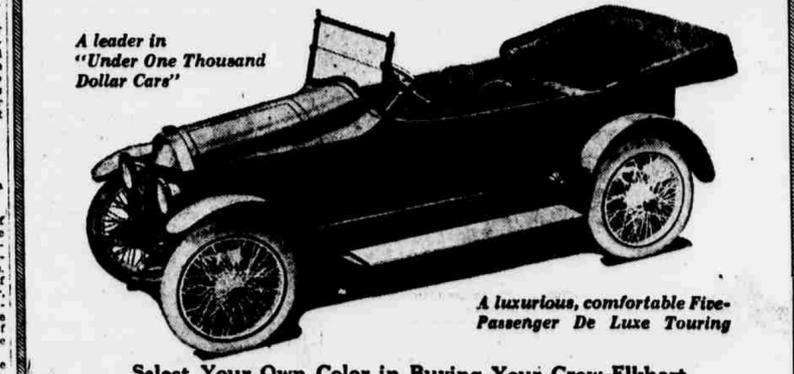
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The Compact Maxwell Sedan



Crow-Elkhart MULTI POWERED CAR

PRESENT THE 1918 MODELS. Cars That Offer an Economy of maintenance, low up-keep cost, achieved through light weight and unusual stability. It is nothing unusual for a Crow-Elkhart to run 1250 miles on a single gallon of lubricating oil, and from 18 to 24 miles on a gallon of gasoline.



Select Your Own Color in Buying Your Crow-Elkhart. See the Crow-Elkhart at the Show Jan. 5 to Jan. 12, or write for illustrated folder of other models and prices. Crow Motor Sales Co., Inc. 165 Broadway, at 53d St., New York City

ADDED to the very unusual bodily comfort of the new Hupmobile is the comfort of low cost of operation and low cost of maintenance.

Owners report from 44 states that the car does average 24 per cent greater gasoline mileage, and 15 to 18 per cent greater tire mileage.

Hupmobile Exhibit, Grand Central Palace, Space A-23 straight ahead from main entrance—fourth exhibit on right

CHARLES E. RIESS & CO., Inc. Phone Circle 1616. 1741 BROADWAY at 56th ST. BROOKLYN BRONX NEWARK WHOLESALE ONLY Diuguid Brothers William Moller Hupmobile Sales Co. Hupmobile Co. of New York 1285 Bedford Avenue 1852 Concourse 73 Central Ave. 244-250 W. 49th St.