

CABLE ADDRESS
"AUTOMOBILE"
INDIANAPOLIS.



W.U.T. CODE, A.B.C.CODE, (4TH EDITION.)

Prediamapolis, Ind., Aug. 7, 1912.

Mr. James Markoe, 1940 Marshall Ave., Saint Paul, Minn.

Dear Sir:-

As per your letter of the 3rd, we take pleasure in mailing you under separate cover copy of our booklet covering the 500-mile race, which was recently won by a National 40 car.

We are also sending you a copy of our regular 1913 catalog containing full specifications and cuts of the "Series" V National 40 cars, which we are now prepared to deliver.

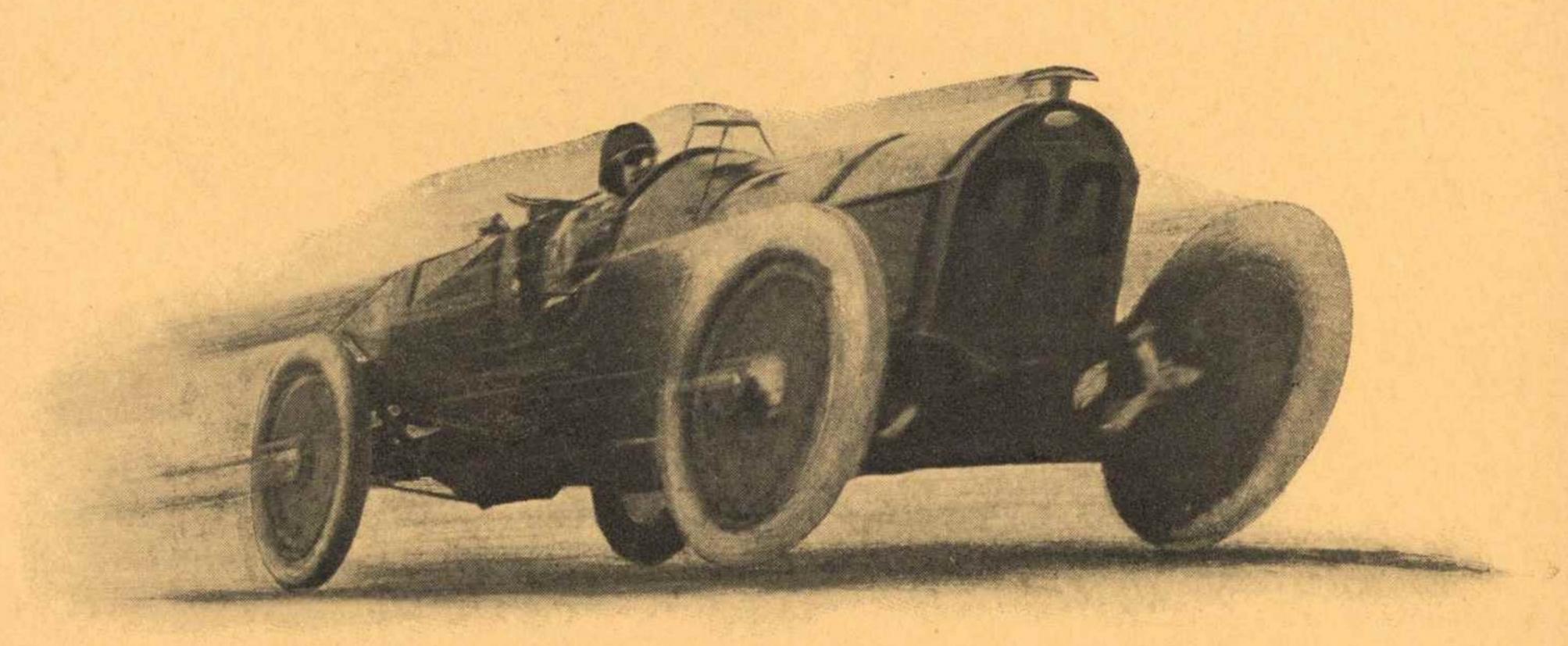
If you would like any additional information regarding our product, we would suggest that you get in touch with our Minneapolis distributer, the North-western Overland Co., Hennepin Ave. & loth St. They will be glad to show you our cars, and give you any special information you may wish.

Thanking you for your letter, we are,

Yours very truly,

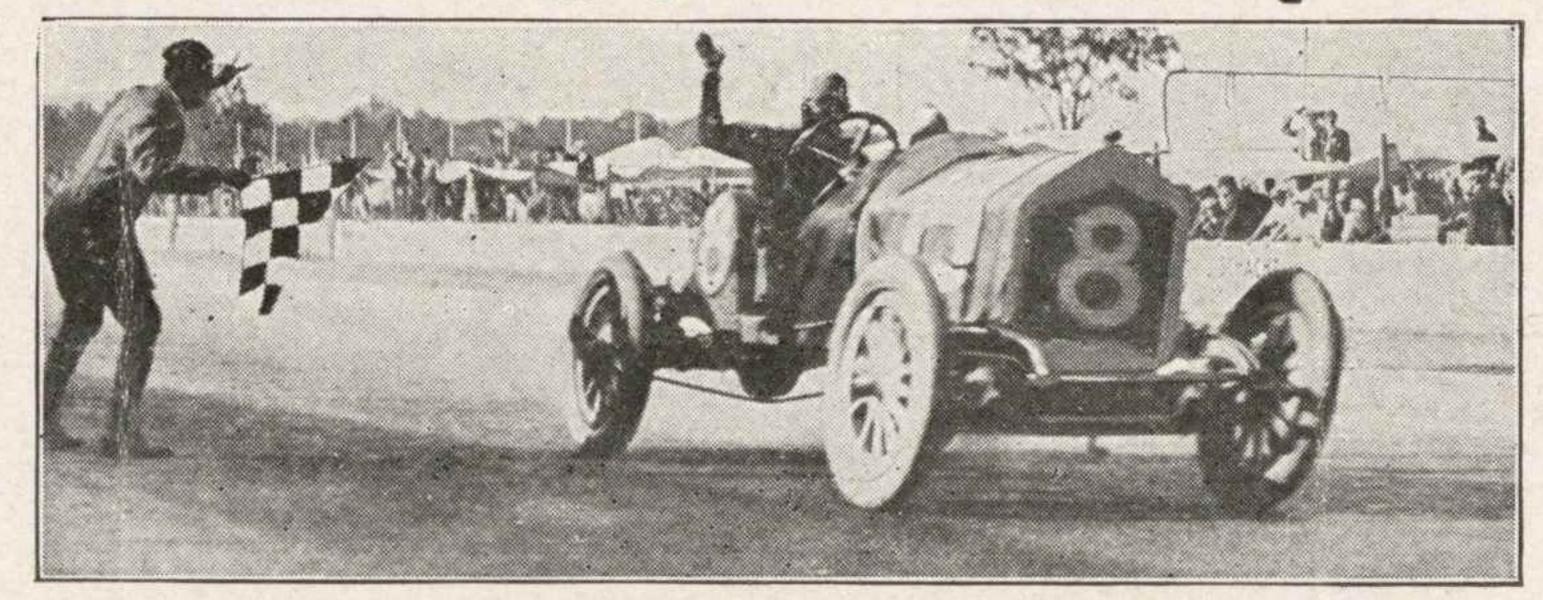
NATIONAL MOTOR VEHICLE CO.

International Champion



The Marmon

The Inter Actional Champion



National car winning 500-mile International Race defeating cars of greater cost and 20 per cent greater piston displacement. 500 miles in 381 minutes and 6 seconds. Breaking world's record by 4.11 miles per hour. Average of 78.72 miles per hour.

The Greatest Automobile

and the Greatest Racing

Achievement in History

I T required more than speed to win the world's hardest and fastest motor car contest, the International 500-mile race, won by a National car. It took durability, reliability and stamina.

From the white heat of this analytical test on every ounce of power and fiber of strength, the National car emerged victor, proving its superiority over the best of American and foreign cars. The race told the story of Quality—gave you your guarantee of the most reliable and serviceable motor car of the two hemispheres—the National.

We make racing a caution. We want you to regard our racing victories as tremendous demonstrations of the vitality of the National. You can not get away from Quality. Quality is value. Quality is dependability, life, service.

We give the National our confidence before we ask yours. Add to the pride of ownership, the absolute knowledge that your National is superior in every respect to all other cars regardless of cost.

The winning of the 500-mile race crowns the past performances of the National cars which have won all manner of championships in hard contest with larger and more costly cars, such as World's Stock Championship.

Write for the complimentary story, illustrated, of the fastest race for long distance ever made by man and machine.

Also our motor car *Style Book*. Ask for Series V book. It shows the National Series V cars with left side drive and center control—the very best motor car value for 1913.

Four Models, \$2,600 to \$3,000

National Motor Vehicle Co., Indianapolis, Ind.

CARS.

NATIONAL MOTOR VEHICLE COMPANY INDIANAPOLIS INDIANA

MEMBER OF AUTOMOBILE BOARD OF TRADE

National's Renowned Lineage

Owners of National Cars have a rightful pride in their heritage of success and perfection. Out of the refining furnace of many thousands of miles at terrific speed, testing every part and calling for the acme of endurance and service, National Cars have become absolute conquerors of machines of all nations, and of much greater cost.

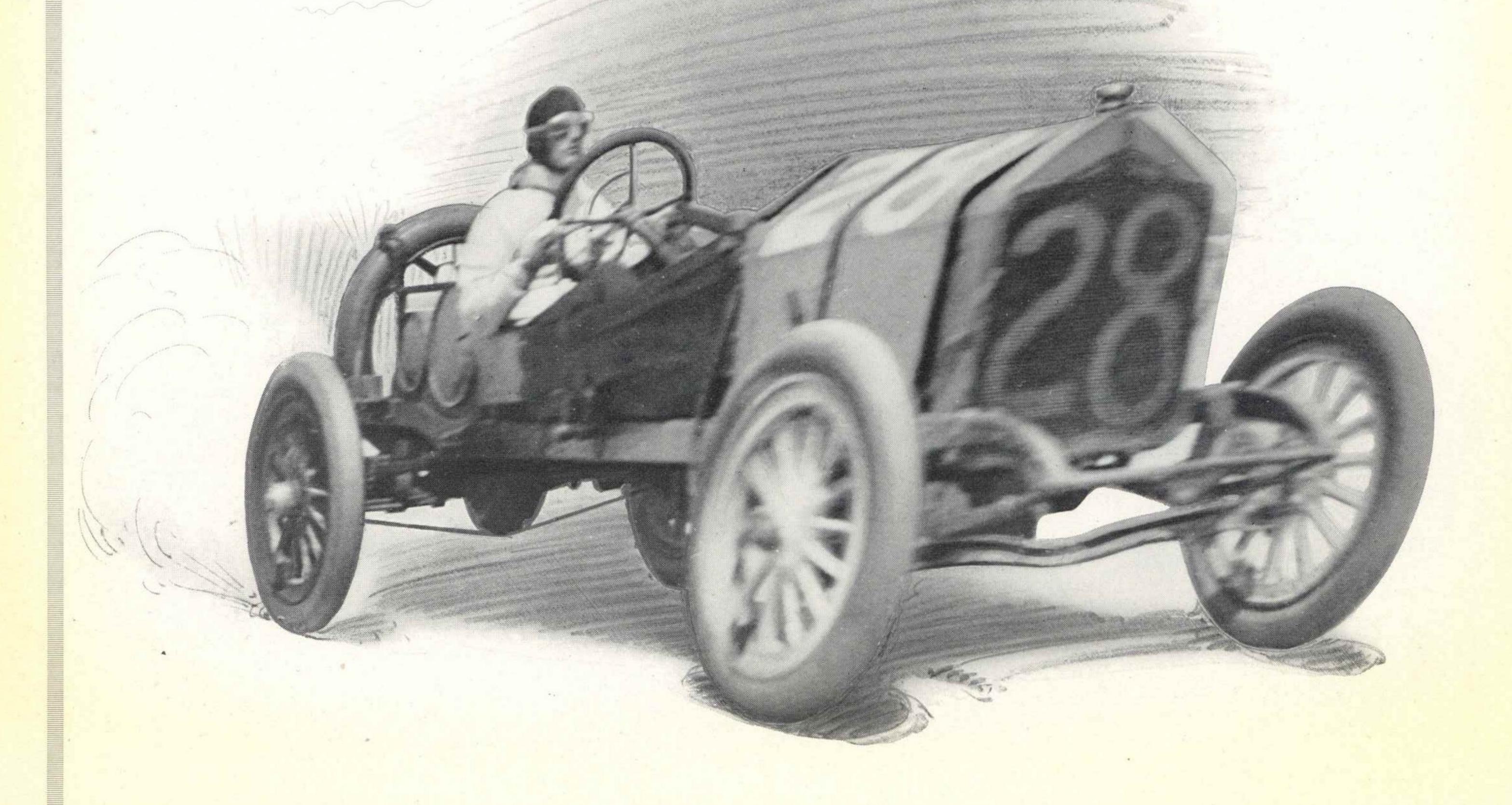
The marvelous successes of National Cars in contests on road, track, hill, beach, etc., add to the evidence of thorough quality and consistent reliability in National construction. This is your unimpeachable guarantee of quality.

