

THE AMERICAN

"A CAR FOR THE DISCRIMINATING FEW"

IN SIX MODELS FOR NINETEEN-TEN



It is an interesting fact that many of the virtues possessed by the best cars in the country have been emphasized—if they have not actually been due—to the fact that these cars have been equipped with only moderate power.

The American is the first car of its own high type and class which has ventured to carry a power plant of extraordinary capacity.

The best other cars in the country have held their high position for ten years or more; because of the unquestioned character of their construction; the longevity of service resulting therefrom; and an unusual freedom from repairs

These qualities, in turn, have been emphasized, as we have said, by the fact that their power plants, being moderate in capacity, made no racking, straining, disturbing demands upon the other vital parts of the chassis.

The manufacturers of the American, without departing one iota from the high ideals cherished by the makers of these other fine cars, have been inspired with the conviction that the best of cars could be equipped with a power plant of the highest desirable rating and still retain perfect soundness and reliability.

Ten years of unwavering devotion to this idea have resulted in the production of a car which meets its finest competitors on every other ground; and far surpasses them in the matter of power and power-application.

Thus, in the most distinguished company in which the American may find itself—narrowing the field down to those few cars whose precedence has been conceded for years—the American comports itself magnificently in all other respects; and in addition really puts its fine rivals to blush in the matter of power and speed.

Just so in the manner in which this tremendous power—with the American's perfect control, it cannot be called other than reserve—is applied.

Slip the greyhound's leash. See him leap at once into his long, free, swift stride, sustained by almost marvelous powers of endurance.

The manner of his going is typical of the American's going. Apply the power and—the American is under way.

There is no consciousness of strain or effort. No sense of jerk or jar.

This superb car simply swings instantaneously into its gait. It is off and away in less than the time the experienced motorist ordinarily allows his car to "find its feet."

Yet this unique starting quality—this magnificent power and speed—are by no means the sum total of distinguishing and exceptional features presented in the American's splendid operative and structural makeup.

Their importance, we realize, is not to be slighted a particle; indeed, it is so pronounced that it would be hard to belittle it if there were any desire to do so.

And we have no such desire when we speak in the highest terms of at least two other excellences which have helped place the American in the forefront of this country's finest motor productions.

We refer in particular to the underslung frame and the 40-inch wheels which have been adopted for four of the 1910 models.

The American Roadster—one of the most distinguished of the American types in the past years—has always had the underslung frame. In 1909, the Traveler—a new model—received it.

The advantages of the underslung frame are so obvious, to even the most superficial observer, that it is hardly necessary to dwell on them at length.

Swinging the weight of the car closer to the ground, lowering the center of gravity while preserving ample road clearance under all conditions which permit of motor travel—the underslung frame reduces to a minimum the tendency to side slip and rear lash and eliminates entirely the sideswing characteristic of the ordinary car at the higher speeds.

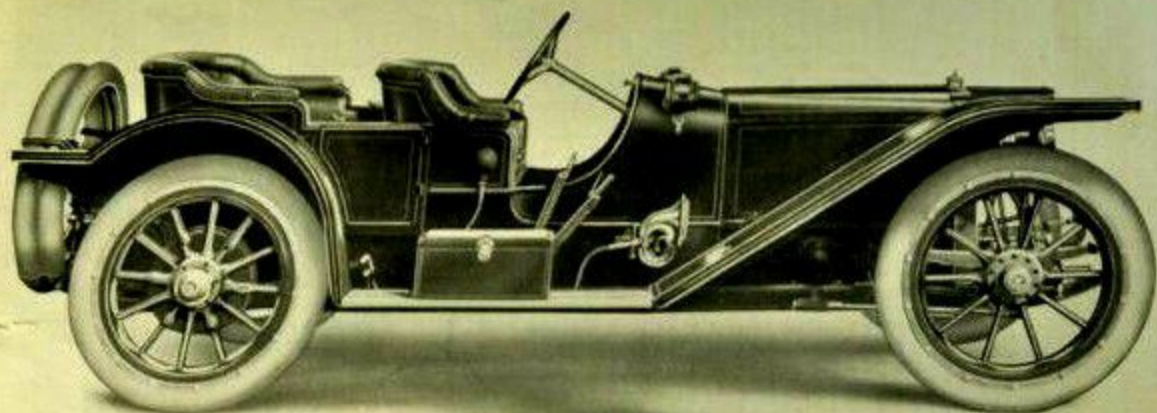
A British motor expert—whose utterances are received as authoritative—has recently expressed his views of larger wheels for motor cars, and these are reproduced on an inside page.

