

"A CAR FOR THE DISCRIMINATING FEW"

IN SIX MODELS FOR NINETEEN-TEN



T 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 40inch 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.

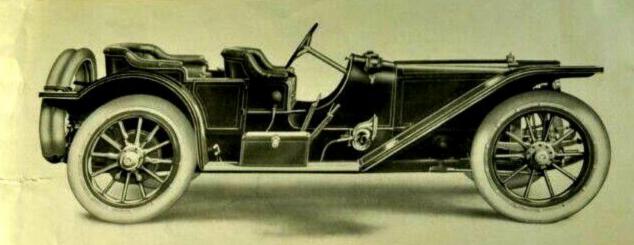
A British motor expert—whose utterances are received as authoritative—has recently expressed his views of larger wheels for motor cars, and these are reproduced on an inside page.

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 Truveler for 1918

SPECIFICATIONS - THE TRAVELER

Type of Mains-Fishe eyels. Wither could be but cylinders and in pairs. Mechanically actuated valves all in one side. Offset cylinders and can adort

Beer and Speaker-334 x 355 inches

Heres Pener-30, at 1000 revolutions.

Water Pewp-Gees drives enstrifugal ecreeksing pump

I continue. Bourt, high tournor dual systems with moule must coal, bick with the and worage battery, both systems operating through our set of squak place placed over make valves.

Fachacuter-Foot feed ancillary air supply type. Water incketted

Guardine Supply-22 Collinia Pressure feed to annihilary took our employ. Personn on greating tank maintained by positive air sump costalled on engine

Laboration officer driven pump contained in engine case with eight feed on both inliner all bearings and extenders. Engine contains in crank case 115 gallous of there is also supplied a reservoir containing an additional two gallors. Transmeans and deferential run in oil

Control-Treversible worm and sector atoming pear, with 18 inch steering wheel Spark and through fevers operate upon stationary Scener. An accelerator well or toot shrottle is also provided.

Cherch - Leather faced, Int bladed cons.

Transmission. Selective type, four speeds forward and one reverse, with direct free on the fourth speed. Shafes and gears of Chrone Nickel Sheet. All bearings imported annular type of especially large diameter.

Dence Direct than to differential and dearing five year aide that bines in tratadir.

Front Jule-One piece mickel speel, I-beam sterion,

Wheels-From 40" x 4", 10 mokes, 2 inch selected second growth hickory. Regr. #F x 4", 12 spokes, 2 took selected accord growth backury.

Tires-Thomestar makes, standard clinches type

Broker-Double internal expanding in 16 inch dust-proof brake drama attached in erar wheels.

Frame-Undershing, giving low center of gravity. Oil treated pressed steel of high temile strongsh

Springer-Semi-elliptic: 40 inch from, 48 inch rear.

Road Clearance -12% web under entire length of ear.

Wheel Buse-122 inches.

Treatd-So inches.

Budy. Sheet steet finely misshed and uphalstered. Individual frunt souts, rear seats undivided scatter there passengers. Tomean door opening forward,

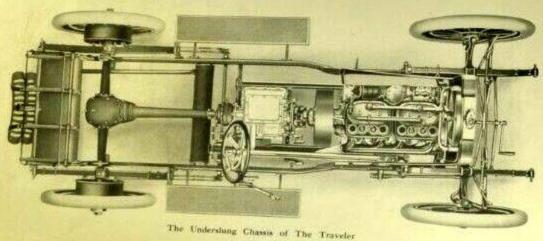
Color-1920 American sed

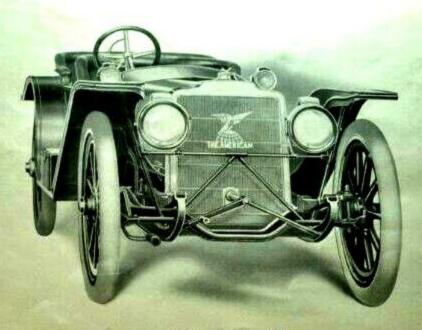
Weight-1200 pounds

Standard Emissions Trank rack. Two acceptone headingless, one oil signal light in rear, accivienc generator, French horn and complete tool kit.

