

# HOW COULD YOU FORGET

## MILT MARION?

1936 was a very good year for a race fan. The very first race on the famous Daytona Beach-Road Course was held.

The purse was 5,000 bucks, and lest you think this was a minor-league affair, remember the price of groceries in '36. This kind of important money attracted a pretty hot field, including: the Indy 500 winner, Bill Cummings; the dirt track champions Bob Sall, Doc Mackenzie and Ben Shaw; Major Goldie Gardner; the Collier brothers, Miles and Sam; and an obscure service station operator named Bill France.

The winner? Good old boy Milt Marion, in a Ford V-8, the Permatex Special. (That France fellow was not only Milt's mechanic, but drove another Ford to fifth place.)

The interesting thing about Milt's car was that the engine was literally stuck together with Permatex products. To prove they worked, the engine was assembled without any gaskets, using our Form-A-Gasket products instead (Form-A-Gasket #1, hard-setting, and Form-A-Gasket #2, pliable-setting). Obviously, it held together.

It really wasn't much of a gamble for Permatex. After all, the company got its start helping Barney Oldfield, back in '09. And today, you'll find Permatex products in service stations, NASCAR garages, and wherever automotive products are sold.

You'll find the same Form-A-Gasket that helped Barney and Milt. And you'll find the latest additions to our long line. Like the new Silicone Form-A-Gasket. With this handy tube, you can actually *make* any size or shape gasket for any application. And being silicone rubber, it is resistant to a greater variety of chemicals, higher pressures, and higher and lower temperatures than anything else you can buy. It is the most versatile adhesive-sealant there is.

Want a free racing decal? You can have one if you promise to remember Milt. Just send us a self-addressed stamped envelope. Don't forget.



**Permatex**  
our name is our bond

PERMATEX COMPANY, INC.  
P. O. Box 1350, West Palm Beach, Florida 33402  
305/886-0880

Courtesy of Museum of Speed Daytona Beach, Florida



Milt Marion Ad appearing in 1973 issues of:

SERVICE STATION DEALER / MOTOR AGE / MOTOR / AUTOMOTIVE AFTERMARKET NEWS / CAR & DRIVER / HOT ROD / MOTOR TREND / POPULAR MECHANICS / POPULAR SCIENCE / ROAD & TRACK