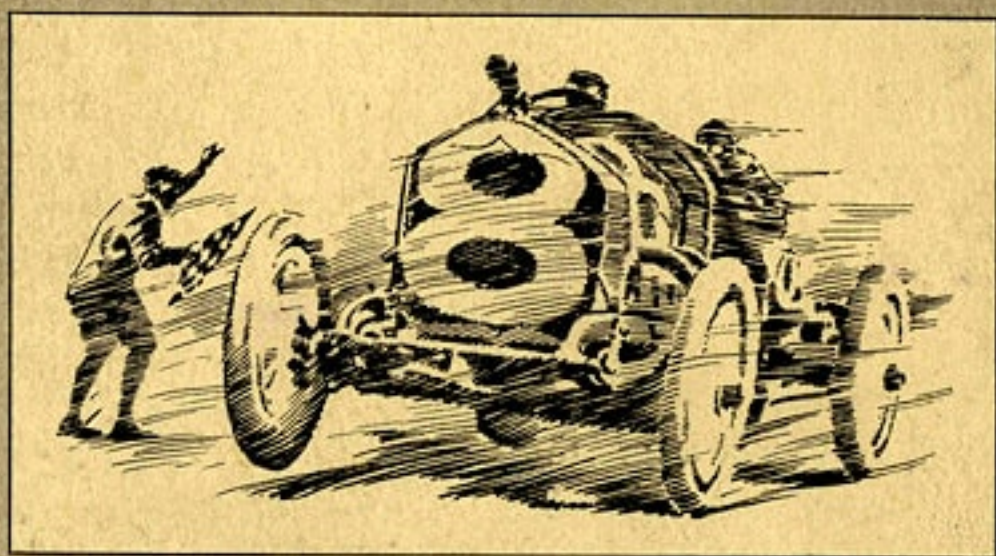


# The Fastest 500 Miles



# INTERNATIONAL CHAMPION



Dramatic Start of Second 500-Mile International Sweepstakes Race  
Indianapolis Motor Speedway, May 30, 1912  
The smoke hides all but five cars

## *National 40*

DEFEATS THE WORLD'S BEST CARS—GOES 500 MILES  
IN 381 MINUTES AND 6 SECONDS—BREAKS RECORD  
BY 4.11 MILES PER HOUR—AVERAGE 78.72 MILES PER  
HOUR—CROWNS PAST PERFORMANCES, SUCH  
AS STOCK CHAMPIONSHIP

COMPLIMENTS OF

NATIONAL MOTOR VEHICLE CO.  
INDIANAPOLIS, INDIANA, U. S. A.

JUNE—1912



DRIVERS LINED UP BEFORE RACE

## And a Yankee Car Won

YOU WILL AGREE that although you may not be a devotee of the motor car racing sport, you are well enough informed on motor cars to know that when a car withstands the terrific speed of 500 miles, straining every ounce of power and every fiber of strength, that this is an unimpeachable way to prove a car's real quality and stamina. We offer you this story—one that was written by the cars themselves—or rather by the hundreds and thousands of engineers, designers and skilled workmen behind every car. If there is a flaw or a weakness in a car, it will come out in such a white heat analytical test as this, the world's hardest and fastest long-distance race. Never before had man or machine traveled so fast for 500 miles. It is the Verdict of Truth that reflects the workmanship in the National factory and gives you your honest estimate of the car.

**A**FTER the deafening roar of twenty-four motor cars had died; after the smoke from the Battle of Cylinders had cleared and after the 80,000 devotees of the Gasoline Sport had vacated the famous Indianapolis Motor Speedway, it was then that the World began to appreciate the significance of what important history had been written before them. Written, too, with all the melodramatic color of a Belasco.

To be sure the best cars built in America were in the second 500-mile International Sweepstakes Race, but when the struggle came, from which one and only one Victor could evolve, there were

*Of course you can judge beauty and upholstery and other luxurious features for yourself, and if you are not wise to the mechanical perfections, such demonstrated worth as this 500-mile test gives you your reliable cue.*



DAWSON SECOND FROM LEFT END

two foreign cars and just one American car that fought for first place.

And it was truly a Fight of Nationalities.

The big Gray Mercedes, the pride of all Germany, powerful, and fabulously costly, was leading, driven by an Italian, the veteran Ralph DePalma, with whom rode an Australian mechanic.

