PROOFS BY PERFORMANCE OF AN EXTRAORDINARY CAR



Marmon "Forty-One" at 70 Miles per Hour

Not what we Say —

¶ We say that the new Marmon "Forty-One" is exceptional in performance.

¶ Practically every other automobile manufacturer "says" the same about his car.

¶ No claim we can make on paper for this car can surpass the claim of the maker of the $1500 or $2000 car.

¶ At this stage of the art of motor car building, all cars are comfortable—more-or-less. All cars are hill climbers—more-or-less. All cars are powerful or reliable or easy to handle in varying degrees.

¶ No words in the English language can explain varying shades of comfort or degrees of mechanical excellence, but there is one definite, tangible standard of comparison—actual performance—

¶ So in this car it is not a matter of what we say—

But what we do!

¶ In this folder are a few expressions of just what the new Marmon "Forty-One" is doing!

¶ The reputation of its makers, the records of Marmon cars in service—the things behind this car speak for themselves as to the mechanics and appointments.

¶ Mechanical descriptions of it tell many of its distinctive features—the center-fire "L" head engine—the oiling system—wonderful clutch—the Bosch lighting and starting equipment—points that no other car possesses but—

¶ The Marmon "Forty-One" must tell you its own story—in terms of miles of wonderful motoring performance—in expressions of adverse road conditions easily overcome.

¶ Read the records. Then—make up your own tests of performance for Marmon "Forty-One" and—*make us prove it*.

THE GREATEST PROOFS BY PERFORMANCE EVER GIVEN BY ANY AUTOMOBILE.

The Marmon "Forty-One" submits absolute evidence of value by the world's greatest touring car records.

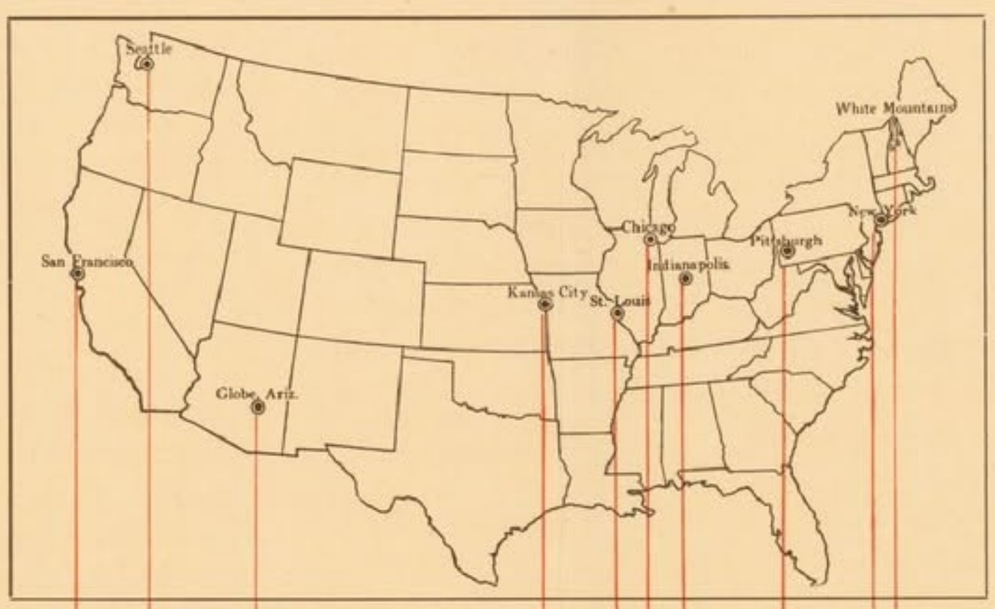


Figure the most arduous tests, in reason, that you could ask of any automobile. Then consider if any one of them could prove efficiency—demonstrate ability beyond question—more conclusively than these—

62.89 Miles in One Hour with Top and Windshield Up Carrying Five Passengers

This record has caused the leading technical authorities to hail Marmon "41" as the first car to establish a new standard in the automobile industry. Under A. A. A. sanction, electrically timed, this marvelous car actually covered 62.891 miles in one hour's time on the Indianapolis Speedway, November 12, 1914, *carrying five passengers, with top and windshield up.* A rigid examination by officials after the test pronounced the car a stock model in every particular and showed it to be in excellent condition. "Automobile," the technical authority, said editorially: "This performance is the best attribute to progress in automobile engineering in America." While you may not want to drive at this speed—here is an insurance of safety at 30 or 40 miles per hour that no other car offers.