Price-\$600 t. o. b. Indianapolia, standard equipment.

Special Languagnest-Patent leather trunk, \$35. Rear double tire from, \$16. Deetrie dash lamps, \$35. Top, with dust shield, side curtains and from curtain, Pantasent, \$135; Craveocite, \$550. Tere covers (meh), \$540.





The Traveler-Front View

M ANY things can be said in advocacy of the 40 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 misance, 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 most 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.

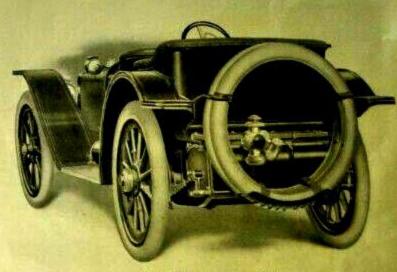
"It is the width of contact, and not the length of the contact surface on the ground, which determines the amount of dust a wheel raises. A wide track obviously raises more dust than a narrow one. With a high wheel the contact surface is a long narrow oval, and with a low one, it is a short, wide oval 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) ran much more smoothly; the tire lasts longer, as it touches the ground less often; it probably heats less and certainly crods 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 'dachsbund'.

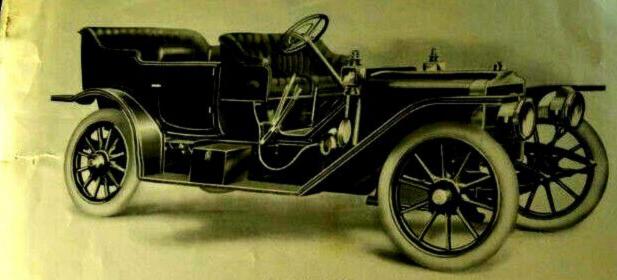
The problem relative to three, one affecting us all, is how to prolong their life. The first essential, in my opinion, is to have as high wheels as possible on our cars. I have four cars, and my experience is that the life of a fire, other things being equal, goes largely with the height of the wheel, for reasons same 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 Travelet



The Tourist for 1910

SPECIFICATIONS - THE TOURIST

Type of Matter From cycle. Water uncled. Four collabora cast in pairs locharically actioned values all in my side. 1994er considers and can share.

Bore and Stroke Show his inches

Horse Pence 30, at 2000 revolutions.

Water Pant-Gear drives costribugal circulating pump.

I puritus—Possib high terrains shad system with single and code look switch and stategy, both extens speciating through one set of special plans placed over make valves.

Carboratio-Albur feed auxiliary air supply type. Water jurketed.

to cardino Supply-19 Gallions. Generaly food to carborreine

Laboration—(con driven pump contained in engine case with sight feed on dash, using all hearings and colinders. Engine contains in erank case 1% galloos and there is also negotical a reservoir containing an additional two gallons. The transcenses and differential ten in rel.



Magnete side, Traveler and Roudster Engine, above ing Ignision Cebles, Air Pomp, Oil Piping, Magnete, Auxiliary Cos Tank, Water Pump, Fan and Oil Drain

Control—Icreversible worm and sector steering gear, with 18 lock steering wheel. Spark and shrottle levers operate upon stationary sector. As accelerator potal or foot strottle is also provided.

Clubb-Erather faced, fan bladed cone interlocked with emergency brake.

Praximization—Scheduse type, four speeds forward and one reverse, with direct drives on the fourth speed. Shafts and grars of Chrome Nickel Steel. All hearings imposted annular type of especially large disonetes.

Draw Direct shaft to differential and floating live year axies that bear no weight.

Front Jale One piece nickel steel, I beam section.