The more extended his motor experience has been; the greater the variety of cars it has covered, the more the ripened motorist appreciates the American; the more joyously he revels in its unusual qualities.

Arrange at once for a demonstration of the splendid car which incorporates the unique properties we have briefly described.

American Motor Car Company, Indianapolis, Ind.

Standard Manufacturers A. M. C. M. A.



The Traveler for 1910

SPECIFICATIONS—THE TRAVELER

Type of Motor—Four cycle, water cooled, four cylinders run in pairs. Mechanically actuated valves all on one side. Offset cylinders and cam shaft.

Bore and Stroke—5 1/4 x 5 1/2 inches.

Horse Power—30, at 1000 revolutions.

Water Pump—Gear driven centrifugal circulating pump.

Ignition—Bank high tension dual system with single coil, kick switch and storage battery, both systems operating through our set of spark plugs placed over intake valves.

Carburetor—Float feed auxiliary air supply type. Water jacketed.

Gasoline Supply—22 Gallons. Pressure feed to auxiliary tank on engine. Pressure on gasoline tank maintained by positive air pump installed on engine.

Lubrication—Gear driven pump contained in engine case with sight feed on both, oiling all bearings and cylinders. Engine contains in crank case 1 1/2 gallons and there is also supplied a reservoir containing an additional two gallons. Transmission and differential run in oil.

Control—Irreversible worm and sector steering gear, with 18 inch steering wheel. Spark and throttle levers operate upon stationary sector. An accelerator pedal or foot throttle is also provided.

Clutch—Leather faced, Van Dusen cone.

Transmission—Selective type, four speeds forward and one reverse, with direct drive on the fourth speed. Shafts and gears of Chrome Nickel Steel. All bearings imported annular type of especially large diameter.

Drive—Direct shaft to differential and floating live rear axle that bears no weight.

Front Axle—One piece nickel steel, I-beam section.

Wheels—Front, 40" x 4", 10 spokes, 2 inch selected second growth hickory. Rear, 40" x 4", 12 spokes, 2 inch selected second growth hickory.

Tires—Domestic makes, standard clincher type.

Brakes—Double internal expanding in 16 inch dust-proof brake drums attached to rear wheels.

Frame—Underhung, giving low center of gravity. Oil treated pressed steel of high tensile strength.

Springs—Semi-elliptic, 40 inch front, 48 inch rear.

Road Clearance—12 1/2 inch under entire length of car.

Wheel Base—122 inches.

Tread—56 inches.

Body—Sheet steel finely finished and upholstered. Individual front seats, rear seats undivided, seating three passengers. Tourneau door opening forward.

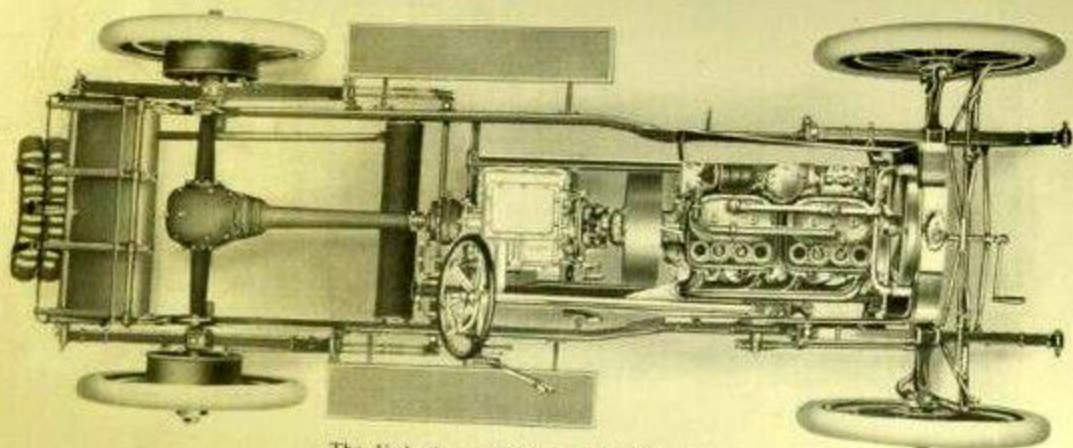
Color—1910 American red.