Close on the heels of this foreign marvel of mechanism came the four-cylinder National car. Its body was painted Blue—in White stood out strong its number, that of 8, and from its exhaust, in loud angry blasts, spit the fire of bright Red.

At the wheel of the National sat a mere youth—Joe Dawson.

Behind came another foreign car, a Scarlet Italian Fiat driven by a hero of many motor conflicts, Teddy Tetzlaff.

For two miles and a half, around the paved course, were tens of thousands of the nation's best people eagerly watching the conflict of men and machines. Of course, there were many other cars in the race—the best of two hemispheres in



IN THE PARKING SPACE



DON HERR RELIEVING DAWSON

conflict, but the Mercedes, National and Fiat were in the lead in this Race of Nations.

This race—the second International Sweepstakes race—was being held on Memorial Day, too, which added another bit of patriotic atmosphere to the grand conflict.

The Mercedes set a terrific pace—the National hung on with its pilot calm and serene. Miles and miles were reeled off at a dizzy rate—a quick halt now and then at the repair pits for a fresh tire, the smell of burnt rubber being as familiar at the race as the odor of sawdust at a circus.

It was a serious game the men played—Death toyed with them, lurked on the steep banked curves, and raced with them down the long straightaways. But they were determined men—worthy of their trust.

From the lips of every one of the 80,000 who saw this, the greatest test ever given machines, has been told and retold the story of the grand climax.

Away with prosaic figures and details—suffice it to say that the Mercedes had led from the fifth mile until about 480 miles had been traveled. People, who had grown languid and tired from six hours' watching under a May sun, became active, began to crowd and tiptoe to watch the few remaining miles to be run. It was in

*The National is never associated in thought with cars of its own price. It invariably takes front rank with the \$5,000 cars. Ask us why.*

these miles that the Verdict of Truth was to be told.

Look! and tens of thousands of people saw and knew what was happening. A noble driver's hopes died in the twinkling of an eye—a wonderful car of a few seconds before acted almost like a human. It was exhausted; the strain had been too much; and it choked, and died, helpless!

The German Mercedes was slowing down—its race was over, it had failed to make the 500 miles.

From the repair pit of the National car shot the signal to Dawson—"Go! Go! Go!"

Dawson smashed his foot upon the floor of his Blue National and under it was the accelerator. The Blue car answered the call for all the power and stamina it had in its make-up.

Then the question flashed through thousands of brains at once, "Can the National stand this last severe test, after the long, hard race—will it, like the Mercedes, 'go to pieces'?"

In the rear of the blue car came the Fiat, roaring and plunging like an angry prehistoric animal. None of the other cars was a strong contender, as they were struggling for the lesser honors of secondary positions.

But in the last few miles remaining, necessary to make the National the recognized Conqueror and Superior to all the other motor cars that travel on the earth, the National superbly rose to the occasion and made some of the fastest time of its entire race.

The checkered flag was waved by Starter Fred Wagner—bedlam broke loose, and a



TOURISTS WATCHING THE RACE



JOE DAWSON

new International Champion — National the car, and Joe Dawson the driver, rushed into Being at 87 miles an hour.

It was the fastest man and machine had ever traveled 500 miles in the history of the world—500 miles in 381 minutes and 6 seconds, breaking the world's record by 4.11 miles per hour. The average for the 500 miles made by the National was 78.72 miles per hour. Incidentally Dawson won in cash \$20,000. And a Yankee car—the National—was proved the best car on earth.

### Was the National Faster than the Mercedes? YES

A common impression after the 500-mile race was that the Mercedes had traveled, while it lasted, faster than the winning National. This is not true according to the figures of the race as shown in a trade authority, Motor Age.

According to these figures the Mercedes at 480 miles had to its credit for elapsed time 358 minutes and 16 seconds. The National's elapsed time for 480 miles was 366 minutes and 51 seconds.

The Mercedes was delayed at the repair pits only 4 minutes, while the National was delayed 14 minutes. This means that the Mercedes was on the track and racing 10 minutes more during that 480 miles. Figure this out—and it shows that for the actual running time consumed by the Mercedes and the National in the race up to 480 miles, the winning National did actually make faster time by 1 minute and 25 seconds. Of course slow pit work is



MECHANICIAN MARTIN

not to be praised, but rather lamented, but in view of the 10 minutes more lost the National stands out in a greater victorious light as against the bigger foreign rival.

The National was *swifter* and *surer*.

But it took more than speed to win this wonderful contest. It took stamina, durability, and reliability.

The race told the story of Quality as well as of mere Speed.

