

Gossip Along the Automobile Row

Dick Stewart, president of the Mitchell Motor Car company, left for an extended trip last week. He went direct to the Mitchell factory at Racine, where he received delivery of the Big Six seven-passenger Mitchell purchased by C. T. Kountze for touring the east.

Mitchell cars delivered during last week went to Harrison & Reid, Grand Island; Greenwalt Bros., Daykin, Neb.; L. R. Kesterson, Superior, Neb.; and George Watson, Rock Rapids, Ia.

Colonel E. W. Jewell has been using a Stearns Knight car since last October and has used it daily since that time. He has owned five different cars during his use of the chug wagons, but finds the Stearns Knight best adapted to his needs.

A motor truck that is reported to have accomplished wonderful results despite great difficulties encountered in a three-ton Kiesel-Kar truck in the service of Goffe Bros. of Port Maria, Jamaica, B. W. I.

One of the latest devices in the auto line is the new "Austin 1912" motor lawn mower, which is proving very successful and time saving on golf links in the east and around Chicago.

E. R. Wilson sold a Lexington "40" touring car to E. L. Cain of Omaha last week.

Arthur Storz Auto Supply company is planning to decorate its sales rooms and have a new supply of stock on hand for the fall auto carnival, which will be held the same time as the AK-Sar-13en festival.

A six-cylinder Peerless touring car was delivered to I. Silbensen of Omaha last week by Guy L. Smith.

H. E. Fredrickson returned last Monday from his good road trip, which extended to Salt Lake City.

Walter S. Cheesman, secretary-treasurer of the Cheesman Auto company of Salt Lake City, was a visitor in Omaha Thursday.

Guy L. Smith sold a Franklin touring car to the York-Automobile company at York last week.

The 1912-13 catalogues of the Arthur Storz Auto Supply company, 250 pages each, have been mailed out to dealers and buyers throughout the middle west.

Ed Getten bought the first 1913 model-M Moline car from the local agency last week.

Standard Electric cars will be handled in Omaha hereafter by the Marlow Auto company. The Standard Electric factory is located at Jackson, Mich.

Malcolm Duncan has been sent out as Iowa representative of the Horn Auto Supply company of Omaha.

Two carloads of Chalmers "36" chug wagons were received by the H. E. Fredrickson Auto company last week and are now ready for distribution.

Charles Ware, assistant general manager of the Union Pacific, has purchased a 1913 six-cylinder Peerless touring car from Guy L. Smith.

Six representatives for the Arthur Storz Auto Supply company are now on the road in South Dakota, Nebraska, Wyoming, Iowa, Kansas and Colorado.

The Marmon light delivery truck will be ready for distribution throughout the west soon. This car has a capacity of 1,200 to 1,300 pounds and has an automatic governor with a speed limit of twenty miles per hour.

Fredrickson Auto company received its first 1913 Pierce-Arrow six-cylinder car Thursday. The car is a sixty-six-horsepower machine.

New model Hudson "7's" will be ready at Guy L. Smith's sales rooms this week.

Four Rambler "cross country" cars were delivered by the local agency last week to J. L. Galbraith, Superior, Neb., where they were immediately sold.

In response to the popular demand for smaller six-cylinder Packard, a rakish, five-passenger convert to the "48" for 1913 has been produced by the Packard Motor Car company.

The local Auburn agency will move into its new quarters on Farnam street next Tuesday this week.

Model "C-Six" has just been announced by the Stevens-Duryea company.

Casey's Explanation

(Six years ago The Bee published a poem by Harry P. Van Arsdale entitled "Casey's Explanation," which became one of the series of poems published since Phinney Thayer's famous original, "Casey at the Bat," came out in 1888. Recently Mr. Van Arsdale has revised and lengthened his effusion, making it fit more nearly as a companion piece of other Casey rhymes.)

From Casey's lips I had the tale before he passed away, Which tells the story of his fate that song-famed tragic day.