Wheels-Front, 26 x 4, 10 spokes, 2 inch. selected second growth linkury. Rear, 36 x 5, 12 spokes, 2 inch. selected second growth hickory.

Tires-Daniestic makes, standard clincher type.

Brutes-Double meetial expanding in 16 meb dust-proof bruke deum attached to rear wheels

Frame-Oil trented pressed steel of high tensile strength.

57 root. Front, semi-elliptic, 40 inch. Scar, platform type giving the episcalcul of 67/2 inches to length

Hand Charmace-10% inches under entire length

Wheel Base-124 inches.

Toward-56 inches

Body-Straight line sheet steel, finely finished and upholstered. Semi-divided front seats. Rose seat to tonouse holding three with anxiliary costs for two additional passengers, folding up against the side of tonocan when not in use.

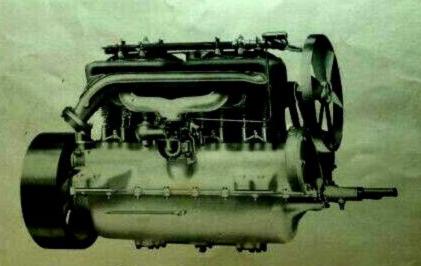
Color-American blue.

Weight- 1200 pounds.

Standard Equipment—Two acetylone headlights, two side oil lights on dash, one oil signal light in rear. Acetylone generator. French hors and complete tool kit.

Price-\$4000 f. o. b. fodianapolis, standard equipment.

Special Equipment—Top, inclining envelope, side curtains and drop curtain in front, Pontanute, \$13500, Cravenette, \$15000 rack, \$3000. Patent feather trank, \$8500. Sole double tree trans, \$1450. The current, \$300 early.



Intake side Traveler and Roadster Engine

SPECIFICATIONS - THE LIMOUSINE

Type of Mutor Foot excle. Water couled. Four cylinders cast in pairs. Mechanically actuated valves all on one side. Offset cylinders and cast shaft.

Bore and Stroke -516 x 559 inches.

Horse Physer-90, at 1000 revolutions.

Water Pump - Gear driven centrifugal cirrulating pump.

I quotion—Rosch high tension dual system with single unit end, links switch and storage battery, both systems operating through one set of spark plags placed meet totake valves.

Carboreter-Float feed auxiliary air supply type. Water jacketed.

Garoline Supply-19 Gallons Gravity feed to carborretor,

Lubrication—Goar driven pump contained in engine case with highe feed on dash, eding all hearings and cylinders. Engine contains in cruok case 117 gallions and there is also supplied a reservoir containing an additional two galloes. Transmission and differential run in oil.

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

Chitch-Leather faced, fan bladed cope interlocked with emergency brake.

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

 $D_{\rm crit}$ -Direct shaft to differential and floating live roar axies that hear no weight

Front Acle. One piece nickel steel, I heart section.

 $H^2 \log x = \Gamma_{\rm CODE}$, 35 s 4, 30 spokes, 2 inch selected accord growth hickory. Here, $V \approx 5$, 12 spokes, 2 inch selected second growth inchary.

Twee-Donnestic makes, standard clinetier type

Breaker Double internal expanding us We lock dust proof builts draw attached to year wheels.

Frame-Oil treated pressed steel of high topole strength,

Springs - Front, semi-elliptic, 40 inch. Rear, platform type, giving the equivatent of 67% inches in length.

Rood Clearance-1054 inches under estire length

Wheel Bose-128 inches

Treed-36 inches.

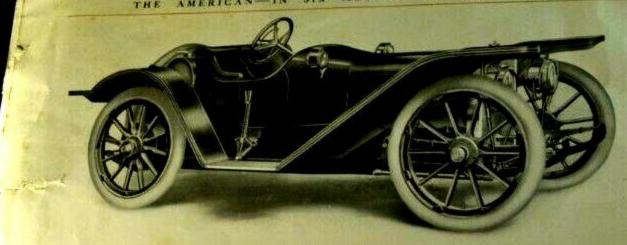
Body-Straight him short steel, hindr finished, Upblistered sides in builder throughout, or in breakdinth, which is optimal and includes since such protecting driver's sext. Two folding detarbable extra texts in transact. Electric dissecting homometer, speaking tabe and latters dressing set

Color-Optional.

