

THE AMERICAN

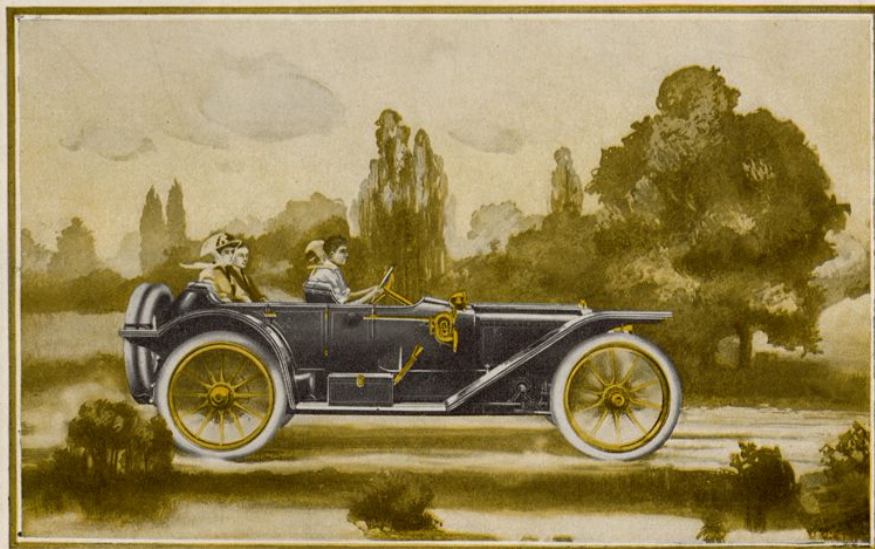
"A Car For The Discriminating Few"

In Nine Models for Nineteen-Eleven

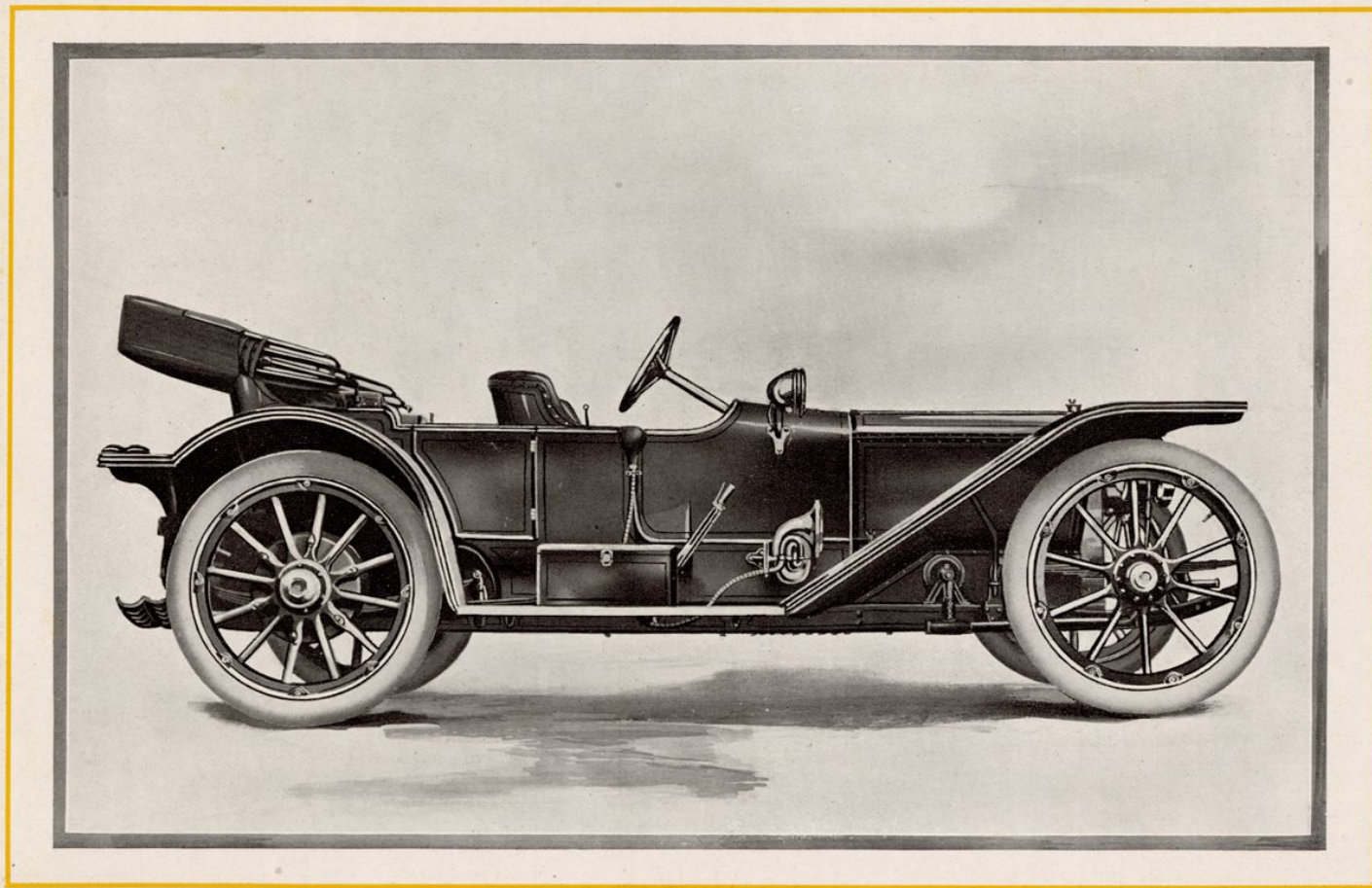
THE 1911 American is the result of many years of successful development and evolution of a type of high powered, safe, reliable and distinctive motor car.