The National is not a "spurter", but a continuous performer.

We make racing a *caution*. We want you to regard our racing victories as tremendous demonstrations of the *vitality* of the National.

You can't get away from *quality*. Quality is *value*. Quality is dependability, life, service.

We give the National *our* confidence before we ask yours. It takes every imaginable test in our factories before it meets and defeats the world on the track. The race track is merely an adjunct of the designing, constructing and finishing departments where your National is perfected.

The National you buy you will not put on the race track, but you will have the absolute knowledge that it has the stamina, the power, the endurance, the trustworthiness in materials, design and

*The men who build the National are the ones who try hardest to find flaws in it. This is the spirit in the factory—and not one car goes to you until these experts O. K. it.*



STOPPING AT PIT FOR GASOLINE



GONE IN A "JIFFY"



construction which make it meet successfully every demand you may put upon it.

Then there is the Pride of Ownership. The pride in owning the most renowned car in all the world; the absolute conqueror of all others.

The National made more 20-mile sections under 14:20 than did the Mercedes.

National No. 8	Average Miles per Hour for Total Distances	Time Each 100 Miles	Average Miles per Hour for Each 100 Miles
100 miles, 74:24 . . .	80.7	74:24	80.7
200 miles, 150:59 . . .	79.5	76:35	78.3
300 miles, 228:50 . . .	78.7	77:51	77.1
400 miles, 304:14 . . .	78.9	75:24	79.5
500 miles, 381:06 . . .	78.72	76:52	78.0
		381:06	78.72

## THE NATIONAL KNOWS NO SUPERIOR

*Our records show that many mechanical experts and engineers own National cars.*

*If you should employ one of these men to examine any car and give you their advice it would cost you a large fee for his services.*

*But with the National you get free the judgment of these experts who know, and who have taken time and care in comparing various makes of cars—and then selected the National.*

*Can you ask for better evidence of the correctness of the National than this?*

# America's Defender—Europe's Conqueror!

The only race of 250 miles or more in America during 1912 that was entered by the National factory was

## Won by the National

All the other races were won by foreign cars. This leaves one conclusion, that the National is not only superior to American-made cars, but the only American-made car able to conquer European invaders. In 1911 National cars won eighty-four races, repeatedly defeating European cars.

### List of 1912 Races of 250 Miles or More

500-Mile International Race, at Indianapolis, May 30th.

Won by a NATIONAL car breaking the record.

303-Mile Santa Monica Free-for-All, May 4th.

Won by a FIAT.

305-Mile Elgin Free-for-All, August 31st.

Won by a MERCEDES.

254.1-Mile Elgin National Trophy, August 31st.

Won by a MERCEDES.

250-Mile Tacoma Free-for-All, July 6th.

Won by a FIAT.

298.5-Mile Vanderbilt, Milwaukee, August 2d.

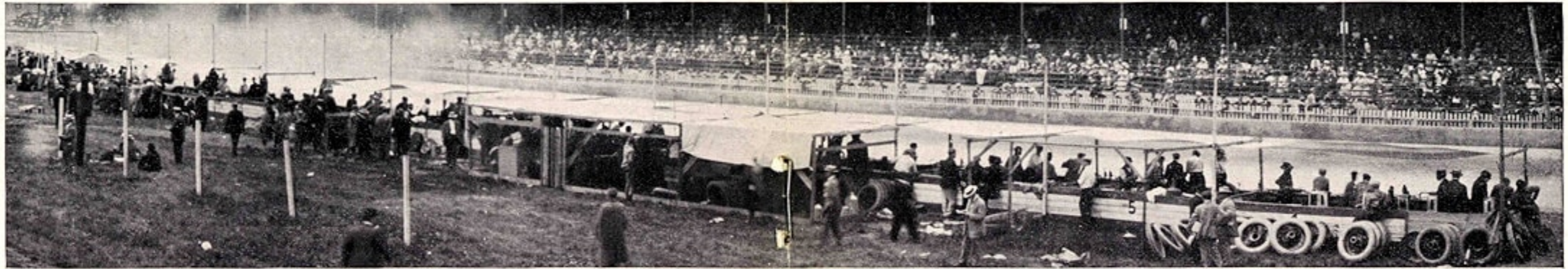
Won by a MERCEDES.

409.8-Mile Grand Prize, Milwaukee, August 5th.

Won by a FIAT.