The World's Greatest Touring Car Record
1030 Miles at an Average of 55.55 Miles per hour

On the Indianapolis Motor Speedway, November 19th and 20th, the Marmon "41" touring car with windshield up and carrying two passengers covered one thousand and thirty miles in the teeth of a freezing wind, in 18 hours, 35 minutes, 52.1 seconds; averaging 55.55 miles per hour. Five hundred miles were run on Thursday at an average of 52.45 miles per hour and the next day the final 530 miles were covered at an average of 57.7 miles per hour. Aftering covering 930 miles *the final hundred miles were made at an average of 61.1 miles per hour.* The next to the last lap had an average of 63.3 miles per hour. This wonderful record was made under the most adverse weather conditions, the temperature being constantly from 10 to 20 degrees below freezing. It was officially observed and electrically timed, under A. A. A. sanction, and world's records have been applied for. Can you imagine a more severe test than driving your fully equipped touring car at high speed for over 1,000 miles?

355 Miles Through White Mountains with Gear Lever Sealed in High

On September 16, 1914, Frank E. Wing drove his Marmon "41" touring car with four passengers up from Boston through the White Mountains by way of Crawford Notch; the racking, straining Tug-of-War Hill, Franconia Notch, Plymouth and Concord, 355 miles, *with the gear lever sealed in high.* The car averaged 11 miles to the gallon of gasoline. On the level road the car made better than 60 miles per hour. Have you ever toured through this mountain country? If you have, you can appreciate this record.

To Lick Observatory, Altitude 4000 feet, 365 Turns in Seven Miles, On High Gear

Carrying four passengers, officially observed, Marmon "41" touring car, was driven from San Francisco to the Lick Observatory on the summit of Mount Hamilton, on October 12, 1914, *with gear lever in high.* The altitude is 4,000 feet and the road for the last seven miles is the most winding course in the world with 365 turns. Imagine driving a touring car around these turns under such perfect control that not one but all of them could be taken in high gear.

What Happened in Arizona

From Globe, Arizona, Wm. G. Shanley drove a new Marmon "41" touring car, 1,304 miles around Arizona. He says: "We went over mountains and desert and sand washes and traveled all kinds of roads and places where a road ought to be, with factory adjustment on carburetor, and Indianapolis air in five tires. On a level stretch on the Speedway in Tucson, with seven passengers, we started the engine in high gear and made *72 miles per hour in a distance of three to four hundred yards.*"

Touring from St. Louis "On High"

On October 8th, John T. Salisbury drove a Marmon "41" touring car, officially observed, over the St. Louis Automobile Club's tour route of 126.4 miles, carrying four passengers and *with gear lever sealed in high.* He made the tour in 3 hours 51¾ minutes. The first car to finish the club tour the following day consumed over 6½ hours, and two of the worst parts of the road were cut out. Miles of loose gravel from 6 to 8 inches deep, fording creeks, running along creek bottoms and climbing almost impassable hills were among the features of this performance *on high gear.*

Reservoir Hill, Kansas City, 42 Miles per hour

Every automobile man in Kansas City knows and dreads Reservoir Hill. It is the worst grade in a city famous for hills. Marmon "41" touring car climbed this hill and topped it at 42 miles per hour on high gear, on November 12th. The local record stands.

Uniontown Mountain, Pittsburg, "On High"

On September 15th, with five passengers, Marmon "41" touring car, negotiated the celebrated Uniontown mountain, on high gear. This climb of three miles is known as one of the hardest paths for an automobile to follow. Marmon "41" is said to be the first touring car to do it on high gear with five passengers.

Seattle—The Hilly City Another Climbing Record

Out in Seattle there is one hill no motor car ever dared try on high gear—a turn from Fourth Avenue to Madison. Marmon "41" took it *on high gear* and started on a slippery pavement which prohibited a fast start. That convinced the men who knew Seattle and this hill.