When from his hero-pedestal, proud Casey, like a clod, Was lowered with an awful thud—a fallen demi-god.

"'Twas not for me to beef," he said, "because they called me out; I've never said a word before, 'tis not my way to spout; But here's the truth for once, old pal, and take it straight from me.

Just tell 'em that Mike Casey fanned because he couldn't see.

"Now here's just how it happened, pal. The first one that he threw Was half a foot above my head, but then, that left me two,

So, 'What's the use to kick?' thought I, 'The next I'll hit a mile.' An' feelin' kind o' confident, I couldn't help but smile.

"The music from the bleacher fans was surely sweet to hear, The cry of 'knock the cover off' was ringin' in my ear, My eye was good that day, my boy, I'd two-bagged just before,

So to myself I whispered like, 'Well, Casey, here's for four.'

"Now, on the dead, the ump was rank, as bad as he could be;

That second one was way outside and down below my knee; And when the umpire said, 'Strike two,' I thought it was a kid;

I asked him if he meant it, and he said, 'Sure, Mike, I did!'

"The gang was next. They gave a cry to kill that robber then,

But I just smiled, because, thinks I, he won't do that again; I raised my hand—the yellin' stopped, an' everything was still,

An' when the pitcher starts to wind, thinks I, 'This one I kill!'

"Well, pal, that guy was surely right, that third one was a beaut,

The minute that I sees it start I says, 'Here's on the snoot!'

Already I could hear the yells go out o'er hill and flat, Already I could hear the cheers for Casey and his bat.

"But my, oh my, there surely was a hoodoo working there;

You may think that I'm stringing you, but this is on the square; I misses that there ball a foot, and on the dead, here's why,

Just as I starts to make the swing a bug flew in my eye.

"Now that's the truth for once, old pal, and take it straight from me,

Just tell 'em that Mike Casey fanned because he couldn't see;

The umpire, he was rotten—yes, but here's the truth—that's all,

If that there bug had stayed away I'd sure have lost that ball."

—Harry P. Van Arsdale.

treated as one, the hood being a forward extension of the body instead of merely a cover for the engine. The hood rises and widens gradually from the radiator to the enclosing front that takes the usual straight dash.

Omaha Taxicab & Auto Livery company will occupy a two-story brick building along the Farnam street "auto row" about September 1. The building is now in course of construction.

As part of a follow-up order, six R-C-H cars were shipped to Peru recently. This car is proving extremely popular in South America.

An outfit for the auto tourist, which includes twelve pieces of luggage, has been designed by C. J. Moore of the Packard Motor Car company. There are seven suit cases, a hat box, a lunch kit, two

trunks and an ice box in the set, which is so constructed and arranged that it does not interfere with the normal passenger carrying capacity of a standard touring car.

The Goodyear Tire & Rubber company has put into operation wireless communication between the factory office at Akron and its branches in the principal cities of the country. Stations at New York City, Boston, Philadelphia, Chicago and other cities will be equipped at once. It is not definitely known as yet whether Omaha will have one of the new stations.

The Fisk Rubber company is making extensive additions to its plant in Chicago, Falls, Mass., in order to accommodate the increased demand for auto tires, tubes and bicycle tires.

He Sold a Cartercar to Bryan; Now He's a General Manager

At a recent meeting of the board of directors of the General Motors company Mr. Harry R. Radford was elected to the office of vice president and general manager of the Cartercar company with complete charge of the big Cartercar factories at Pontiac, Mich. It brings the engineering department, purchasing department, manufacturing, advertising department, selling organization with all of the branches in New York, Philadelphia, Detroit, Chicago, Kansas City, Omaha and San Francisco entirely under Mr. Radford's direction and he alone will be responsible for their success.

For several years Mr. Radford has held the position of sales manager of the Cartercar company and his work in this department has merited the recognition now given his ability. About a year ago he became general sales manager and his push, personality and energy have constantly enthused the selling organization since that time.