Weight—1200 pounds.

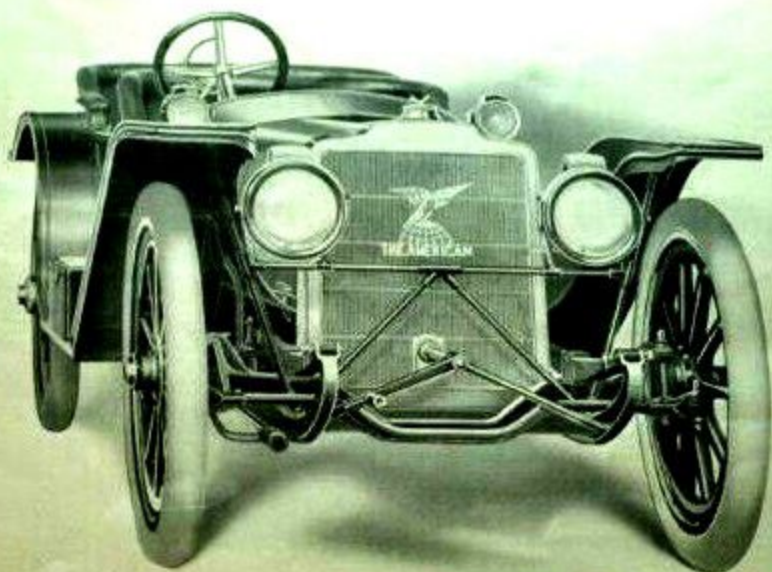
Standard Equipment—Trunk rack, Two acetylene headlights, one oil signal light in rear, acetylene generator, French horn and complete tool kit.

Price—\$4000 f. o. b. Indianapolis, standard equipment.

Special Equipment—Patent leather trunk, \$35. Rear double tie seats, \$16. Electric dash lamp, \$35. Top, with dust shield, side curtains and front curtain, Pontasote, \$135; Cravocette, \$530. Tire covers (each), \$5.00.



The Underhung Chassis of The Traveler



The Traveler—Front View

MANY things can be said in advocacy of the 30-inch wheels with which four American types are equipped—the Traveler, the Traveler Special, the Roadster and the Roadster Special.

The most notable exponent of the larger wheels who has lately come forward is D. W. Samways, D.Sc., M.D., M.A., who, in a recent paper read before the Royal Automobile Club of Great Britain, said:

"The Royal Automobile Club is constantly endeavoring to discover in what direction we must look to mitigate the dust nuisance, and I believe that the encouragement of higher driving-wheels would be one step in the true direction.

"The tire around the wheel has to support the wheel and its load, and to do so, with a giving pressure in the tire, a definite area of the tire tread must be in contact with the ground.

"If the length of the contact surface be short—as it necessarily must be with a small wheel—the width of contact must be increased. Hence it has been found that the small wheels at present used, especially for driving wheels, must have very wide tires.

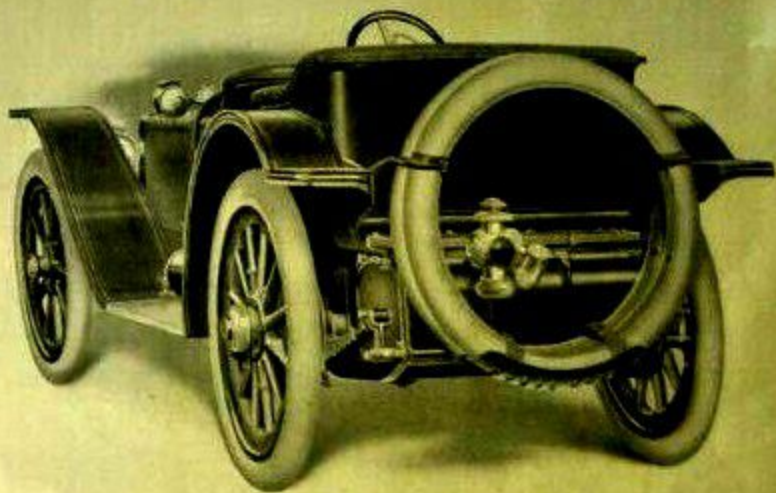
"It is the width of contact, and not the length of the contact surface on the ground, which determines the amount of dust a wheel raises. A wide track obviously raises more dust than a narrow one. With a high wheel the contact surface is a long narrow oval, and with a low one, it is a short, wide oval for the same supporting area. At the same time it raises much less dust at the same speed, making, as it does, a narrower track.