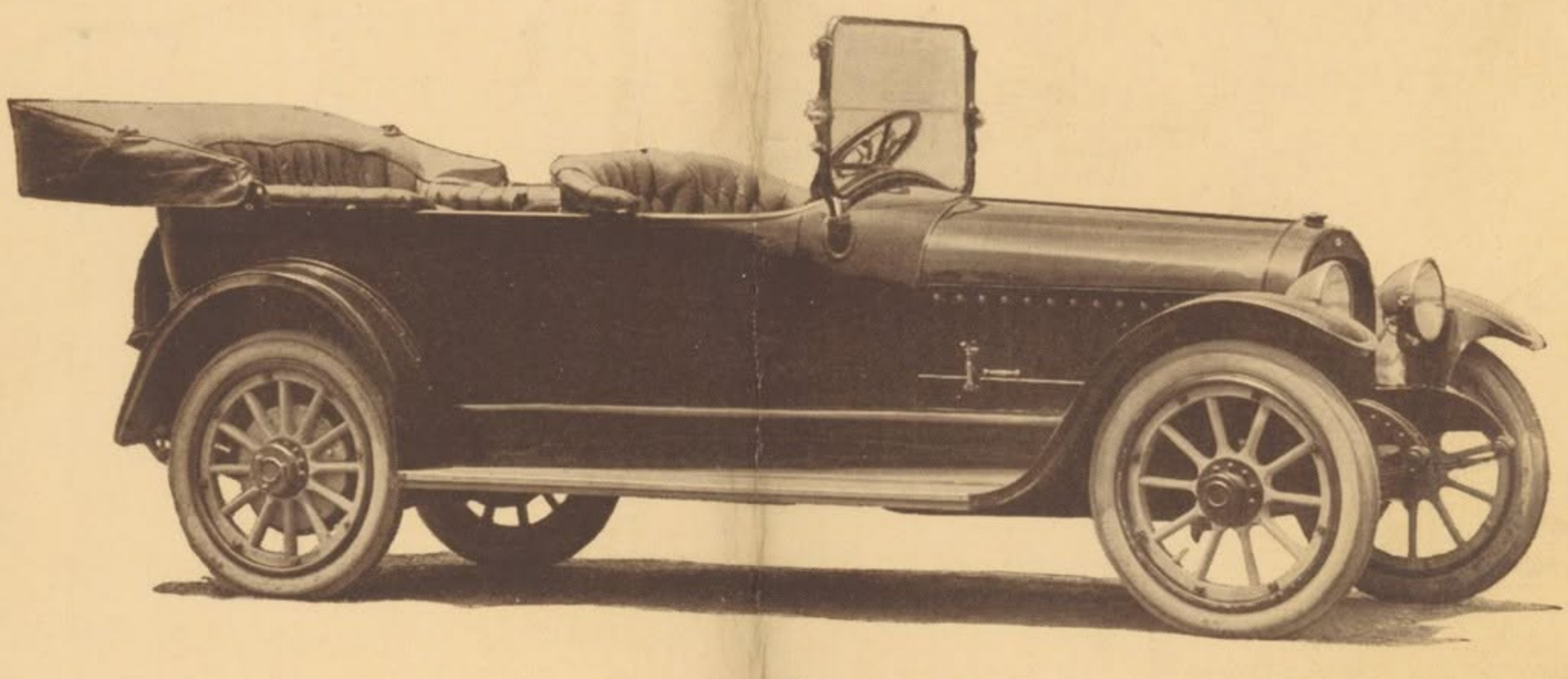
New York Fort George Hill
—
Chicago Hubbard's Hill

Fort George Hill is to New York what Hubbard's Hill is to Chicago, and both these hills are the same to the Marmon "41." Any one who wants to know the Marmon proof by performance is invited to compare a ride up either of these in the Marmon with the performance of any other car. Make us prove it!

Affidavits or officially signed records on each of these tests are in our possession. We will gladly supply copies of any of them on request.

Never before in motoring history have such absolute proofs been offered by any fully equipped touring car. Mind you, we are selling Marmon "41," not by "what we say," but "what we do." Can you figure any better way of demonstrating the actual value and real efficiency of the car you want to buy?

Make up YOUR tests—choose your hill—your road, good or bad, and let Marmon "41" tell you its own story. Nothing we can say or describe or picture or promise can equal this car's proof by performance. "Make us prove it" is a message from Marmon "41" directed to YOU. Now!



Marmon "Forty-One"

A Guarantee for the World's Most Capable Car

We guarantee to take the Marmon "41" you buy of us and duplicate any of these records, if you are willing to stand only the actual expense involved.

These tests were not made with "special" cars. Any Marmon "41" can duplicate these marvelous records.

Make us prove it!

Words of description prove inadequate before this offer.
Make your own tests of value.
Let this car tell its own story.
"Make us prove it!"

Nordyke & Marmon Company

Established 1851

INDIANAPOLIS, INDIANA