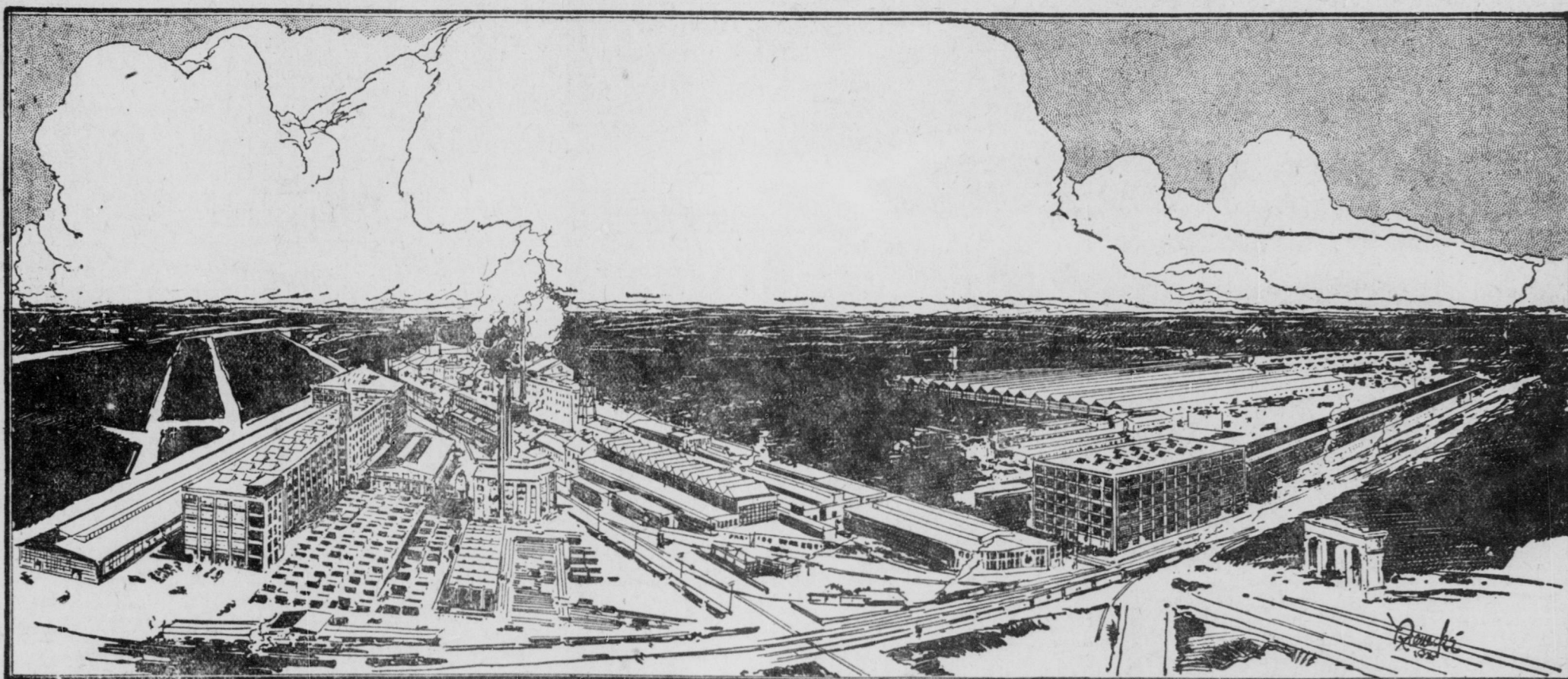


The Story of the MARMON 34
Number One

A Pioneer of Indianapolis— Known Throughout the World

A home manufacturing institution whose development has been so rapid within the last few years that many citizens do not fully realize its magnitude and importance



60 acres of ground are now covered by the Nordyke & Marmon Company factories. One million two hundred thousand square feet of floor space are occupied

AT Kentucky Avenue and Morris Street there is a great manufacturing plant. It covers 60 acres of ground. Building after building—some long and low, some high and wide—resounds with the busy hum of industry. Hammers ring, whirling saws sing as they bite through the wood, automatic machines shape iron and steel with finest accuracy.

New buildings are nearing completion. One of them is 600 feet long, 80 feet wide and five stories high. Another is 800 feet long and 100 feet wide. A mighty power plant looms in their midst.

The citizens of Indianapolis have become accustomed to seeing this plant steadily growing larger as the years have gone by. But so rapid have been its growth and expansion since the period of the war that many do not realize the magnitude of its present operations.

NORDYKE & MARMON COMPANY KNOWN THE WORLD OVER

They know, in a general way, that large flour mills—not only in this country, but in Europe, China, Japan, Australia, South Africa—are completely equipped with machinery made in the plant at Kentucky Avenue and Morris Street. For throughout the world, wherever wheat is ground into flour, the name of Nordyke & Marmon Company is known.