"They (the higher wheels) run much more smoothly; the tire lasts longer, as it touches the ground less often; it probably heats less and certainly cools more freely. The item of extra weight is a small factor; and high driving-wheels are infinitely more sightly than the present fat dwarf type of perambulator wheels, converting the car into a species of rolling 'dachshund'.

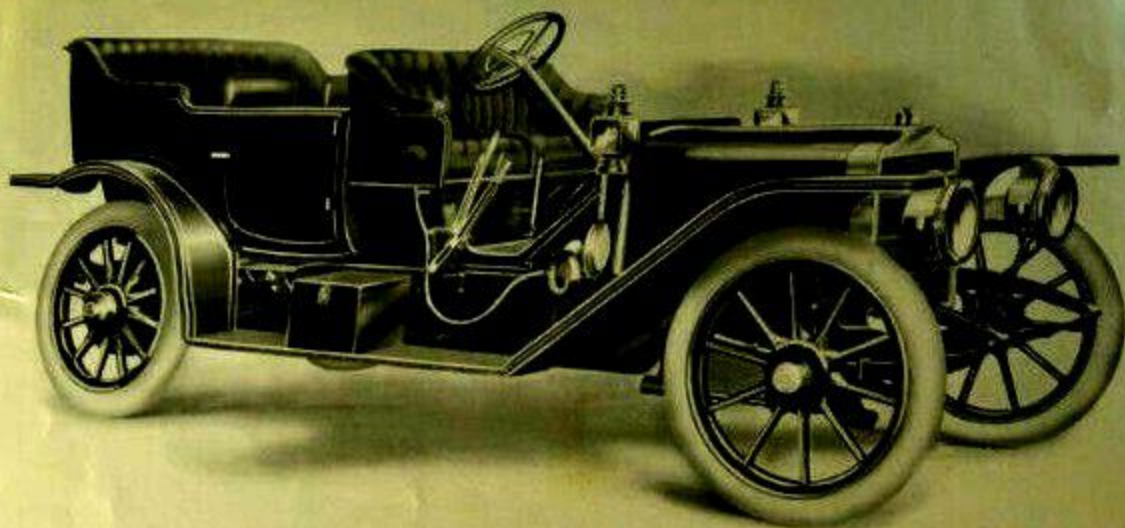
"The problem relative to tires, one affecting us all, is how to prolong their life. The first essential, in my opinion, is to have as high wheels as possible on our cars. I have four cars, and my experience is that the life of a tire, other things being equal, goes largely with the height of the wheel, for reasons some of which I have suggested. Tires on large wheels, moreover, support better the application of the brake than small ones, for the friction with the ground is along the long axis of the oval surface of contact and a longer and straighter stretch of tire wall supports the strain.

"For a similar reason, the walls on large-wheel tires probably better transmit and support the drive."

This covers the matter pretty thoroughly. Mr. Samways has demonstrated by his own experience the economy of tires, the ease of riding, the increased certainty of brake action and the increased traction of the larger wheels.



Rear View of The Traveler



The Tourist for 1910

SPECIFICATIONS—THE TOURIST

Type of Motor—Four cycle, Water cooled, Four cylinders cast in pairs, Mechanically actuated valves all on one side. Offset cylinders and cam shaft.

Bore and Stroke—5 1/2 x 5 1/2 inches

Horse Power—50, at 1000 revolutions

Water Pump—Gear driven centrifugal circulating pump

Ignition—Both high tension dual system with single arm coil, Kick switch and storage battery, both systems operating through one set of spark-plugs placed over intake valves.

Carburetor—Float feed auxiliary air supply type, Water jacketed

Lubrication—29 Gallons, Gravity feed to carburetor.

Lubrication—Gear driven pump contained in engine case with sight feed on dash, using all bearings and cylinders. Engine contains in crank case 1 1/2 gallons and there is also supplied a reservoir containing an additional two gallons. The transmission and differential run in oil.

Control—Irreversible worm and sector steering gear, with 18 inch steering wheel. Spark and throttle levers operate upon stationary sector. An accelerator pedal or foot throttle is also provided.

Clutch—Leather faced, fan bladed cone interlocked with emergency brake.