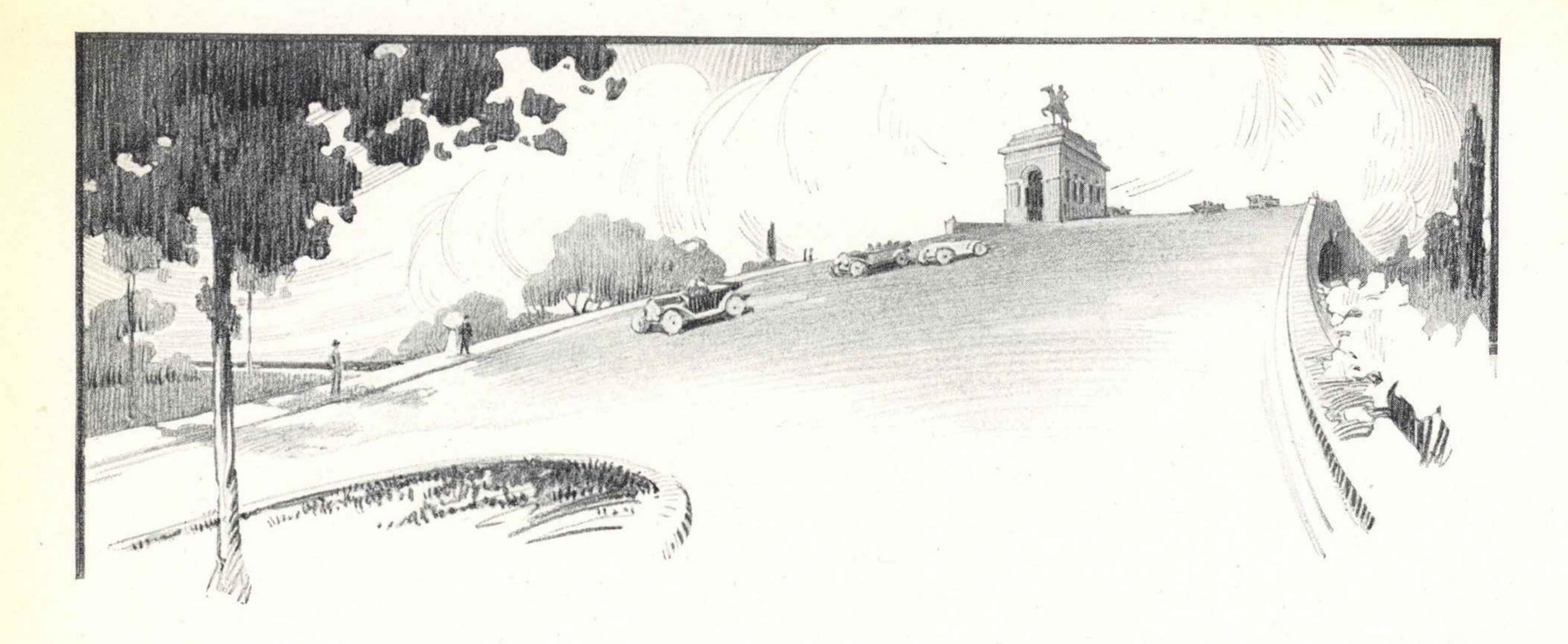
And yet we ask you to judge the National by the National you buy. The quality, the service, the sureness, the speed, the satisfaction, must be in that car for you. National Cars are the most renowned in the world.

WORLD'S STOCK CHAMPION WORLD'S ROAD RACE CHAMPION WORLD'S FASTEST STOCK STRAIGHTAWAY MILE LONG DISTANCE CHAMPION

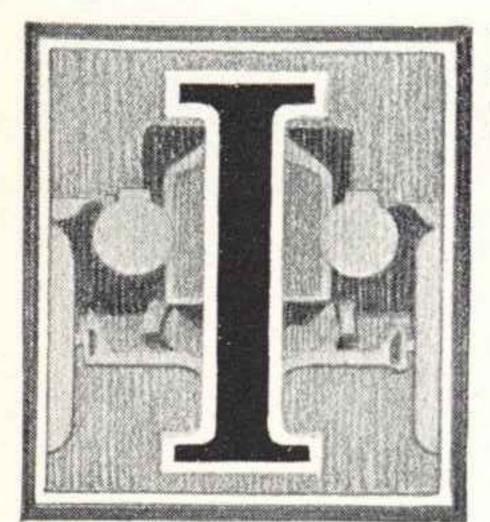
TABLE OF 1911 WINNINGS

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





SUCCESS REFLECTS QUALITY

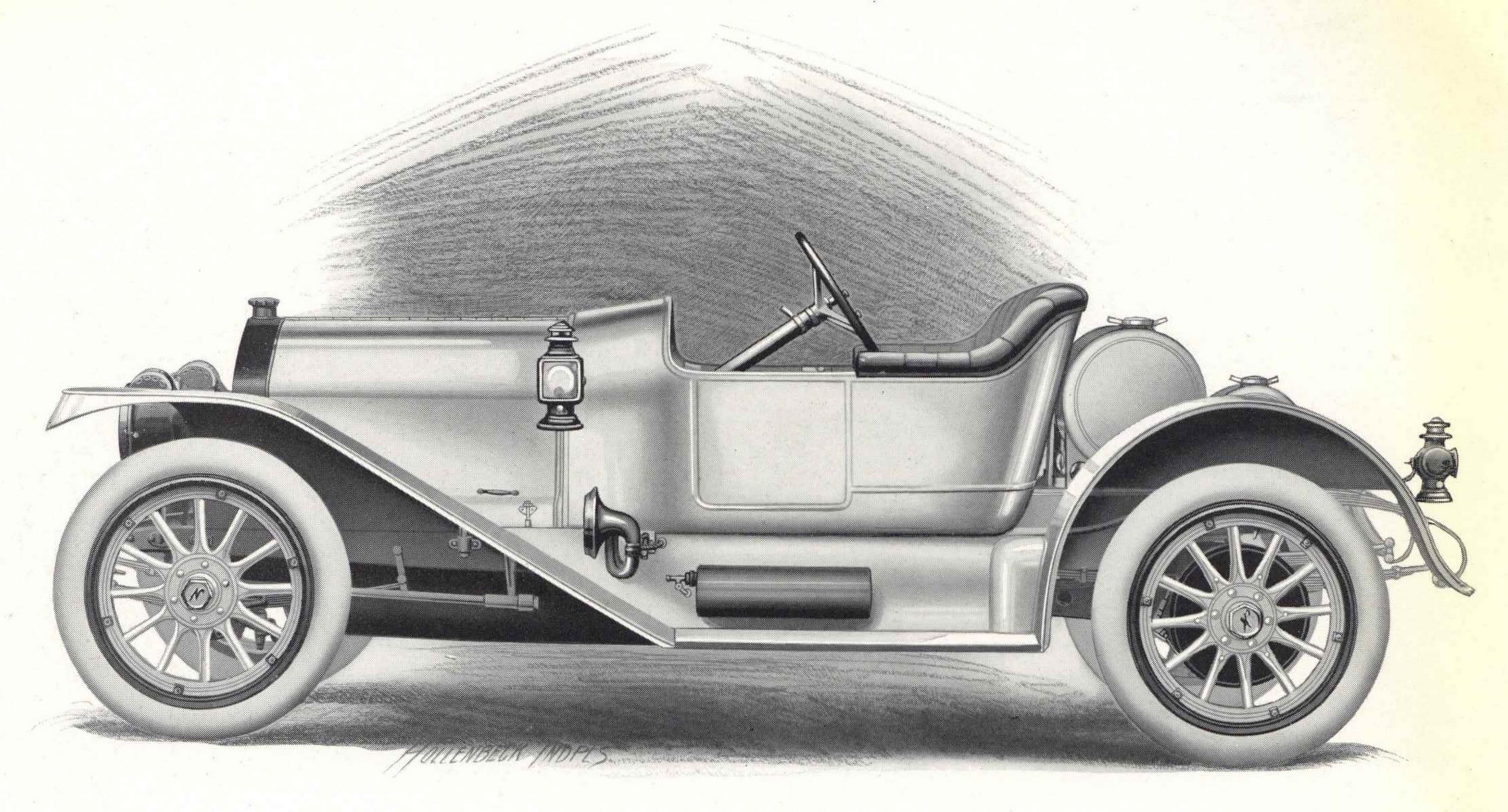


N introducing National 40 cars to you through this catalog, we desire that you consider that the wonderful success of this car rests upon quality, reliability and service. This has a vital significance to you as an automobile owner. For twelve years of constant application the manufacturing forces of the National Motor Vehicle Company have had none other than these standards. This car completely typi-

fies the aims of all builders of cars in all lands as to power, reliability, design and comfort. And because of these high ideals, scrupulously followed, the National Car is backed by a permanent and successful organization that takes pride in and stakes its reputation upon every car. Year after year the output of this company has steadily increased, a tribute from the motor-intelligent people who appreciate the fact that quality is the one standard by which the National Car is built. The fame of this car has circled the globe because of its multiplied demonstrations of absolute reliability and perfect satisfaction. The result of these years of adherence to such high standards of manufacturing justifies the statement that the National is the best car to-day, regardless of cost. This statement is echoed by the many owners of National Cars, who are people amply able to buy any machine they may desire but choose the National 40.

Absolutely noiseless; low, long, spacious bodies; strong, straight lines; deep, luxurious upholstery; self-starter; resilient and long, wide springs; long wheel base; wide doors; smart slope to hood; large tires; center control with left-hand drive; foot mats on running boards; gas and electric lights; access to both front doors; tire pump an integral part of motor; buoyancy and ease of riding unexcelled; powerful motor with long stroke and the National's exclusive heritage of power, reliability, speed and general atmosphere of elegance.

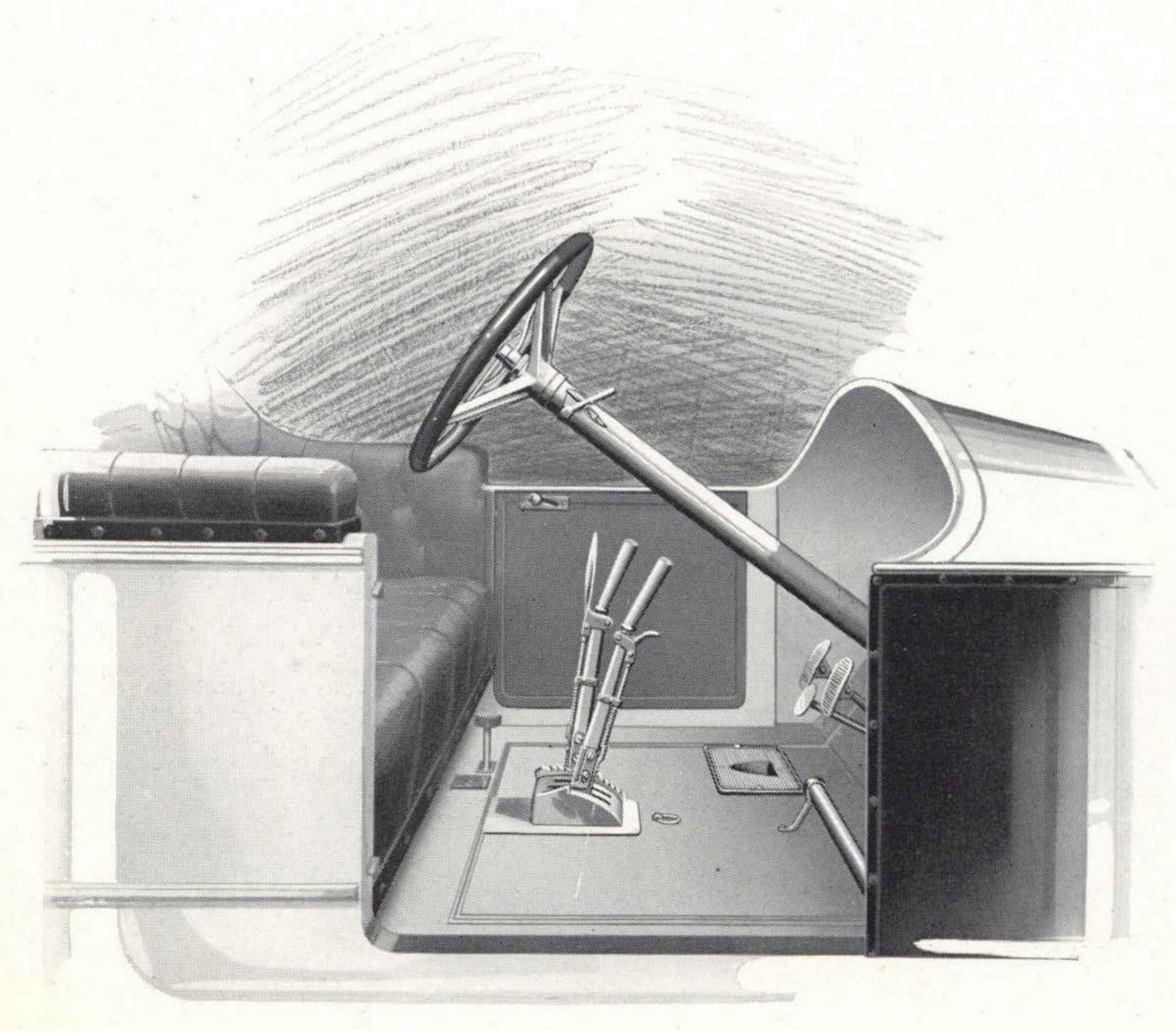
This gives a résumé of some of the fundamentals, as well as little niceties, that make the National 40 stand out with silhouette distinctiveness against the background of all competition.



