



Something New
at the Show

Collected Chicago Automobile
Show Jan. 29 - Feb. 5 1921

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*Unique Models of the
Marmon in Miniature*



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NORDYKE & MARMON COMPANY

Established 1851

INDIANAPOLIS, INDIANA

W. L.
Powlison



Built to one-quarter scale, these miniature Marmons are faithful reproductions of the regular size cars in every detail

Something New at the Show

Marmon Motor Cars in Miniature

AS usual, Marmon contributes a sensation. Last year it was the famous motor "tear-down" that attracted the throngs—a great educational exhibit, staged in an extensive manner. This year brings the unveiling of unique models of the Marmon in miniature.

Nothing of this sort has ever been attempted before. It has meant much preparation—but so astounding is the result that it was well worth the time and effort.

By displaying miniature models built to one-quarter scale, it is possible to have a complete exhibit of Marmon models in the limited space at the show.

The genesis of the idea came from small models built by our engineering department, in order that the designing engineers might better judge the lines. The Marmon exhibit of miniatures is an artistic event; it is the first time that automobiles have been brought down to small size and yet portray faithfully their actual charm.

These cars are a rare conception in fine craftsmanship—well worth the study of all who appreciate the niceties of artistic effort. So faithful is their execution that people almost expect them to be endowed with tiny engines and capable of locomotion.

Their alliance, however, is more with art than mechanics. They are painted and upholstered as in life size. Even the smallest details have had careful attention.

After viewing this artistic treat, study the Marmon 34 from a mechanical standpoint. Learn its advancements. Make comparisons. Then you'll appreciate its combination of distinctive beauty and rare performance.

The Marmon 34—Sedan

OF closed cars, the greater call is still for Sedans and Coupes. The Marmon Sedan, seven-passenger, is especially commodious. It is fitted and equipped with that same care shown in the Limousine and Town Car.

For the man who likes to drive himself, midst his family or friends, this model combines all the pleasures of a closed car with that "feel at the wheel" which delights experienced motorists.

The popularity of this model has grown amazingly during the past few years—more and more people seem to prefer it. Possibly it is the type of the future—it certainly affords a family car of many uses and one that can be kept permanently.



The Marmon 34—Coupe

SHARING equal interest with the Marmon Sedan is the Marmon Coupe. It appeals to the man or woman preferring a lesser seating capacity. It provides for four, without crowding, but is cozy enough to drive alone.