Transmission—Selective type, four speeds forward and one reverse, with direct drive on the fourth speed. Shafts and gears of Chrome Nickel Steel. All bearings imported annular type of especially large diameter.

Drive—Direct shaft to differential and floating live rear axles that bear no weight.

Front Axle—One piece nickel steel, I-beam section.

Wheels—Front, 36 x 4, 10 spokes, 2 inch, selected second growth hickory. Rear, 36 x 5, 32 spokes, 2 inch, selected second growth hickory.

Tires—Domestic makes, standard clincher type.

Brakes—Double internal expanding in 16 inch dust-proof brake drum attached to rear wheels.

Frame—Oil treated pressed steel of high tensile strength.

Springs—Front, semi-elliptic, 40 inch. Rear, platform type giving the equivalent of 67 1/2 inches in length.

Road Clearance—10 1/2 inches under entire length.

Wheel Base—124 inches.

Track—56 inches.

Body—Straight line sheet steel, finely finished and upholstered. Semi-divided front seats. Rear seat in tonneau holding three with auxiliary seats for two additional passengers, folding up against the side of tonneau when not in use.

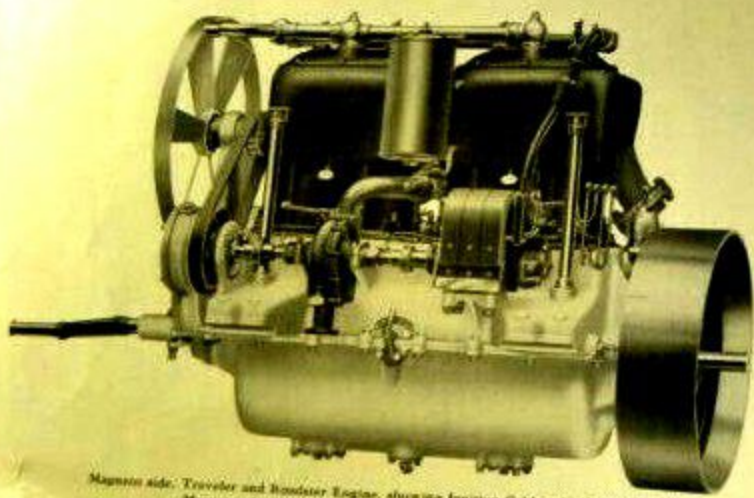
Color—American blue.

Weight—3200 pounds.

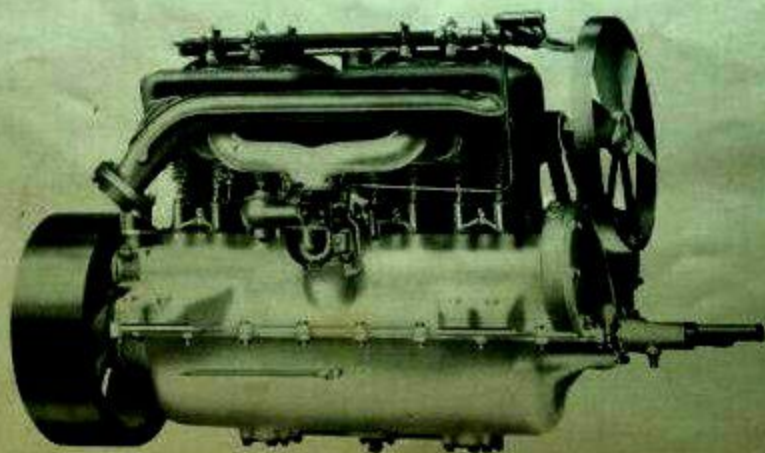
Standard Equipment—Two acetylene headlights, two side oil lights on dash, side oil signal light in rear. Acetylene generator. French horn and complete tool kit.

Price—\$4000 f. o. b. Indianapolis, standard equipment.

Special Equipment—Top, including envelope, side curtains and drop curtain in front, Parauette, \$135.00; Cravenette, \$150.00; Wind shields from \$35.00 up, according to style. Folding trunk rack, \$30.00. Patent leather trunk, \$35.00. Side double tire irons, \$14.50. Tire covers, \$5.00 each.



Magneto side, Traveler and Booster Engine, showing Ignition Cables, Air Pump, Oil Pump, Magneto, Auxiliary Gas Tank, Water Pump, Fan and Oil Drain



Intake side—Traveler and Roadster Engine

SPECIFICATIONS—THE LIMOUSINE

Type of Motor—Four cycle. Water cooled. Four cylinders cast in pairs. Mechanically actuated valves all on one side. Offset cylinders and cam shaft.