Weight-d600 pounds

Price-\$500 f. o. b. lodemapolis, standard equipment

Streigt Equipment Trank rail on top, \$2500. Falling trank rack, \$3000 Double side tire from \$1430. The Cover, \$500 and a



The Roadster for 1910

SPECIFICATIONS THE ROADSTER

Type of Marce. Four cycle. Water cooled. Four cyfnolies 630 in pairs. Hechanically actuated values all on one tale. (West syludiess and saim shaft.

Nerv and Stroky-Sig's Sig sisches.

Horse Poscer-30, at 1000 regulations.

Water Panel - Gear driver mutrifugal extradating ports.

Invitors been been from the area and arrive with single unit cell, hick senion and arrive battery, book assisted operating through one out of speak place placed over make values.

Carbaretor-Plant feed anathory air supply type. Water jacksted.

(carrier Stype) - 2 Collors. Pressure land to anothers tank or engine. Pressure on gooding task maintained by positive are pump installed on crame.

Sabrian — Ger driven of pump contained in sygme care with high feed of daily office all Searings and exhibiting. Engine numbers in crank case his policies and those is also supplied a reservoir containing air additional two gallons. I reministen and inflorestal two in oil.

Control - Irreversible worm and sector scering grar; with 18 such strering wheel. Spork and throttle levers operate upon staniously sector. An accelerator total or foot flutatife is also provided.

s man h-Lepther faced, has blidded come

Transmission—Selective type, four speeds forward and one reverse, with direct three on the fourth speed. Staffs and gover of Chromic Stekel Seel. All Searings imported actualize type of especially large allowater.

Direct three shall so differential and floating five year axion that bear no weight.

Front Axio-Chie piver trickel steel, I-bram section.

If April - Front, 40 x 4, 10 spokes, 2 inch selected second growth lockbory. Bear, 40 x 4, 12 spokes, 2 inch selected second growth hickory.

Tires-Donestic makes, standard elincher type-

Brakes. Durchle internal expanding in Its such done proof brake draws attached to our wheels.

France-Undershing, giving low center of gravity. Oil treated pressed stret of high treate strength.

Springs-Sensi-elliptic 40 inch front, 48 inch rear.

Road Clearanty-1214 teches under write bright of car-

Wheel Base-330 moltes.

Prepa - 56 inches

Realy-Sheet steel finely footshed and upholstered. Individual wats, including runble.

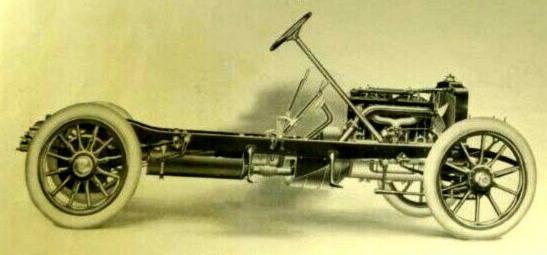
Color-American red.

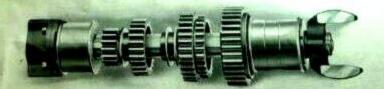
Weight-200 pounds

Standard Equipment-Two acceptene head lights, one oil signal light in year, accepting generator, French been and complete tool kit.

Price-\$4000 f. c. b. Indianapolis, standard equipment.

Special Equipment—Folding trunk rack, \$25.00. Patent leather remail, \$35.00. Side double tire irons, \$14.50. Electric dash famps, \$35.00. Top with envelope, side and drop entrains, Pantasore, \$65.00, Craveocitic, \$75.00. Tire covers, \$5.00 rach.