Realizing that ultimate success is dependent upon complete efficiency and perfect attention to detail, the manufacturers and designers of the 1911 American present a car which is the outgrowth of thorough trials and tests under the most exacting conditions, and which stands pre-eminent in its field.

Few changes will be made from 1910 models and these are largely refinements of detail. The 1911 American is offered to a discriminating public as "America's greatest car."



AMERICAN TRAVELER



TRANSMISSION AND CONTROL

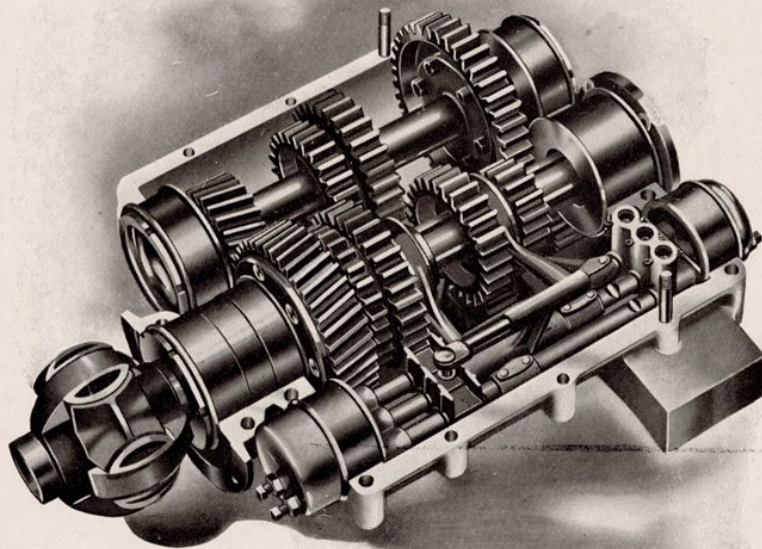
THE transmission of the American is of the selective type, with four speeds forward and one reverse, and with a direct drive on the fourth speed. This enables the driver to change speed quickly without passing through intermediate gears.

As regards materials, only the best quality of Chrome Nickel steel is used. The bearings are of the imported annular type of especially large diameter.

The drive is a direct shaft to the differential and to floating live rear axles that bear no weight.

The steering gear is an irreversible worm and sector with 18-inch wheel. The spark and throttle levers are upon a stationary sector. An accelerator pedal or foot throttle is also provided.

The powerful American is controlled perfectly at all times. The generation of power and its application work in perfect harmony, resulting in a combination that is a revelation to the user.



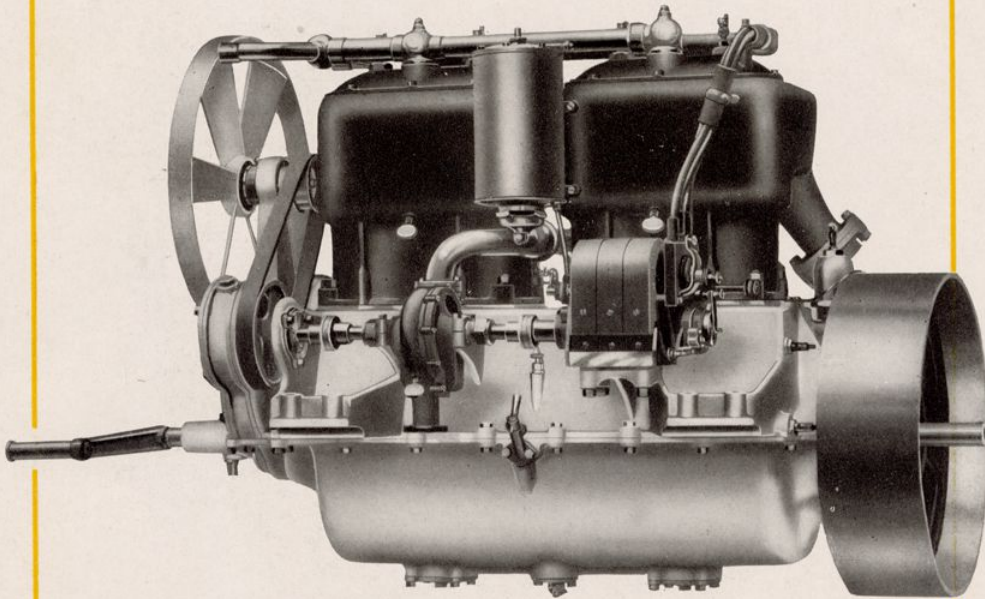
American Four Speed Selective Gear Set

THE POWER PLANT

THE American first came into universal recognition because of its noiseless and powerful motor, underslung frame, high wheels and its long, low, distinctive lines. Our experience has shown us that a high powered motor is far more durable, costs less for upkeep, is more comfortable to passengers, and is altogether more advantageous to the user. We were one of the first to realize that a motor should be more powerful than necessary so as to provide for emergencies.

As the principle of the underslung frame insures drivers from many of the dangers of motoring, the American's manufacturers have not hesitated to install a power plant of unusual power and flexibility. As to speed—70 miles per hour is at the driver's command—or its equivalent in power for hills, sand, or when needed.