SPEEDWAY ROADSTER—SERIES V

With Standard Equipment, \$2750

With Full Equipment: Mohair top, folding glass front, Warner 100-mile speedometer, and Truffault-Hartford shock absorbers on rear in addition to standard equipment, \$3000



Center Control—This permits access to both front doors; steering wheel on left side adds convenience and comfort

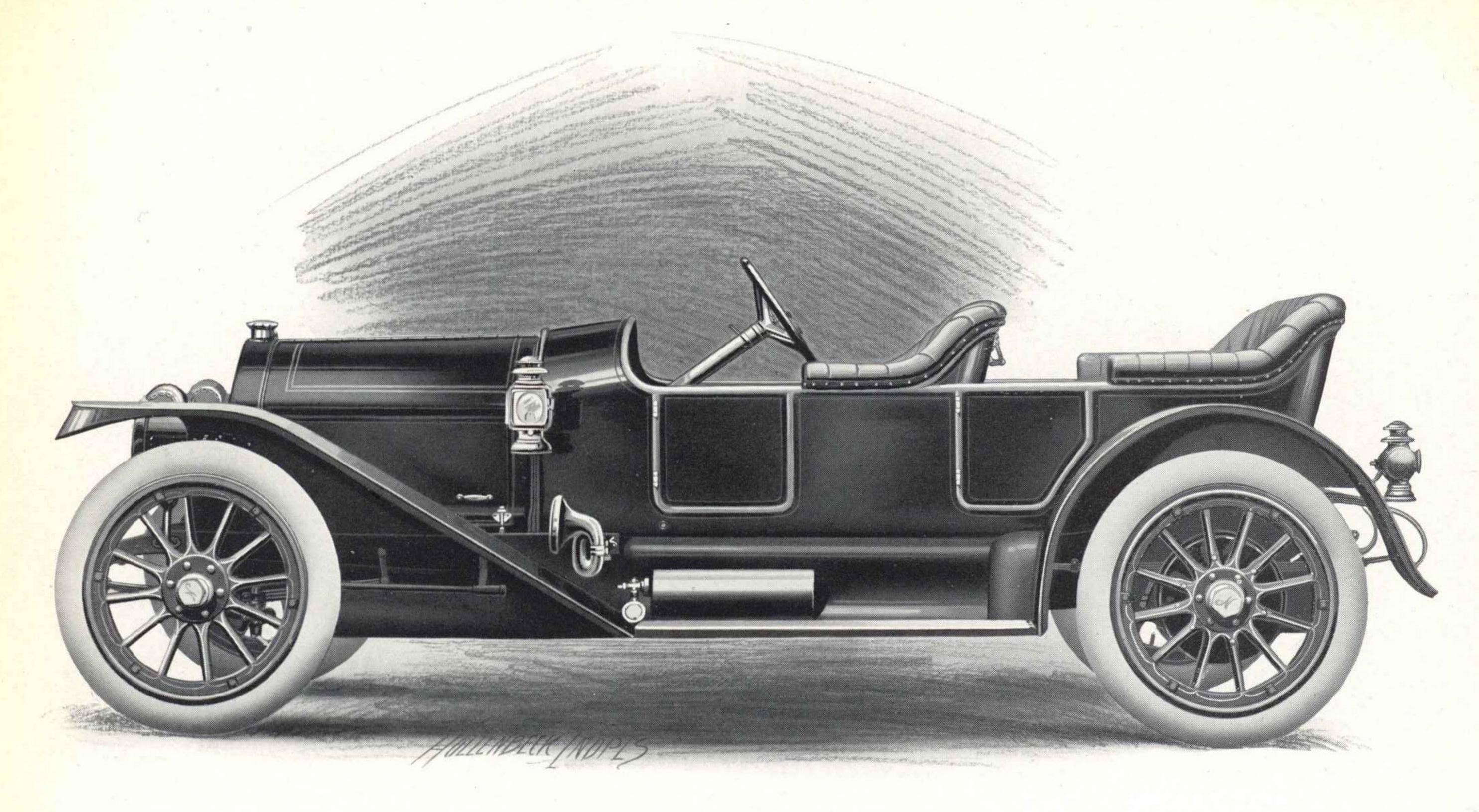
CRITERION OF VALUE

HERE is the car that clarified the automobile buying atmosphere. For absolute distinctive appearance, the acme of motor car design and perfection both in fundamentals and subtle details the National stands alone.

It has power to conquer all obstacles; ideal for town use and for business men's needs as well as cross-country touring.

With speed in abundance and ample indefatigable force, the National is noted for its quiet dignified action and perfect control.

The excellence of this car is reflected in the many wonderful demonstrations of absolute perfection of National cars in all manner of strenuous contests.



TOY TONNEAU—SERIES V

With Standard Equipment, \$2900

With Full Equipment: Mohair top, folding glass windshield, Warner 100-mile speedometer, and Truffault-Hartford shock absorbers on rear in addition to standard equipment, \$3150

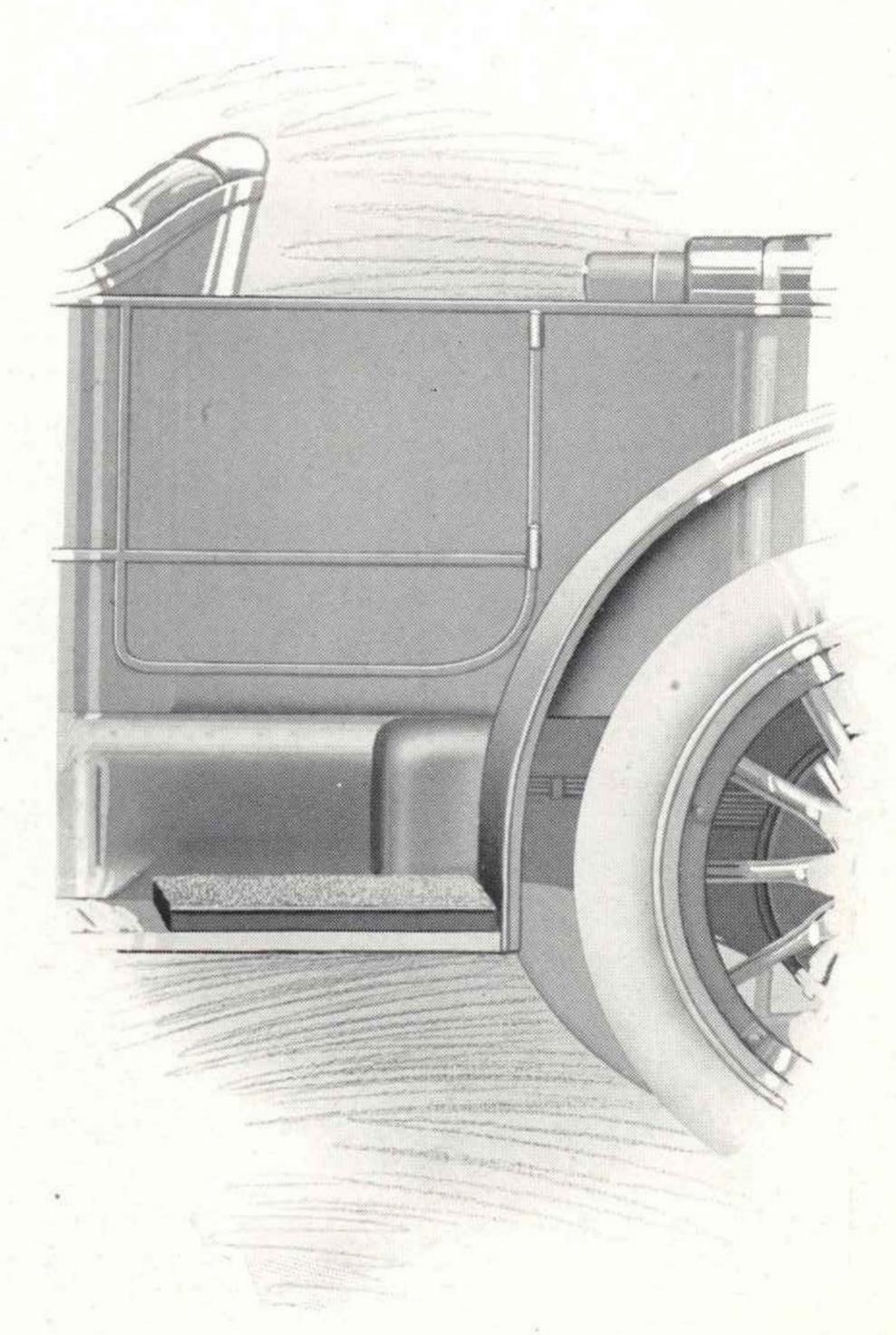
LEFT-HAND DRIVE AND CENTER CONTROL

THE adoption of center control with left-hand drive on Series V National cars is simply a step ahead of other manufacturers who must eventually imitate.

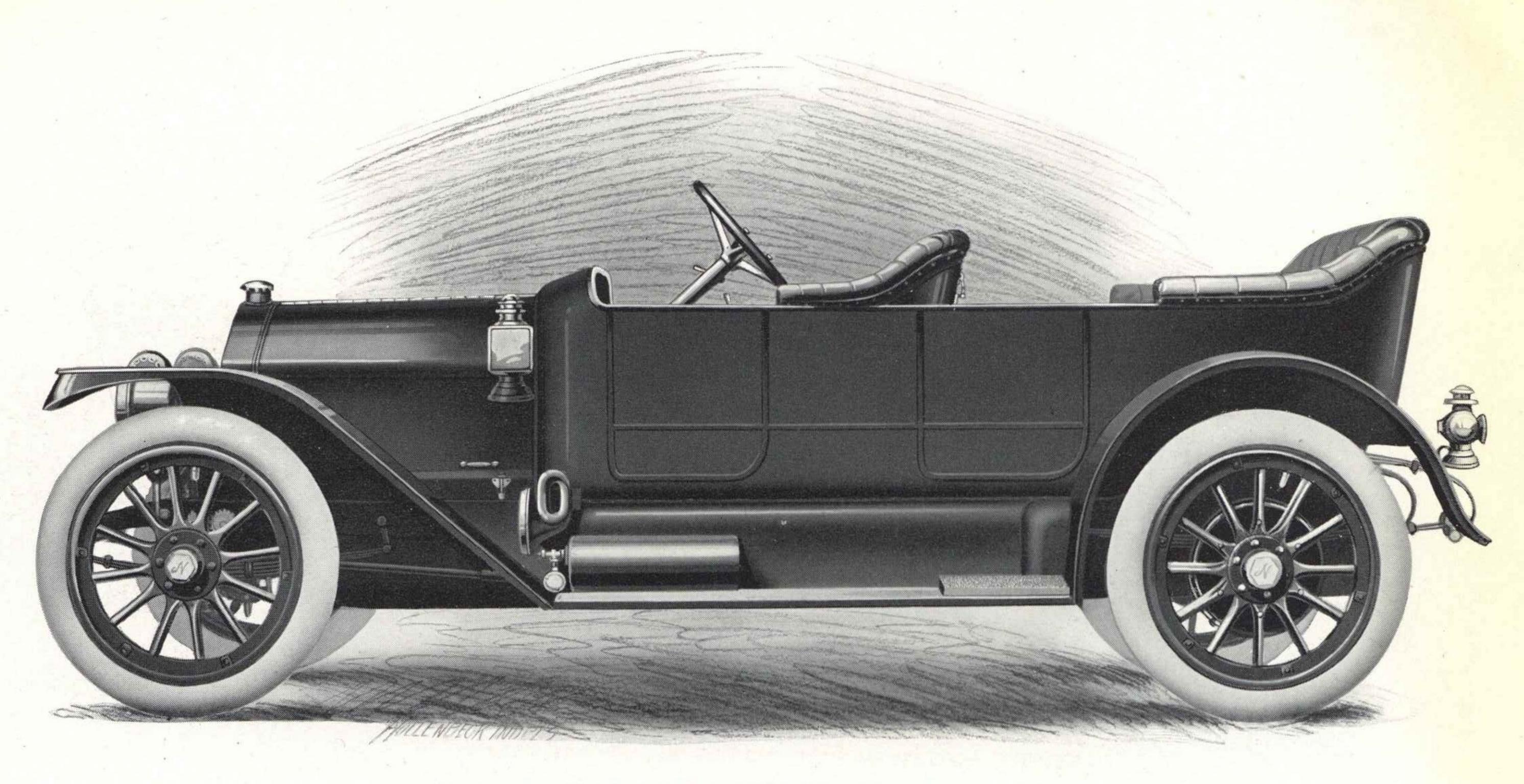
The advantages are many and pronounced in favor of the National drive and control. These have met with instant favor among discriminating motor-intelligent people.

