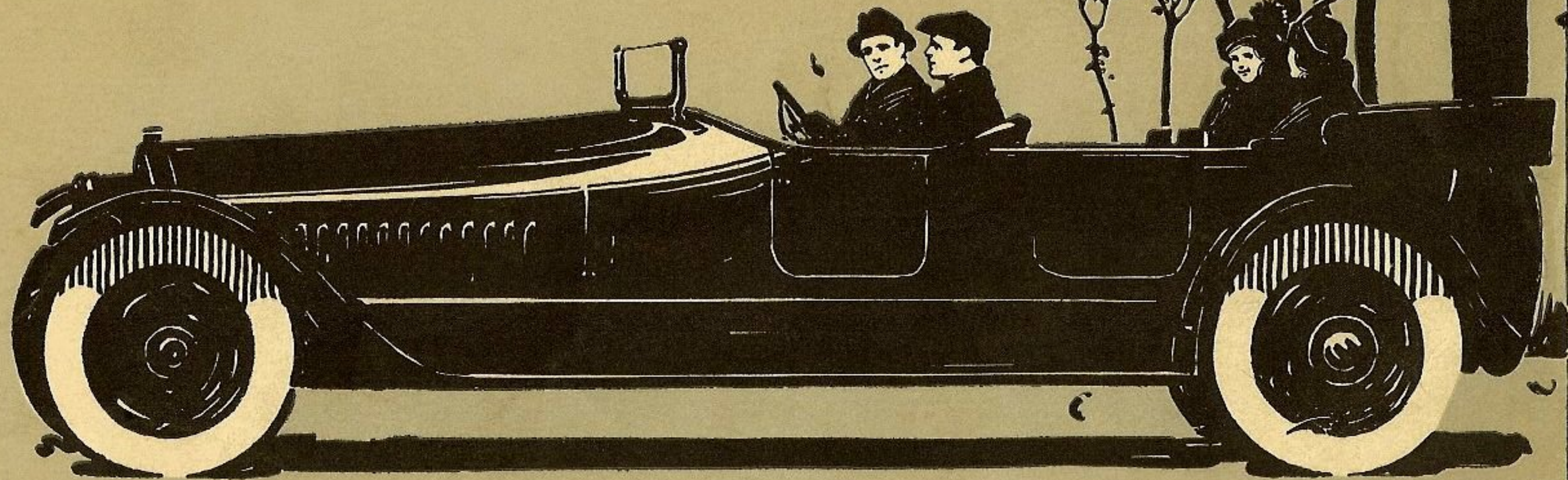


# National



*National*

**MOTOR CARS**

**NATIONAL MOTOR VEHICLE CO. INDIANAPOLIS, IND.**

1915

# The National as an Institution

*National cars are built in seven different body styles, all of which are shown in this book. These seven bodies are placed on the same type of National Six chassis; so, mechanically, all Nationals are the same.*



**A**N AUTOMOBILE shows its breeding. It tells you in its face and in its manners what kind of family it came from. It can't be any better than the factory behind it. It either has a worthy ancestry, or it is nondescript. The National car is from one of the fine old pioneer automobile families. For fifteen years, which goes back almost to the beginning of automobile making, the National factory has been an active, successful institution.

Every National car to-day represents accumulated knowledge. The management of the National company to-day is the same as the management of the National company fifteen years ago.

The National car has had time to develop character. It has had time to ripen—as you speak of a man in whose career you are interested. The same general lines of construction have been found in all National cars, and changes in design have been evolutionary rather than sporadic.

## The Puzzle of Selecting

The arrangement of National cars, from the standpoint of comfort and convenience, is far ahead of that of nearly all other high-class cars. It is easy for the buyer of a car to determine whether or not these external elements of the National are up to his requirements.

It is impossible to judge a car mechanically from observation. You can only guess whether or not a motor or a rear axle will work—by looking at them. In selecting a car from a mechanical point of view it is necessary for you to place your

trust in the maker of the car and to base your decision upon past records. You have to think of such things as fifteen years of good manufacturing repute. We ask you to place your confidence in the National car in the same spirit that you leave your money with a bank or trust company.

Specifications or a minute list of component parts mean little, even to a mechanical expert. One part is efficient only if it works harmoniously in the unit.

## Price Fixing and Trades

The buyer is often prevailed upon to buy a certain car simply because a dealer will allow him a seemingly excessive sum for his old car.

There are lots of cars, to-day, listed for trading at prices that neither the maker nor dealer ever expect to receive.

Second-hand Nationals are scarce—when they are offered for sale they bring good prices and are invariably taken quickly. This is because Nationals, even those old in service, have a recognized value. Many prefer a used National to a mediocre new car. There are many old Nationals in use to-day. Try to buy one and you'll learn that the original price represented intrinsic value, and that the used National commands a high price.

When the market price of a used car is comparatively high it is a positive indication that the price of the new car was based on actual value and was not an arbitrary high figure made for "trading."



# Specifications of National Series AB of Sixes

**MOTOR**—Six cylinders, 3¼ x 5½, cast en bloc; develops 55 horsepower. Fuel efficiency up to seventeen miles per gallon.

**ELECTRIC STARTER**—Dynamo lighting and motor starting. Entirely automatic. Starter conveniently and easily operated from driver's seat by small foot button.

**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. Annular ball bearings throughout.

**WHEELBASE**—134 inches. (Roadster 124 inches.)

**GAUGE**—56 inches.

**IGNITION**—Reliable Eisemann high-tension magneto.

**TIRES**—36 x 4½. Firestone, United States or Goodrich. (Six-Passenger 37 x 5, Roadster 34 x 4½) Firestone demountable rims.

**GASOLINE FEED**—Air pressure on tank, suspended in rear.

<b>Two-Passenger Roadster . . .</b>	<b>\$2375</b>
<b>Four-Passenger Toy Tonneau . .</b>	<b>\$2375</b>
<b>Five-Passenger Touring Car . .</b>	<b>\$2375</b>
<b>Six-Passenger Touring Car . .</b>	<b>\$2500</b>
<b>Four-Passenger Coupe Coach . .</b>	<b>\$2850</b>
<b>Cabriolet—Convertible Roadster</b>	<b>\$2700</b>
<b>National Parlor Car . . . . .</b>	<b>\$2700</b>

ALL CARS F.O.B. INDIANAPOLIS

**GASOLINE CAPACITY**—Twenty-one gallons

**CARBURETOR**—Rayfield-Automatic.

**BRAKES**—Four effective brakes with large bands operated by foot pedal and hand lever.

**FRAME**—Pressed steel, 5-inch channel section, firmly riveted and braced and curved up over rear axle to allow low suspension of body and low center of

gravity. No sub-frame. Frame off-set in front to permit short turning radius.

**FRONT AXLE**—I-beam steel one-piece forging. Large adjustable roller bearings in hubs.

**DRIVE**—Spiral gears through straight line shaft, with double universal joints and torsion member.

**REAR AXLE**—Full-floating type; wheels turn upon two rows of roller bearings on hollow axle, which carries all weight. Entire system readily accessible.

**FINISH**—National blue (dark) or gray. All metal trimmings black and nickel.

**UPHOLSTERY**—Unusually deep and comfortable. Black leather. Special deep cushion springs.

**STEERING COLUMN ON LEFT SIDE**—Eighteen-inch wheel with finger grips. Push button for horn in center of steering wheel, always convenient.