All motors are four cylinder, L type, with the cylinders cast in pairs and offset. The valves are all on one side, and are mechanically actuated. The Roadster Special, Speedster and Traveler Special

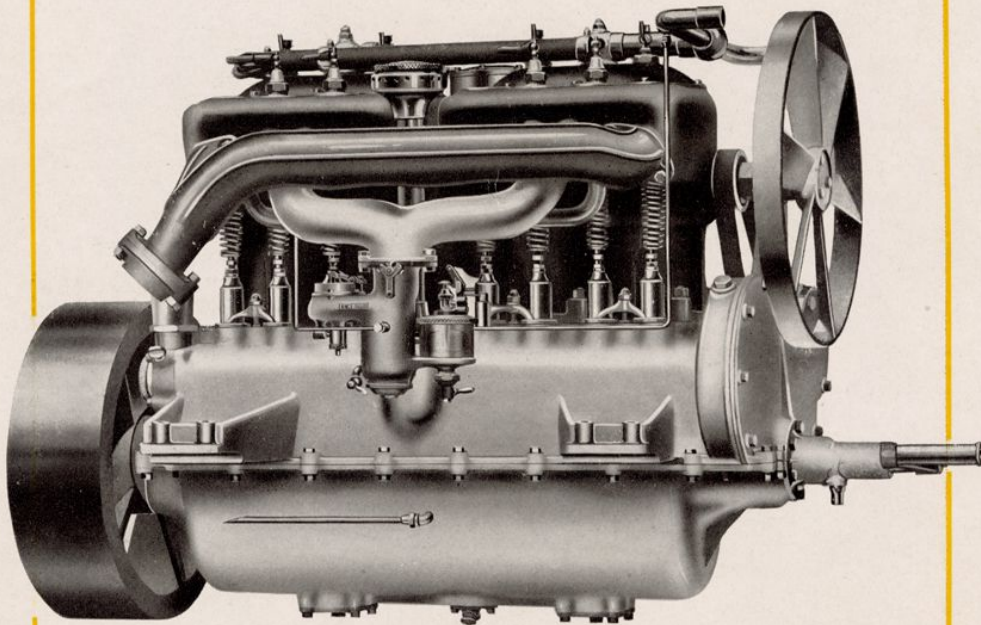


Magneto side, Traveler and Roadster Motor, showing Ignition Cables, Air Pump, Magneto, Auxiliary Gas Tank, Water Pump, Fan and Oil Drain

motors have inlet valves inverted directly over the exhaust and operated by rocker arms.

The Roadster, Roadster Coupe, Traveler, Traveler Coupe, Tourist and Limousine models have 50 horsepower motors, in which the bore of the cylinders is $5\frac{3}{8}$ inches and the stroke of the pistons is $5\frac{1}{2}$ inches. In the Speedster, Roadster Special and Traveler Special, the horse power generated is 60. The bore of the cylinders is $5\frac{3}{4}$ inches and the stroke is $5\frac{1}{2}$ inches.

The motor of the American is noted for its flexibility. It responds to the slightest wish of the driver, either while traveling at a high rate of speed on an open highway, or crawling slowly through the congested traffic of a city.



Intake Side, Traveler and Roadster Motor

LUBRICATION

A NEW feature of the 1911 American is the concealed oiling system in which two flexible steel tubes convey the oil to and from the indicator on the dash. These tubes are so arranged that there is not the slightest possibility of damage to the oiling system. The oil is forced by a gear driven pump contained in the engine case, with sight feed on the dash, and oiling all the bearings and cylinders thoroughly.

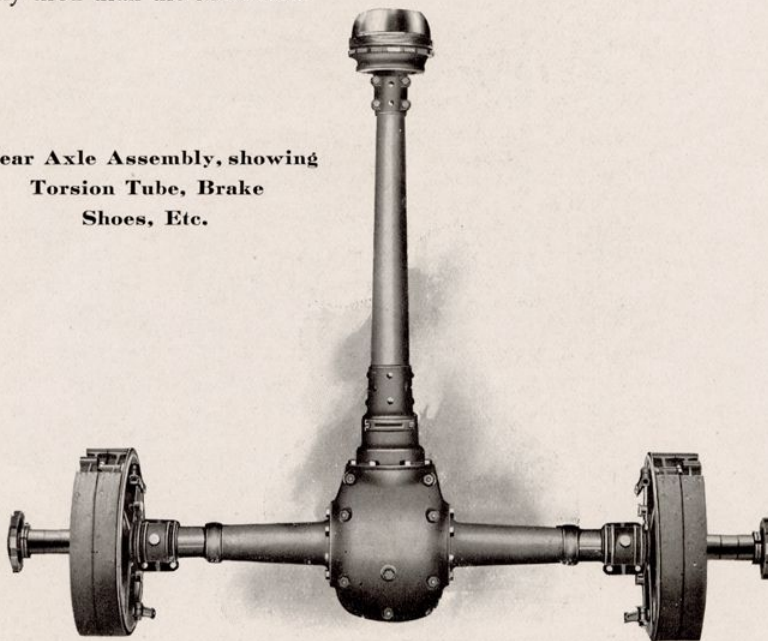
The crank case of the American motor contains one and one-half gallons of oil. The Roadster, Roadster Special and Speedster models have an auxiliary oil supply of eight gallons. The remainder of the models have an auxiliary oil supply of two gallons.

TIRE EQUIPMENT AND WEIGHT

THE American is noted for its economy of tire wear and low cost of up-keep. Numerous letters of commendation from satisfied users of 40 inch tires is proof that such equipment is the most satisfactory to the car owner.

Weight considered, there is no car made which is more liberally tired than the American.

**Rear Axle Assembly, showing
Torsion Tube, Brake
Shoes, Etc.**



THE AMERICAN

"NO NOISE BUT THE WIND"

SEVEN years of unwavering devotion to certain original ideas has placed the American in the front rank of motor cars. The American rightly deserves to be called "a car for the discriminating few."

The prestige of the American has been built, not upon extravagant claims made for the car through the press, magazines and trade journals, but upon the substantial way in which the features of American construction have been accepted by the public.

