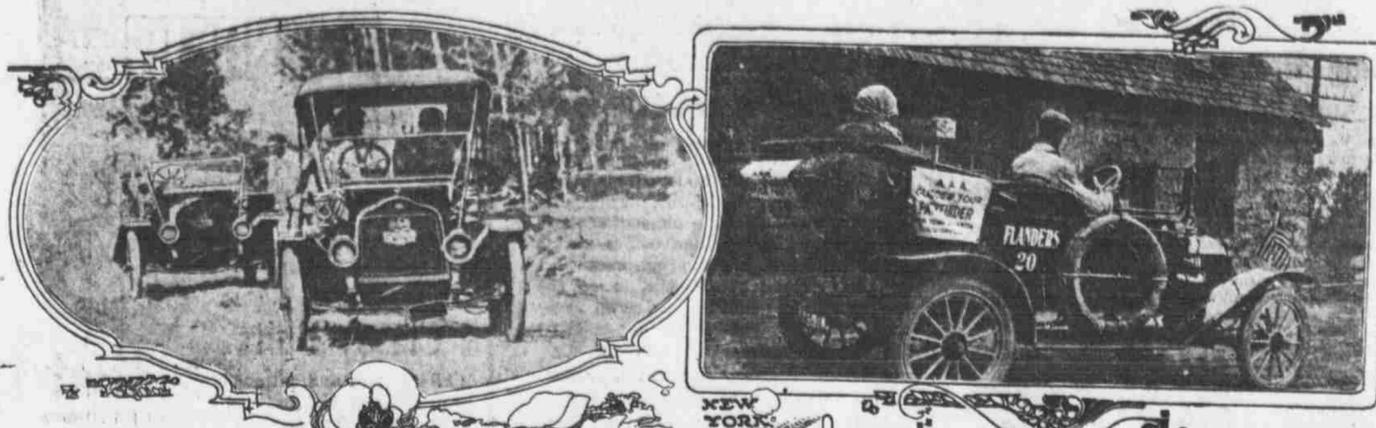


Route of the Glidden Tour for the Year 1911



Map showing the route of this year's Glidden tour which begins on Saturday, October 14, and places where the tourists will pass. On the left is shown a graded road in Florida, and on the right a photograph of the Flanders "path-finder" on the Lancaster pike, near Philadelphia. The itinerary for the 1911 tour calls for the arrival of the cars at Jacksonville, the finish, on the evening of October 24.

TIMELY REAL ESTATE GOSSIP

Dealers Think Greater Omaha Would Boost Realty Interests.

ESPECIALLY IN SOUTH OF CITY

Big Demand for Maps of Omaha Residence Section—Really Exchange Will Attend the Land Show.

Consolidation of Omaha and South Omaha into a Greater Omaha will be beneficial to real estate interests in both cities and especially to those in the southern confines of Omaha and the northern confines of South Omaha, say members of the Omaha Real Estate exchange, which, on the invitation of a large body of South Omaha taxpayers, started the recent circulation of petitions to the county commissioners for a special election to vote on the question of consolidation.

Tukey & Son are printing on the backs of their letterheads a map of the residence portion of Omaha lying between Hancock park and Cuming street and between Thirty-first and Forty-third streets. They have another batch of letterheads showing the map of the business district. In the boom days many persons never saw the lots they bought and didn't even have a map to go by, but things are different now and Harry Tukey says there is a big demand for maps, especially of the residence section of the city.

One local real estate firm advertised in The Bee recently homes for sale at \$4,200 to \$12,000.

A large manufacturing concern of Omaha has just learned that a building it has erected runs four inches into the next lot and its officers are now negotiating with the owner for the purchase of that four inches or the whole lot if necessary.

West Farnam residents have not yet been able to discover definite plans for the proposed erection of an automobile garage in their midst, but many feel sure such plans exist. There has already been an opposition to the erection of business houses in the district.

The Real Estate exchange is planning a creditable program for exchange night at the Omaha Land show. The invitation of the Land show management for the exchange to attend in a body and present a program was cordially accepted by the exchange at its meeting last week and Chairman D. V. Sholes announced that a committee of three would be appointed to confer with the show management and arrange a program.

Regarding a recent purchase of a lot for the Great Western, from which a local paper constructed a story of proposed new eight houses for the Great Western, John L. McCague, who handled the deal, says the lot is but one of a number which the Great Western has bought in the last two or three years, to give its terminals a regular, in place of a zigzag boundary line. Mr. McCague says he has heard of no plans of the Great Western for building, but if there are such, there is plenty of ground for a new freight house without the recent purchases.

Human nature must be taken into account when any kind of advertising is contemplated in the real estate business as well as any other kind or class of business," says H. B. Van Sickle, in the National Real Estate Journal. The closer one can keep to the harmonizing of his argument with the several traits of human nature the greater will his returns become. Human interest always furnishes sufficient material to work on, and the preparation of attractive copy (when it is injected into advertising) is less the public is kept to grow weary of the commercial motley common to the harping of stereotyped phrases such as "Great Bargains," "Extraordinary Opportunity," and many other equally meaningless expressions; because they are used by every one and seldom state the facts.