Bore and Stroke—5½ x 7½ inches.

Horse Power—36 at 1000 revolutions.

Water Pump—Gear driven centrifugal circulating pump.

Ignition—Bosch high tension dual system with single unit coil, kick switch and storage battery, both systems operating through one set of spark plugs placed over intake valves.

Carburetor—Float feed auxiliary air supply type. Water jacketed.

Gasoline Supply—19 Gallons. Gravity feed to carburetor.

Lubrication—Gear driven pump contained in engine case with sight feed on dash, oiling all bearings and cylinders. Engine contains in crank case 1½ gallons and there is also supplied a reservoir containing an additional two gallons. Transmission and differential run in oil.

Control—Irreversible worm and sector steering gear, with 18 inch steering wheel, spark and throttle levers operate upon stationary sector. An accelerator pedal or foot throttle is also provided.

Clutch—Leather faced, fan bladed cone interlocked with emergency brake.

Transmission—Selective type, four speeds forward and one reverse, with direct drive on the fourth speed. Shafts and gears of Chrome Nickel Steel. All bearings imported annular type of especially large diameter.

Drive—Direct shaft to differential and floating live rear axles that bear no weight.

Front Axle—One piece nickel steel, I-beam section.

Wheels—Front, 36 x 4, 10 spokes, 2 inch selected second growth hickory. Rear, 36 x 5, 12 spokes, 2 inch selected second growth hickory.

Tires—Domestic makes, standard clincher type.

Brakes—Double internal expanding on 16 inch dust-proof brake drum attached to rear wheels.

Frame—Oil treated pressed steel of high tensile strength.

Springs—Front, semi-elliptic, 40 inch. Rear, platform type, giving the equivalent of 67½ inches in length.

Road Clearance—10½ inches under entire length.

Wheel Base—124 inches.

Tread—36 inches.

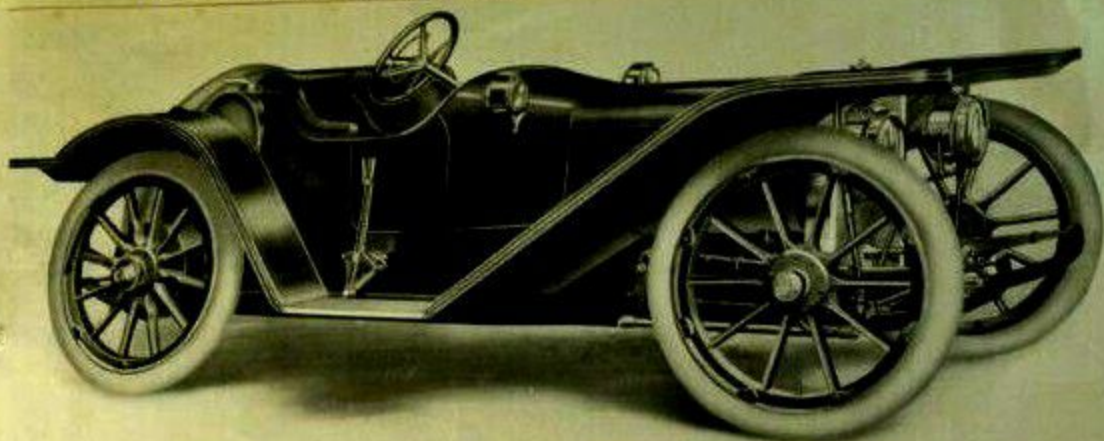
Body—Straight line sheet steel, finely finished. Upholstered either in leather throughout, or in broadcloth, which is optional, and includes seven shock protecting driver's seat. Two folding detachable extra seats in rear. Electric dome light. Annunciator, speaking tube and ladies' dressing set.

Color—Optional.

Weight—3600 pounds.

Price—\$2000 f. o. b. Indianapolis, standard equipment.

Special Equipment—Trunk rail on top, \$25.00. Folding trunk rack, \$30.00. Double side tire iron, \$14.50. Tire Covers, \$5.00 each.



The Roadster for 1910

SPECIFICATIONS—THE ROADSTER

Type of Motor—Four cycle, Water cooled, Four cylinders cast in pairs. Mechanically actuated valves all on one side. Offset cylinders and cam shaft.