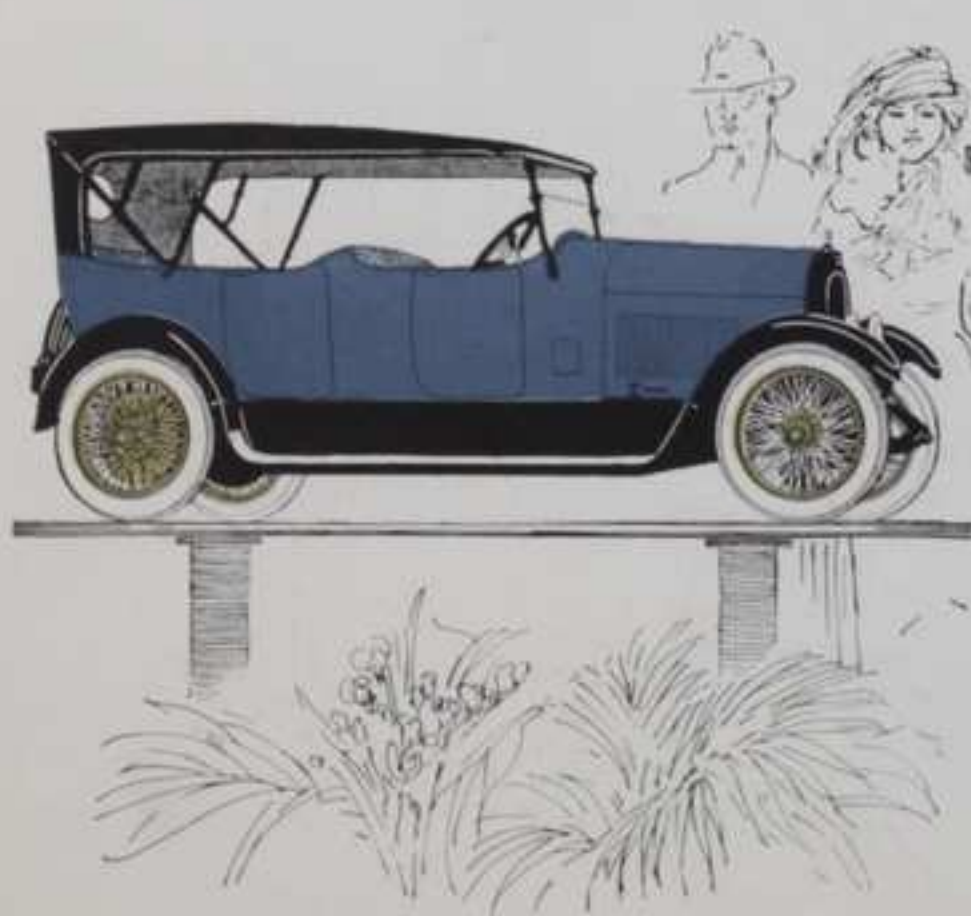
For the business man who needs automobile transportation between home and office, or for the woman who likes to do her own driving, this model is particularly appealing.

Nothing has been left undone to make this Coupe a smaller-scale, personal Limousine. It has the same fine upholstery, the same attention to details, and is mounted, of course, on the standard Marmon chassis. It is a model which will bring constant comfort and service.