**CENTER CONTROL**—Single lever at driver's right controls all speeds.

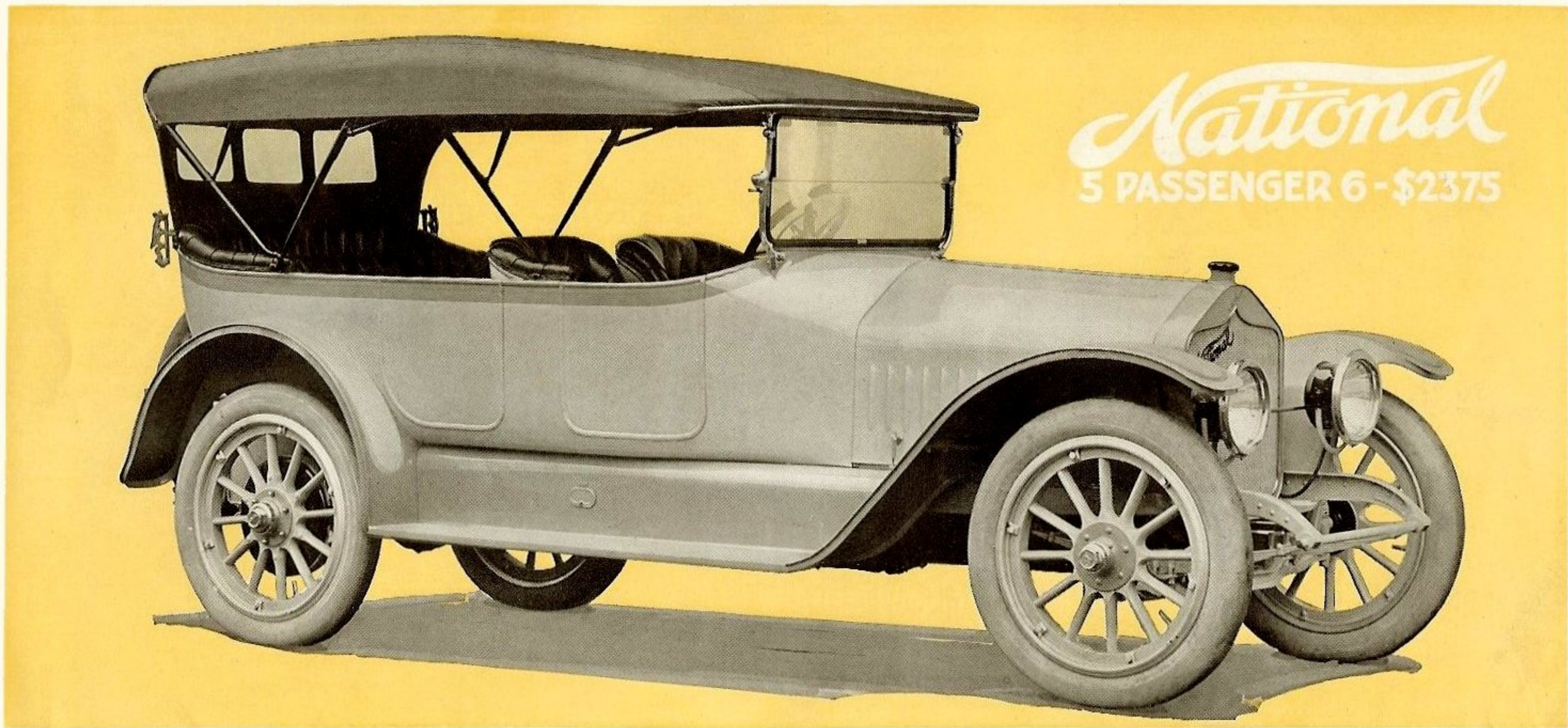
**SPRINGS**—Front, half elliptic, thirty-eight inches long. Rear special National cantilever.

**EQUIPMENT**—See Roadster page.

FOLIO OF MECHANICAL DESCRIPTIONS AND ILLUSTRATIONS SENT ON REQUEST.

## National Motor Vehicle Company, Indianapolis, Indiana

MEMBER NATIONAL AUTOMOBILE CHAMBER OF COMMERCE



**A**

**N AISLEWAY** between the front seats is a feature brought out last year by the National company. It has proved so popular in the National Six-Passenger that it has been adopted for the new five-passenger car. The advantages of the aisleway are many: it provides a separate seat for the driver; passengers can readily change seats; and perfect ventilation is obtainable both in front and rear.

The National design of aisleway makes the "One-Man Top" true to its name.

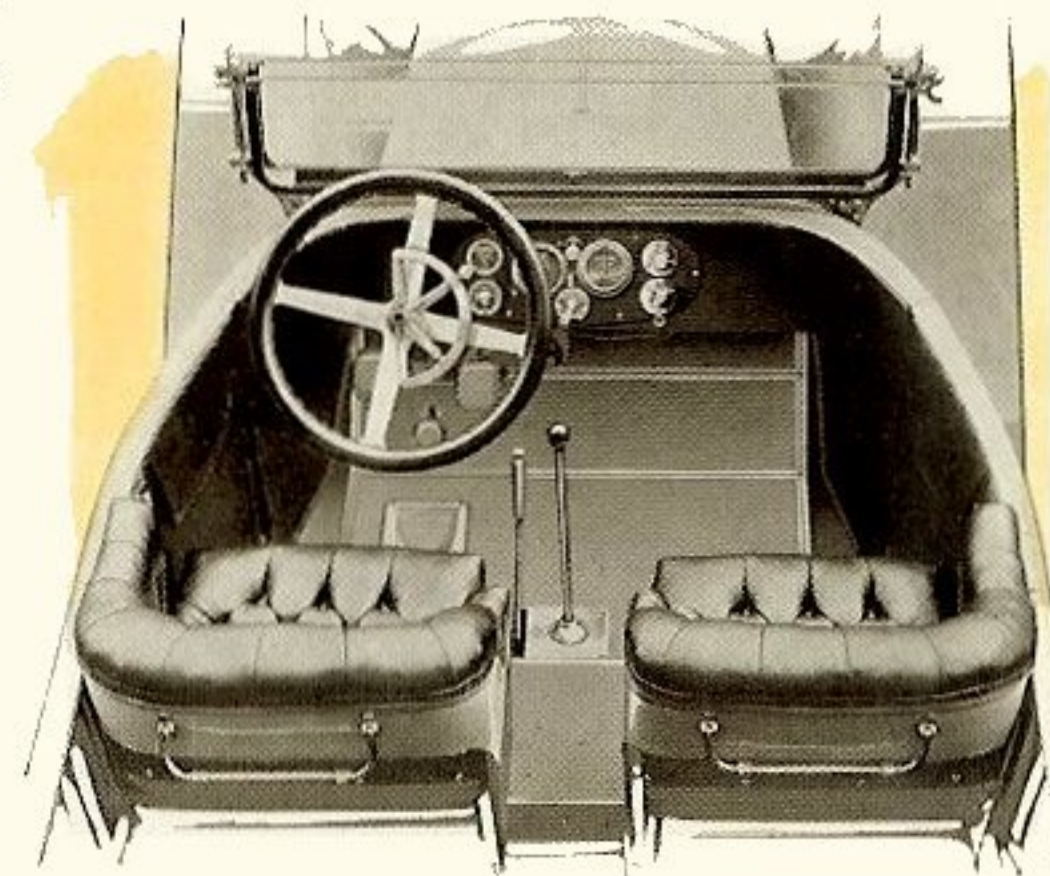
The accompanying photograph (actual) tells of the roominess of the driver's compartment. There is plenty of room without crowding. All dash instruments are mounted on a solid plate and set flush with the dash. Right at the finger tips are the magneto key—electric light switch, etc. The big open-face Warner speedometer and the "understandable" ammeter can be read at a glance. A neatly enclosed electric lamp illuminates the dash at night.

In the center of the steering wheel is the ebony button, for the electric horn concealed under the hood.

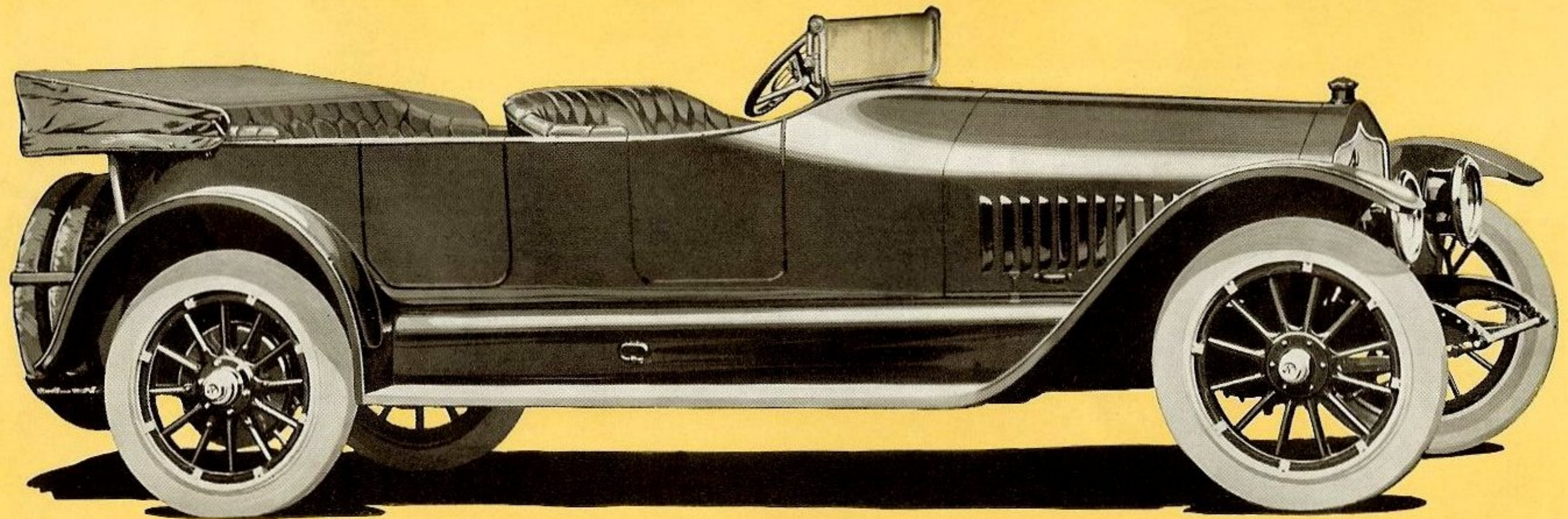
By simply pushing the button at the right of the pedals, the motor is set spinning by the powerful electric starter.

National cars are complete. Nothing is stinted and nothing is left undone that will add to comfort, convenience and the safety of motoring.

Among the noticeable things that bear witness to quality building are the excellent material of the "One-Man Top," the car-saving and passenger-comfort features of the Hartford shock absorbers, together with National cantilever springs, demountable rims, double tire holders, power tire pump with tire gauge, gasoline gauge, Jiffy curtains. They all tell of thorough methods.