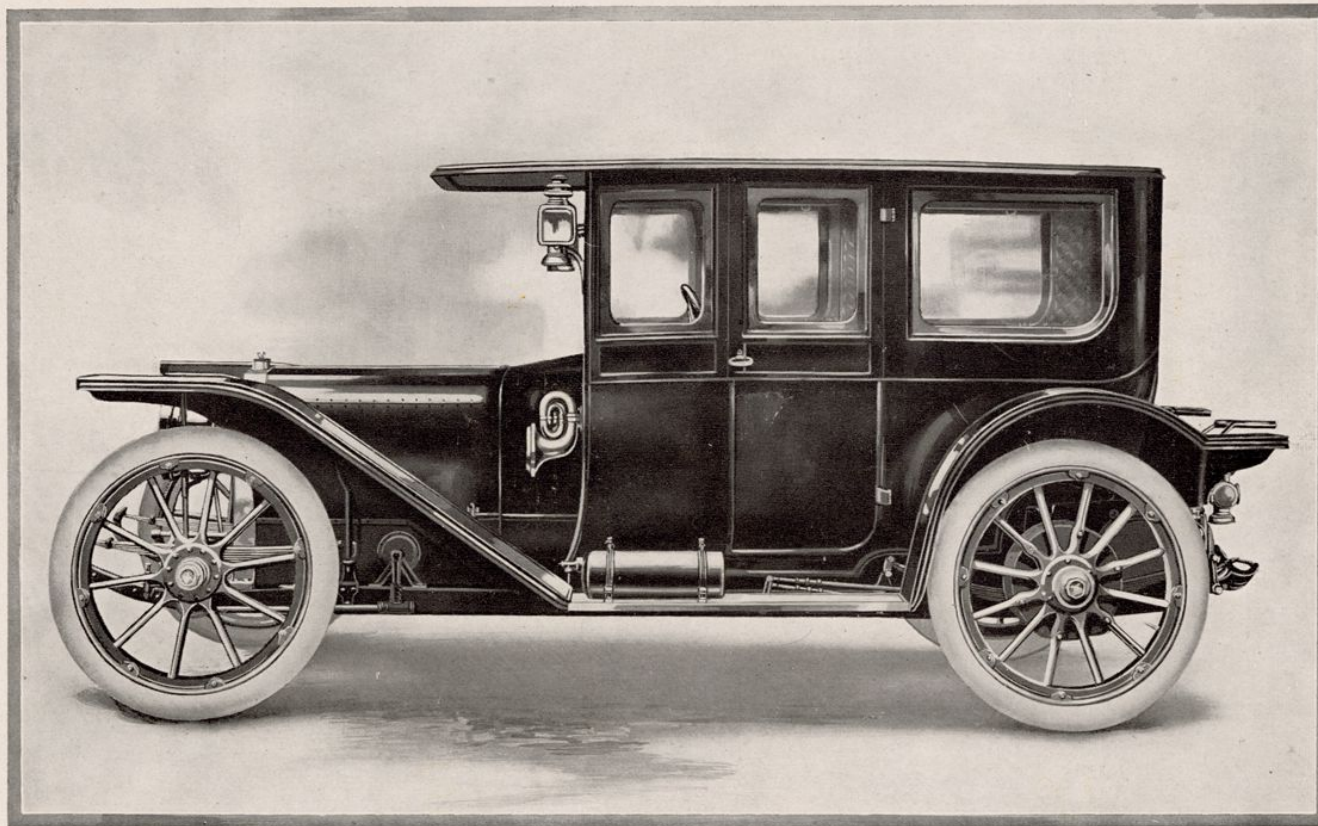
Nine models are offered in 1911: The Roadster, Roadster Coupe, Roadster Special, Traveler, Traveler Coupe, Traveler Special, Speedster, Tourist and Limousine.

UNDERSLUNG FRAME INSURES SAFETY

WITH a view to the safety of motorists, the American has been designed with an **UNDERSLUNG** frame in seven of the models. In swinging this frame the center of gravity is lowered, throwing the weight near the ground. This system affords great safety in turning corners, for the reason that the springs are so nearly in line with the horizontal center of the mass of the weight that, instead of being deflected vertically, the load is applied to the side of the springs. As the spring cannot be deflected laterally, the frame is retained in a horizontal position, and the unpleasant swinging-out feeling at a corner is quite obviated.

This low center of gravity makes a straight line drive possible, and conserves the engine energy ordinarily lost by an angle joint. Besides this saving in engine power, it is a proven fact that the low

AMERICAN TRAVELER COUPE



center of gravity prevents the American Underslung from skidding or turning over, even under the most adverse conditions.

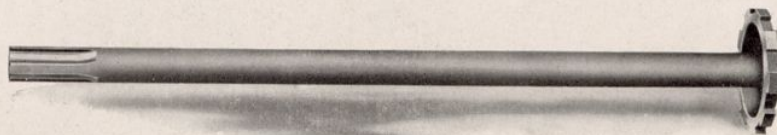
But two models of the American are made with the overslung or conventional chassis; the Tourist and Limousine. The lines of these cars are distinctive and fashionable and they are easily the most stylish designs in cars of their class on the market today. Like the rest of the American models, their every feature is suggestive of refinement, elegance and efficiency.

ROAD CLEARANCE

A QUESTION is often raised as to road clearance of the underslung American. With a clearance of $12\frac{1}{4}$ inches, the chassis has 2 inches more road clearance than 80 per cent of the cars built in America or abroad. The American will traverse roads which other less highly powered cars cannot, as the engine power, reliability and ample road clearance make it an ideal car for cross country driving.

