

The Gearless  
Transmission  
Car is the  
Ultimate  
Car

# Why I Buy Cartercars by the Trainload

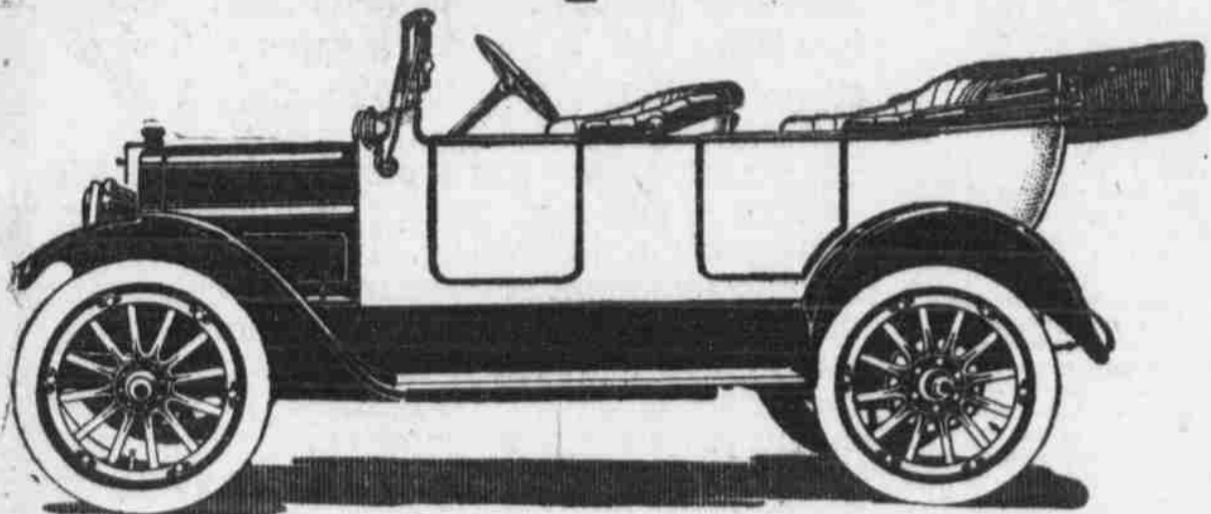
A solid trainload of Cartercars in a single order will arrive in a few days in Omaha for the Cartercar Nebraska Company. The size of this shipment will give some idea of the demand for the Gearless Transmission in this territory. You will realize this fact more fully when we tell you that these cars will be nearly all disposed of when they arrive. We could have used them sooner if they could have been shipped. Every year sees more boosters for the Cartercars because it is a car that does even more than is claimed for it. You will be a Gearless Transmission enthusiast, too, if you will take the trouble to fully investigate the Cartercar.

"You Never  
heard me say before  
I have the most car for the money"

"But I do say it now most emphatically."  
"By 'most car'—I mean the car which will always do more than you expect of it—will climb hills no other car will attempt. Will negotiate heavy roads in any weather or climate which cause gear driven cars to hesitate."  
Analysis of the reasons behind the superiority of the Cartercar reveals one main fact—and that is Simplicity.  
Simplicity in mechanical construction is the aim of every skilled engineer in the world who hopes to perfect his design, and hand down to coming generations things which will live as long as the world lasts.  
The principle of the Cartercar is the simplest principle of mechanics.  
Simplicity is what the Automobile World must come to, because it is the demand of the people. It ends the day of high priced cars with intricate machinery which can be kept in order only by skilled mechanics.  
It emphasizes the fact that half of the pleasure and thrill of autoing is gone when the owner knows too little of his machine to drive it or permit his wife or his son or his daughter to drive it.  
There is no trick about the mechanism of the Cartercar. A father can trust his children with it because they can drive it with perfect safety with a few hours' practice.  
The New Cartercar, five-passenger for \$1,250, is an eloquent answer to this appeal for a car so simple that anyone can understand it and so strong that it can be driven anywhere.

*W. H. Carter*  
President  
Cartercar Nebraska Company.

## The Principle of the Cartercar is Right The Gearless Transmission



**Model 7** With Gearless Transmission, Electric Starting, Lights and Horn and Full Equipment. **\$1250**

Behind every Cartercar there are twelve years of success, twelve years of making good in spite of the storm of prejudice and criticism that has been flung at a principle old as the world yet so different from that used in the ordinary cars.