*National*  
4 PASSENGER 6 - \$2375



**S**TYLE and speed are expressed in every outline of the National four-passenger, toy tonneau. Being long, low and racy, this National has a most attractive appearance and clings to the road in a manner that permits National speed with absolute safety. The smooth exterior offers a true stream line effect. There are no projecting objects and even the crowned fenders carry out the evenness of the design.

There is plenty of room in the driver's compartment, without crowding or cramping. The doors are big and broad, allowing the driver to enter from either side.

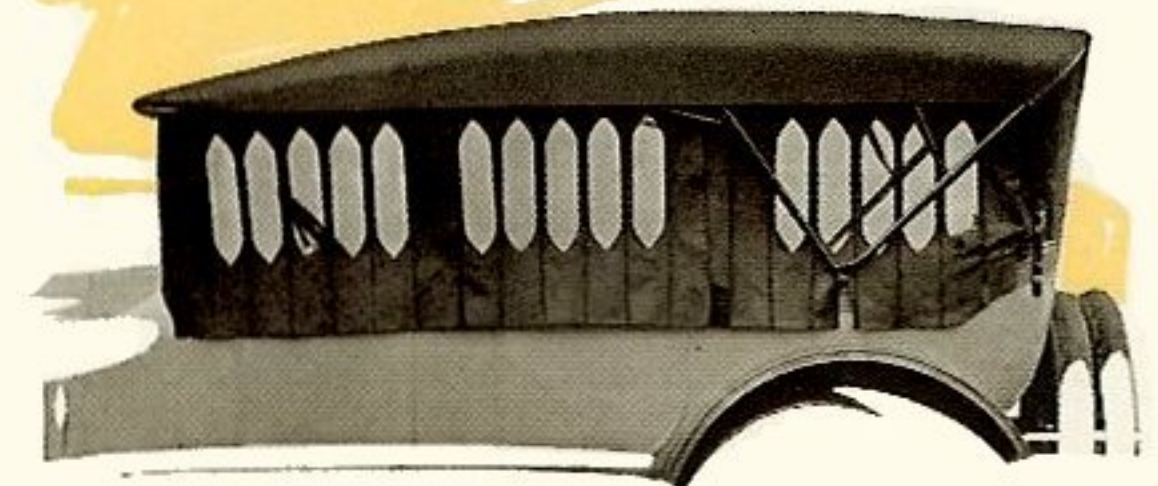
In the straight line, racy, four-passenger car the front seat is built in one piece, and not divided, as on the broader five and six-passenger cars.

Note the clean running board. Batteries are concealed under the running board splashers and accessible through a neatly hinged door. The tools are instantly available, being

located in pockets of the left front door. A special holder is provided for each tool.

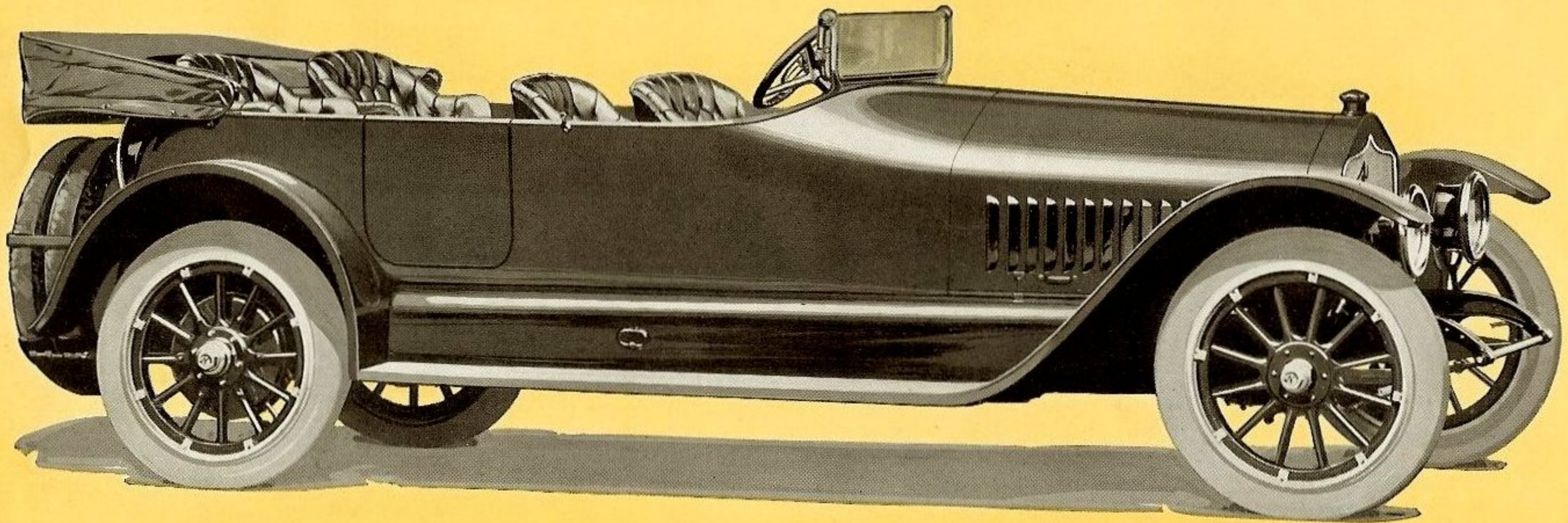
National "One-Man Tops" are tailored to conform to the graceful design of the car. "Neverleak," a type of guaranteed water-proof material, is used for the tops; also for the carefully made Jiffy curtains, carried inside of the top.

Good lights with a dependable supply of current behind them are a joy to the driver. The National's powerful electric lighting system produces a surplus of current, insuring good lights at all times. Two sets of bulbs are provided. Each head lamp contains a large bulb which floods the country road with an even, white light, and a smaller bulb for use when standing. The smaller lamp supplies ample light for city driving and yet conforms to laws and ordinances.



# National

PARLOR CAR 6 - \$2700



T

HE National Parlor Car is appropriately named. In luxury and refinement this new National design excels the conventional touring car to the same degree that the Pullman excels the day coach.

These deep, massive comfortable seats are veritable armchairs. They are adjustable and easily moved forward or back, or may be readily turned so that passengers can face each other. When adjusted, the chairs are held firmly in place. Any of the chairs can be entirely removed.

Such a creation of beauty and service is typical of National progressiveness. It is the result of diligent effort to produce greater convenience, comfort and style.

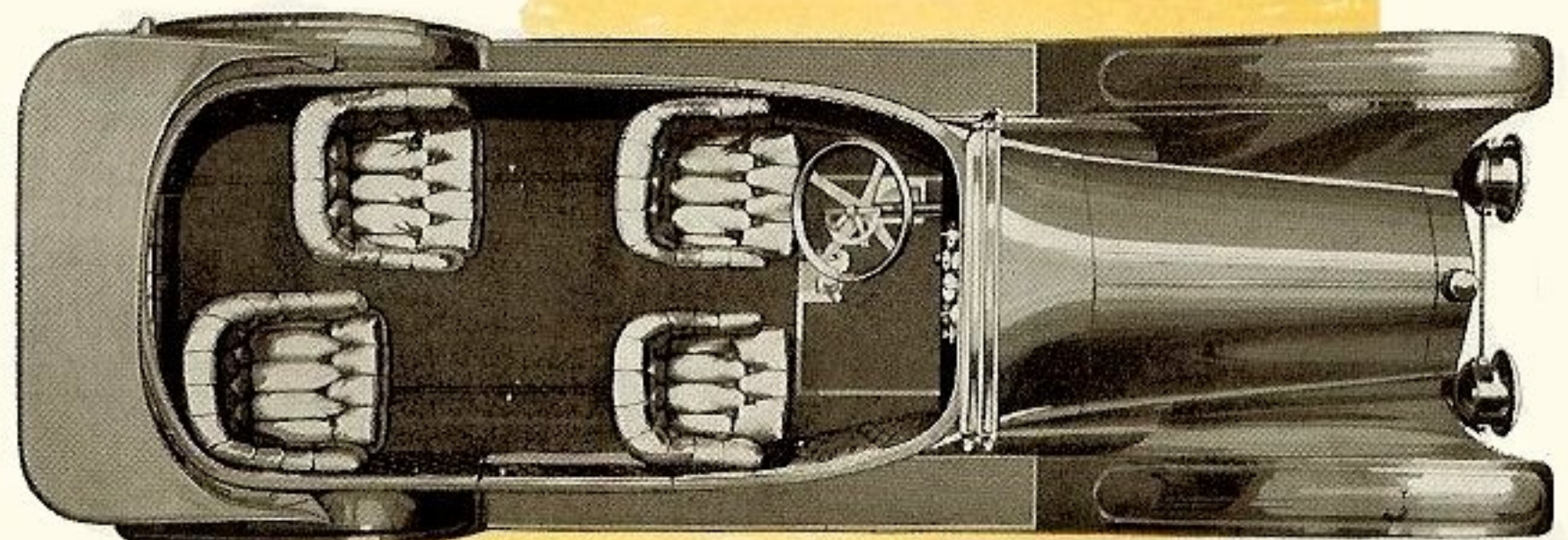
Entrance and exit is through a single broad door on either side. On the driver's side the door is located forward. These wide doors and the National design of passage to and from the front seats afford the very maximum of convenience. With the movable seats the tall or short driver can