You not only have a clear vision of the road ahead and behind, but are enabled to go around other vehicles with greater ease and safety, negotiate corners better, have access to both front doors, and the passenger in the front seat with the driver is always next to the curb and can get in or out of the car without disturbing the driver.

The natural instinct to reach for the control levers with the right hand is not lost, as the control levers, being in the center, are at the driver's right as in the past.



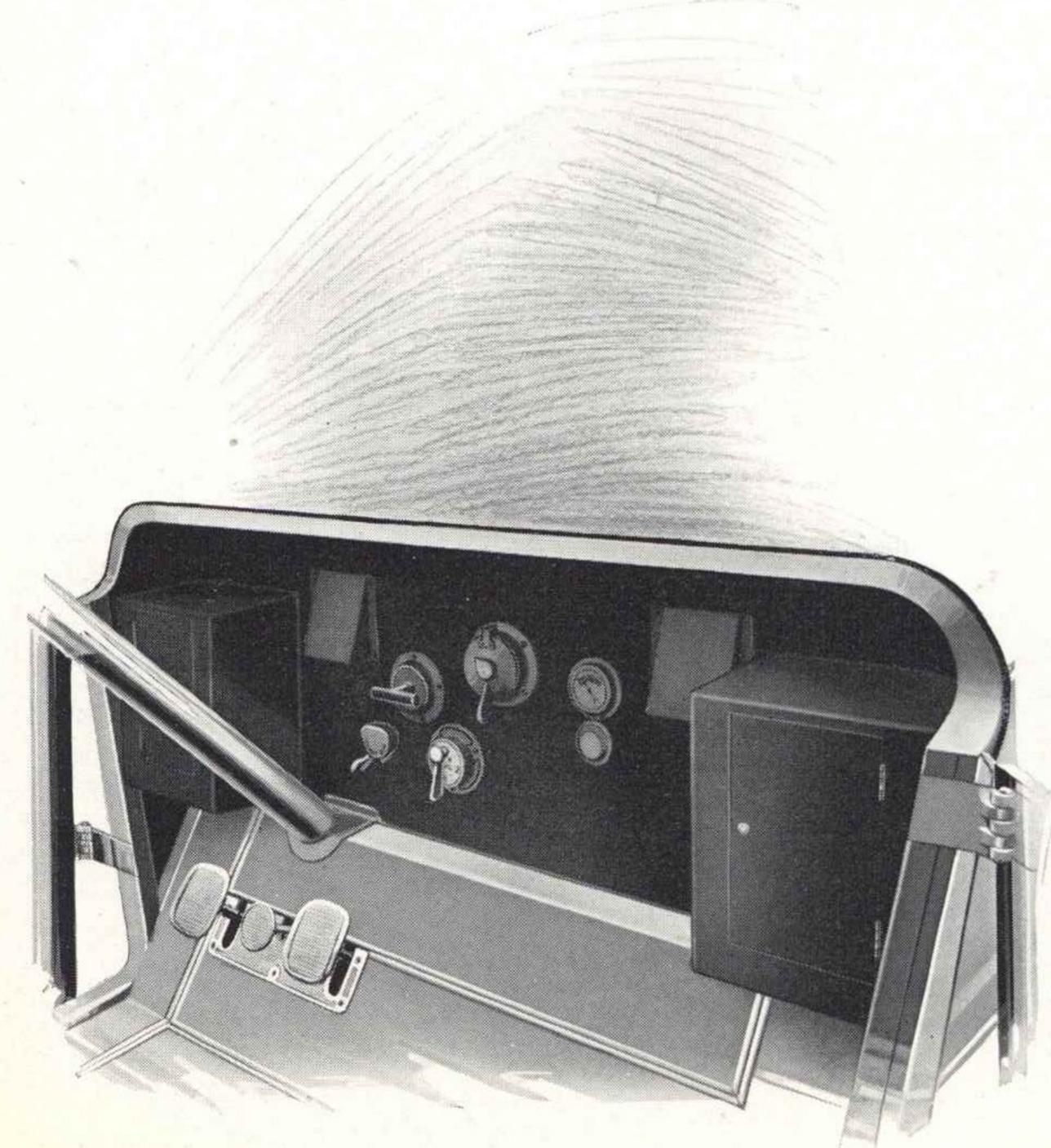
Cocoa mat on running board. Neat, snugfitting metal dust shield between frame and running board. No tool box on running board



FIVE-PASSENGER TOURING-Series V

With Standard Equipment, \$2900

With Full Equipment: Mohair top, folding glass front, Warner 100-mile speedometer, and Truffault-Hartford shock absorbers on rear in addition to standard equipment, \$3150



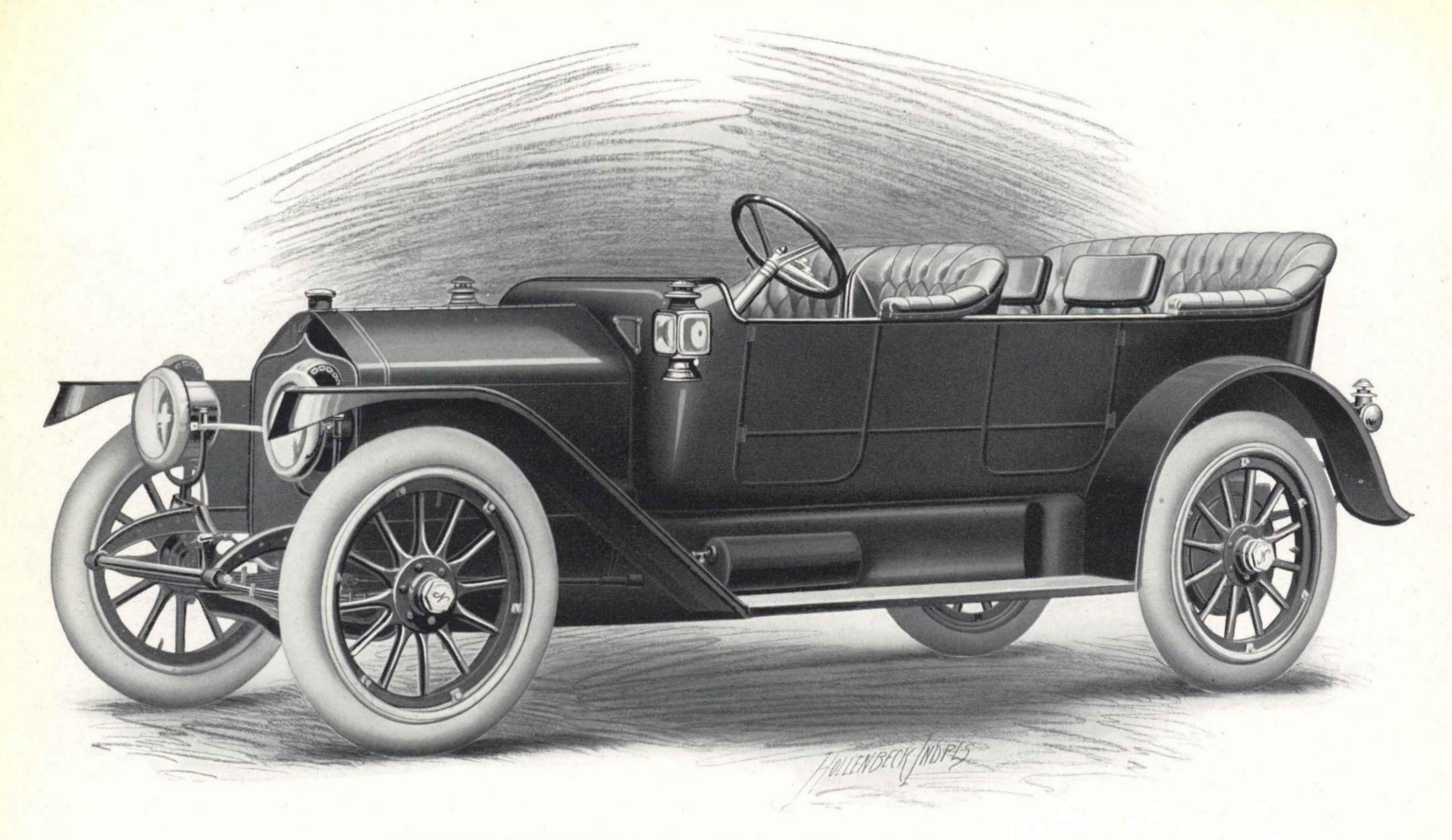
Front Dash on Toy Tonneau and Touring Cars

CHOICE OF WOMEN MOTORISTS

THIS is the car of all others that satisfies most perfectly the demands of women motorists. A self-starting car that a woman can handle as easily as an electric, and which has all of the quiet elegance and minute refinements of luxury that the modern woman loves.

The National is a car to be trusted and easiest to control, as its long list of victories on hill, track, road, beach, etc., have demonstrated.

This is the fastest and most durable stock car in all the world. It is the safest car on earth. The many world's championships held by National cars are your guides to the best of materials, power, reliability and perfect control.