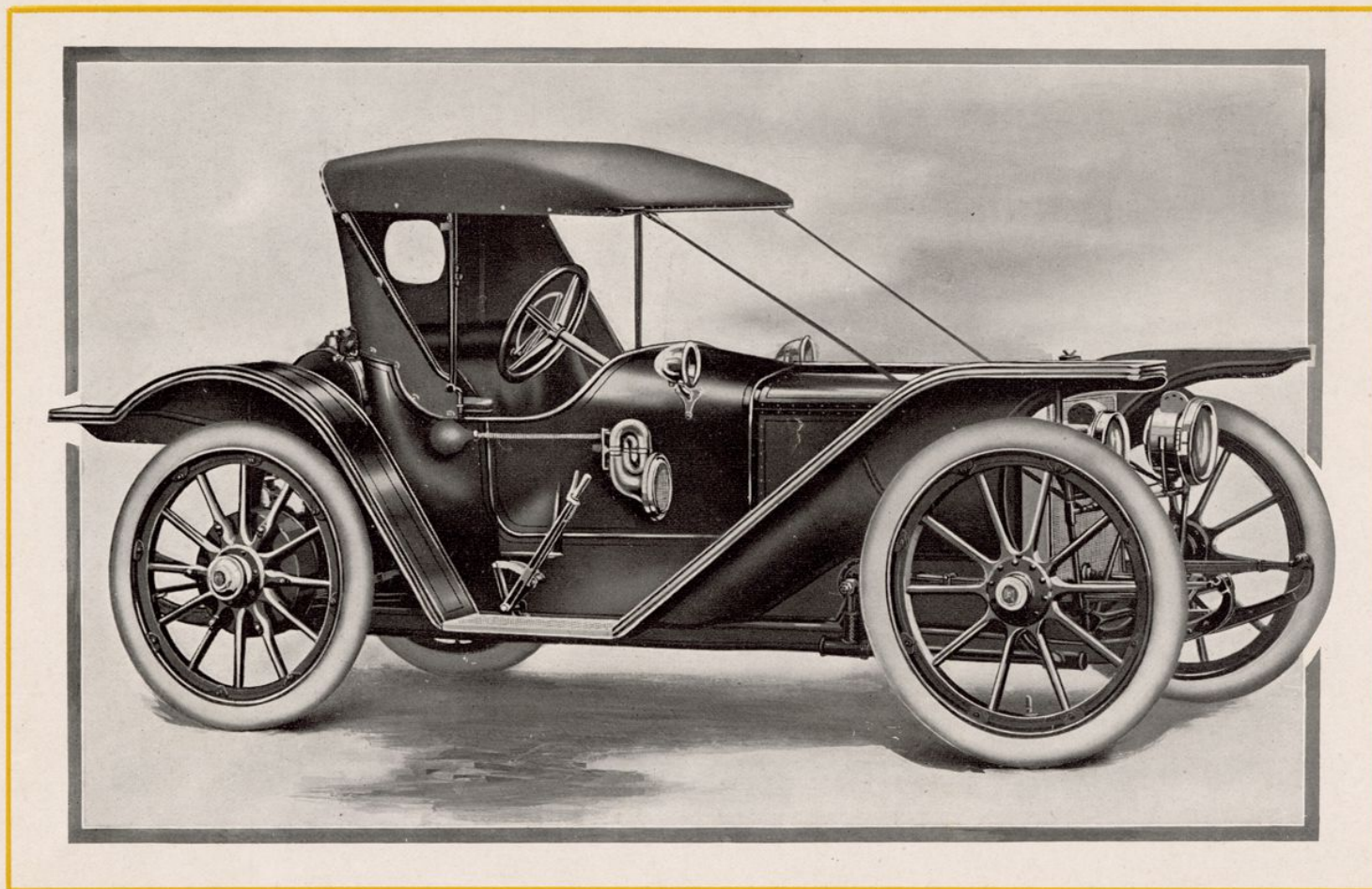
SELECTION OF MATERIALS

THE policy of the manufacturers of the American is to secure the best available materials without consideration of cost. To do this necessitates the purchase of some of the finer parts of the car from the foreign markets. In producing the American, the object in view is to secure a maximum of strength and reliability, and this is done no matter what the time and expense found necessary. Some of the parts which we import are springs, pistons, cylinders, bearings, forgings, gear blanks, etc., etc.