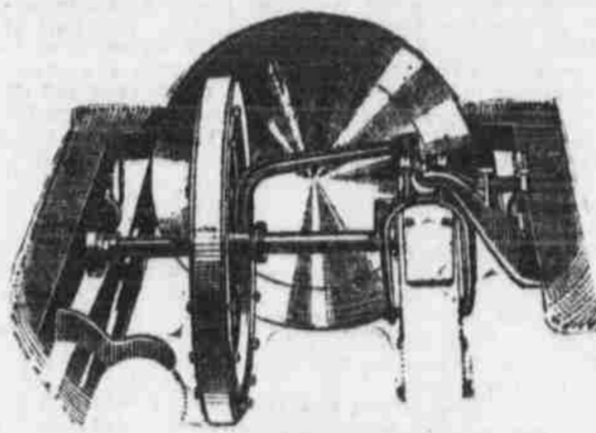
The very fact that the 101 Cartercars made nearly twelve years ago, the first year that they were manufactured, are every one in active service today shows conclusively that there is service-plus in the gearless transmission.

Now comes this latest Cartercar with all the advantages of the gearless transmission with not one feature sacrificed that has made the older Cartercars so successful, yet selling at only \$1,250.

The new car has the electric starting and lighting system; flush sided straight line body; roomy seats; deep, comfortable upholstery.

The quiet, steady pull of its small bore, long stroke, valve enclosed motor takes you up and down hills without effort.

The gearless transmission makes it very easy to handle. Then the power is transferred to the rear axle by the silent chain-in-oil drive, which requires no attention beyond a supply of oil once a year. The noiseless type of chain runs in a bath of oil—practically eliminating wear on the chain and sprockets.



No adequate idea of the many advantages of the gearless transmission in the Cartercar can be formed until you have sat behind the wheel and driven one.

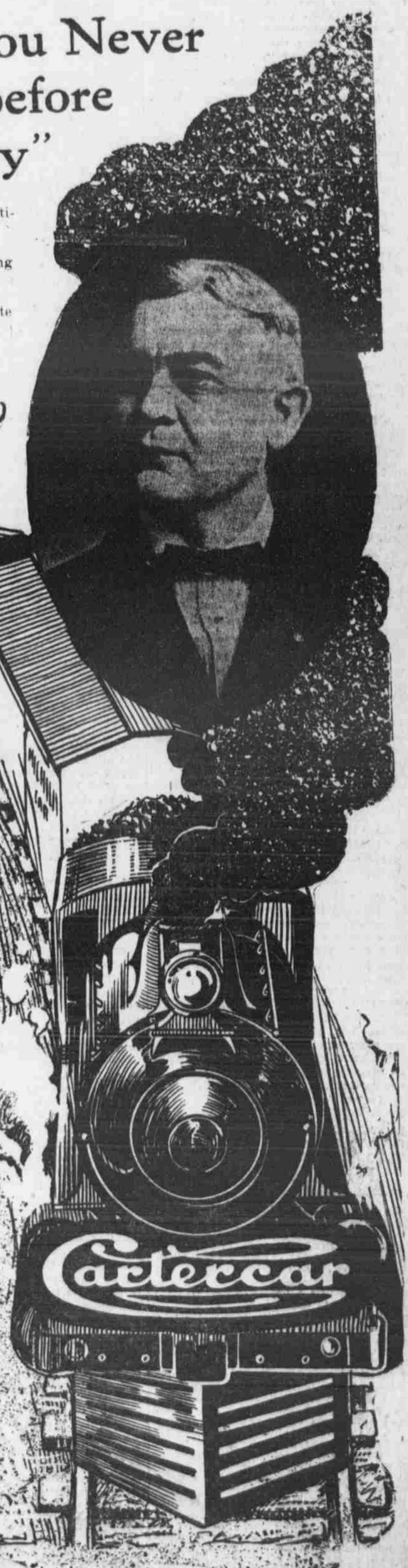
The first thing you notice is the ease with which you start out. The car glides away, without any of the usual jerking or jarring. The two parts of the gearless transmission, a disc and a friction wheel, just roll together and the car moves. The further you push the lever forward the greater the speed ahead. Pull the lever backwards and the car runs backwards. Can you imagine anything more simple or easier to handle?

The Cartercar gearless transmission does away with the clutch that is found on the ordinary car—there is no clutch to slip, nor gears to strip on the Cartercar. Neither is there any clashing or stripping of gears in shifting from one speed to another—with the gearless transmission you move silently and smoothly from one speed to another.

Then again you are not confined to three or sometimes four speeds, as is the case in a gear transmission—with the gearless transmission you have an infinite number always at your command.

Just think what this means on crowded streets, in mud and sand, going up a steep hill—you have a speed for every case. The motor is not pounding or over-heating and the entire mechanism is not put to any undue strain—the Cartercar runs along smoothly.

Another feature of the gearless transmission that is of a great interest to every motorist is the great increase in tire mileage gained by the gearless transmission. This is due to the absence of jerks or jars in starting. The life of the entire car is lengthened, as all of the parts wear better and longer if they are not continually subject to jerks and jars, to say nothing of the saving in the comfort and peace of mind of the occupants of the car.



# Cartercar Nebraska Company

OMAHA, NEBRASKA

Main Office and Plant, Pontiac, Mich.

Branches at New York, Chicago, Detroit, Kansas City, Atlanta.