These records tell the story—prove to the world that of all the longest contests of this season, the only one the National entered (the hardest of all) was won by a National, and all the others went to European cars costing much more than the

## NATIONAL



BACK OF THE PITS DURING

## Deductions from the 500-Mile Race

Now that the National car has won this international classic, it leaves it at the Pinnacle of Achievements.

The winning National broke the competition record for 300 miles, and broke both the time and competition records for every other distance up to and including 500 miles.

No water was added to the radiator of the National that won the 500-mile race. No repairs were necessary and no adjustments made; but three spark plugs were replaced.

The National defeated cars of twenty per cent greater piston displacement. This was the fastest field of cars ever started in a race.

The National broke the record by 4.11 miles per hour, carrying two men, while last year's winner carried but one man.

The National defeated cars costing even twice as much.

Four costly European cars were defeated by the National and only one European car finished the race.

Many of the best of the American cars did not even finish the race.

Only ten of the twenty-four cars finished.

The last car to finish was two hours behind the winning National.

Tires were not changed on the National No. 8 for almost 200 miles.

BATTLE OF CYLINDERS

Last year's time for the winner was 402:08. The National's time this year was 381:06.

The race was faster this year over last year by 5 minutes at 100 miles; 15 minutes at 200 miles; 18 minutes at 300 miles, and 21 minutes at 500 miles.

Table of National's Times Taken at 20-Mile Intervals. (From Motor Age.)  
E means elapsed time. L means time for every 20 miles.

20 miles—E	14:55	L		280 miles—E	214:19	L	17:59
40 miles—E	29:45	L	14:50	300 miles—E	228:50	L	14:31
60 miles—E	44:32	L	14:47	320 miles—E	243:14	L	14:24
80 miles—E	59:23	L	14:51	340 miles—E	257:49	L	14:35
100 miles—E	74:24	L	15:01	360 miles—E	275:25	L	17:36
120 miles—E	89:15	L	14:51	380 miles—E	289:44	L	14:19
140 miles—E	103:48	L	14:33	400 miles—E	304:14	L	14:30
160 miles—E	118:21	L	14:33	420 miles—E	318:46	L	14:32
180 miles—E	132:49	L	14:28	440 miles—E	336:17	L	17:31
200 miles—E	150:59	L	18:10	460 miles—E	351:39	L	15:22
220 miles—E	167:17	L	16:18	480 miles—E	366:51	L	15:12
240 miles—E	181:49	L	14:32	500 miles—E	381:06	L	14:15
260 miles—E	196:20	L	14:31				

Out of the 24 cars only 14 made 20-mile sections, at some time of the race, in better time than 15 minutes. Only 5 cars made 20-mile sections under 14:30. The Mercedes and the National made the fastest 20-mile sections of the entire race.

The fastest time of the National No. 8 was during the last 20 miles of the race, after having stood the strain of 480 miles. The last 20 miles were made at an average of 84.21 miles an hour.

The winning National established a new Speedway Record for 300 miles and established new World's records for 400 and 500 miles.

## Crowns Past Performances

If the winning of the 500-mile race alone was the only marvelous victory of the National car, it would still be proof sufficient for a thoughtful man.

But viewed in the light of the unsurpassed record of National cars, this 500-mile race victory is enhanced by the proof of consistency of National cars in the most severe contests for years.

National cars have not been confined to any one kind of contests, but have demonstrated superiority in all manner of contests.

The history of automobile contests in the last few years is one largely of National car success.

Following are the places won by National cars in three consecutive years:

In 1909: First, 34; Second, 19; Third, 12.

In 1910: First, 68; Second, 47; Third, 37.

In 1911: First, 84; Second, 48; Third, 30.

Grand total for these three years alone:

186—First.

114—Second.

79—Third.

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379—Total number of places won.

Following is a table of the winnings of National cars in 1911 alone:

	FIRST	SECOND	THIRD	TOTAL
Road Races . . . . .	9	3	2	14
Speedway and Motordromes . . . . .	11	7	5	23
Beach Races . . . . .	20	10	5	35
Hill Climbs . . . . .	29	9	5	43
Track Meets . . . . .	15	19	13	47
Total . . . . .	84	48	30	162

*A little thing with a big meaning is this—before every important race won by a National car, the world's best drivers have asked for Nationals to drive. They wanted to win—that is why they put their trust in the National.*

This 1911 list includes the World's Stock Championship, World's Road Race Championship, World's record for fastest mile with stock car, and Desert Race from Los Angeles, Calif., to Phoenix, Ariz.