But many do not know that in this department what only a few years ago was considered a satisfactory volume of business for the year is now approached in a single month's output.

THE MARMON 34

Indianapolis knows that here is built the motor car which four years ago introduced new principles of light-weight design and scientific construction.

But many do not realize that in the new series Marmon 34, with its High Efficiency Motor, is reached the highest degree of mechanical excellence that the automotive industry has yet attained. They may not know that 10,000 of these cars will be built in this factory in 1920—an average of nearly 200 cars a week.

5,000 EMPLOYEES—1,200,000 SQUARE FEET OF FLOOR SPACE

Indianapolis has seen the plant expanding, has seen new buildings going up. But there are many citizens who do not know that the total floor space now occupied is one million two hundred thousand square feet and that five thousand Indianapolis men and women now find employment here the year 'round. A training school is maintained where skillful instructors make competent workmen out of promising material and where there is an opportunity to "earn while you learn."

Indianapolis knows that when the war came this highly efficient organization was turned over with whole-souled loyalty to the nation's

service. All the company's resources, equipment and facilities, were devoted to the manufacture of two types of aircraft motors. A huge building was erected for the manufacture of Liberty Motors.

All Indianapolis remembers the public presentation and award of the Champion Liberty Motor Builders' Pennant to the workers of Nordyke & Marmon Company—the highest honor conferred on any industrial organization during the war.

WAR'S STRICT REQUIREMENTS CONTINUED

But all Indianapolis may not be aware that many of the buildings erected and equipped during war times are now used in the building of the new series Marmon 34—that all that its war service taught the organization—in working to closer limits in quantity production—in inspection supervision very close to the ultimate in exactness—has been retained, and is to-day a part of Marmon daily shop practice.

To cite a single instance: Every Marmon High Efficiency Motor is run for four hours on an accurate dynamometer test, then is completely torn down and subjected to the most rigid inspection before it is again assembled. This was Liberty Motor practice; it is now standard Marmon practice.

BUILT ON HIGH IDEALS

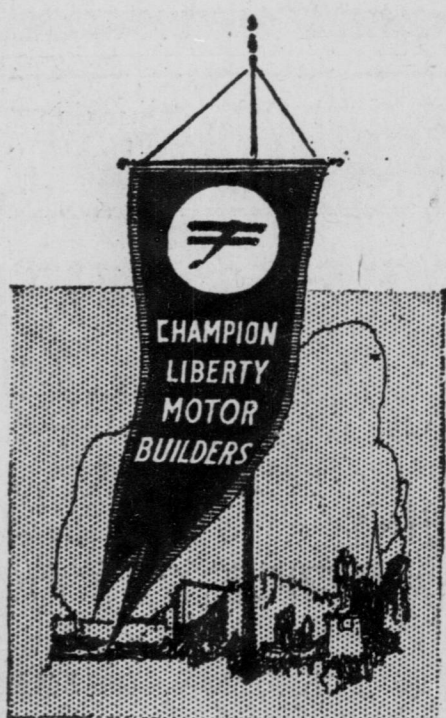
There is inspiration in the story of the growth and development of Nordyke & Marmon Company, from a small beginning 69 years ago to one of the country's great manufacturing institutions.

For throughout the history of this company is conspicuous one great fundamental policy—strict integrity. To build the best machines that can be built and to sell them at a fair price—to exceed in quality and in service the requirements, the expectations, of those who buy them—this is the policy on which this institution has been built.

In the heart of every one of the workers in this great factory is the same ingrained integrity. Many of them have been with the company for twenty years—some twice as long. They can not do poor work—they do not know how. Too long has the Nordyke & Marmon gospel of "the best always" been instilled. Even newcomers in the plant feel its influence.

You are cordially invited to visit the Nordyke & Marmon Company plant. Go through the long buildings where are made these mills which grind the world's flour, these motor cars which have set new standards for the industry. See the skill, the painstaking care with which every smallest part is finished to the closest limits. See how for the first time in the automotive industry "tool room" precision and accuracy are successfully applied on a "production" scale.

If you will advise the Local Branch of your desire to visit the plant, arrangements will be promptly made.



The highest honor conferred on any industrial organization during the war was the award of the Champion Liberty Motor Builders' Pennant to the workers of Nordyke & Marmon Company. Awarded for October, 1918, Competition. Permanently awarded Nov. 16.

NORDYKE & MARMON COMPANY, Indianapolis, U.S.A.

Local Branch:—Meridian and Eleventh Streets

Established 1851

Marmon Dealers in Indiana: DIXIE MOTORS COMPANY, Evansville, Indiana; NORTHERN INDIANA MOTOR CAR COMPANY, Fort Wayne, Indiana; CHENOWETH AUTO COMPANY, Richmond, Indiana; J. T. J. GRAVES, Salem, Indiana