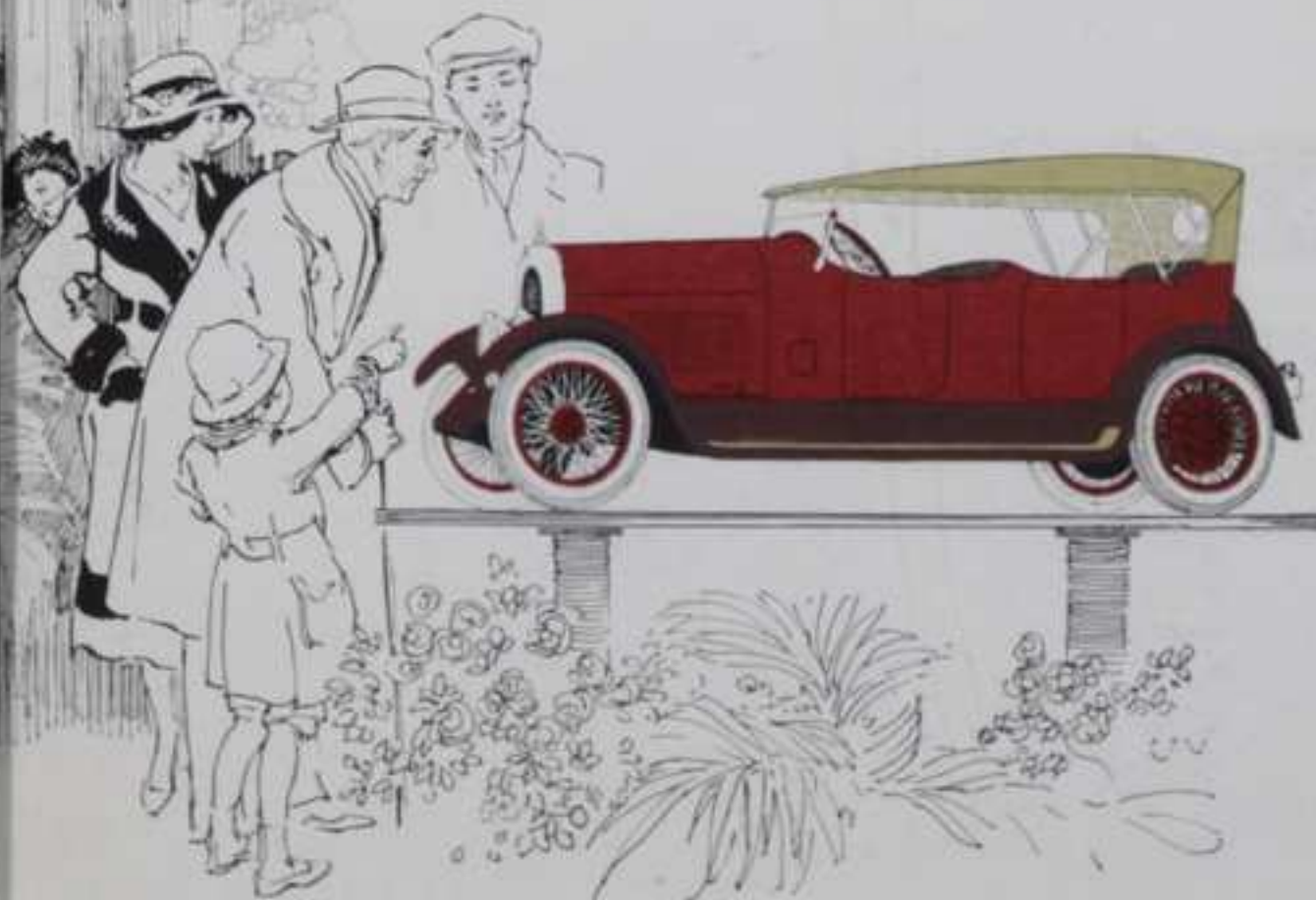
The Marmon 34 Touring Car

A ROOMY seven-passenger Touring Car, embodying many refinements, yet retaining all the basic advancements introduced by Marmon in 1916. The High Efficiency Motor brings the "close-limits" craftsmanship learned in building Liberty Motors during the war. Here is high power, ever dependable—perfect lubrication, long life, low fuel consumption. Ask a Marmon representative to explain the many features of the Marmon engine—the crankshaft of exceptional size and strength, combination iron and aluminum pistons, shimless bearings, etc. The logic will be convincing, comparisons interesting.



—a Perfectly Balanced Car

A SHORTER-BODIED, four-door Touring Car seating four—a happy medium between a seven-passenger Touring Car and a four-passenger Roadster. In every Marmon 34, whatever the model, you will find true balance, provable on scales. This brings greater riding ease, easier handling. It prevents side-sway and skidding. It saves on tires and gasoline. It precludes undue strain on any one unit. With true balance Marmon also introduced a more extensive use of aluminum, which eliminates needless weight. Aluminum is used, for instance, for hood and fenders—parts which do not carry weight.