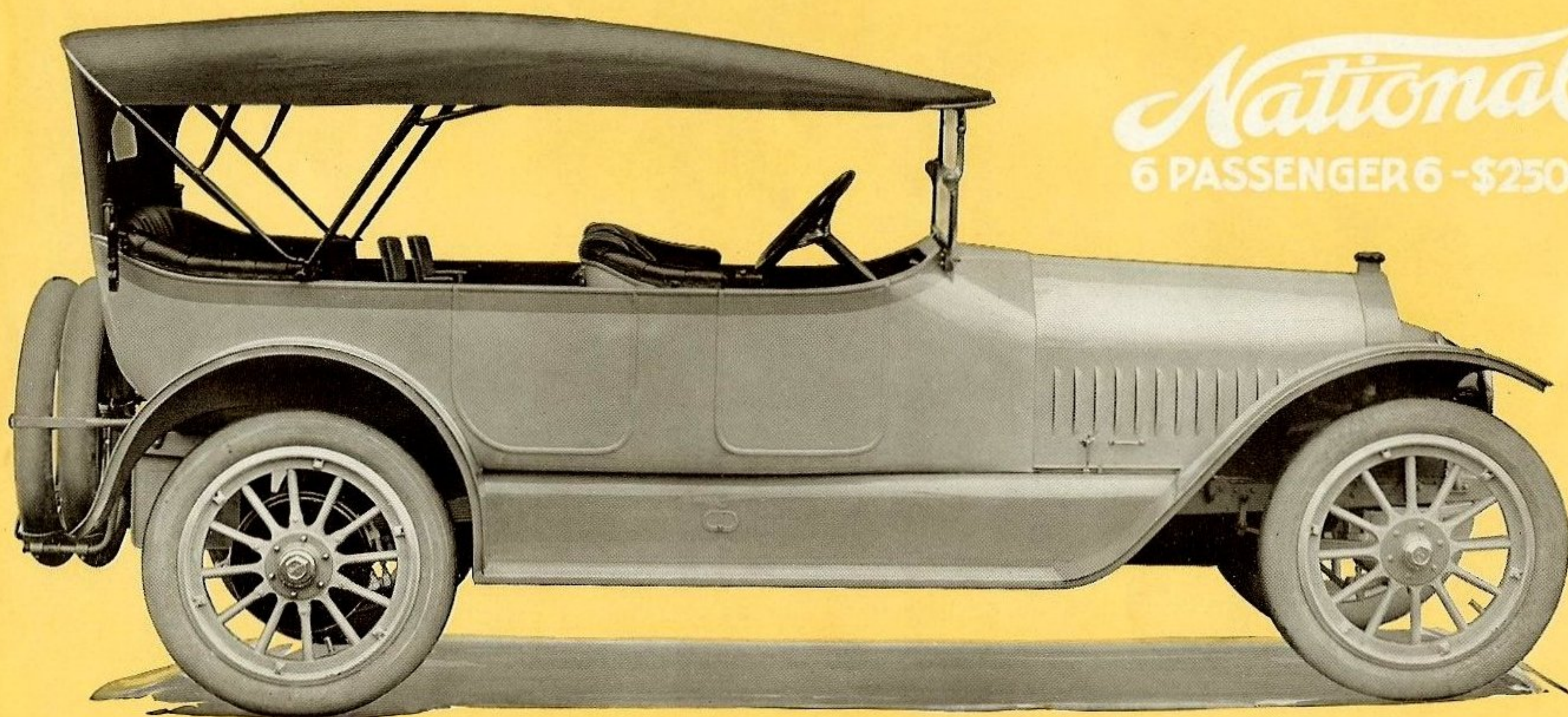
place the entire seat in the exact position desired. This feature will be appreciated by lady drivers.

In finish and appointment it is superb.

We predict this National Parlor Car to be a forerunner of next year's fashion. This type of arrangement will prove successful for the simple reason that it is better.

With its long wheelbase, cantilever springs and its easy armchairs, the National Parlor Car excels all previous efforts toward comfort and smooth riding.





*National*  
6 PASSENGER 6 - \$2500

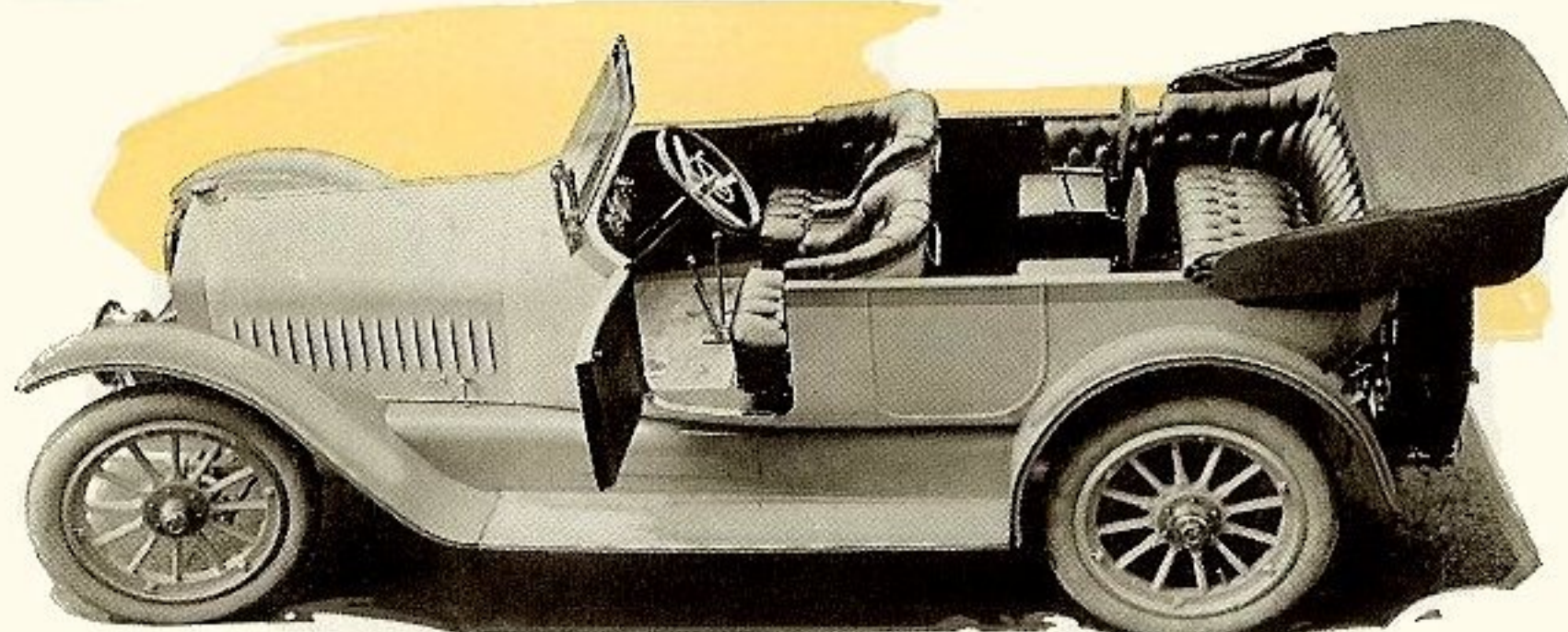
**T**HE National six-passenger is the largest of the three National touring cars, and is so perfectly arranged that the general body lines follow out the beauty and symmetry of the famous National design. It is long and narrow, with style and refinement represented in its smart outline. Being low and "racy", the National hangs to the road in a manner that permits National speed with complete safety.

This car gives each of its six passengers a comfortable, convenient seat. It can be instantly converted into a four or five-passenger car, with the two extra armchair seats folded entirely out of the way and completely covered in, back of the front seats.

A passageway between the forward seats allows all passengers easily to change places, and makes each of the two front seats a veritable armchair. No greater comfort can be imagined.

Entrance can be made at all four of the broad doors. For winter months a closed car effect can be had by making permanent the Jiffy curtains in the rear and the passengers using the front doors and the aisleway. The divided seat gives the driver an individual chair, and the other front seat passenger is not entirely separated from the party.