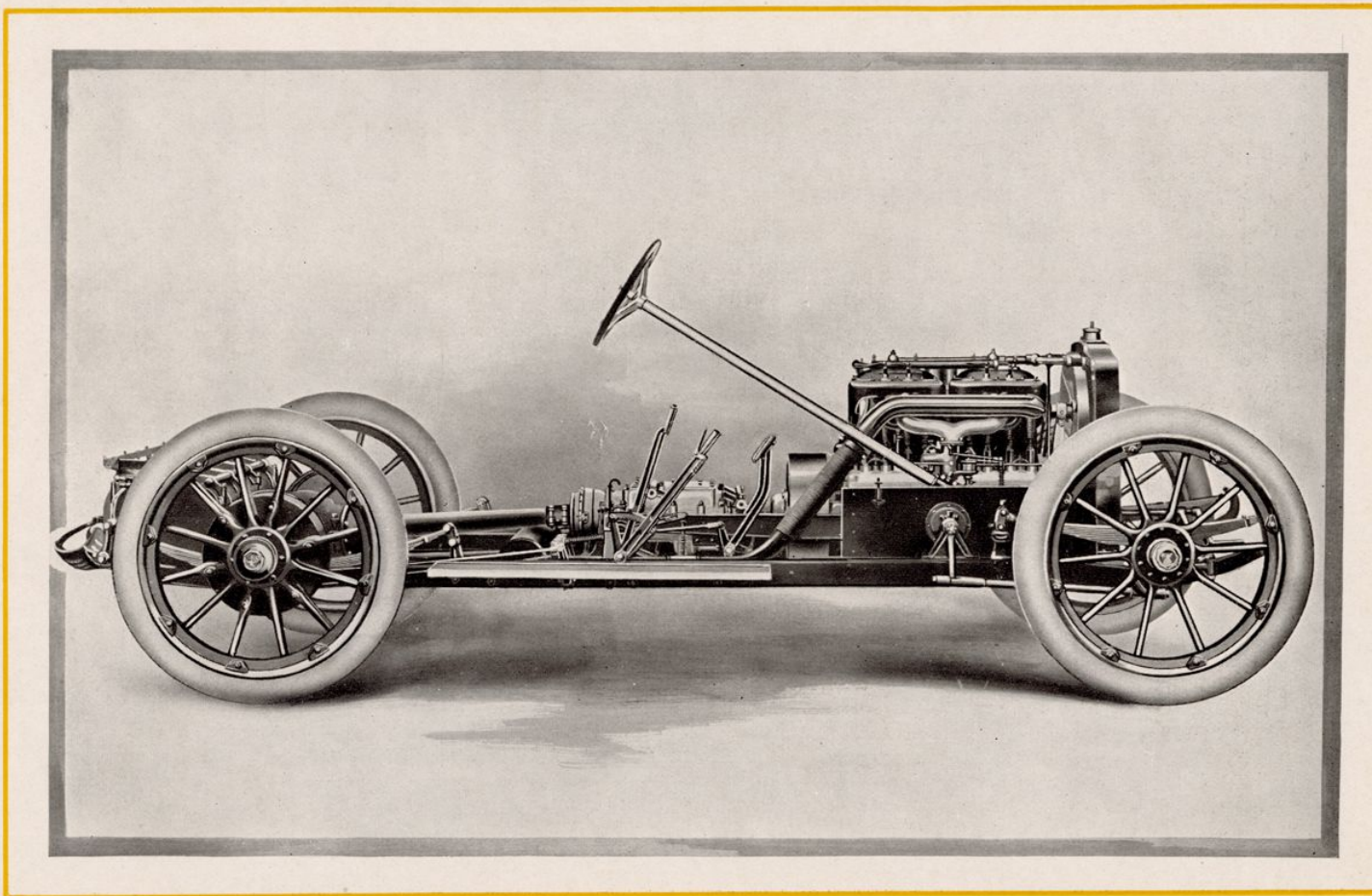


· Floating Axle with Integral Claw Coupling

AMERICAN ROADSTER



AMERICAN UNDERSLUNG CHASSIS



AMERICAN SPECIFICATIONS

TYPE OF MOTOR

Four cycle. Four cylinders cast in pairs, L type. Cylinders offset. The Speedster, Roadster Special and Traveler Special motors have inlet valves inverted directly over exhaust and operated by rocker arms.

BORE AND STROKE

Roadster, Roadster Coupe, Traveler, Traveler Coupe, Tourist and Limousine,— $5\frac{3}{8}$ " x $5\frac{1}{2}$ ".
Traveler Special, Speedster and Roadster Special,— $5\frac{3}{8}$ " x $5\frac{1}{2}$ ".

HORSEPOWER

Roadster, Roadster Coupe, Traveler, Traveler Coupe, Tourist and Limousine,—50 H. P. at 1000 revolutions.
Traveler Special, Speedster and Roadster Special,—60 H. P. 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 system operating through one set of spark plugs.

CARBURETOR

Float feed auxiliary air supply type; water jacketed.

GASOLINE SUPPLY

Traveler, Traveler Special, Traveler Coupe and Roadster Coupe—22 gallons.
Roadster, Roadster Special and Speedster—24 gallons.
Tourist and Limousine—19 gallons.

Gasoline is pressure feed, pressure being maintained by positive air pump driven from end of cam shaft.

EXTRA OIL SUPPLY

Roadster, Speedster and Roadster Special—8 gallons.
Traveler, Traveler Special, Traveler Coupe, Roadster Coupe, Tourist and Limousine—2 gallons.

LUBRICATION

Gear driven oil pump contained in engine case with sight feed in toe board, oiling all bearings and cylinders. Engine contains one and one-half gallons in crank case. There are only two exposed, flexible steel oil pipes. The concealed oiling system is a new improvement of the American. Transmission and differential run in light grease.

CONTROL

Irreversible worm and sector steering gear, with 18" steering wheel bearing spark and throttle levers on a stationary sector. An accelerator pedal or foot throttle is also provided.

CLUTCH

Special woven asbestos facing, fan blanded cone type. Rubber inserts under facing to permit easy engagement.

TRANSMISSION

Selective type, four speeds forward and one reverse, with a 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

Roadster, Roadster Coupe, Traveler, Traveler Special and Traveler Coupe—Front, 40 x 4, 10 spokes, 2-inch selected second growth hickory. Rear 40 x 4, 12 spokes, 2-inch selected second growth hickory.