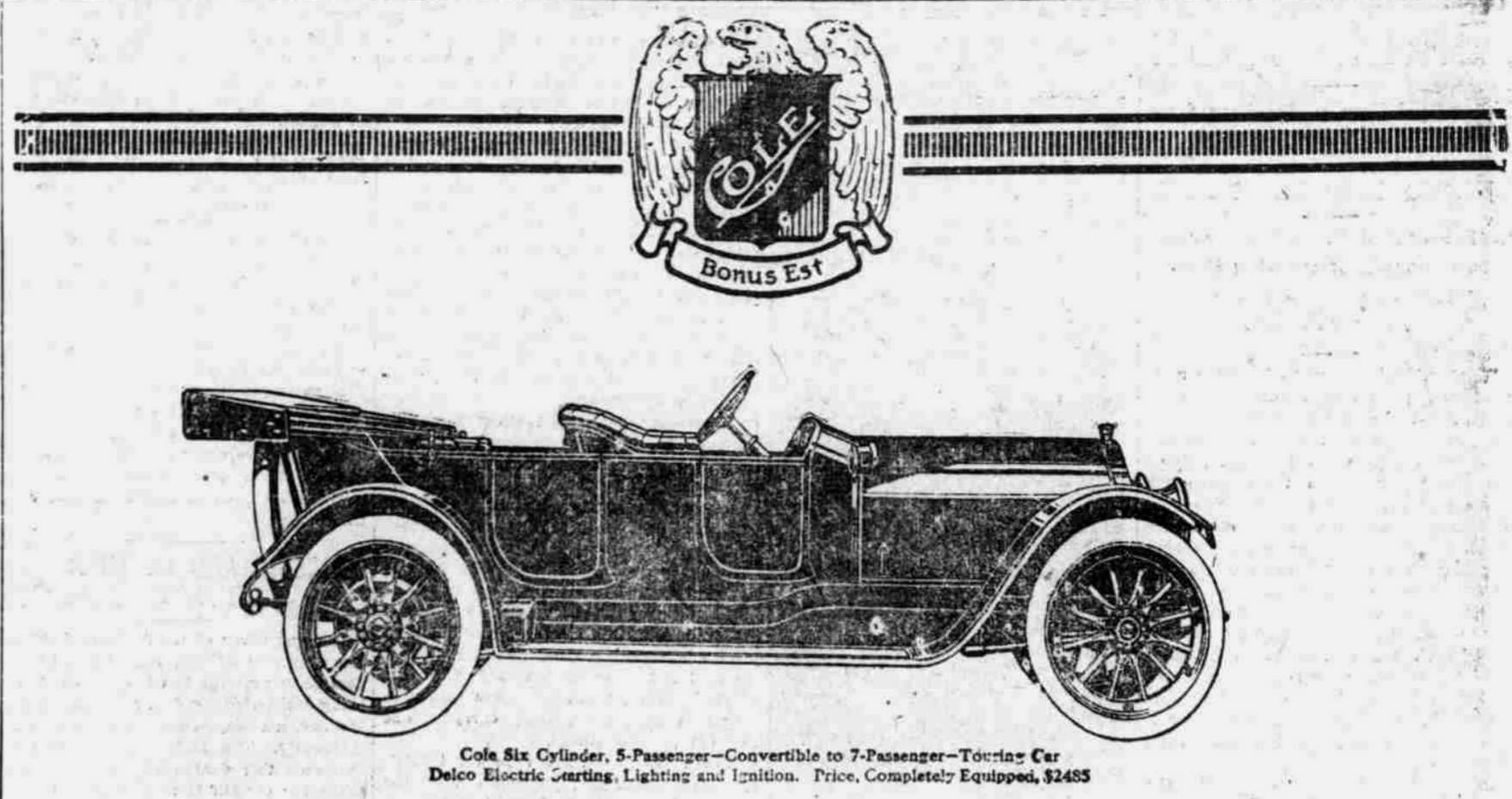
Numerous splendid deals have been made under his direction during this time. One of the most notable was when Mr. Radford secured the signature of William Jennings Bryan on the dotted line of an order blank during the New York show. The best sales talent in the land was at work, as every one wanted the order very much because of the advertising the sale would bring with it.