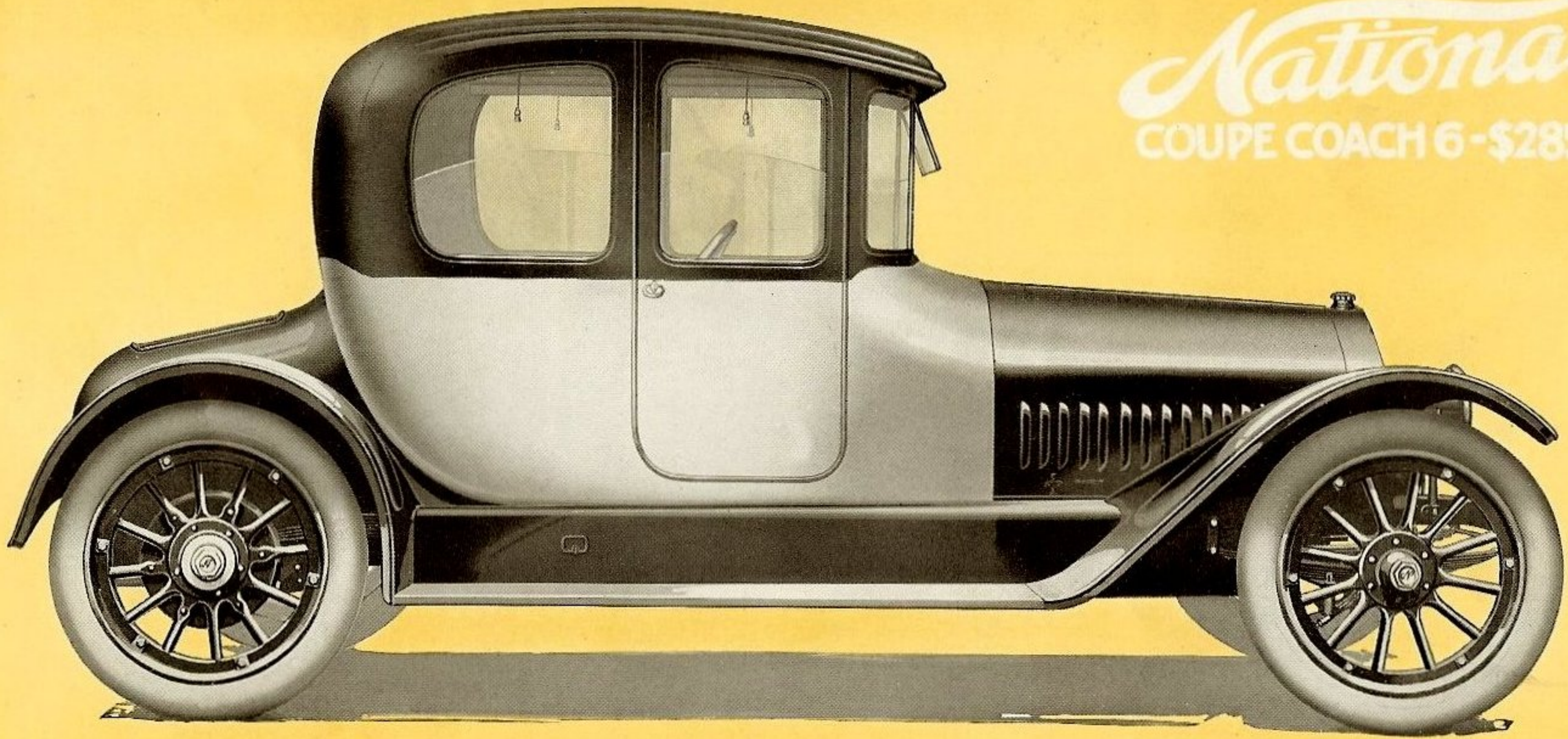
Although larger, the six-passenger is constructed on the regular National Six chassis, and is the same as the rest of the models in all mechanical respects. Larger tires are provided: 37 x 5, all around.





# National

COUPE COACH 6 - \$2850



# M

**M**ECHANICALLY the National Coupe Coach is the same as the regular National Sixes. The closed body is interchangeable with any of the open cars.

With a carrying capacity of four passengers (the average carried by the limousine), the National Coupe Coach offers all the advantages of any closed car without the upkeep expense of a chauffeur and the heavy limousine. An excellent, drive-your-own-car type.

This new National Coupe is a bona fide four-passenger car, and each passenger has plenty of room. There is a special seat for the driver, located slightly forward of the main seat. The main broad seat provides ample room for two. The fourth seat, in front, is large and comfortable. It can be folded out of the way when not in use.

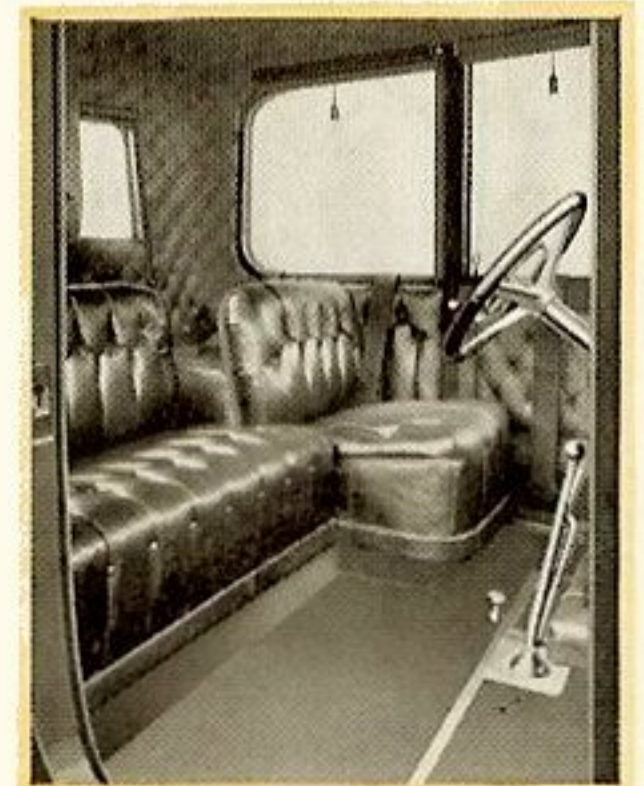


An optional seating arrangement is the plan of having the three main seats placed staggered.

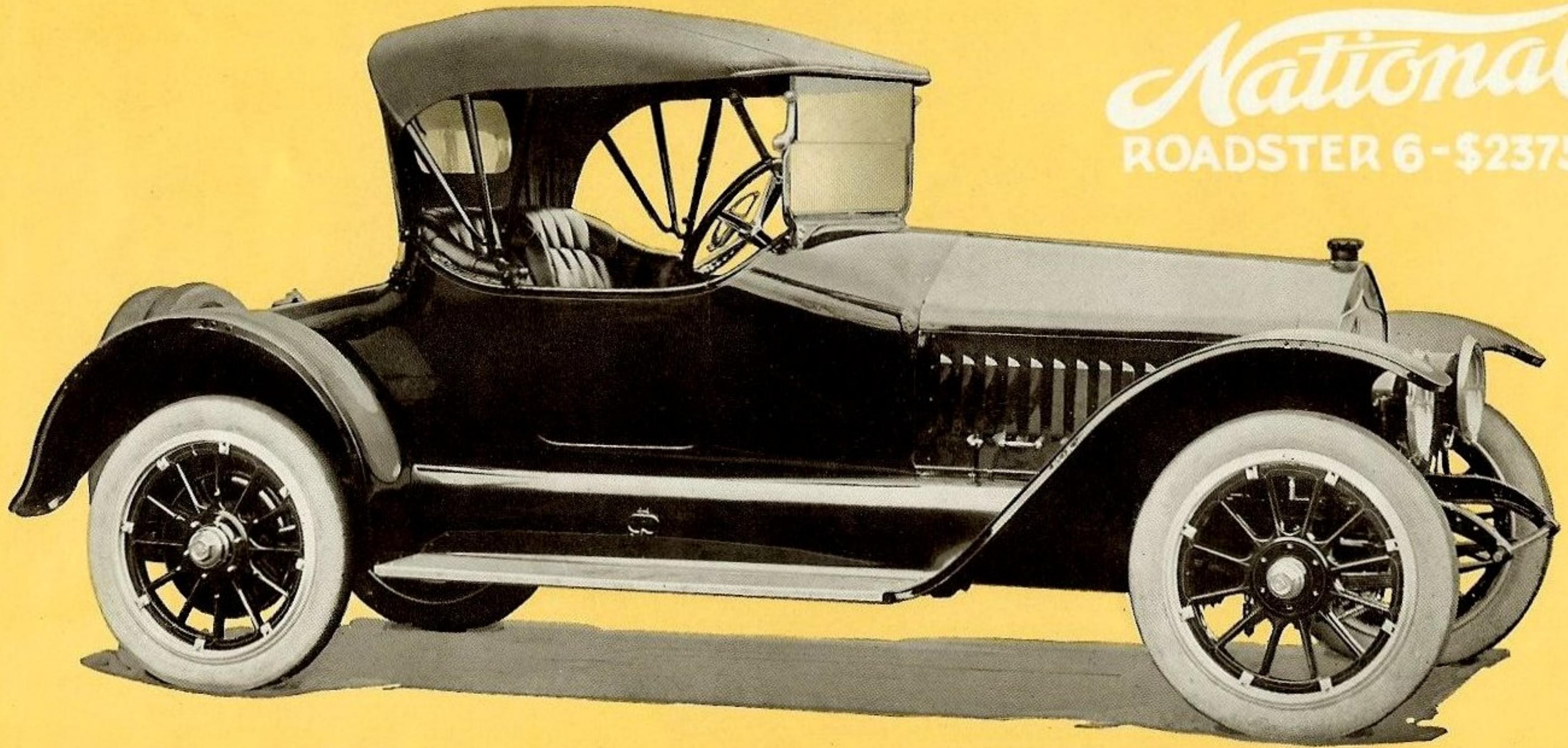
The ample passenger room allowed by this National type of design permits entrance or exit by either door.