The National cars broke world's records in the last three races entered. This is a phenomenal record for three consecutive races.

#### ROAD RACE CHAMPION FOR CLASS

The National 40 holds the world's road race record of 74.42 miles per hour for 301-450, Class C, made at Santa Monica.



DON HERR, RELIEF DRIVER

#### FREE-FOR-ALL ROAD RACE CHAMPION 1911

Santa Monica, Cal., Road Races, October 14, 1911. Free for all. 202.008 miles. Time of 162:24.6. Average of 74.628 miles per hour.

#### INTERNATIONAL CHAMPION

500-mile international sweepstakes race, Indianapolis Motor Speedway, May 30, 1912. Time, 6:21.06. Average of 78.72 miles per hour, lowering record by 4.11 miles per hour.

Following are only a few of the races won by National cars in the last few months:

#### STOCK CHAMPION

Elgin National Trophy Race, Elgin, Ill., August 26, 1911, 305.03 miles, Class B 600 and under. Time, 275:39.08. Average of 66.4 miles per hour without a tire change.

#### STOCK MILE CHAMPION

Atlantic-Pablo Beach Races, Jacksonville, Fla., March 30, 1911. One mile record trials for Class B. Time 40.32 seconds. Average of 89.28 miles per hour. World's stock straightaway mile record.

National cars won nine out of twelve 1911 road races entered.

*Everybody cannot own a National car. The output is limited. We build for Quality and not Quantity. A large majority of our cars are in daily service for people amply able to pay any price to get what they want, and they find the National gives better comfort and service than cars costing thousands more.*



CURIOUS CROWD AROUND  
WRECKED CAR

## Digest of Press

"The race this year included the finest and most modern products conceived by the master minds of European engineers, and it is a tribute and an honor of which every American should be proud that an automobile manufactured in this country has again proven its superiority over the foreign products in the greatest and most gruelling test known to the motor world."—*Atlanta Georgian*.

"Dawson's victory should not be belittled because of the unfortunate accident that put DePalma, the greatest sport on the American race track today, out of the running. It was not only generalship, but likewise motor construction, that made it possible for the American car to force itself into first place, and which permitted it to be in such a condition that when the mishap occurred to DePalma it could go to the front and finish strong, miles ahead of all others."—*Boston American*.

"The victory of Dawson in a National is only another demonstration of the claim that American cars can beat the foreign flock."—*Chicago Daily News*.

"And gloriously America's product won from the fact that it could stand longer the 'gaff' than its foreign rival."—*Cincinnati Commercial Tribune*.

"Dawson's car finished in perfect trim mechanically and the tires were in such condition as to make another hundred miles without change easy."—*Chicago Tribune*.



WRECKED, AND OFF THE TRACK

"The National pilot had accomplished what ten minutes before had seemed impossible. He had humbled the sturdy Mercedes and brought an Indianapolis car to the front."—*Chicago Record Herald*.

"In winning the race the National confirmed its big winning record of the past year."—*New York Evening Mail*.

"It demonstrates that the development of the automobile has reached the stage where it is as nearly perfect perhaps as human skill can make it."—*Indianapolis Star*.

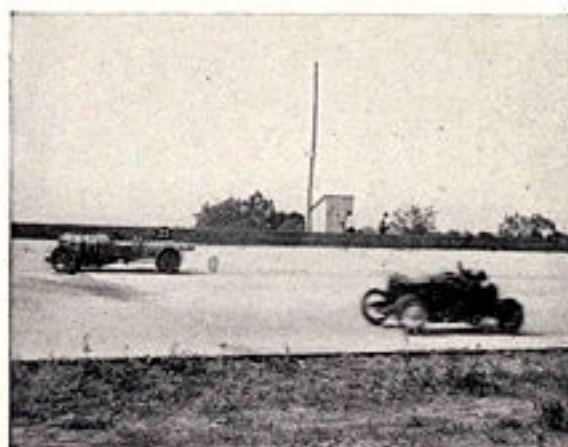
"By winning, the National accomplished a remarkable achievement. It established a new world's record for speed and reliability and furnished positive proof that automobile racing is a much harder test on a motor car than anything else."—*New York Press*.

"Dawson, in his smaller car, dared the turns without slowing an instant. . . . The great Mercedes was a speed specialist. . . . The National heard his (Dawson's) last call for all she had and did her duty. . . . Dawson won the race."—*Leslie's Weekly*.