SEVEN-PASSENGER TOURING—SERIES V

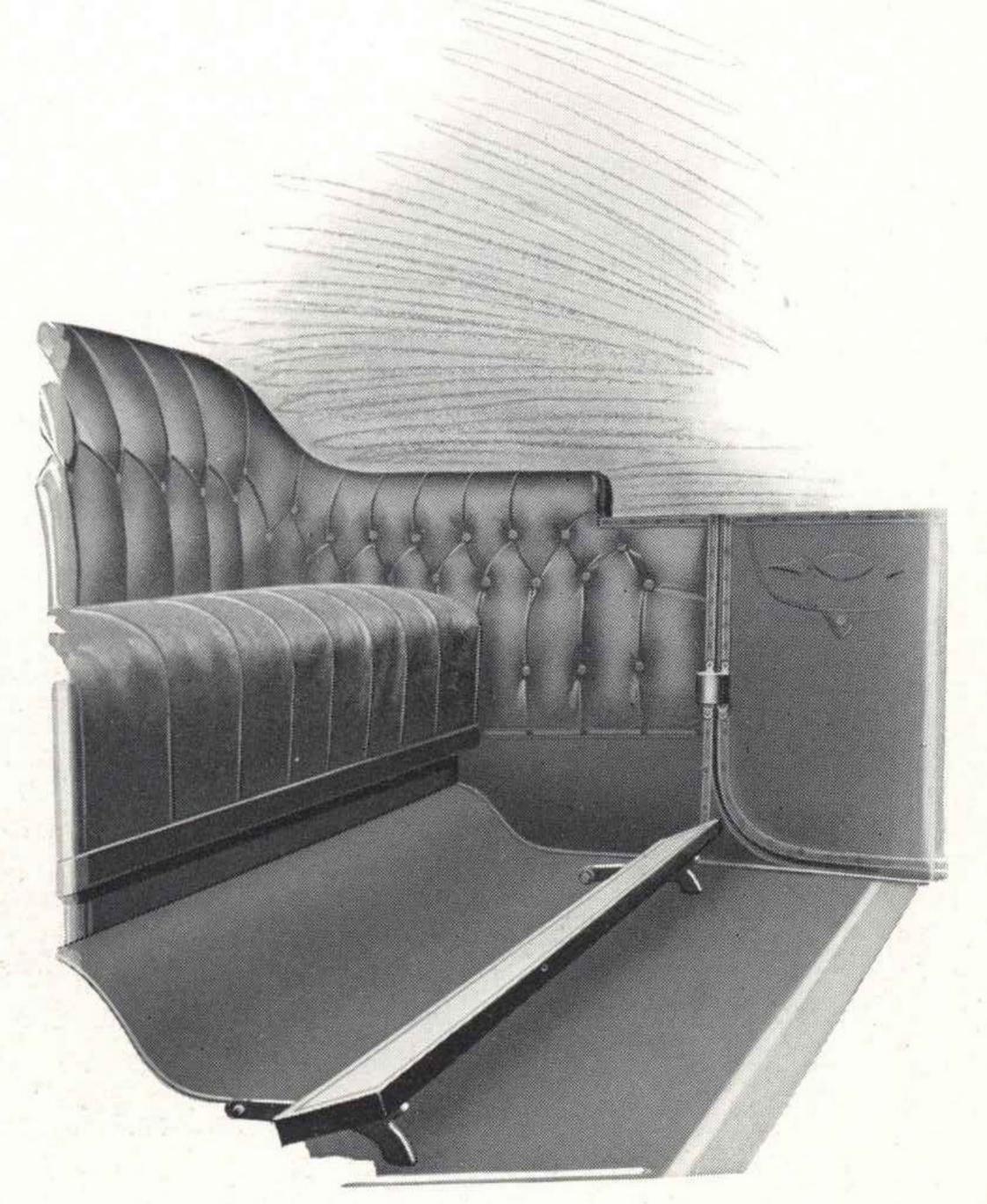
With Standard Equipment—\$3000

Fully equipped with mohair top, folding glass front, Warner 100-mile speedometer, and Truffault-Hartford shock absorbers on rear in addition to standard equipment \$3250

MAXIMUM PLEASURE AS WELL AS SERVICE

O other car rides as easily as the National. With long wheel base; deep, luxurious upholstery; low, spacious bodies; extra long, wide resilient springs, the National car is balanced to perfection.

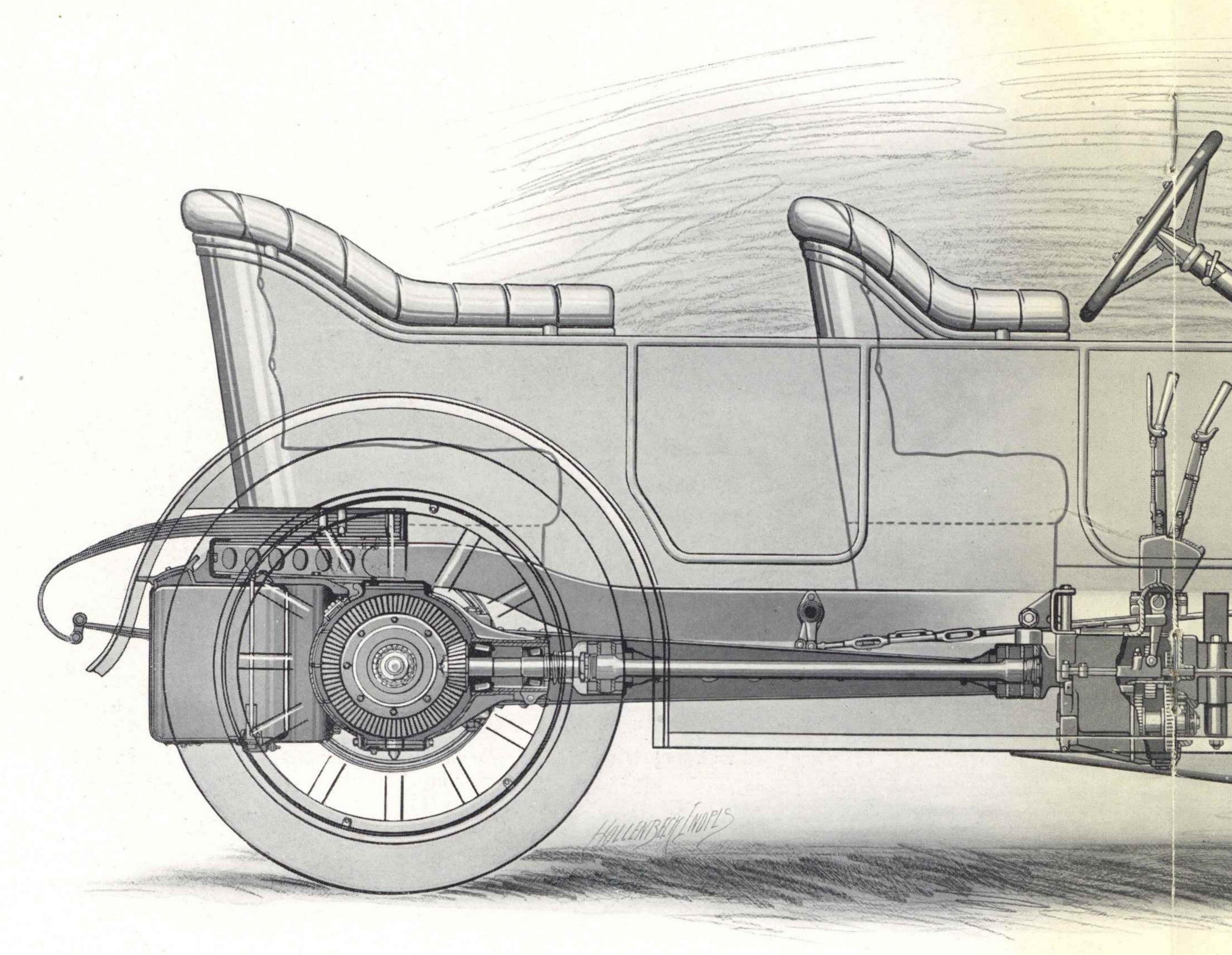
Genuine enjoyment from motoring comes only when you are unconscious of any effort to manage the car or on the part of the machine to operate smoothly. Ample power, ease of control, reliability, and at all times satisfying comfort, make National cars pleasant to ride in, and, in fact, give that poise and ease of mind and body that makes motoring really enjoyable.



Interior of five-passenger touring car.
Note deep upholstery, foot rest and
spacious interior

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NATIONAL CHASSIS AND BODY AND S



Series V Models--\$27

Motor—Four cylinders, 4% x 6 inches vertical, cast in pairs and thoroughly annealed. Motor is mounted on frame. Extra large mechanically operated valves, with nickel steel heads, exhaust and admission on opposite sides and interchangeable. Spiral cut timing gears operating cam shafts. Two separate sets of spark plugs. Tapered nipples used on intake, exhaust and water pipes in place of packing. Crank shaft of vanadium steel, ground to one-thousandth of an inch, with extra long bearings. Horizontally divided aluminum crank case. Interchangeable parts. Valve stems and springs are completely enclosed, eliminating noise and affording protection.

Self-Starter—Simple, reliable and easily operated.

Clutch—Self-contained aluminum cone, leather face, spring cushioned, giving gradual engagement. Clutch removable without disturbing transmission.

Transmission—Sliding gear selective type. Three speeds forward and one reverse. Gears made of special alloy steel, oil tempered. Annular ball bearings on main and counter shafts. Gears run in oil.

Wheel Base—Roadster 120 inches. Touring car and toy tonneau 128 inches.

Guards—Wide continuous enclosed metal guards front and rear. Metal dust shield between frame and running board. Shield over rear spring shackles.

Gauge—56 inches; optional, 60 inches for Southern roads.

OILING—Crank case, constant level force feed oiler, with gear-driven pump, oiling all working parts of motor. Capacity, four gallons. The roadster has an auxiliary oil tank on rear deck containing ten gallons, with pressure feed to crank case.

IGNITION—On all types except roadster gear-driven, high-tension, dual double distributor Bosch magneto with storage battery. Two sets of spark plugs are located in valve caps in cylinder heads.

ROADSTER IGNITION—A double distributor Splitdorf magneto with two sets of spark plugs and storage battery.

Tires—Speedway roadster, $34 \times 4\frac{1}{2}$; four-passenger toy tonneau and five-passenger touring, $36 \times 4\frac{1}{2}$; seven-passenger touring, 36×5 . Diamond, Firestone, G&J, Fisk or Michelin.

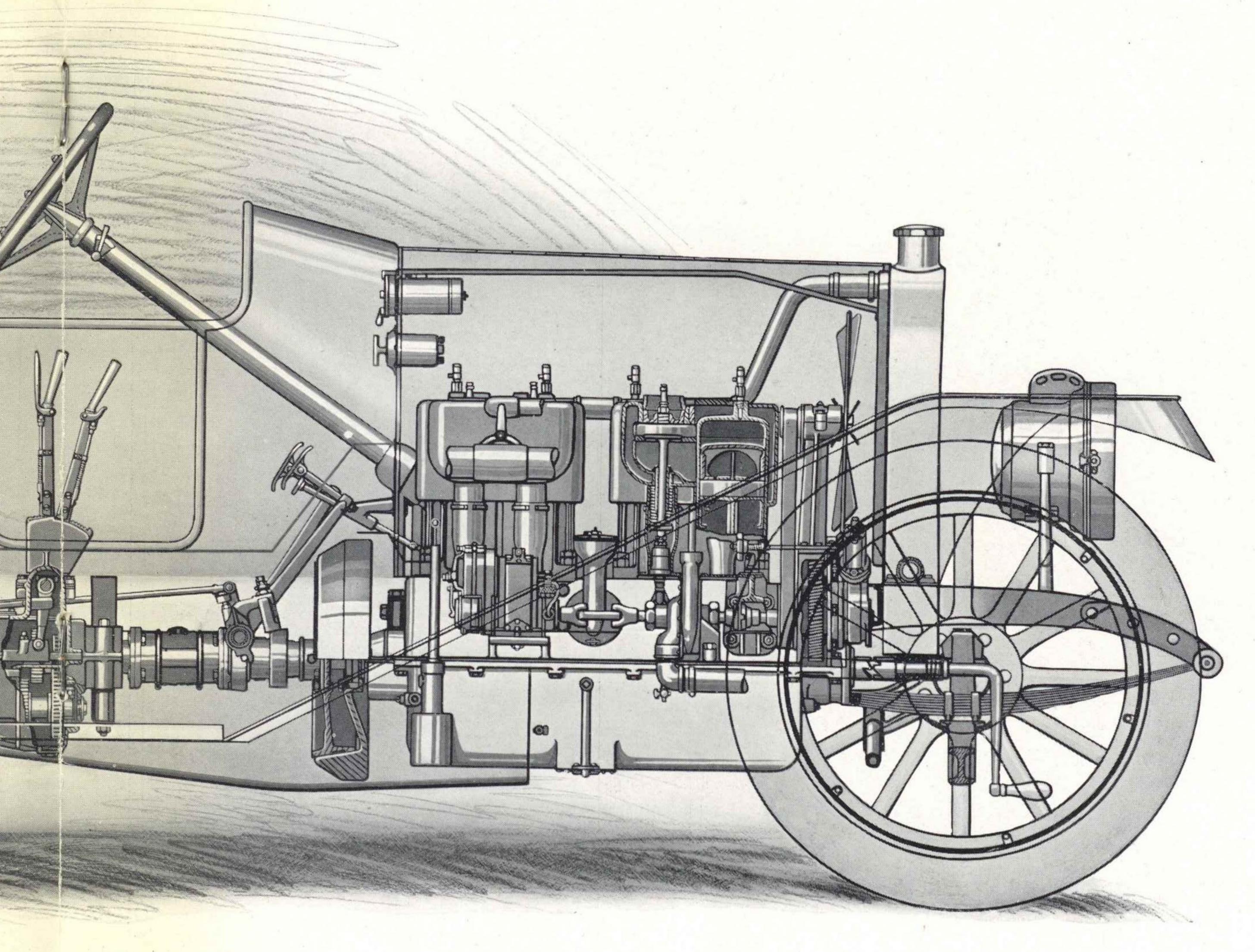
Rims—Firestone demountable rims regular on all models.

Water and Dust Protection—Detachable metal dust pans of an improved type protect all working parts and give perfect protection.

Gasoline Feed—Air pressure on all tanks generated by small pump in crank case.

GASOLINE CAPACITY—Touring and toy tonneau, twenty-one gallons; roadster, thirty gallons.

SPECIFICATIONS OF SERIES V CARS



dels--\$2750 to \$3000

CARBURETOR—Schebler 13/4-inch on all types but roadster. Two-inch on roadster; metal strap holds it rigid to crank case. Optional, Miller carburetor on roadster, and Diezemann carburetor on touring and toy tonneau.