Bore and Stroke—5 1/2 x 2 1/2 inches.

Horse Power—50 at 1000 revolutions.

Water Pump—Gear driven centrifugal circulating pump.

Ignition— Bosch high tension dual system with single unit coil, kick switch and storage battery, both systems operating through one set of spark plugs placed over intake valves.

Carburetor—Flap feed auxiliary air supply type. Water jacketed.

Gasoline Supply—22 Gallons. Pressure feed to auxiliary tank on engine. Pressure on gasoline tank maintained by positive air pump installed on engine.

Lubrication—Gear driven oil pump contained in engine case with sight feed on dash, oiling all bearings and cylinders. Engine contains in crank case 1 1/2 gallons and there is also supplied a reservoir containing an additional two gallons. Transmission and differential run in oil.

Control—Irreversible worm and sector steering gear, with 18 inch steering wheel. Spark and throttle levers operate upon stationary sector. An accelerator pedal or foot throttle is also provided.

Clutch—Leather faced, fan bladed cone.

Transmission—Selective type, four speeds forward and one reverse, with direct drive on the fourth speed. Shafts and gears of Chrome Nickel Steel. All bearings imperial annular type of especially large diameter.

Drive—Direct shaft to differential and floating live rear axle that bear no weight.

Front Axle—One piece nickel steel, I-beam section.

Wheels—Front, 40 x 4, 10 spokes, 2 inch selected second growth hickory. Rear, 40 x 4, 12 spokes, 2 inch selected second growth hickory.

Tires—Domestic makes, standard clincher type.

Brakes—Double internal expanding in 1 1/2 inch dust-proof brake drums attached to rear wheels.

Frame—Underhung, giving low center of gravity. Oil treated pressed steel of high tensile strength.

Springs—Semi-elliptic, 40 inch front, 48 inch rear.

Road Clearance—12 1/2 inches under entire length of car.

Wheel Base—110 inches.

Tread—56 inches.

Body—Sheet steel finely finished and upholstered. Individual seats, including rumble.

Color—American red.

Weight—2900 pounds.

Standard Equipment—Two acetylene head lights, one oil signal light in rear, acetylene generator, French horn and complete tool kit.

Price—\$4000 f. o. b. Indianapolis, standard equipment.

Special Equipment—Folding trunk rack, \$25.00. Patent leather trunk, \$35.00. Side double tire iron, \$14.50. Electric dash lamp, \$35.00. Top with envelope, side and drop curtains, Pannascoe, \$65.00; Cravenette, \$75.00. Tire covers, \$5.00 each.



Chassis of Tourist and Limousine



Primary Shaft with Gears, Bearings, Bearing Retainers and Universal Joint which is Part of Universal Coupling at the Rear of Transmission



Gear Shifting Members

SPECIFICATIONS

1910 Traveler Special

Type of Motor—Four cycle. Four cylinders cast in pairs, L type. Water cooled. High speed safety automatic valves. Cylinders offset. Intake valves inverted directly over exhaust operated by rocker arms.

Bore and Stroke—4 1/2 x 5 1/2 inches.

Motor Power—40, at 1300 revolutions.

Water Pump—Gear driven centrifugal circulating pump.

Ignition—Rochet high tension dual system with single coil, kick switch and storage battery, both systems operating through one set of spark plugs.

Carburetor—Float feed auxiliary air supply type. Water jacketed and controlled from dash.

Gasoline Supply—22 gallons. Pressure feed, pressure being maintained by positive air pump driven from end of cam shaft.

Oil Supply—Four gallons.

Lubrication—Gear driven oil pump contained in engine case with sight feed on dash, using all bearings and cylinders. Engine contains oil tank, case and overflow gallery and there is also supplied a reservoir containing an additional five gallons. Transmission and differential run in oil.

Control—Irreversible worm and sector steering gear, with 13-inch steering wheel bearing shock and throttle levers on steering motor. An accelerator pedal or foot throttle is also provided.

Clutch—Leather faced, fan shaded cone type.

Transmission—Spool type, four speeds forward and one reverse, with direct drive on the fourth speed. Shafts and gears of Chrome Nickel Steel. All bearings impregnated with type of essential large diameter.

Differential—Direct shaft in differential and floating live rear axle that bear no weight.

Front Axle—One piece Nickel Steel, I-beam section.