"The National which Dawson guided to victory was made of the stuff which pace could not kill."—*The Motor World*.



WRECKED, BUT NO LIVES LOST



NO. 8 PASSING A WRECKED CAR ON A TURN

"Dawson did not slouch because of the grave moral he might have read in DePalma's downfall. And his engine stood the terrific test, where DePalma's had broken under it."—*Chicago American*.

"From then on it became a grinding, mad test of endurance of machines and men. . . ."—*Harper's Weekly*.

"The city is jubilant tonight because of adding the winning of this event to the long list of National's racing victories."—*New York Herald*.

"It is almost unanimously agreed that the drivers of the National cars were engaged in a masterpiece of strategic finesse, which, together with the amazing qualities of Joe Dawson as a driver and his 'forty' as a piece of machinery, outclassed all other contestants."—*Kansas City Post*.

"It is already evidence that the 500-mile speed record is going to be broken. . . . Joe Dawson meanwhile in his National has been hurried along. . . . The Fiat is pounding right along too. . . . Toward one o'clock it begins to get hot. The bricks have now warmed up. . . . The National team will not permit a single tire to blow out, but, in spite of its anxiety to win, is replacing them as fast as badly worn. Joe comes galloping along like the devil's charioteer, driving No. 8 now till she shrieks over the bricks. . . . No quarter now for little No. 8. Do or die. All the world will hear of you tonight, Joe! Make her or break her, and take a chance. . . . There it is; a roar goes up. The National's little No. 8 comes in first!"—*Collier's Weekly*.

### Past Performances

National 40 won Los Angeles to Phoenix Desert Race, November 4-6, 1911; 551 miles; free for all; time 20 hours 23 minutes.

National 40 holds the kilometer straightaway record of 26.75 seconds for 301-450, Class B, stock chassis.

National 40 holds the straightaway five-mile record of 3:56.82 for 301-450, Class B, stock chassis.

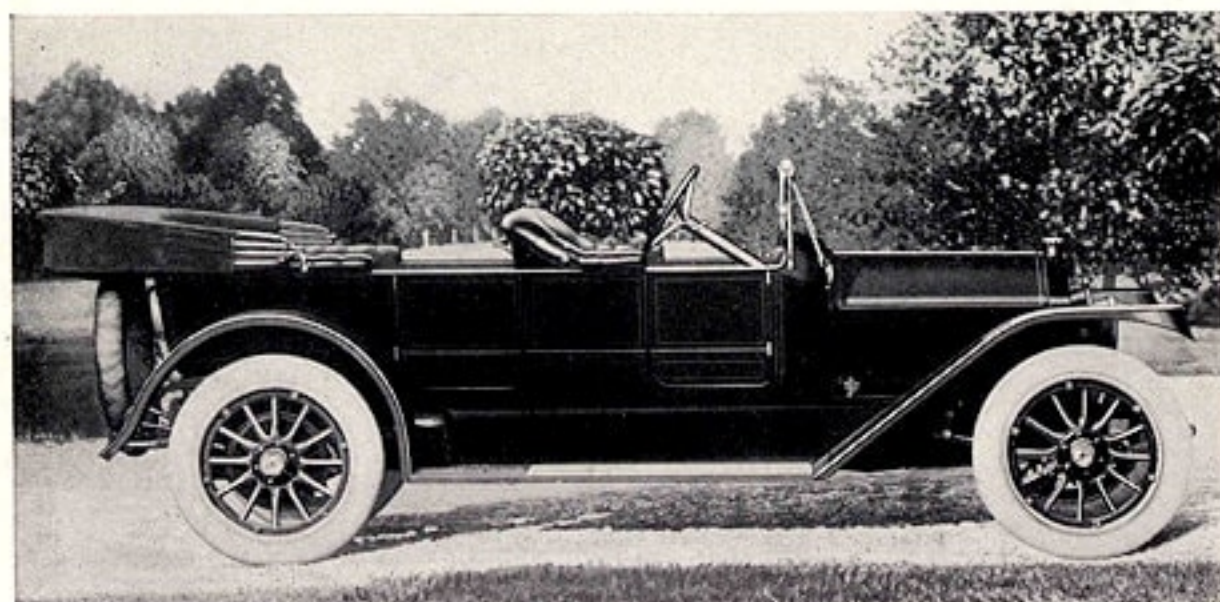
National 40 holds the straightaway ten-mile record of 8:03.67 for 301-450, Class B, stock chassis.

