

# In a Land Where Mechanical Art Occupied Only a Secondary Position Nothing Better Than a Gear Transmission Might Have Been Developed

It today takes the concerted efforts of the most highly skilled sales organizations in the United States to sell automobiles with gear transmissions in competition with the Friction Drive Cartercar.

This mighty effort is not sufficient to hold back the tremendous wave of Cartercar conviction.

On every hand--in every quarter the Cartercar is the most widely discussed automobile on the American market.

Because it is an improvement.

Because it is more simple, more efficient, more economical and more trustworthy than those cars using the old style gear transmissions.

## A Straight Talk About the Cartercar Guarantee by W. E. Foshier, Western Distributor

Universal satisfaction has enabled us to sell several times as many cars as we had expected to and the demand is growing daily. Cartercar satisfaction consists of maximum service at a minimum cost. The upkeep is but a trifle compared with geared cars. All troublesome parts are omitted. It is the logical automobile and I believe the ultimate car, judging from the way the Cartercar has sprung into popularity this last year. The general construction is so simple that one need not be a mechanic to understand and operate it. This is indeed a big advantage to the farmer and ranchman who aims to take care of his own car and can not rely on garages and machine shops to overhaul it.

Each Cartercar is sold under a stronger written guarantee than is given by any responsible concern selling geared cars. A demonstration will convince you that the car is worthy of the strongest guarantee. See our nearest agent. We have over 100 in Iowa and Nebraska, or call on us and we will show you why the Cartercar Friction Transmission automobile is superior to a geared car.



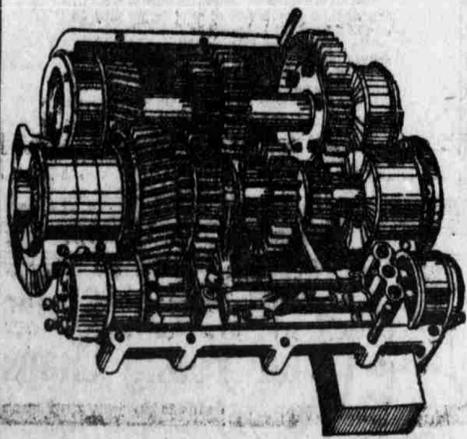
Cartercar Friction Transmission automobile is superior to a geared car. W. E. FOSHIER, Manager.

### Which of These Do You Prefer in Your Car?

This Intricate Geared Car Transmission

or

This Simple Friction Transmission of the Cartercar



Herewith we illustrate the transmission of the average geared car. Observe its numerous and intricate parts. Your three speed changes are obtained by the shifting of these gears, which frequently results in stripping from one to several. The replacing of such gears is, indeed, very expensive and yet one of the most common troubles. Every driver of a geared automobile is in constant fear of grinding and grinding the transmission of his car to pieces. Geared transmission is complicated, hard to repair and a constant source of trouble. You always have gear trouble as long as you drive a geared car.

Now we ask you to compare the patented Friction Transmission of the Cartercar with the complicated transmission of geared cars. Please observe and remember these important facts. The Cartercar Friction Transmission consists of only two wheels without a single gear. Instead of three speeds you have an unlimited number. It's the simplest, most durable, practical and inexpensive transmission known. Absolutely nothing to get out of order, except the occasional replacing of a fibre wheel at the cost of \$2.00. The upkeep of the transmission we guarantee to be less than the cost of the oil for the gears in transmission of geared cars. The closer you compare and the better you understand the Cartercar Friction Transmission the more it appeals to you.

### Here Is What the Cartercar Simple Friction Transmission Will Accomplish.



Cartercar with six passengers climbing the Omaha City Hall steps August 27. This demonstration attracted hundreds of people and is a most convincing argument as to the pulling power of the Cartercar Friction Transmission.

### How the Cartercars Act in the Sand Hills



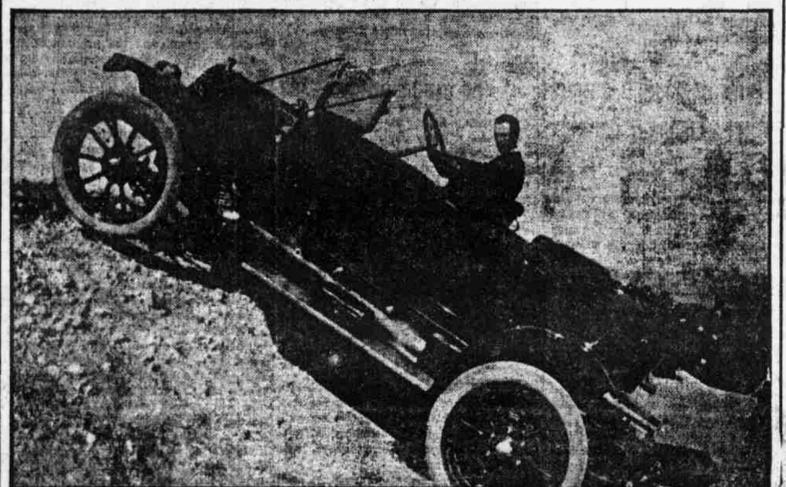
They never hesitate. Their minimum speed and maximum power enable them to travel where geared cars are never seen.



The Car Ahead

- Unequaled Service Records
  - Low Tire Expense
  - Low Upkeep Expense
  - Great Endurance
  - Easy Riding
- These Make the Cartercar the Popular Car It Is Today

### Cartercar Climbing the Rockies



Cartercars climb seemingly impossible grades. Here is a reproduction of a photograph of a Rocky Mountain in Colorado. Ascending the Rockies requires power and unusual prowess.

The more you investigate, the more Cartercar friction drive will appeal to you

Every day we are selling people who have had experience with geared cars. We sell the conservative buyer--the man with mechanical knowledge, and the hundreds of satisfied Cartercar owners we have in this territory is absolute proof that the Friction Transmission and Chain-in-Oil Drive of the Cartercar is durable, practical and a positive success. See our agent in your territory, or come and see us.

## Cartercar Nebraska Company

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Omaha, Nebraska

General Agencies in Denver, Colo., Minneapolis, Minn., Billings, Mont., Basin, Wyo.