All the windows are heavy, beveled plate glass. On both front corners rounding glass is provided. The door and window glass is sashless and so perfectly fitted in the special design grooves that rattling is impossible. The glass in the doors can be lowered to the sash, as can the rear window, and even the glass in the large side windows can be lowered half way, thus affording perfect ventilation for summer driving.

The very finest grade of soft leather is used for upholstering the seats and for lining the sides and roof. Standard color is National blue (dark) with black crowned fenders and blue wheels.



*National*  
ROADSTER 6 - \$2375



W

ITH speed and energy expressed in every line as well as actually existing under the hood, the National Roadster properly provides for the man who desires to "get there" quickly. The clean-cut, racy appearance of this model is typically National, and the famous National construction underneath makes a combination that is difficult to equal.

There is a world of room in front and a large luggage space in the rear. A well-designed and handy gasoline filler is located on the rear deck, tank being enclosed in body.

The wheels are smaller (tires  $34 \times 4\frac{1}{2}$ ) than those of the touring car, so as to give the car a lower center of gravity. The wheelbase, shortened to 124 inches, permits the National roadster to turn easily in narrow streets.

There is an air of distinction about the National Roadster that makes it a favorite on Chicago's Michigan Boulevard, New York's stylish Fifth Avenue, and such places where only style and merit can win admiration and prominence.

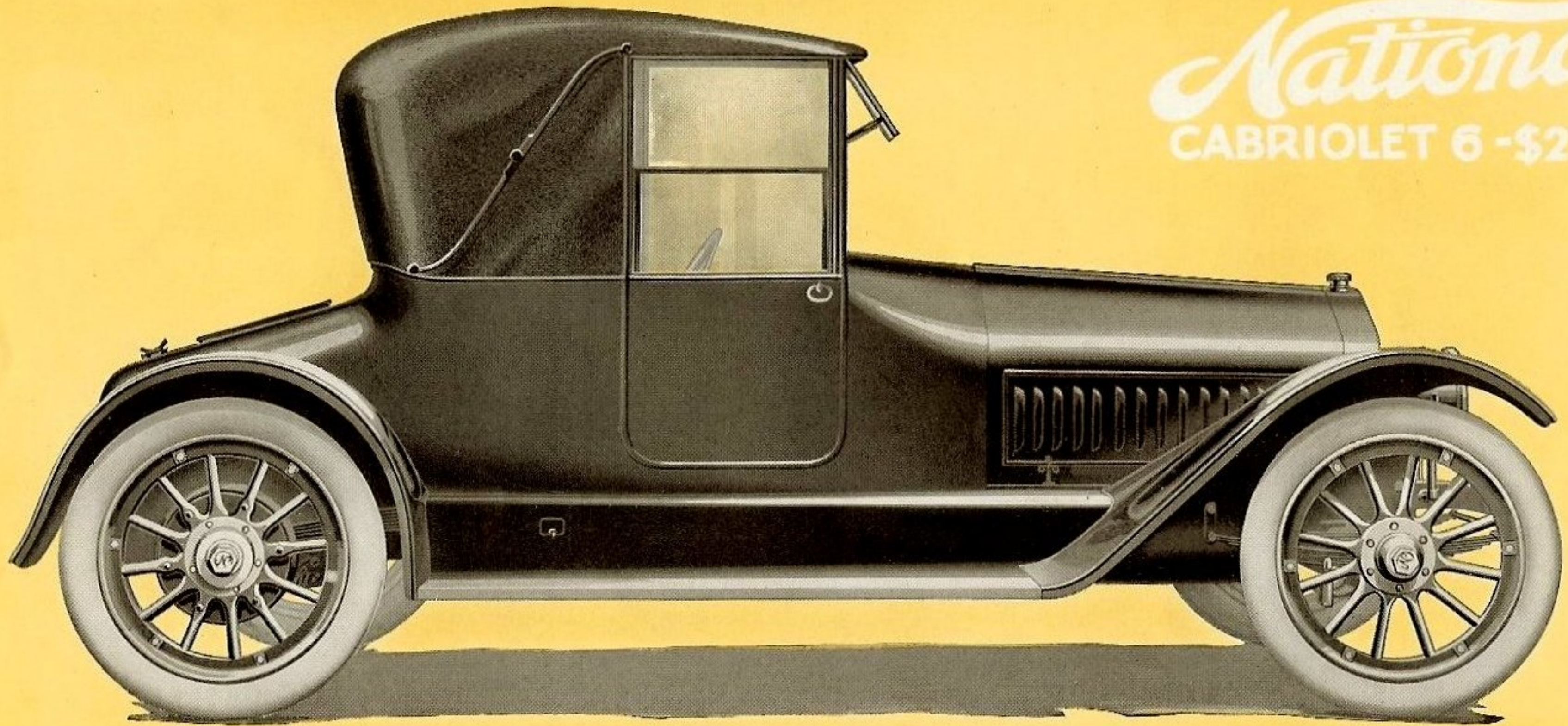
### Equipment of National Sixes

National Sixes are complete. Everything for the convenience of the driver is provided. All equipment for motoring comfortably and safely is included. The following is on all cars:

- Electric Starter and Electric Lighting.
- "Neverleek" Covered Top, One-Man Style, with Jiffy curtains.
- Ventilating and Rain-vision Windshield.
- Warner Speedometer with 75-mile-per-hour register.
- Trufault Hartford Shock Absorbers in front.
- Under-hood Type of Electric Horn.
- Firestone Demountable Rims with extra rim.
- Double Tire Carriers on rear of car.
- Double Bulbs in Head Lamps.
- Motor-driven Tire Pump with hose connection and tire gauge.
- Tools in convenient holder in front door.

# National

CABRIOLET 6 - \$2700



# U

TILITY of the Cabriolet type of construction is being generally acknowledged, as is evidenced by the decided trend toward this body style.

The man who is accustomed to using his car in the summer is indeed reluctant to give it up during the winter months. To that class of buyers this Cabriolet is bound to appeal because it is a light, quick-moving and easily controlled car, offering all of the advantages of the heavy and more expensive closed coaches.

The New National Cabriolet is constructed on the regular National roadster chassis; in fact, it is a roadster when the top is folded down.

Ample passenger and carrying space is provided. The seat is broad, deep and comfortable. Upholstering is of the best grade genuine leather. The upper part of the body is of genuine leather, specially finished to withstand the weather. It is absolutely waterproof and does not crack. The top folds back easily and when folded is enclosed with

a neat covering, giving the car the appearance of a regular National roadster.

The upper part of the door is heavy plate glass, encased in a strong sash, which drops into a lower part of the door, entirely out of the way and protected, when the top is down.

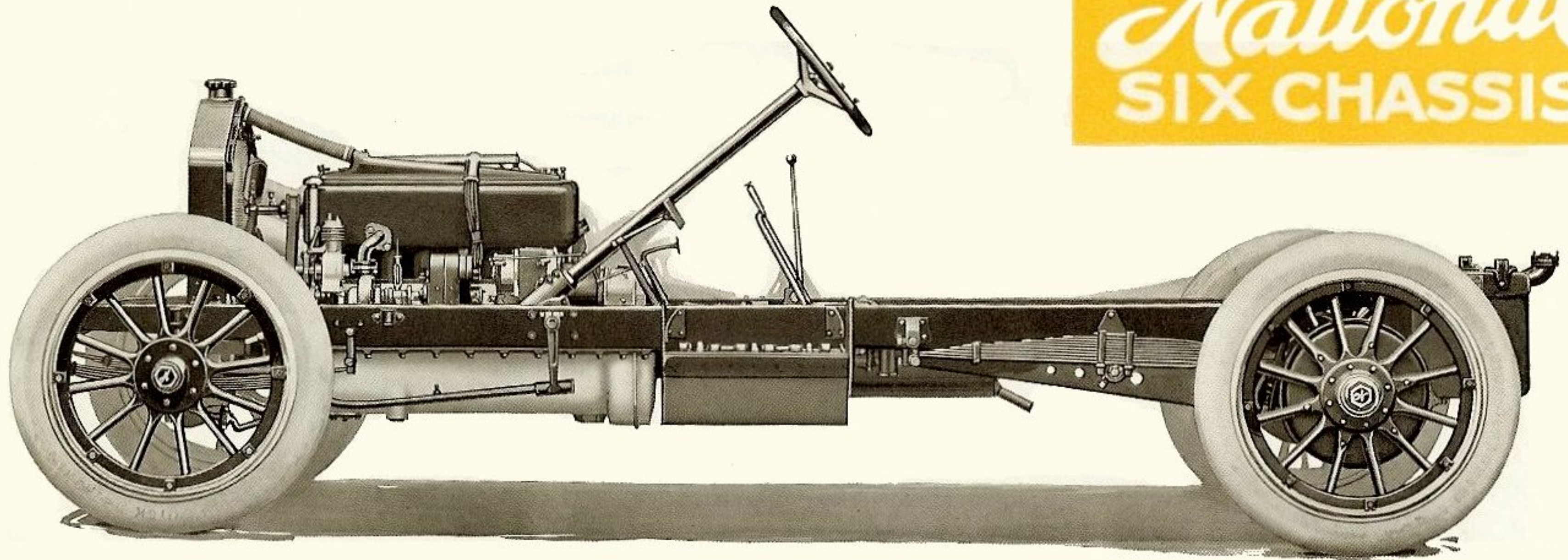
In the rear part of the body is located a large luggage space which is so often missing on cars of this type. Equipment and specifications same as for Roadster.