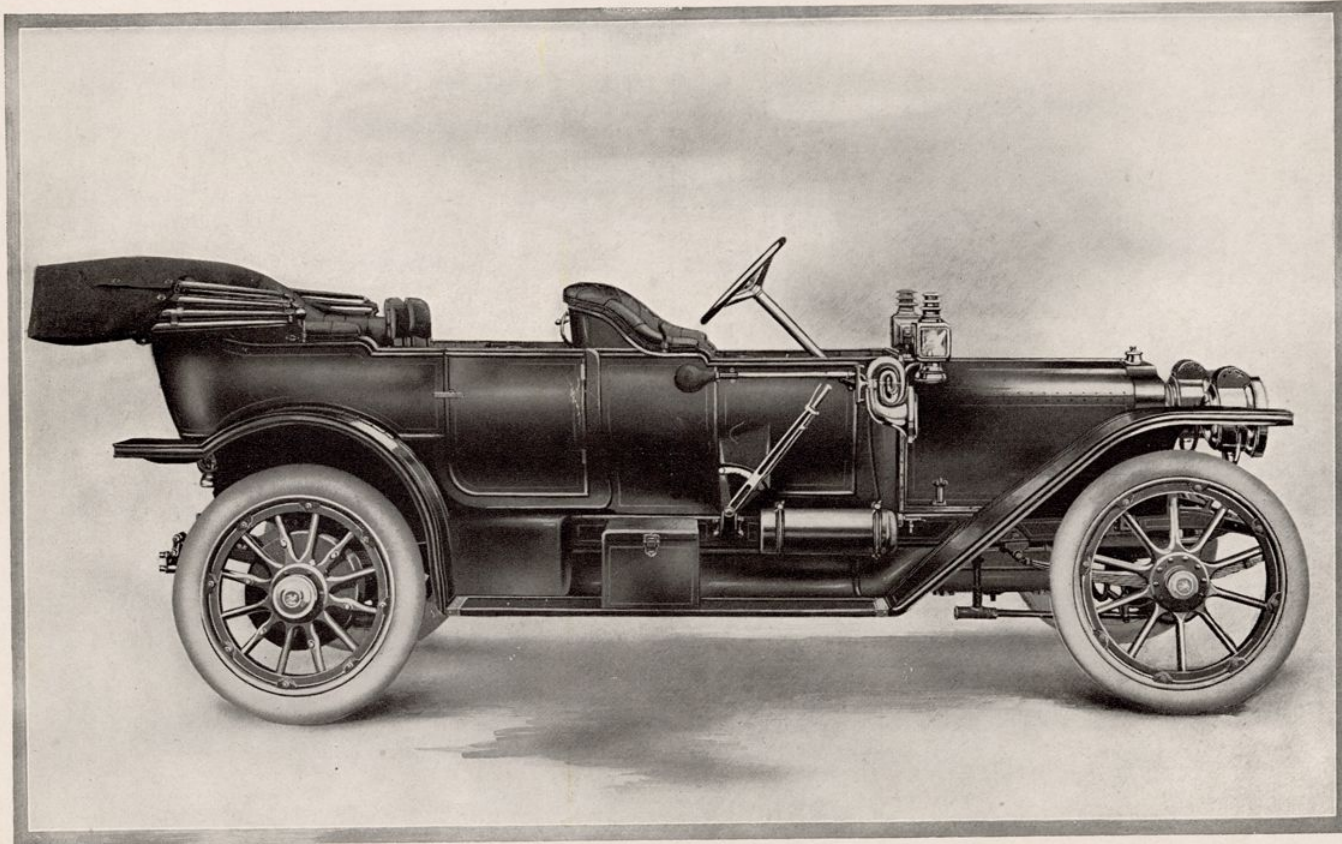
Speedster and Roadster Special—Front, 36 x 4, 10 spokes, 2-inch selected second growth hickory. Rear, 36 x 4, 12 spokes, 2-inch selected second growth hickory.

Tourist and Limousine—Front, 36 x 4, 10 spokes, 2-inch selected hickory. Rear, 36 x 5, 12 spokes, 2-inch selected second growth hickory. All wheels equipped with Continental demountable rims. An option of 40-inch wheels fitted with 4-inch tires is given on Roadster Special and Speedster.

BRAKES

Double internal expanding in 16" dust-proof brake drums attached to rear wheels.

AMERICAN TOURIST



FRAME

Roadster, Roadster Special, Roadster Coupe, Speedster, Traveler, Traveler Special, Traveler Coupe—Underslung, giving low center of gravity. Pressed steel of high tensile strength, oil treated. Tourist and Limousine—Oil treated, pressed steel of high tensile strength, overslung frame.

SPRINGS

Roadster, Roadster Special, Speedster, Roadster Coupe, Traveler, Traveler Special, Traveler Coupe—Semi-elliptic, 40-inch front, 48-inch rear. Tourist and Limousine—Semi-elliptic, 2" wide, 40" long in front. Rear, platform type giving the equivalent of 67½" in length, 2¼" wide.

CLEARANCE

Traveler, Traveler Special and Traveler Coupe, 12¼" under entire length. Speedster, Roadster Special—8" under entire length when equipped with 36" wheels. Roadster, Roadster Coupe, Tourist and Limousine—10¼" under entire length.

TREAD

56 inches

AMERICAN MODELS AND PRICES

MODEL	HORSE POWER	WHEEL BASE	PRICE
AMERICAN ROADSTER	50	112 inches	\$4,250
AMERICAN ROADSTER SPECIAL	60	112 "	\$5,000
AMERICAN TRAVELER	50	124 "	\$4,250
AMERICAN TRAVELER SPECIAL	60	124 "	\$5,000
AMERICAN TOURIST	50	124 "	\$4,250

Price on above models covers the following standard equipment: Top and slip cover, shock absorbers on rear, Continental demountable rims, (2 spares), Prest-O-Lite tank, spare tire irons, full lamp equipment, horn, tool kit and jack. Traveler with Torpedo body is not regularly equipped with top.