HARRY R. RADFORD, Vice President and General Manager of the Carter Car Company.

made here and there, but the car is essentially the same with its same friction transmission and chain-in-oil drive. Season with season announcements have never been made by us, as we do not believe in them. We believe in making good cars all of the time and then keep selling them month after month.

"During the coming year we will build and market about 5,000 cars. This year we are putting out 3,000 and this number will be increased by 1,500 next year, according to present plans."



Cole Six Cylinder, 5-Passenger—Convertible to 7-Passenger—Touring Car. Delco Electric Starting, Lighting and Ignition. Price, Completely Equipped, \$2485

ANNOUNCING SERIES EIGHT



THREE CHASSIS

COLE "60"—Six Cylinders 132-inch wheel base, tires 37x4 1/2, Delco electric starting, lighting and ignition, completely equipped, \$2485. This car is large, rangy and luxurious—it will hold its own on the long, grinding tour with any car, regardless of price, and a more beautiful car was never built.

COLE "50"—Four Cylinders 122-inch wheel base, tires 36x4, Delco electric starting, lighting and ignition, completely equipped, \$1985. This car is framed on the lines of the 122-inch wheel base Series Seven Cole, which placed the Cole in such an enviable position among motor cars. Like the Six, it defies its bonnet to no car built.

COLE "40"—Four Cylinders 116-inch wheel base, tires 36x4, Delco electric starting, lighting and ignition, fully equipped, \$1685. This car is for the man or woman who wants just a slightly smaller car—without any sacrifice in quality. It is just as stylish and as well powered in proportion to its weight as the larger Coles—merely a trifle smaller—that's all.

YOU said—"When I find a gasoline motor car my wife can start every time from the driver's seat by simply pressing an electric button—I'll buy it then and there." And just to prove that we have kept in touch with your wishes, permit us to quote you a little further. "There's no use taking up my time and yours—I've finally decided what I want in a motor car.

"I want a powerful, silent motor—a car that I can light all around from the driver's seat, by electric buttons. I must have three-point suspension, oversize tires, long wheel base, unit power plant, enclosed valves, Timken full floating rear axle, demountable rims, Gemmer steering gear, Delco unit starting, lighting and ignition system—no experiments for me—in fact, nothing but standard, proven construction and equipment throughout. In the tonneau there must be lots of sprawl room and deep upholstery.

All right, we've agreed to every one of your demands—we have taken you absolutely at your word—the name of the car you specify is the COLE. Read again the Cole specifications you have named above and then send for

FREE—A 64-Page Education on All Types of Gasoline Driven Motor Cars—Write Today

The Cole Blue Book is just what you want and need—it is packed from cover to cover with money-saving information—besides it enables you to spot the inferior car at sight. No man can ever hand you a mechanical "lemon" after you have read the Cole Blue Book. This book is not confined to information about the Cole. It handles the subject of automobile construction in a broad, truthful way; gives you specific information regarding motor cars in general and you are welcome to it no matter what kind of a car you drive.

Every Reader of this Paper Interested in Automobiles Should Send the Coupon Below at Once

Cole Motor Car Company, 1910 Farnam St., Omaha

DEALERS—Use This Coupon. Greatest Selling Proposition Ever Offered the Dealer. FREE BOOK COUPON. Cole Motor Car Co., Indianapolis, Ind.

Ford THE UNIVERSAL CAR. Jack-of-all-trades failed because he couldn't learn to specialize. Focused effort has made the Ford "the universal car."

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories. Nebraska Buick Auto. Company. VanBrunt Automobile Co. MARION. JOHN DEERE PLOW COMPANY. FRANKLIN PEERLESS GUY L. SMITH HUDSON. Stearns Wallace Automobile Co.