Born of the War

The New Marmon

With High Efficiency Motor

UNDER the stress and strain of the necessities of war, the scientist, the engineer and the manufacturer were compelled to win victories of mental and productive effort to adequately back up the great men on the fighting fronts.

The battles of the laboratory and factory were as insistent and tremendous in their way as the operations on the battlefields of France.

Keyed to this tremendous mental pressure, men did the impossible as a routine of the day's work. Under these conditions the new Marmon high efficiency motor was born.

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IT was freely predicted that the world's truly great motor car would eventually be made by one of those few motor car manufacturers who were honored by being called to Washington in 1917 to devote their factories, their capital and their brains to the building of aircraft motors. Because they, and they only, learned the mighty lessons which mean much to you, a lesson of heretofore unknown production difficulties overcome, heretofore unknown engineering feats accomplished. It is from the accumulated knowledge of this experience prefaced by sixty-seven years of successful manufacturing experience that we present the new Marmon.

We have added new meaning to motor car "performance," as shown by the attached table. Those familiar with the exceptional performance of past Marmon models will appreciate the full significance of this statement. There is a new sweetness of running, a new freedom from the unpleasant vibrations and motor disturbances of the past, a new result which only a demonstration will really disclose.

These results were accomplished by no mysterious alchemy, but by a practical application of the great lessons we learned in the building of aircraft motors.

Of all motor car manufacturers, only this organization had the experience of building two separate and distinct types of aircraft motors during the war, thus giving us a broader and unparalleled experience.

We adapted a previously undeveloped machine shop accuracy — new methods of heat treatment — new possibilities of close fits and tolerances and new applications of metallurgy. All of these things were known before only in a laboratory or experimental way. All were used in building fine hand made racing cars, but they were never in the realm of practical production methods until today, and it was only in war-time that we learned these lessons.

It was under these conditions the new Marmon high efficiency motor was built.

The net result is that we are enabled to present to you a motor car built to the most exacting standards of fine workmanship that will bear the same relation to the finest hand-fitted cars that the American aircraft motor — which was generally admitted to be the best in the world — bore to the hand-fitted, hand-made motors of our allies.

Visit the Marmon Exhibit at the Show

See the Marmon motor torn down and rebuilt in an hour and forty-five minutes

TO fully demonstrate the practical application of these new construction methods, we have arranged a unique demonstration. It will be given in Space F-2 at the Coliseum each day during the show. **Two men will tear down and completely rebuild a motor in one hour and forty-five minutes.**

So accurately is each part made in relation to every other part, that perfect fits are obtained, and hand-fitting is a thing of the past. These demonstrations will be given two times daily: afternoon at 3:00 o'clock; evening at 8:15 o'clock.

All during the day and evening factory experts will be at this exhibit to explain in detail the new motor.

Also at the show in the same space, there will be an exhibit of complete Marmon cars, together with examples of finished parts which show the great accuracy of manufacturing.

Obviously, all cannot purchase Marmons at this time, but regardless of the car you will eventually buy, you should not miss the opportunity of seeing this interesting, educational demonstration of our wonderful mechanical achievement.

NORDYKE & MARMON COMPANY
Established 1851 :: INDIANAPOLIS

"PERFORMANCE"

These tests were made on the Indianapolis Motor Speedway, and over ordinary country roads, with a standard 7-passenger touring car, fully equipped ready for the road, standard 4 to 1 gear ratio, two persons in the car; witnessed and checked by Messrs. J. Edward Schipper, technical editor, Automobile Industries, and Chester S. Ricker, M. E., technical automobile writer.

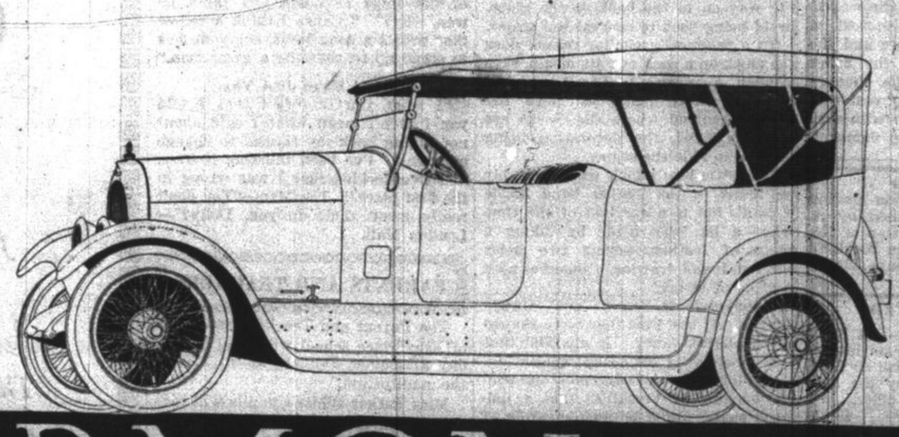
CAR WITH STANDARD 4 to 1 GEAR RATIO

Acceleration 0 to 50 m.p.h. in high gear, 15.8 seconds. Half mile at average speed of 65.7 m.p.h. Timed with a stop watch.

Run in high gear at walking speed for about 100 yards.

Hill climbing in high gear, starting 5 m.p.h. at bottom; speed at 1000 ft. 8.16% grade) 27 m.p.h.; speed at 1778 ft. 6.14% grade) 43 m.p.h.

Starting 10 m.p.h. at bottom; speed at 1000 ft. (8.16% grade) 30 m.p.h.; speed at 1775 ft. (6.14% grade) 47 m.p.h.



Pennant Awarded to Nordyke & Marmon Company, November 1, 1918, by United States Government, Bureau of Aircraft Production, for October Competition. Permanently Awarded November 16, 1918.

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The Marmon Chicago Company, Inc.

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