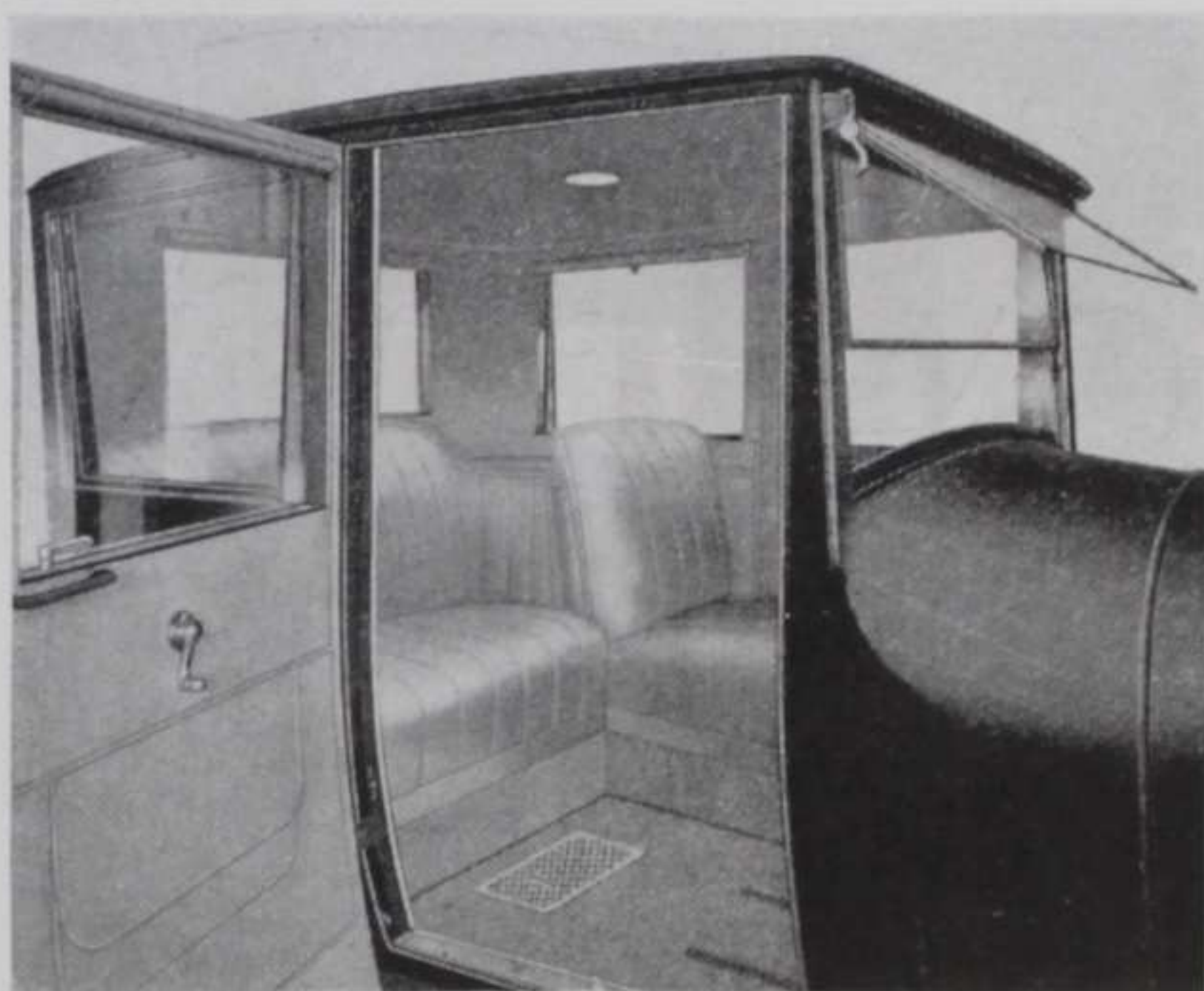


Marmon 34 Closed Models the Embodiment of Comfort

MARMON closed cars are long and low, the frame and body being of unit construction. Entering and alighting is far more convenient than high-floored cars.

These closed models bring not only distinguished exterior, but interiors of quiet elegance. The upholstery, the finish, the equipment, the fittings, all the little tuck-away conveniences, show the mastery of coachmanship.

The Marmon 34 chassis is admirably adapted for closed cars. Scientific construction and advanced engineering make possible a closed car that is low, yet roomy and comfortable. The High Efficiency Motor provides a remarkable smoothness of operation—with rapidity of acceleration a very distinct feature.



Closed cars have a three-piece, rain-vision, ventilating windshield. The windows are large so that the view is unobstructed. They can easily be opened by crank regulators.

A Closed Car for Every Purpose— Each Correct

YOU can depend upon it, when you judge Marmon closed cars, that each represents ultra-smartness. Each typifies unobtrusive elegance, always the criterion of good taste.