Brakes—Two systems. Two internal expanding hub brakes lined with fabric operated by foot pedal. Two brakes on outside of rear wheel drums operated by hand lever. Rear wheel drums 16 inches in diameter.

FRAME—Pressed steel, wide flanged, 4½-inch channel section firmly riveted and braced and curved up over rear axle. No subframe.

Front Axle—I-beam steel one-piece forging. Large adjustment roller bearings in hubs and also at top of yokes.

Drive—Bevel gear through straight line shaft, with double universal joints and torsion member.

REAR AXLE—Full floating type, inner axle used only as driver, wheels turn upon double row of Timken bearings on hollow axle, which carries all weight. Whole system readily accessible.

Body—Low; wide doors; side entrance at both sides, front and rear; straight lines; sheet metal. Carrying capacity: Touring cars, five and seven passengers; toy tonneau, four passengers, and speedway roadster, two passengers.

Finish—National blue; options, National green, National maroon and National gray body and gears. All metal trimmings nickel-plated except radiator, which is black.

UPHOLSTERY—Unusually deep and comfortable. In either dull or bright black leather. Special Turkish spring cushions. Refinement and luxurious ease accompany these exclusive upholstery perfections.

Steering System—Eighteen-inch wheel, inclined post. Worm and gear, operated chuck. Ball joint connections to steering knuckle.

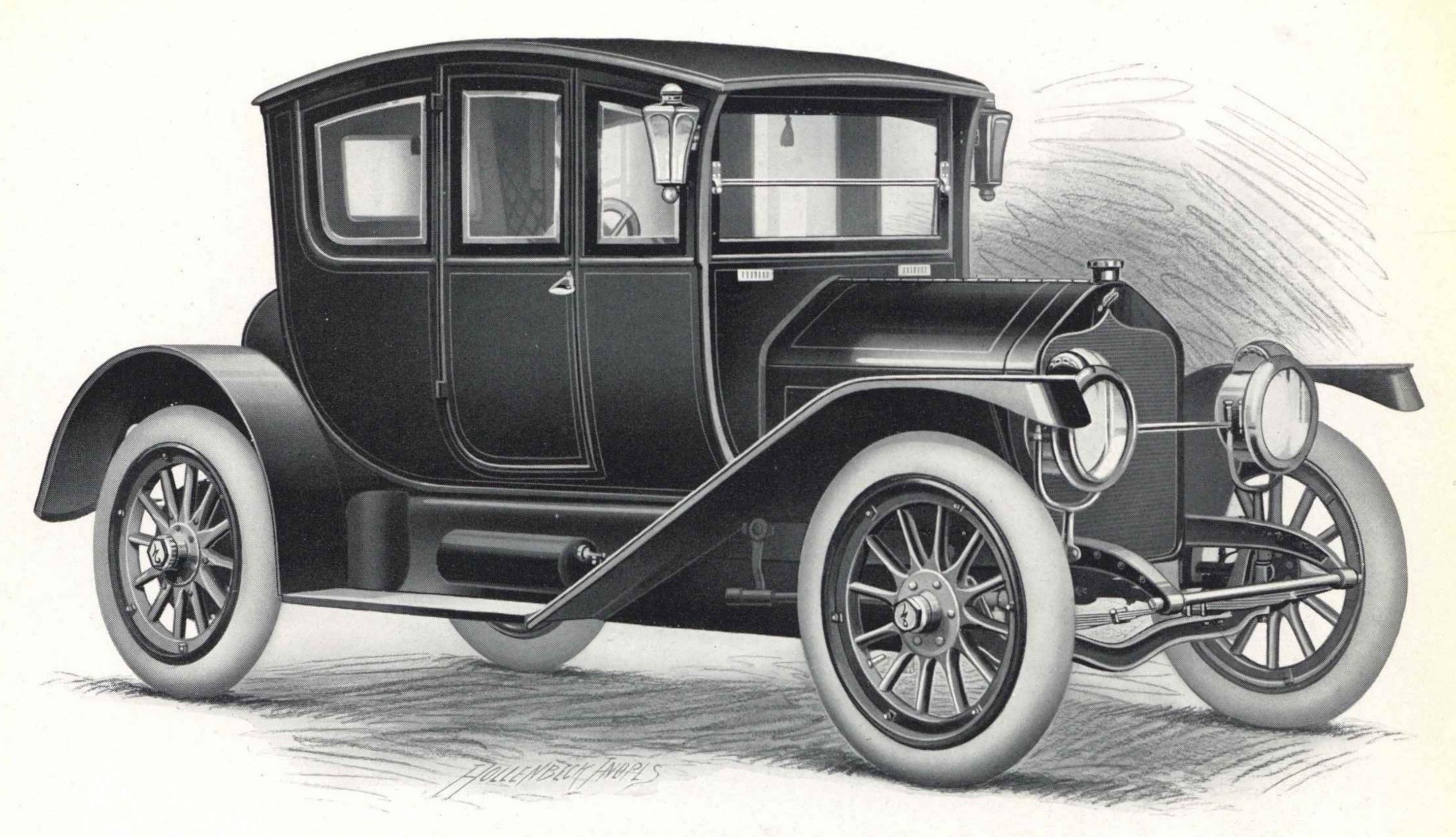
Cooling System—Special straight-line radiator of most improved cellular construction; adjustable ball-bearing fan attached to engine base. Water circulated by centrifugal pump. Radiator mounted on trunnions.

Control—Single lever at driver's right controls all speeds. Three forward and one reverse.

Springs—Half elliptic, forty-inch front, fifty-inch rear; three-quarter scroll elliptic, two and one-fourth inches wide.

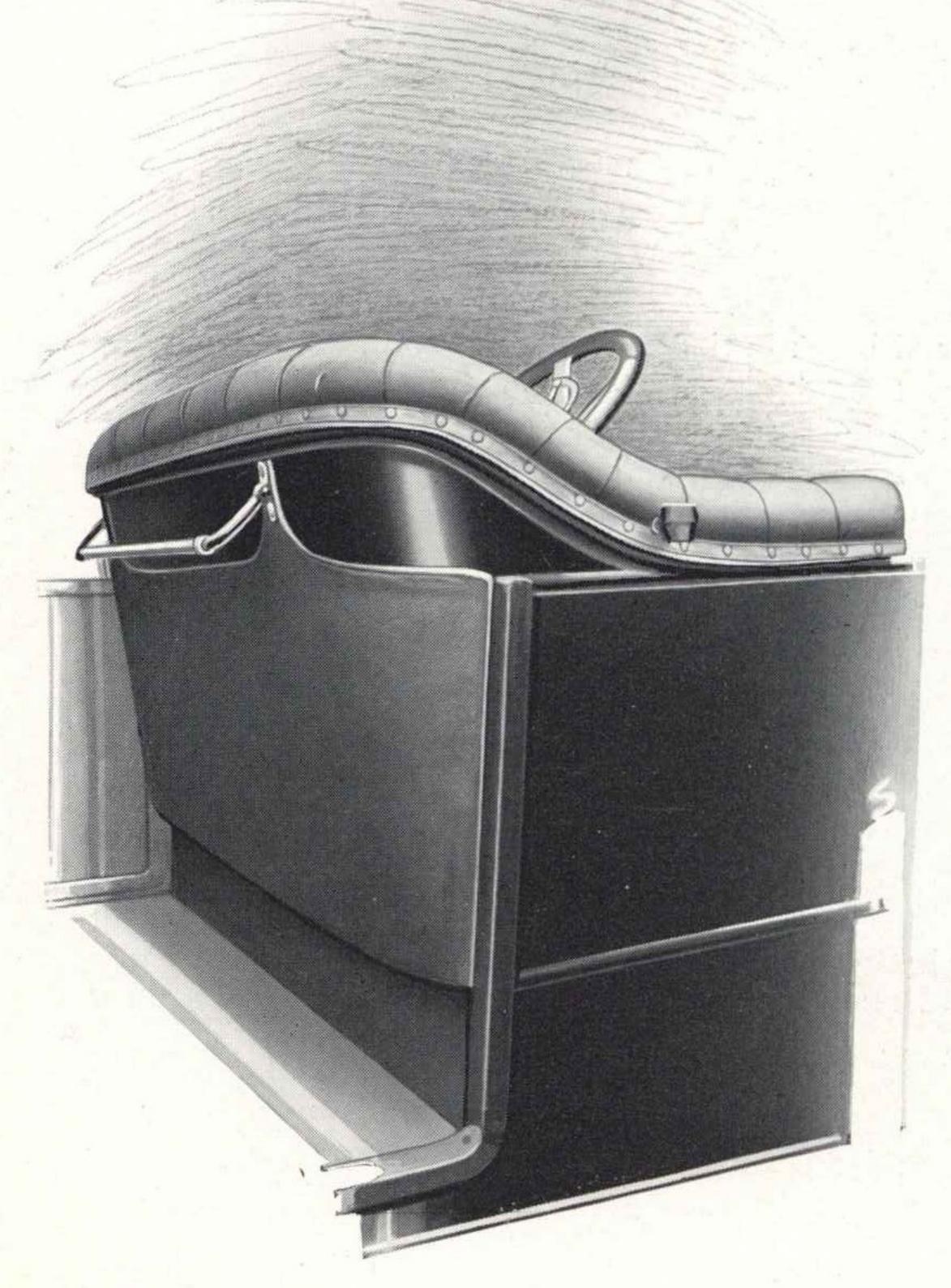
Tools—In box under front seat.

STANDARD EQUIPMENT consists of nine-inch black, nickel-trimmed Gray and Davis gas lamps, with Prest-O-Lite tank. Combination electric and oil side and tail lamps, black, nickel-trimmed. Horn, tools, jack, tire irons and two storage batteries.



THREE-PASSENGER COUPE—SERIES V

With Standard Equipment, \$3250



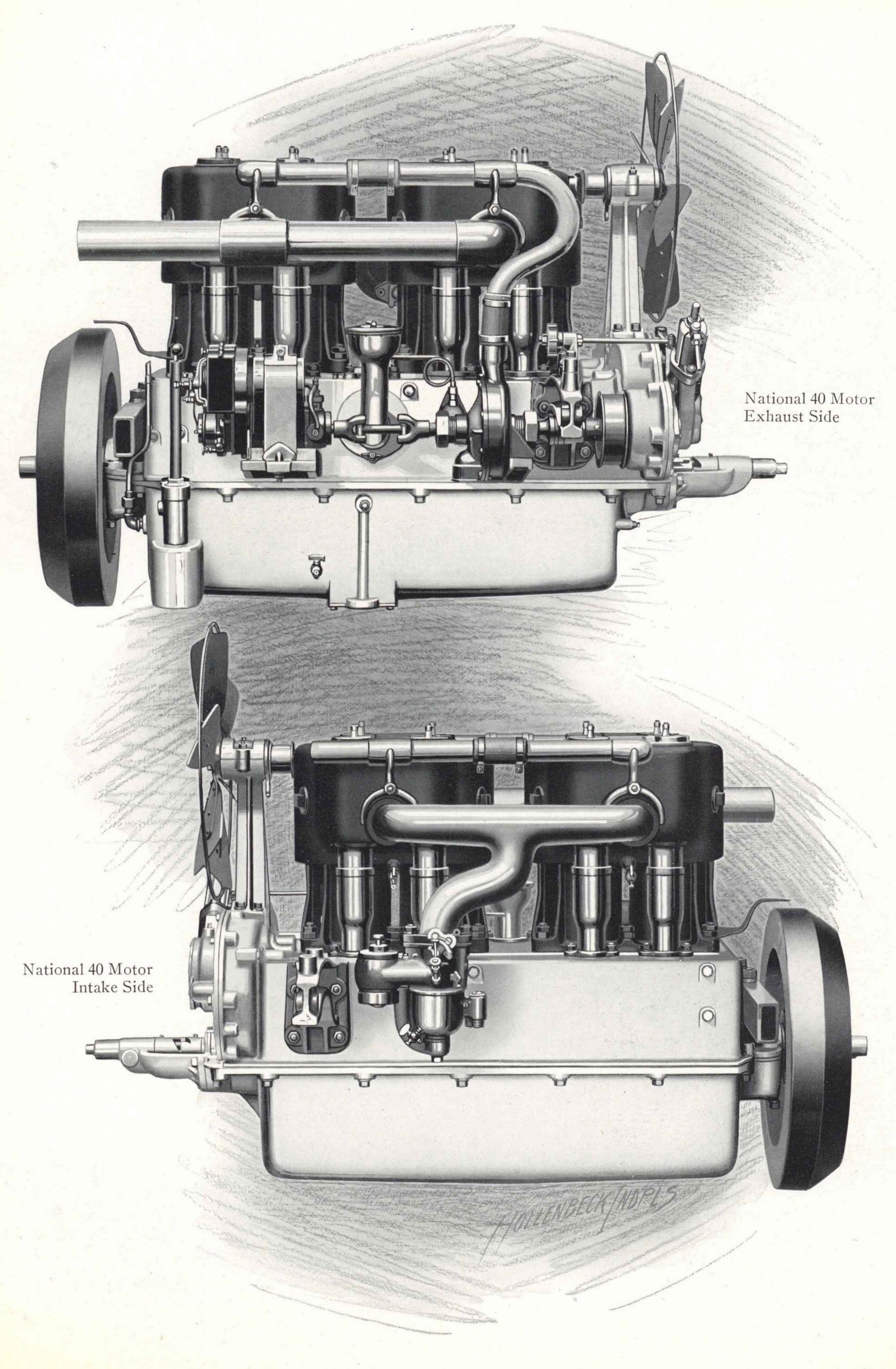
Coat rail and leather protector on rear of front seat

