

Born of the War

The New Marmon

With a High Efficiency Motor

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 previously successful manufacturing experience that we present the new Marmon.

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 admitted generally to be the best in the world—bore to the hand-fitted, hand-made motors of our allies.

We have added new meaning to the word 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 building aircraft motors.

Before you buy any car, you owe it to yourself to see the new series Marmon 34, and to ride in it. A demonstration will be convincing.

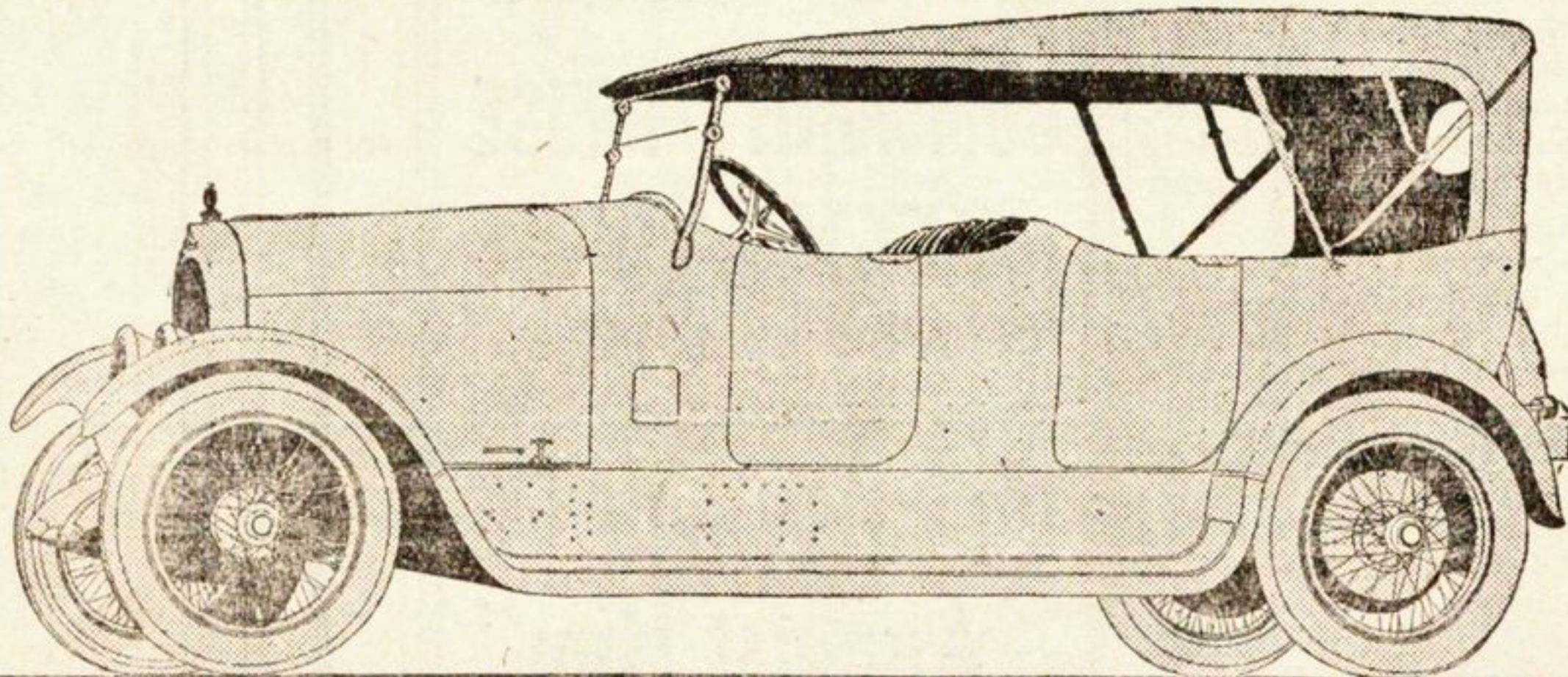
We are now demonstrating the New Series Marmon 34

Visit the Marmon Exhibit at the Show

See the Marmon Motor Torn Down and Rebuilt in 1 Hour and 45 Minutes

To fully demonstrate the practical application of the new construction methods, used in building the new Marmon High Efficiency Motor, we have arranged a most unique demonstration. It will be given in Space F2 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. As this is done, detailed explanation will be given. So accurately is each part made in relation to every other part, that perfect fits are obtained, and hand-fitting a thing of the past. These demonstrations will be given two times daily: afternoon at 3:00 o'clock; evenings at 8:15 o'clock. All during the day and evening, factory experts will be at this exhibit to explain the details of this new motor.

There also will be an exhibit of complete Marmon cars at the show, space F2, first floor.



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.

MARMON — 34

The Marmon Chicago Company, Inc.

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NORDYKE & MARMON COMPANY

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Established 1851

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INDIANAPOLIS