National 40 holds the Speedway fifteen-mile record of 11:48.78 for 301-450, Class B, stock chassis.

National 40 holds the Speedway 100-mile record of 83:43.11 for 301-450, Class B, stock chassis.

*You seldom see a National car without a woman in it. This means much to you—it means that the left side drive, center control, electric starter, electric lights, roomy interior, deep upholstery and all the refinements satisfy the most discriminating woman.*



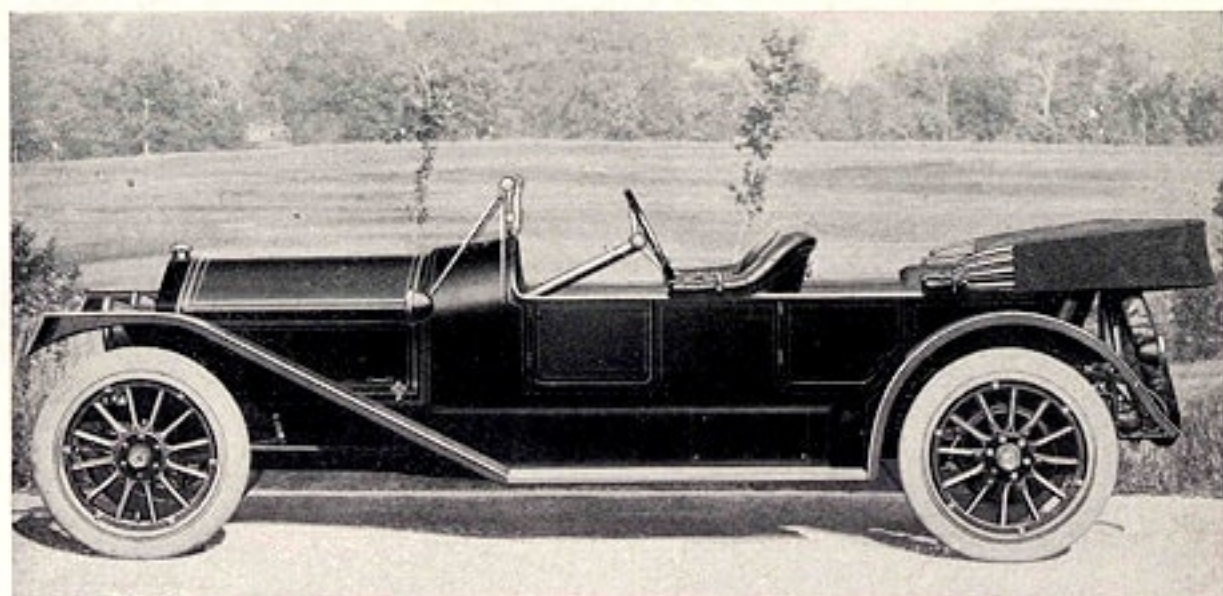


FIVE-PASSENGER TOURING CAR, IMPROVED SERIES V

## Luxury and Utility Combined

Five Models, Improved Series V, \$2,750 to \$3,400. Following are a few of the salient features of National cars:

- Long-stroke ( $4\frac{7}{8} \times 6$ ) flexible and noiseless Motor with enclosed valves.
- Left-Side Drive.
- Center Control.
- Gray & Davis Electric Starter, easily operated by simply touching a button with foot.
- Gray & Davis Dynamo Electric Lighting System.
- Bosch dual double Magneto.
- 12-inch Turkish Upholstery.
- Full heavy nickel Trimmings.
- Electric Horn.
- Adequate Baggage-carrying Compartment concealed in body but easily accessible.
- Powerful and reliable Brakes.
- Spacious Interior.
- Tire Pump, integral part of the motor. Inflates a tire in three minutes.
- 128-inch Wheelbase.
- Adjustable, ventilating and rain vision Windshield.
- Multiple jet Carburetor.
- Hoffecker steady-hand Speedometer.
- Tire Carrier in rear.
- Silk mohair Top, Cover and Curtains.
- Full-floating Rear Axle.
- Resilient Springs,  $\frac{3}{4}$ -Elliptic in rear; Semi-Elliptic in front.
- Large gasoline pressure-feed Tank with Gauge in rear.
- Robe Rail and Foot Rest.
- Foot Mat in Running Board.
- Plain, continuous enclosed Metal Guards.
- Easy-riding qualities unexcelled.
- Oiling System, demonstrated to be only perfect oiling system.