Your eye will quickly appraise all this—but you should also study the chassis. We do not ask you to base your judgment merely by what you see.

Marmon welcomes comparisons. We are delighted to make demonstrations. We have a Score Card for that purpose, wherein the most rigorous tests are made, covering every demonstratable feature, and all made on a basis whereby comparison is easy.

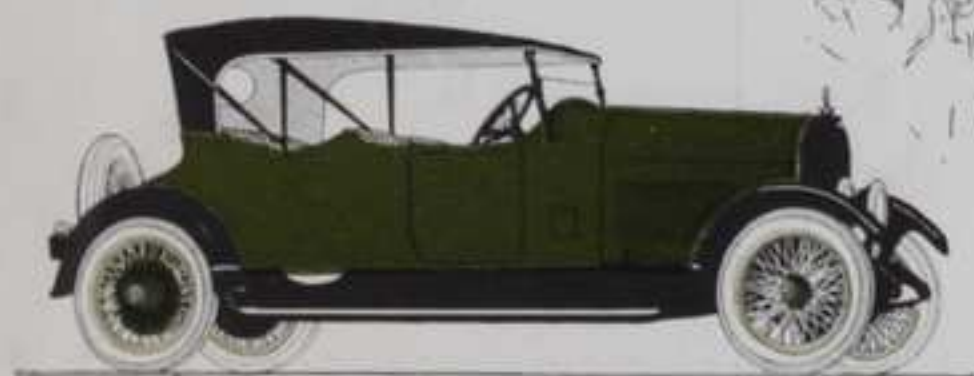
In buying a car, combine the visual and the logical in your conclusions. It is the only way to attain complete satisfaction.

All closed car interiors are trimmed in cloth to match the finish. Curtains, carpets and window lifts match the upholstery. A Perfection heater, adds materially to the comfort.



The Marmon 34—Roadster

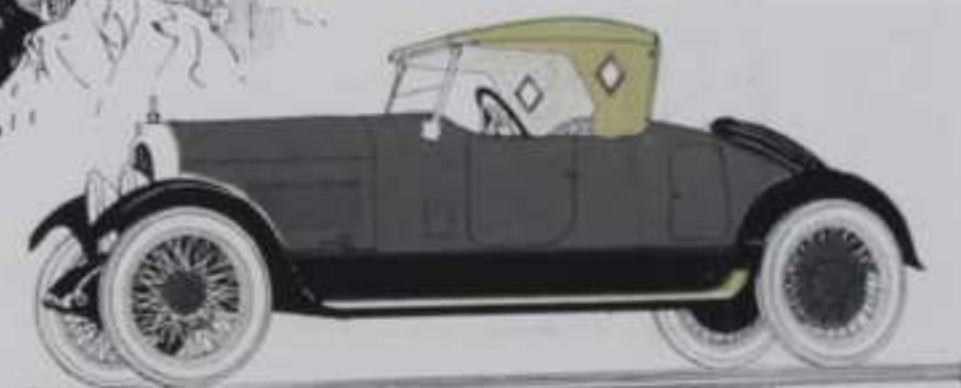
FOR cozy, conversational grouping, this four-passenger Roadster is a favorite. The top is lower than on the Touring Car, the windshield shorter—which add to the striking appearance. This and other models are equipped with wire wheels, inbuilt shock-absorbers, cord tires, and every motor-car necessity. Examine all the conveniences—note the instrument-board, for instance. The instruments are grouped together and located under a common glass—with indirect lighting. And remember that extras don't have to be bought, but are included in the Marmon price. Remember this in price comparisons.



The Marmon 34—Speedster

THIS two-passenger Speedster is our latest creation, a dressed-up speedway car, particularly designed for the man or woman who wants a racer type, with the resultant smart effort. This car typifies speed, without being freakish. Carrying space is provided in the rear deck for the convenience of those who wish to tour.