## WARRANTY

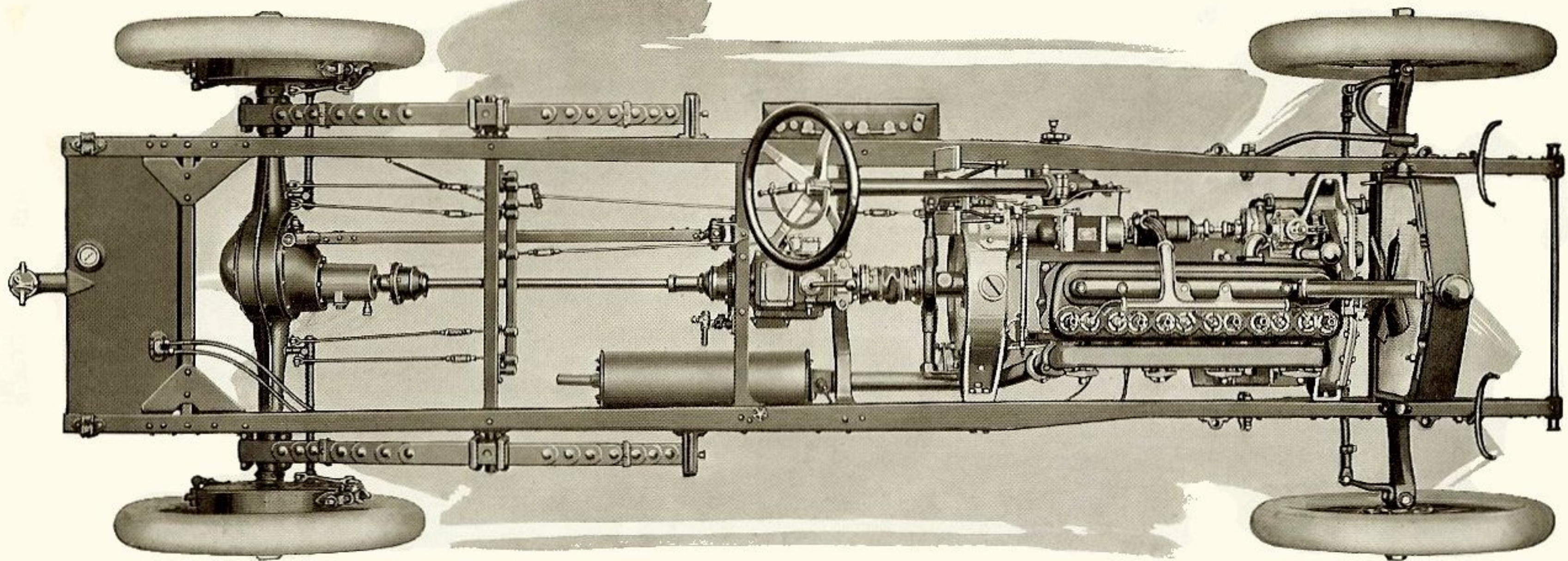
WE WARRANT all motor vehicles manufactured by us (except tires, ignition apparatus and trade accessories, such as lamps, tops, windshields, gas generators, speedometers, tools, etc.) against defects in materials and workmanship for six months from date of shipment from our factory. Should any part so 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 accident. We do not make or authorize any warranty beyond that expressed above.

# National SIX CHASSIS

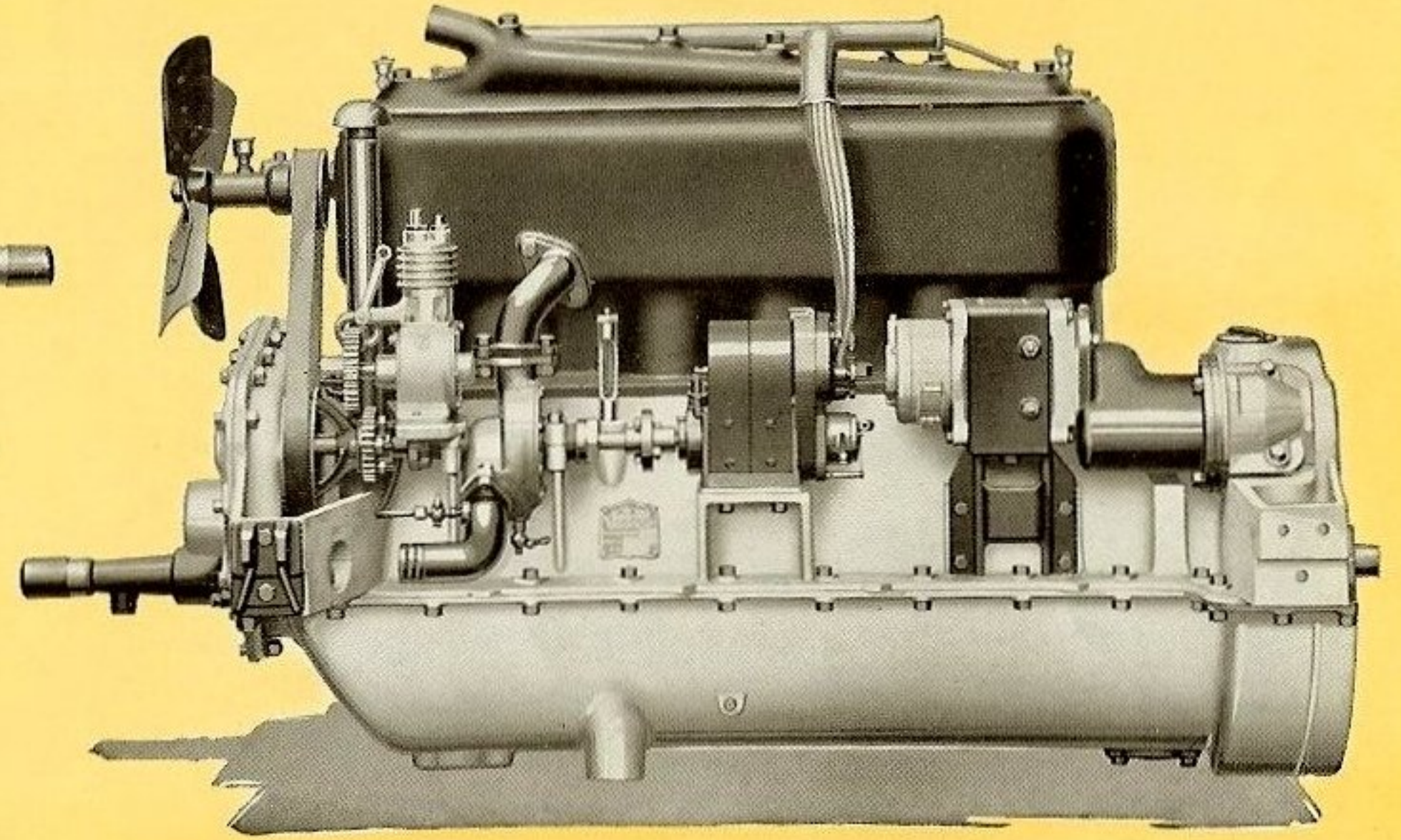
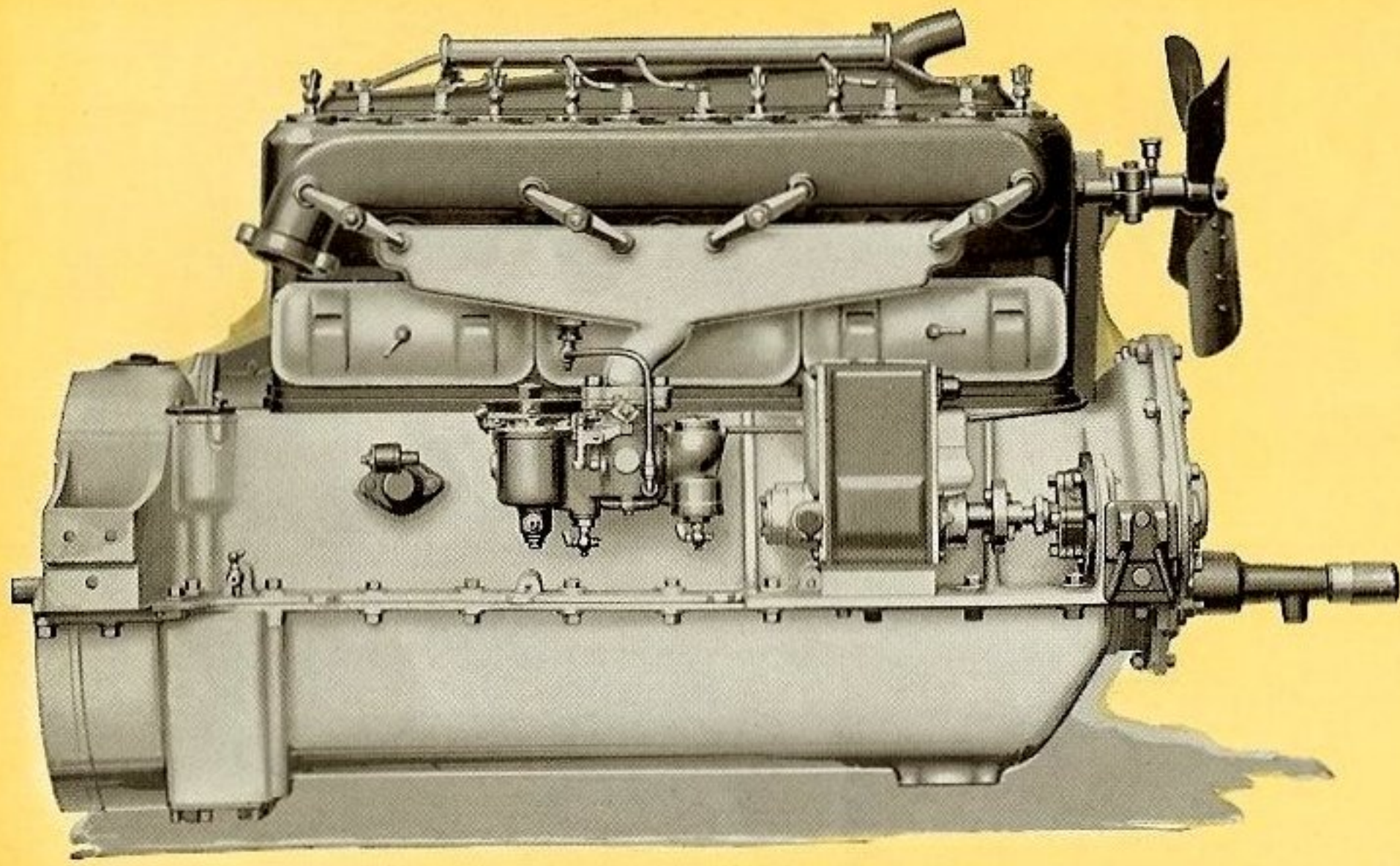