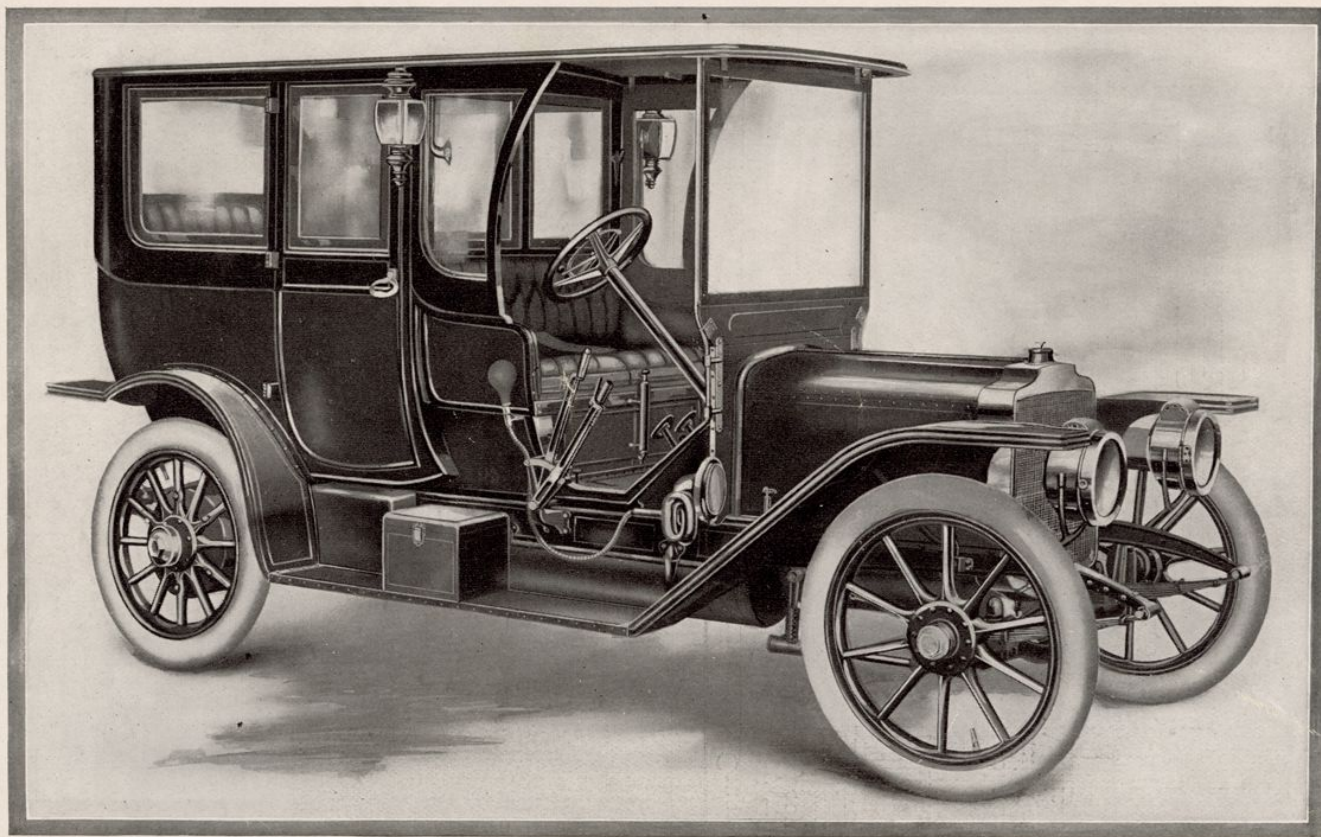
AMERICAN SPEEDSTER	60	112 inches	\$5,000
AMERICAN ROADSTER COUPE	50	112 "	\$5,250
AMERICAN TRAVELER COUPE	50	124 "	\$5,250
AMERICAN LIMOUSINE	50	124 "	\$5,250

"A CAR FOR THE DISCRIMINATING FEW"

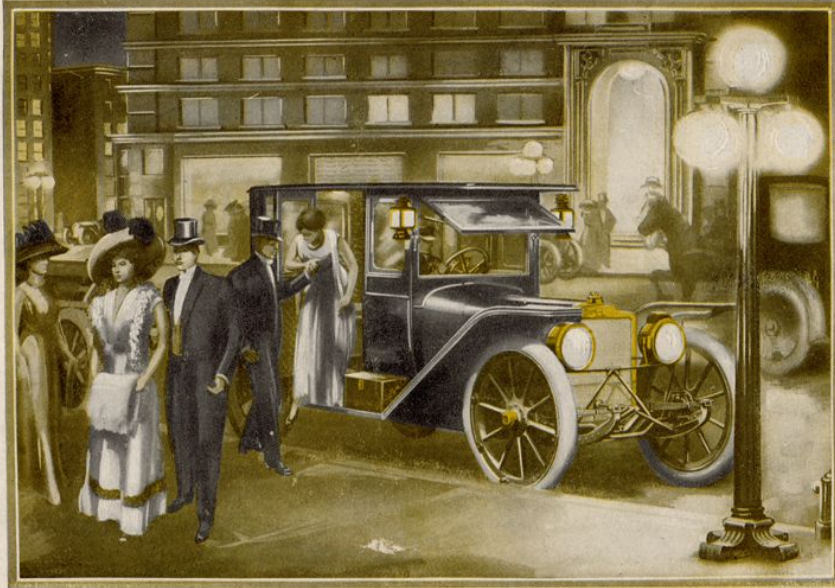


Front Axle, Showing Tie Rod, Steering Arm and Knuckles, with Annular Thrust Bearings Assembled

AMERICAN LIMOUSINE



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THE AMERICAN COUPE

ONE of the most attractive designs of the 1911 American is the Coupe, in two and four passenger models. The steering gear is on the left side and control levers are in the center. The entire body is enclosed, and the seating arrangement is such that the driver and passengers enter at the same door. A movable seat permits the driver to get in position behind the wheel.

The Traveler Coupe seats four passengers and the Roadster Coupe seats two passengers.

The exterior lines of the Coupe are all that could possibly be desired in the way of distinctiveness, and the mechanical construction of the chassis is in thorough keeping with the standards of American construction.

AMERICAN MOTOR CAR CO.
INDIANAPOLIS, IND.
U. S. A.

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