Wheels—Front, 40 x 4, 12 spokes, French selected second growth hickory. Rear, 40 x 4, 12 spokes, 8 inch selected second growth hickory. Equipped with demountable rims.

Tires—Dunlop makes.

Brakes—Double internal expanding in 10-inch dust proof brake drums attached to rear wheels.

Frame—Underlong, giving low center of gravity. Oil treated pressed steel of high tensile strength.

Springs—Semi-elliptic, 30-inch front, 40-inch rear.

Road Clearance—12 1/2 inches.

Wheel Base—122 inches.

Track—36 inches.

Body—Front seats divided, rear seats seating three, with tonneau door swinging forward.

Color—1910 Almond red.

Weight—1300 pounds.

Standard Equipment—Trunk rack. Two acetylene headlights, one oil signal light in rear, acetylene generator, French horn and complete tool kit.

Price—\$2500 L. S. K. Indianapolis, standard equipment.

Special Equipment—Patent leather trunk, \$30.00. Rear double tie ropes, \$10.00. Electric dash lamp, \$35.00. Top with dust shield, side curtains and front curtains, Patented, \$125.00. Crayonette, \$150.00. Tire covers, \$1.00 each.

1910 Roadster Special

Type of Motor—Four cycle. Four cylinders cast in pairs, L type. Water cooled. High speed safety automatic valves. Cylinders offset. Intake valves inverted directly over exhaust operated by rocker arms.

Bore and Stroke—4 1/2 x 5 1/2 inches.

Motor Power—40, at 1300 revolutions.

Water Pump—Gear driven centrifugal circulating pump.

Ignition—Rochet high tension dual system with single coil, kick switch and storage battery, both systems operating through one set of spark plugs.

Carburetor—Float feed auxiliary air supply type. Water jacketed and controlled from dash. Gasoline Supply—20 gallons. Pressure feed, pressure being maintained by positive air pump driven from end of cam shaft.

Oil Supply—12 gallons.

Lubrication—Gear driven oil pump mounted in engine case with sight feed on dash, using all bearings and cylinders. Engine contains in total case 12 gallons. Transmission and differential run in oil.

Control—Irreversible worm and sector steering gear, with 13-inch steering wheel. Shock and throttle levers operate upon stationary motor. An accelerator pedal or foot throttle is also provided.

Clutch—Leather faced, fan shaded cone.

Transmission—Spool type, four speeds forward and one reverse, with direct drive on the fourth speed. Shafts and gears of Chrome Nickel Steel. All bearings impregnated with type of essential large diameter.

Differential—Direct shaft in differential and floating live rear axle that bear no weight.

Front Axle—One piece Nickel Steel, I-beam section.

Wheels—Front, 40 x 4, 12 spokes, 8 inch selected second growth hickory. Rear, 40 x 4, 12 spokes, 8 inch selected second growth hickory. Equipped with demountable rims.

Tires—Dunlop makes.

Brakes—Double internal expanding in 10-inch dust proof brake drums attached to rear wheels.

Frame—Underlong, giving low center of gravity. Oil treated pressed steel of high tensile strength.

Springs—Semi-elliptic, 40-inch front, 40-inch rear.

Road Clearance—9 1/2 inches under entire length.

Wheel Base—120 inches.

Track—36 inches.

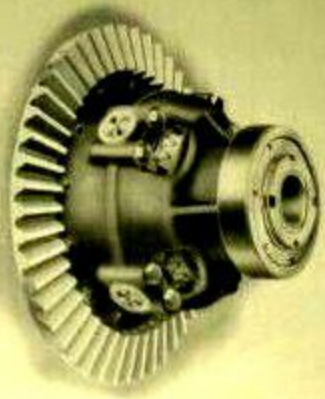
Body—Steel with individual seats. Racing type.

Color—Lead grey.

Weight—2000 pounds.

Standard Equipment—Two acetylene headlights. One rear signal light. Shock absorbers. Double tie ropes in rear, compressed gas tank and special brackets. Front horn and complete tool kit.

Price—\$2800 L. S. K. Indianapolis, standard equipment. We have it arranged with you, check whether we quote Roadster Specials with leaders, running boards, exhaust hooks and muffler, or prepare the car with extra power, engine exhaust through the hood, etc., for racing purposes. It is impossible in Roadster Specials to provide for seating capacity for more than two people.




Differential Complete with Bearing and Driving Gear



Transmission Gear Case



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