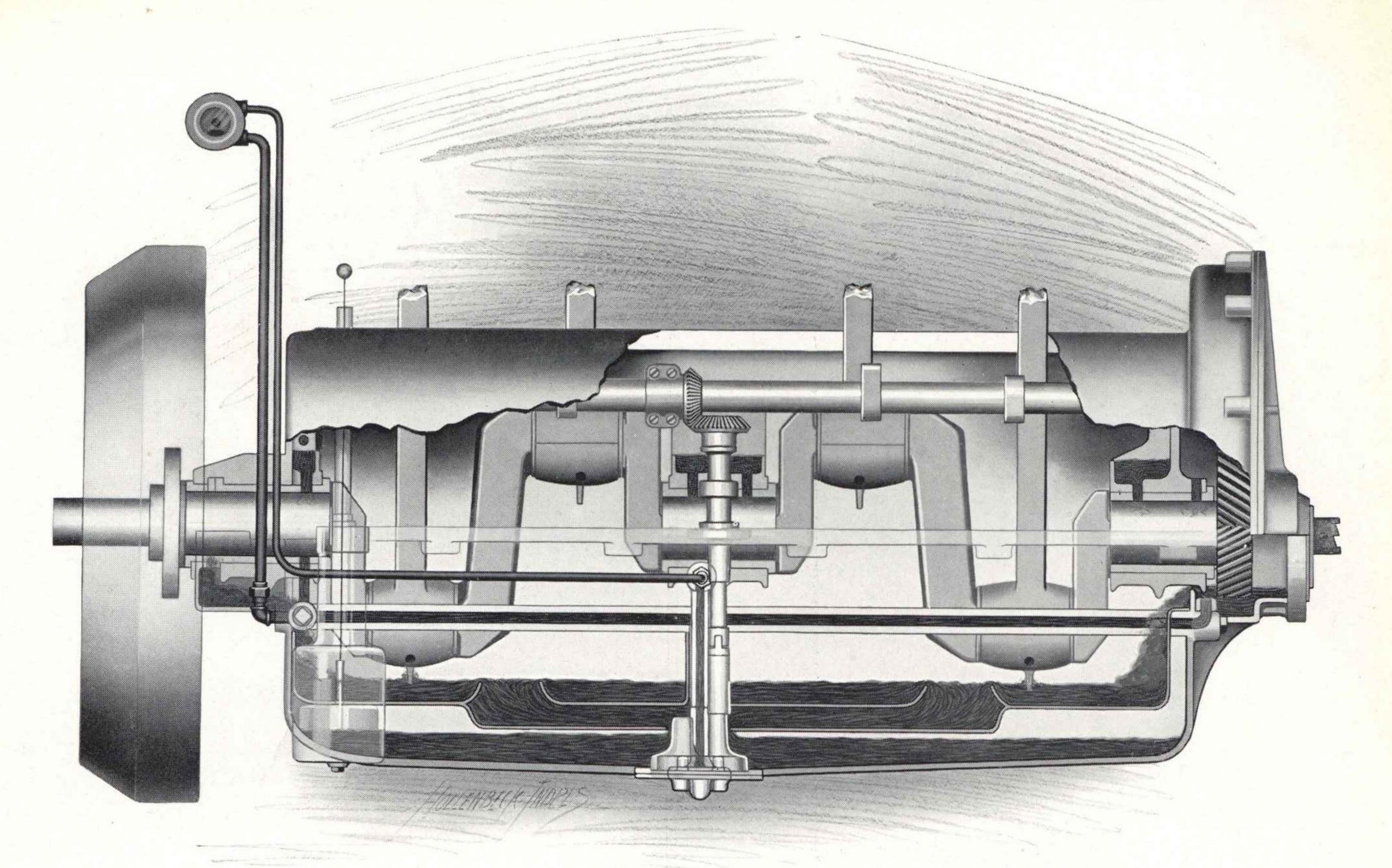
THE MOTOR—AN ACHIEVEMENT

THE National 40 motor ranks as one of the highest achievements of automobile engineers the world over. It is conservatively rated at forty horse-power. In severe hill climbing contests—one form of contests where National cars have shown undisputed leadership—the motors have often developed 100 horse-power.

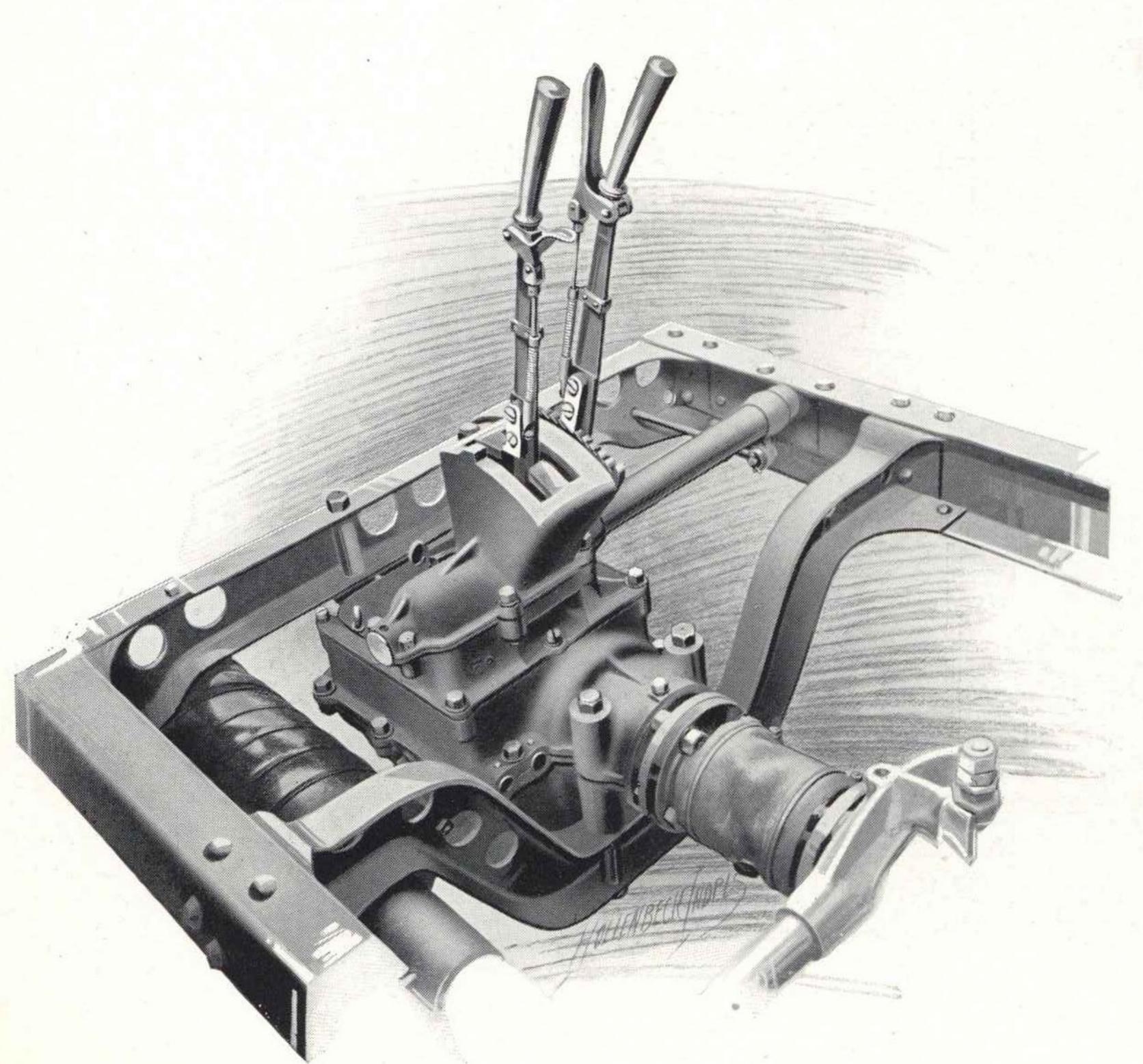
Notwithstanding the great power produced by this motor, which eliminates the necessity of changing gears except in extreme cases, its flexibility is such as to allow extremely slow speed in congested traffic with perfect control at all times.

Its superior speed, power and uniform reliability has been demonstrated in all manner of severe contests and has gained a world-wide reputation for National cars.





Oiling System

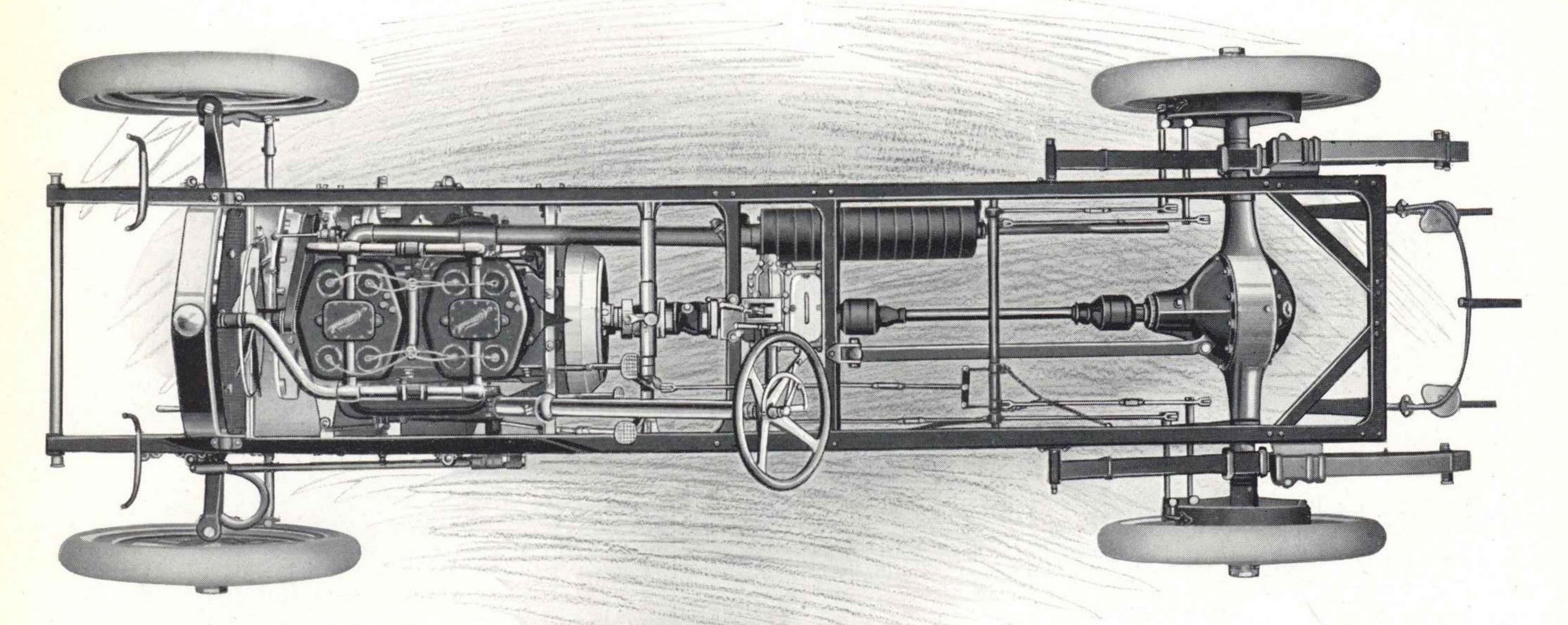


Transmission Mounting and Control

OILING SYSTEM

THE only test to determine the success and efficiency of the oiling system of any automobile is its ability to provide lubrication when the car is going at terrific speed for mile after mile. In all of the thousands of miles of fast, victorious racing of National cars no trouble has ever developed in the oiling system. The oiling system, which is distinctive with these cars, has always proven reliable and extremely satisfactory.