While a car like this is extremely individual, he who drives it is immediately identified as one who picks and chooses with great distinction. Everyone pauses to admire this speedy—yet extremely comfortable—Marmon 34.



The Marmon 34—Limousine

OF the more formal models of the Marmon 34 may be seen this Limousine. While it conforms to the usual passenger capacity, it brings numerous elegancies which connoisseurs appreciate.

Whether planned in somber color combinations which many people consider the acme of good taste, or whether departing into livelier color schemes, there is an enticing attraction toward this equipage with its smartly uniformed chauffeur and footman.

At many great and exclusive events in the social life of our country, these cars roll up, the epitome of grace, the last word in smartness, and the people who step out of them are known as leaders.

The Marmon 34—Town Car

NOTE that the Town Car of late is not only a family car or a woman's car, but also that many business men are using it as well—men who want a roomy, private compartment.

The major use of the Town Car, however, remains for social functions—nothing is smarter for calling, shopping, the opera or theatre and other events in a complete social life.

Note particularly, in studying the Marmon Limousine or Town Car, the attention to details. Not only the usual heater, dictaphone, vanity case for milady, smoking case with electric lighter, but also other niceties that seem co-related.

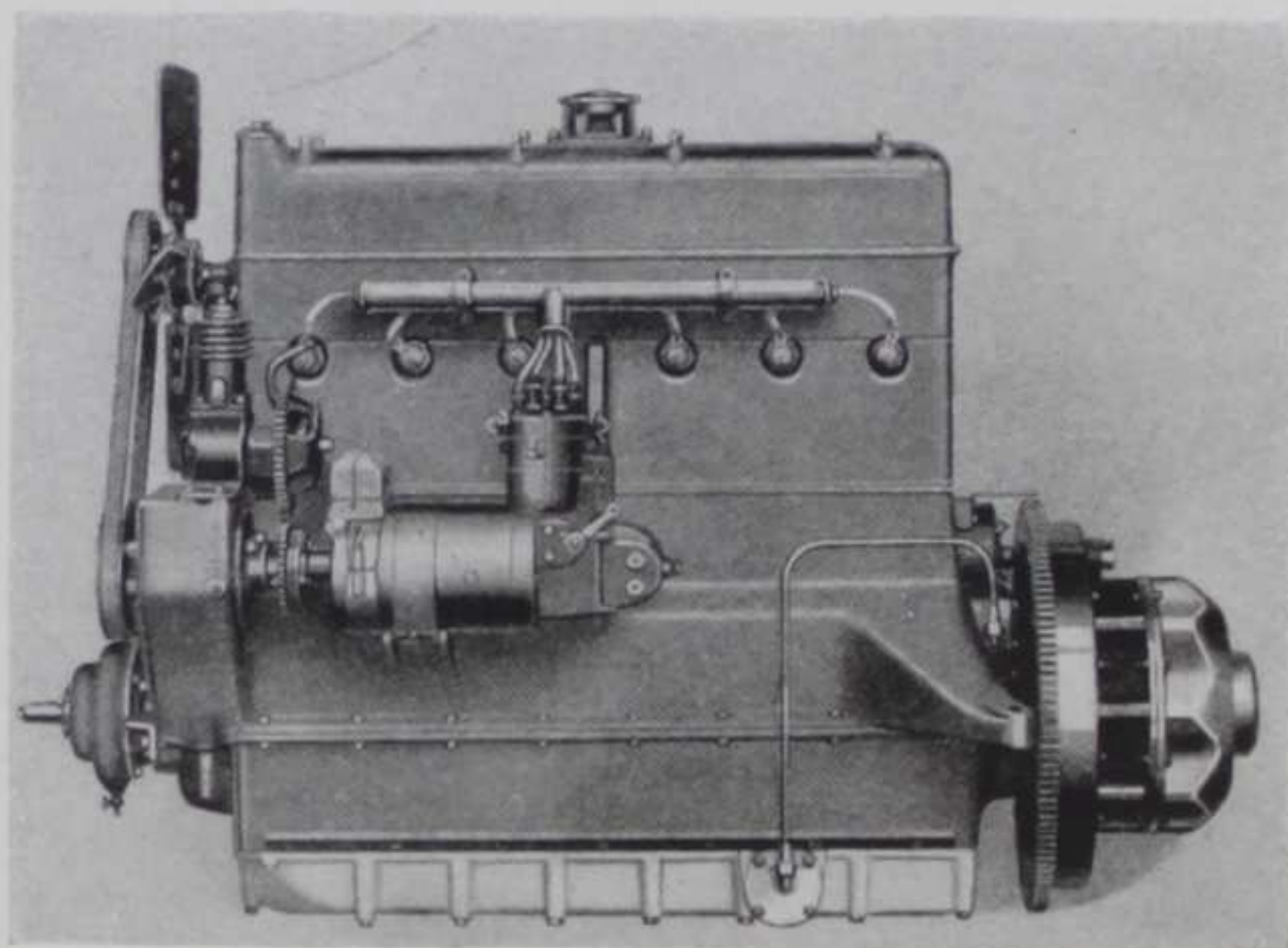


The Power and Flexibility of the New Marmon 34

FROM a walking pace "in high" to 70 miles per hour, the Marmon 34 has proven its high-powered responsiveness. It will accelerate from 10 to 50 miles per hour in 17 to 19 seconds. On a hill of 8 percent grade, starting at 5 miles per hour, it accelerates to 35 or 40 in 1,000 yards.

The most notable feature of a Marmon demonstration of speed, acceleration and deceleration is the absence of vibration. From minimum to maximum the motor runs with absolute smoothness. Marmon balance and roadability permit you to go 15 to 20 miles faster than usual, with comfort.

Power and flexibility are provable. *You* can make the same test that automotive engineers employ and arrive at the same conclusions. Why depend on hearsay, when proof is so handy?



The Marmon 34 Engine is of original design and the result of years of experience in motor building, augmented by the lessons learned in building aircraft engines for the United States Government during the war.

Light and Easy Riding the Desired Combination

THERE is only one way to prove the riding qualities—not by looking at a car at the show or on the sales-floor—but by actual demonstration.