The sturdy, solid construction of the National *looks* the strength it actually possesses.



Bird's-eye View of Chassis. All National Sixes are constructed on this type of chassis.

# National SIX MOTOR



# T

HE long-stroke National, six-cylinder motor develops 55 horsepower, or any part of it, without a quiver. National motors are famous because of the long line of race victories to their credit. The grueling tests of such events as the Indianapolis 500-Mile Race and Elgin Stock Car Races (American records still held by National) are directly responsible for the efficiency of the National motor of to-day.

## Cantilever Springs

The National engineering department introduced the famous National cantilever spring into America. In every respect they have proved a decided advantage over the conventional type.

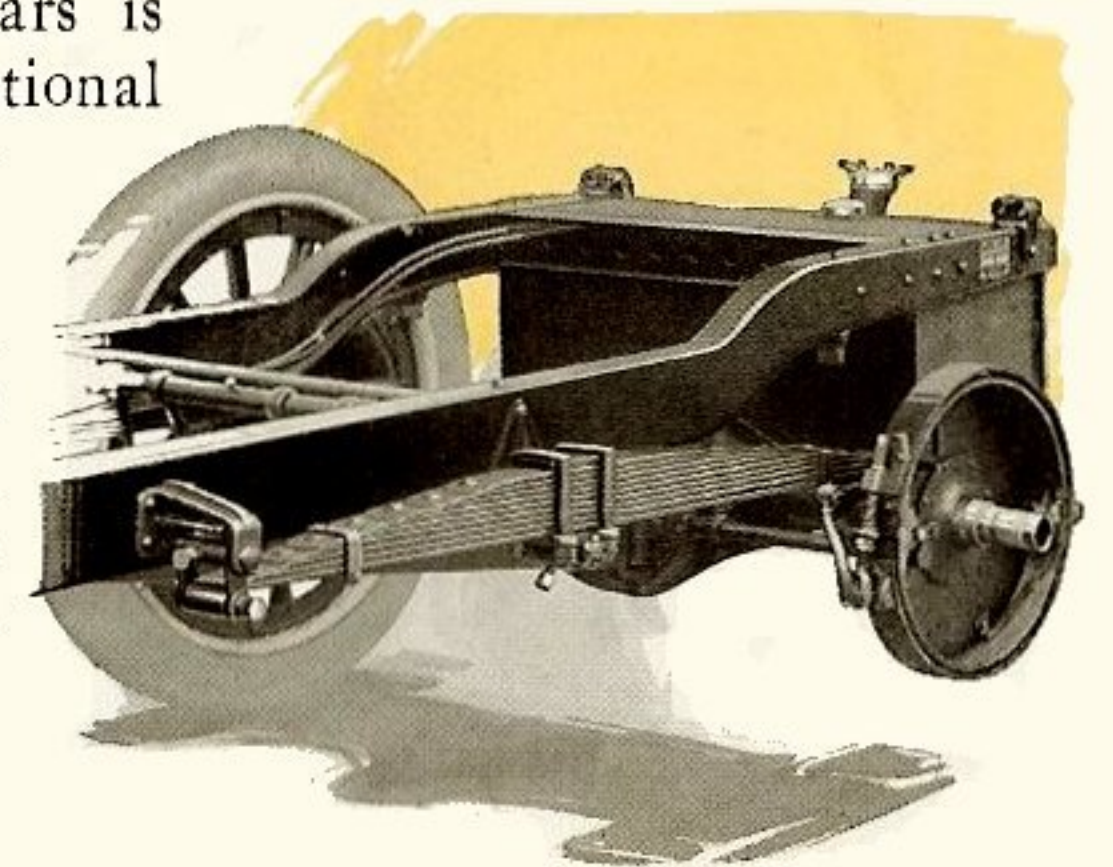
National cantilever springs are stronger, lighter, make softer rid-

ing and will withstand a rebound shock that would snap a spring of the usual type. The perfect lubrication facilities of the National cantilever keep the springs quiet.

## Spiral Gears

Spiral gears, the product of the most advanced art in gear making, are built in the full-floating National rear axle. The driving pinion and the bevel gear are cut spiral, which permits two teeth to always be in mesh. Thus all opportunity for noisy gears is eliminated, and the National axle is made absolutely quiet.

By the National design of full-floating rear axle the car weight is carried on the housing and the live shaft is used only for turning the wheel.



## Extension of Credit

W

HEN a business man pays good cash for a car he rightly reckons that he is buying something more than so much steel, upholstery, etc. He has a perfect right to expect that his cash buys an assurance of performance and an absolute insurance of the value of his purchase. These are governed largely by the permanence of the car's maker. Thus it is that the buyer, to a degree, actually extends a credit to the dealer and to the builder. He credits them to the extent of bona fide service cost and the amount his car would depreciate should the factory prove unstable. In selecting his new car, the buyer should most certainly exercise the shrewd business sagacity that characterizes all his other dealings. If he would eliminate all theory or guess work, he must "look up" and investigate the *factory stability* that should be included with every motor car. Nationals are built and sold in a method to comply with these very requirements. Ever-increasing National sales indicate that many appreciate the character of the National Motor Vehicle Company.

## Pride of Ownership

The very fact that a man is considering the National is evidence that he desires something better than the ordinary. There are many other cars sold for less. That this superiority is a tangible thing is proved by the fact that National sales have grown constantly for fifteen years. Even for 1914, National car sales increased forty-five per cent.

A distinctive car is the source of unlimited pride and satisfaction. National cars possess a character that reflects their owner's good taste and good business judgment. It is not only the attractive appearance of the National, but the known record it possesses, that gains it universal admiration.

## Lessons of Racing

The American-made automobile that you think of when you think of a tough, unbeatable, impregnable motor, is—the National. The kind of automobile people want nowadays, now that they know what a good automobile really is, is one that will stand sledge-hammer blows and still run regularly.

The best-kept automobile has many days of rough weather.

If there is any automobile in the world that has proved that it is distinctly *not a toy*, it is the National.

The National earned and still retains the title of the "World's Stock Champion." National cars have made world's records, and the National cars that you see on the street every day *show* that they are of a line of record makers.

In addition to the title of World's Stock Champion, the National won the famous 500-Mile Race on the Indianapolis Speedway three years ago, and established a record for that classic. To-day, National's time still stands as the record for American cars in 500-mile races. With this record yet unequaled, the National, for obvious reasons, has not entered any subsequent races.

The long list of victories that the National has won in racing is simply assurance to you that *your* National will never arrive at a state of debility.

A 500-mile race is ten times as much suffering as the ordinary car is asked to stand.

The National's racing records prove reserve force—without which a man or motor is worthless.

Not many years ago the main automobile question was, "How much power?" To-day any power is possible. But, conservative buyers (the National kind) demand plenty of reserve power, *without* extra upkeep cost.

With the long-stroke National motor, full 55 horsepower, or any part of it, is developed without fuss or vibration.

This power of the National Six is possible without the payment of "excess" fare. National Sixes in owners' hands show a fuel efficiency up to seventeen miles per gallon.