TOY TONNEAU, IMPROVED SERIES V

The victory of the National—the third consecutive time the National has broken world's records—was the last unimpeachable proof needed to banish the "Foreign Car Fallacy."

Other American cars have repeatedly been defeated by the National—and now the most costly creations of Europe have been made to bow acknowledgment to the National car.

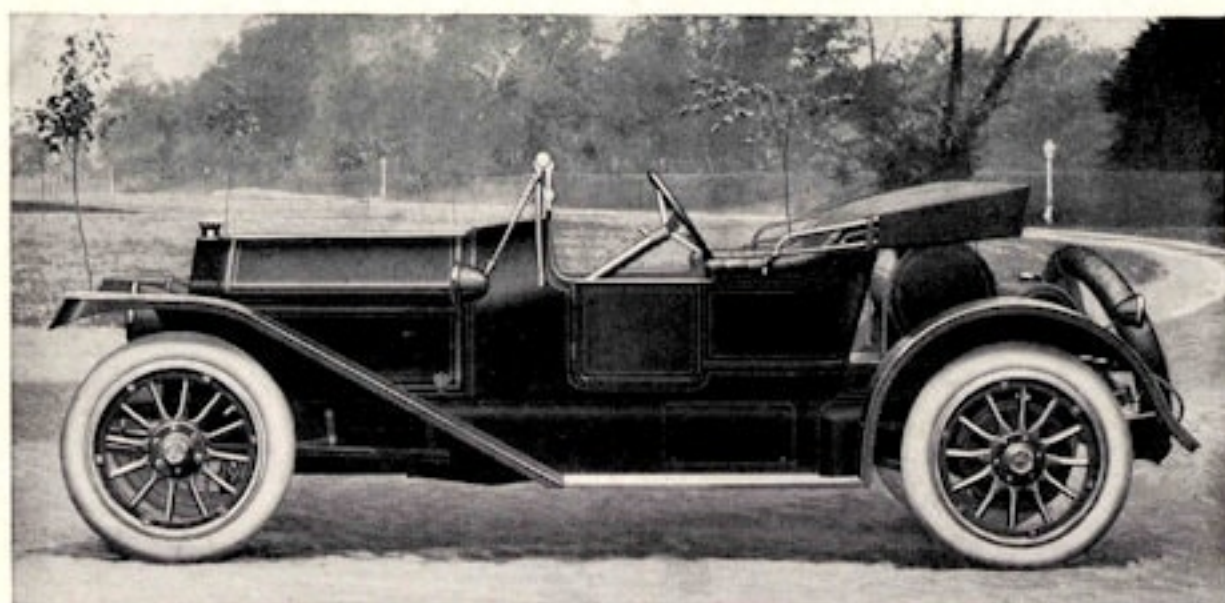
This has a vital significance to you as a car owner. Think, that for a medium price you are able to own the greatest motor car built in two hemispheres. You have not only the most renowned car, but also the absolute conqueror of all others.

Analyze the situation:

In 1911 alone, to say nothing of former years, National cars were driven in hard races, which are the white-heat tests for quality, a total distance greater than from New York to San Francisco and return. If touring across the continent is considered a good test of a car's reliability, racing for even twice that distance is a much more severe test and convincing proof of the car's quality.

According to the report of the race in *Motor Age*, the winning National lost 14 minutes at the pits, which, deducted from the total

*One safe way to buy a car is to ask the opinion of the private owners. We will gladly give you letters from National owners.*



SPEEDWAY ROADSTER, IMPROVED SERIES V

elapsed time, 381 minutes and 6 second, shows that the National consumed 367 minutes and 6 seconds in actual running time while covering 500 miles, which makes its average 81.72 miles per hour for the entire distance while actually running.

Racing is but a part of our manufacturing process where we test and perfect our cars for your enjoyment, safety and indefatigable service.

We make no false claims, no vain-glorious boasts. We point to records and facts before which mere words are futile.

In design, finish, comfort and accessibility as well as fundamentals the National stands out with silhouette distinctness against the background of all other cars.

The same "Championship Quality" that is bred into the life and sinews of the National car are uniform in its entire construction, such as body lines, upholstery and little niceties.

The National not only sets the pace in speed and durability, but also in "motor styles." The National is the recognized Authority, and if you would own the very latest and perfected car, your judgment and taste will point with unerring certainty to the National.

*81.72 miles per hour actual running average for the 500 miles.*

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