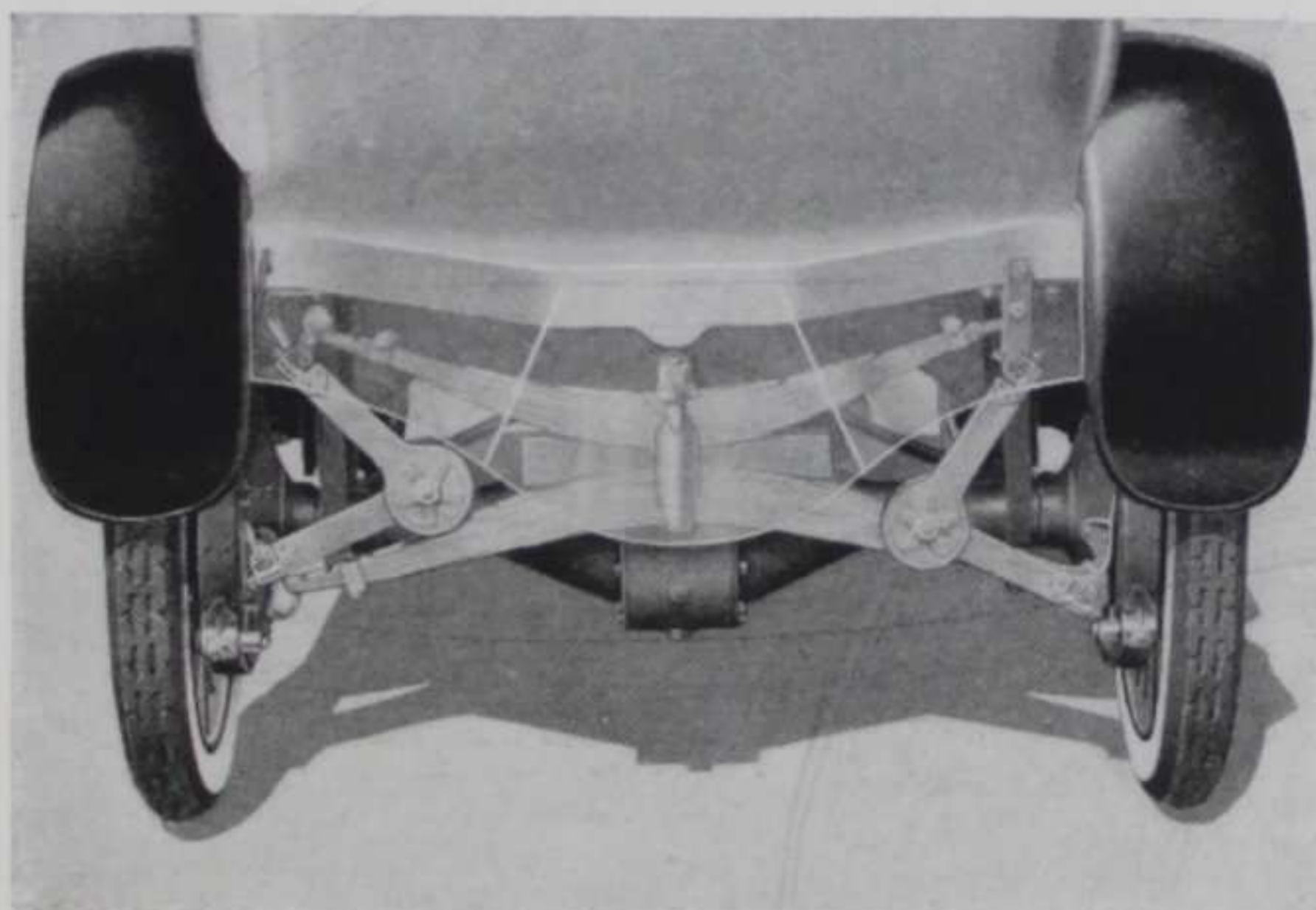
Marmon lays great stress on demonstrations. The boulevards, the rough roads, railroad-crossings, hills and other tests reveal what Marmon Engineering has contributed towards your comfort.

One has to “feel” this comfort both at the wheel and as a passenger. No word description is adequate, for all can claim, but comparison only shows the truth.

Of course there are numerous reasons for Marmon roadability, but we’d rather your final judgment depended upon an actual demonstration.

Comparison is simple—the Marmon Score Card guides you. Item by item, test by test, you can make paralleled comparisons—you need not depend on mere claims.

Study the Marmon frame construction, also the springs. They bring a low center of gravity, a minimum of weight below the springs and other contributing reasons for easy riding and easy handling.



Judge Two Ways—Both by Comparison

STUDY the Marmon 34 first from a mechanical standpoint. Learn its advancements. How it eliminates old-time handicaps. How it is designed and constructed along new and proven lines.

Compare its engine with others. Also its frame, its body construction, its suspension, its weight, its finish and furnishings, all the items that a floor-demonstration brings out.

Then study the Marmon 34 either as driver or passenger. Put it to the fundamental tests of a score Card, such as we furnish. Make identical tests with other cars.

Buy knowingly.

We rest our case with the studious buyer, the man who weighs advantages judiciously, the man who doesn't depend upon superficialities.



NORDYKE & MARMON COMPANY

Established 1851

INDIANAPOLIS, INDIANA

Marmon Advertising Department
Rogers & Company, Chicago and New York