Printers Shalt with Green Bearings, Bearing Sectioners and Universal Clear which is Part of Universal Cooping of the Rese of Transmission



Gear Shifting Members

SPECIFICATIONS

1910 Traveler Special

I proof the work the space from collective and in part, is type every mater. Median only report after Collective other later series constant pression one collective constants.

Hope and Strate | top a 5% below.

Marie Panes - 60, at 1990 revolutions.

Hunce Parag. Grav driven contribute contribute purple

gration. No. of bight trouble dual system with single root cell, but switch and Manage battery, with Western operating through one per or spock plags.

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the anger their gallion.

perfection. Generally depressed in progression of the property of the control of

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Chrick Louise faced, in bladed cone type.

Transmission Sylvathe type, from spends forget and one greens, with direct drive on the front spend Shafts and grant of Chiame Kickel Shaft. All hearings reported annulas are of expendite large distances.

Deces-Direct shift in differential and finding live year actor that have no weight. Fenet Asie One pace Nubel Steel, | Arana section.

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Strikes Dentile internet expanding in Africal dust point traks drains attacked to real

Power Understang group low center of gravity. Oil treated ground would of high untills screently.

Springs-Semi-elliptic. 10-lack front, 48 inch was

Road Courses -- 1554 Melies

M'Asse None- the leader.

Treal 36 inches

Holy Pront some Second, come seem using there, with moment dear swinging barased Color-1919 American and

Weight Alth princis.

Standard Kantoneron-Trunk took. Next acceptent trudlights, one old signal light in rear, scripton generator, French hard and complete tool kit.

Price-\$5000 c. n. k Indianopsiu, standard equipment.

Spired Epstences - Parest Bother truck, \$35.00. Ross double the steen, \$10.00. Floriton dark larger, \$55.00. The wide deep which case curities and from vertice, Particular, \$122.00. Convenient, \$150.00. Chi.

1910 Roadster Special

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maker Paray Come School contributed electronic ho

deposition. Break high treasure dead system with cough unit will high salesh and stress territory, but the course operating through one set of open plage.

Contactor Float feel smallery air course type. Water judicing and contribed from fact. thurship Sapely in judice. Virginia field, pressure being weignment by positive an

Oil Supply 12 galleon

Later office Tear driver of prosp thoronted in course now and sight field on does not use the contract of printers. Explicit evotence in trials the tip golden. Transmission of contract the printers of the p

through through the core and series on the pair and 18 and

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Setup Cheer short to differential and Booking the year arter that there as using Recent Calculated place Nobel Seed, There are the

Where Proof 54 a 4. It protes, Sinch school second growth history. How he a 406 it spikes, Sinch school second growth history. Expressed with demonstrated comm.

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From Cathrillon, giving low course of graving. The turbod protect sport of high course

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Name Character 914 taches make sance length

B'neel Bare-120 imbra.

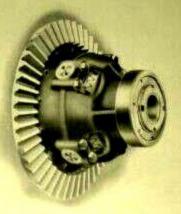
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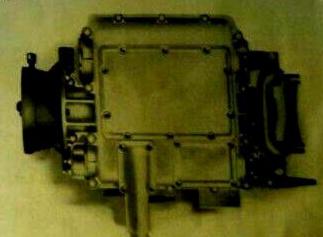
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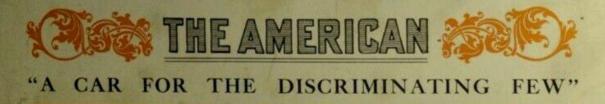
Hard for Continues. The propher hardight. One can stand that Sone desired



Differential Complete with Bearing and Thereing Contr.



Transmission Gear Case



IN SIX MODELS FOR NINETEEN-TEN

AMERICAN MOTOR CAR COMPANY
Standard Manufacturers A. M. C. M. A.
INDIANAPOLIS, INDIANA