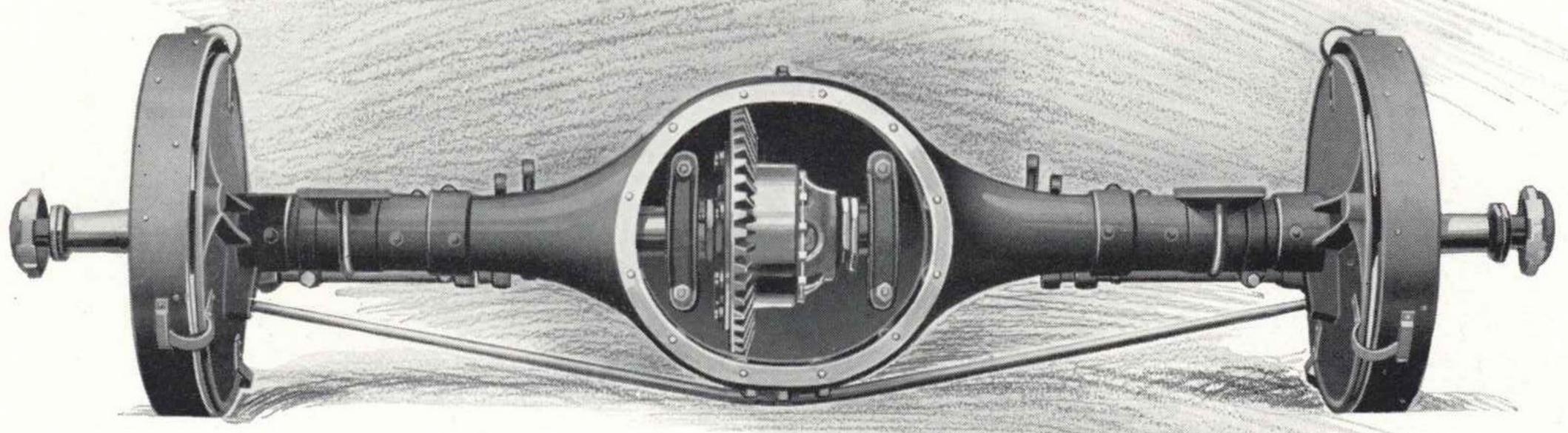
This system insures the maximum mileage with the minimum amount of oil.

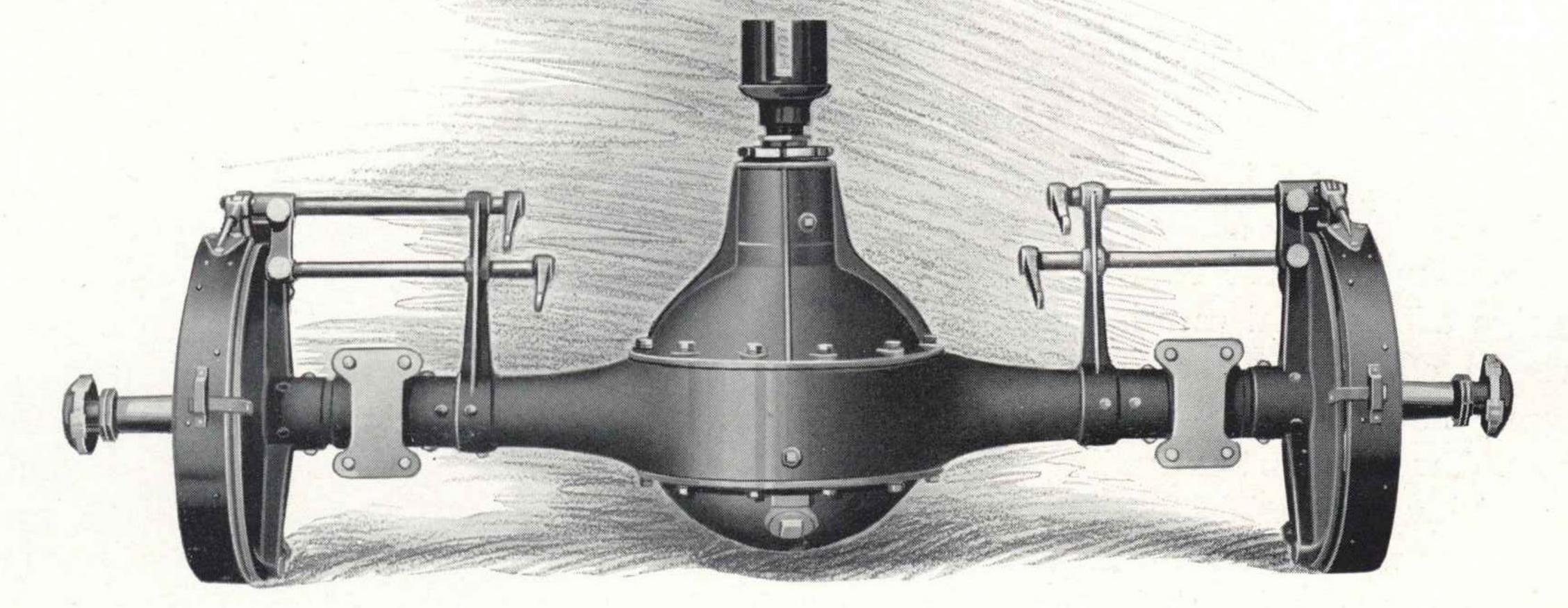


Plan View of National 40 Chassis

NOISELESS

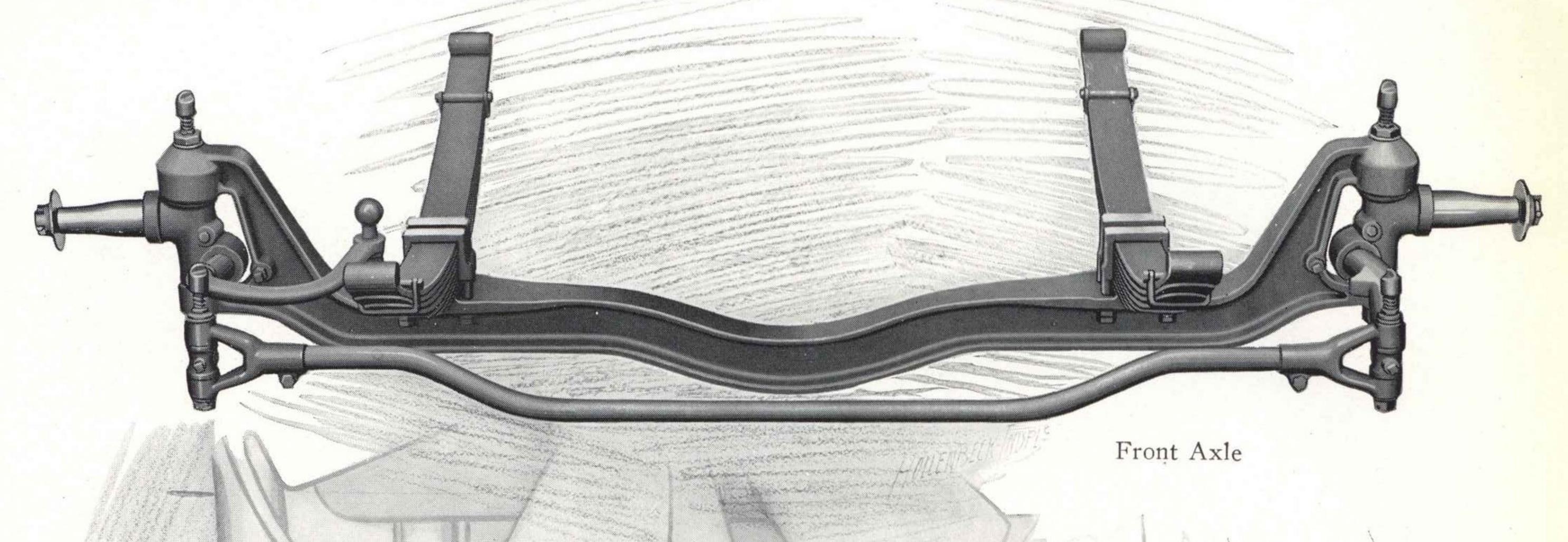
THE absence of noise adds to the prestige of National cars. In the motor the cams are so shaped that they give maximum power without accompanying noise. The valve stems and tappet rods and springs are housed in pressed steel jackets. The shape of tooth employed in the transmission gears and rear axle gears makes them practically noiseless.

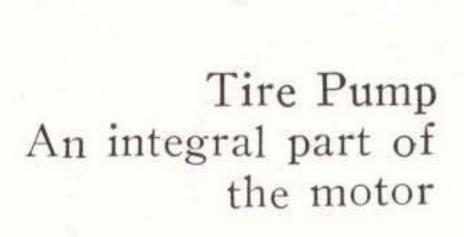




National 40 Rear System

N A T I O N A L C A R S





BRAKES

A N example of the excellent design of National cars is the remarkable efficiency of the braking system. There are two systems of excellent service. Two internal expanding hub brakes operated by foot pedal; two brakes on outside of rear wheel drums, operated by hand lever. These brakes, despite their tremendous power, act quietly, being lined with fabric that gives service for an indefinite period.

Brakes

MATERIALS

O better material is used in any car at any price than is found in every National 40 machine. The most expensive and toughest steel, scientifically heat-treated, is used throughout the entire machine, which not only reduces the weight of the car, but defies shock and vibration and does not crystalize. These materials are also the very best procurable to insure the durability and low maintenance cost of cars.

No greater ability in designing, nor greater skill and care in building, is to be found anywhere than in the National factories. Materials are uniform, as is the workmanship.

All the driving parts, such as inner axles, pinion shafts, etc., subject to torsional strain, are made of the world's best chrome nickle steel.

All parts subject to vibration, such as the crank shaft, are made of chrome vanadium steel.

The gears, which are noiseless and run in oil, are made of silico manganese steel. This material is the best known to the engineering fraternity, noted for its toughness and its special properties which enable it to withstand sudden shock. The teeth of gears are cut so perfectly as to roll on one another, thus eliminating friction.

More than five hundred parts are made of pressed steel. This insures the maximum of strength in proportion to weight. It also adds to the neat appearance of the car.

All studs and bolts are made of especially heat-treated chrome nickle steel.

Special close-grained gray iron is used in the cylinders, which provides exceptionally high tensile strength. This also has excellent frictional qualities, reducing to the minimum the possibility of scoring.

The main bearings in the engine are die cast Parson's white bronze.

The connecting rod bearings are of special designed Phosphor bronze, babbitt lined.

The greatest of care is uniformly exercised in the details of construction and test of every National car.

SPRINGS

The springs on the National represent the highest achievement of manufacturers in their efforts to procure the proper balance of cars. They add to the easy-riding qualities of the car, and in company with the general balance of the bodies, and the luxurious deep upholstery, produce unequaled comfort in riding.

These springs are unusually long, broad and resilient. They are made of silico manganese steel, being not only strong, but also flexible, and are without question the very best ever designed. Half elliptic, forty inches long in front and fifty inches long in rear; three-quarter scroll elliptic, two and one-fourth inches wide. They add much to the bouyancy and comfort of the cars, at the same time providing the best materials.

ACCESSIBILITY

It is not only in the fundamental principles of construction and operation that National 40 cars excel, but also in the fine details such as the accessibility of mechanical parts. For example, the enclosed valves are built in such a manner that it is possible to remove the covers with ease in a fraction of a minute. In cars lacking the National's superior design, enclosed valves are hard to get at and require a great deal of time to uncover.

WARRANTY

We warrant all motor vehicles manufactured by us (except tires, ignition apparatus and trade accessories, such as lamps, tops, wind-shields, gas generators, speedometers, tools, etc.) against defects in materials and workmanship for six months from date of shipment from our factory. Should any part so warranted be found defective in materials or workmanship within said period, our entire liability of any kind is limited to making good said part at our factory, without additional compensation, provided that the purchaser shall send us the part alleged to be defective, carrier's charges prepaid.

We reserve the right to disclaim responsibility in connection with any motor vehicle manufactured by us if it has been altered or repaired outside of our factory, and we assume no responsibility whatever for repairs, replacements or other damages occasioned by misuse, negligence or accidents.

WE DO NOT MAKE OR AUTHORIZE ANY WARRANTY BEYOND
THAT EXPRESSED ABOVE

NATIONAL MOTOR VEHICLE COMPANY INDIANAPOLIS, INDIANA

