### Gossip Along the Automobile Row

Dick Stewart, president of the Mitcheil Motor Car company, left for an extended trip last week. He went direct to the Mitchell factory at Racine, where he eceived delivery of the Big Six seven passenger Mitchell purchased by C. T. Keuntze for touring the east. Stewart will drive the car to Cleveland, where he will be joined by Mr. Kountze and Ward Burgess. From there they will go to Mackinac, where they will be joined by Mrs. Dick Stewart and Mrs. C. T. Kountze and proceed to West Hampton Beach, Long Island, where the Stewarts have a summer home. The party will not return until the middle of September.

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

Colonel B. 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. The colonel states that the machine has been in deep mud and plowed through the same as easily as beans rattle through a tin'horn. The car also mastered the difficulties of deep sands on many occa-

A-motor truck that is reported to have accomplished wonderful results despite great difficulties encountered is a threeton Kissel-Kar truck in the service of Goffe Bros. of Port Maria, Jamaica, B. W. I. This truck is used to carry bananas and is constantly called upon to make exceptionally steep grades. The owners write that a famous English truck in use there cannot compare with the Kissel in

One of the latest devices in the auto line is the new "Austin 1915" motor laws mower, which is proving very successful and time saving on golf links in the east and around Chicago. The car has a mechanical and dust-proof oiling system and a foot switch for emergency stopping The motor cutters are pulled by the frame, thus avoiding digging into furrows. It also has an automatic release of cutter drive in case of hard substances catching in the rotary cutters. The operator in front can see where he is cutting and is away from the heat of the engine

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

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-Ben festival. Other dealers along "Auto Row" are planning to make the affair a success.

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

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

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

car to the York-Automobile company at York last week.

Storz Auto Supply company, 260 pages usual straight dash. 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

Standard Electric cars will be handled in Omeha hereafter by the Mariou 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 purchosed 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. This company continues to follow their motto. "Consistent advertising, quality, goods and excellent service."

The Marmon light delivery truck will be ready for distribution throughout the west soon. This car has a capacity of 1,200 to 1,500 pounds and has an automatic governor with a speed limit of twenty miles per hour. The Marion Auto company will be the local agency for the truck.

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

New model Hudson "37'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 consort to the "48" for 1913 has been produced by the Packard Motor Car company. This new car will be known as the "28" and will turn around in a street 41 feet 6 inches wide.

The local Auburn agency will move into its new quarters on Farnam street near Twenty-sixth this week. During the last year G. T. Wilson has built up a good business in the Auburn "40."

Model "C-Six" has just been announced

## Casey's Explanation

Van Arnsdale 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 Arnsdale has revised and lengthened his effusion, making it fit more nearly as a companion piece of

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

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

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

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

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

So, 'What's the use to kick?' thought I, 'The next I'll

hit a mile.' An' feelin' kind o' conifdent, I couldn't help but smile.

"The music from the bleacher fans was surely sweet to

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

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

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

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

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

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

But I just smiled, because, thinks I, he won't do that I raised my hand-the yellin' stopped, an' everything

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

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

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

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

You may think that I'm stringing you, but this is on the

I misses that there ball a foot, and on the dead, here's

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

The umpire, he was rotten-yes, but here's the truththat's all,

If that there bug had stayed away I'd sure have lost that -Harry P. Van Arnsdale.

Guy L. Smith sold a Franklin touring treated as one, the hood being a forward trunks and an ice box in the set, which extension of the body instead of merely is so constructed and arranged that it a cover for the engine. The hood rises does not interfere with the normal pasand widens gradually from the radiator senger carrying capacity of a standard The 1912-13 catalogues of the Arthur to the enclosing front that takes the touring car.

> 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 n course of construction.

ars were shipped to Peru recently. This at once. It is not definitely known as car is proving extremely popular in South

An outfit for the auto to mist, which includes twelve pieces of luggage, has been designed by C. J. Moore of the Packard opec Falls, Mass., in order to accommo-

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, Chi-As part of a followup order, six R-C-H vago and other cities will be equipped yet whether Omaha will have one of the new stations.

The Fisk Rubber company is making extensive additions to its plant in Chic-Motor Car company. There are seven date the increased demand for auto tires, suit cases, a hat box, a lunch kit, two 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 Carterear 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. While the rest were waiting below at the Waldorf, Mr. Radford secured an interview with the colonel, induced him to put his big fur coat on immediately and go for a demonstration. That was all there was to it. When the colonel returned to the hotel some of the salesmen were still waiting, but the order

had already been given. "The Cartercar company has not had to redesign their cars year after year." by the Stevens-Duryea company. The said Mr. Radford. "New models have we are putting out 3.0% and this number car presents a wholly new body design been brought out to keep pace with the will be increased by 1.500 next year, ac-

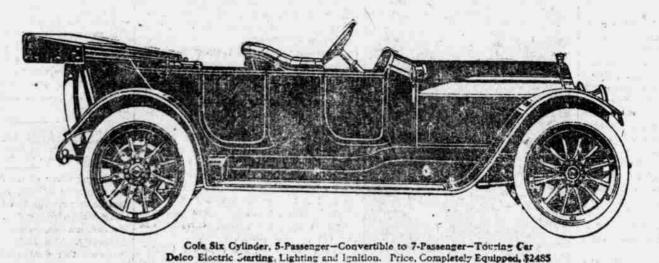


HARRY F. RADFORD, resident and General Manager of the Carter Car Company.

sentially 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 bu'ld and market about 5,000 cars. This year in which chassis, hood and body are times and little improvements have been cording to present plans."





# ANNOUNCING SERIES EIGHT



## THREE CHASSIS

COLE "60"-Six Cylinders

132-Inch wheel base, tires 37x41/4, Delco electric starting, lighting and mition, 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 doffs its bonnet to no car built.

COLE "40"-Four Cylinders

116-inch wheel base, tires 36 x 4, 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.

VOU said-"When I find a gasoline motor car my wife can start every time from the driver's I 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 upholstering. 'I also want a speedometer on the dash, right under my eye, together with starting and lighting switch, sight oil-feed and carburetor air adjustment. I want a gasoline pressure tank in the rear, with sight gauge and air pump, gear driven by motor, augmented by auxiliary air hand pump, and a running-board not cluttered up with traps. You know what I want - a car to use, not to support. Furthermore, I only want to buy one car, and such a car as I have described above will save me buying a second car-an electric for my family. And now to price—if you can sell me this car at a price my business judgment can endorse, I'm your customer.'

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

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Three cars, one name-plate, one standard of construction-the best. The COLE has an established reputation for quality at a moderate price. A 116-inch wheel base four, a five-passenger convertible to sevenpassenger four with a wheel base of 122 inches, and a six-cylinder with a wheel base of 132 inches, Timken axles and bearings-Delco starter, lighting and ignition. With this line you can sell everybody who wants a car. Write or wire quick-territory still open.

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