Successful advertising should tell the truth, judicious advertising must tell the truth, or it isn't judicious, nor profitable. The sooner advertisers get this fact well established in their minds the better. The "bunk" has been proved by experience to be a losing game, and that it is not altogether wise to labor under the impression that F. T. H. is a judgment people correct in this day of education, when he said, "the people prefer to be humbugged," and if the old man knew what a pile of devilment he started by making that remark when he did, I don't believe he would have said it.

Another Victim. "So you sent \$2 for those flesh reducing and hair falling receipts. Well, what did you get?" "Printed slip with this on it: 'To reduce your flesh in case you're worried.' " "And what about the other?" "Another slip which read: 'Falling hair may be avoided by stepping nimbly aside when you see it coming your way.' "

READY FOR BIG LAND SHOW

Special Days Will Be Celebrated by Several Organizations.

CAN HANDLE LARGEST CROWDS

Adequate Street Car Service Provided and Rest Rooms, Smoking Parlor and Well Equipped Restaurant Installed.

Several big special days will be celebrated at the Omaha Land show, each day being given to some organization. On the special days plans to handle unusually large crowds have been made and arrangements are also complete to care for the crowds when they arrive at the coliseum.

All the days upon which some organization will be officially recognized have not been designated but will be arranged by the committee in charge. October 19 will be mail carriers and post-office employees' day, and a program is being arranged by the committee, Frank Jorgensen, J. M. Stafford and C. P. Daniels. On October 23 the Young Men's Christian association will stage a series of heroic athletic stunts. October 24 is given to the Swedish Singing societies and the Monday club, and a feature program is being prepared by Alvin Johnson, who is in charge for the day. The Tri-city Women's clubs will hold the attention of the visitors October 25 and the program for the day will be superintended by Mrs. W. O. Paisley, Mrs. C. W. Hayes and C. Unit in arranging for a big time October 27, when the Woodmen of the World and the Woodmen circle will give right of way.

These are the permanent arrangements for special days, but tentative plans have been made to give the following organizations special recognition at the show: Elks, Royal Neighbors, Greeting Club, Young Men's Christian Association, Young Men's Creighton University, Omaha Mannerchor, German Singing Societies, Traveling Men's Association, the T. P. A. of Post A. Approved Order of Red Men, Warner Chorus under direction of Miss Fannie Arnold, Business Men's Association and The Knights of Pythias.

For Convenience of Patrons. The management of the Land show has made careful arrangements for the accommodation of patrons. Special street car service is promised by President G. W. Wattles of the street railway company, and cars will arrive and leave the Coliseum at the rate of one a minute. Large cars will be used.

After the visitors have arrived at the show they may remain all day without forsaking any of the luxuries they are accustomed to in the main section of the city. Rest rooms for women, presided over by matrons, have been prepared and a smoking room, the product of the genius of Gus Renze, provided with comfortable chairs for 200 and finished in asbestos, will be at the service of consumers of the weed.

To cap the climax of this preparation there will be a fully equipped restaurant in the south section of the Coliseum. It will be in charge of Steward Jenkins, an experienced chef, and will accommodate eighty people at twenty tables seating four each. Meals may be secured at any time of the day.

Features of the Show. One of the features at the show this year will be Frank Odell, the king of the bees. He will clothe himself in white and go into a 6x8 glass case filled with every variety and species of bee and will lecture on bee life.

stage a seal circus such as was never seen here before.

The Hawaiian singers will be in charge of Walter Smith, a Maorian, but the rest of the company of six will be full-blooded Hawaiians. Lillakaua, the only woman with the company, will sing several songs, among them "Aloha," which is the word of greeting used by Hawaiians and means "Welcome." This company of singers are making their first trip east of the Rockies.

What the West Sends. D. C. Freeman has with a collection of views of the Willamette valley and will lecture on the resources of that section of Oregon. He comes as a representative of the Portland Commercial club.

J. M. Swift is in charge of the Fresno county, California, exhibit, which is an exposition of the opportunities of that county. Mr. Swift will give away cartons of raisins during the show and will also demonstrate the excellencies of raisin bread.

J. E. Taylor and E. W. Bowling of Salt Lake City are superintendents of the Utah exhibit, which occupies a floor space 23x32 feet, in the middle of which is a fancy centerpiece upon which the exhibits of Utah will be arranged in pyramidal form. After the show here the exhibit will be taken to New York. The products shown were all collected this summer and are to be under new glass showcases never before used, having been designed especially for this exhibit.

W. T. Groves of Corvallis brings a collection of the products of four counties in the fertile Willamette valley—Benton, Linn, Marion and Lane. The Walla Walla exhibit, gathered from the entire valley of 2,500 square miles, will be shown by L. M. Brown. He will, among other things, display several sections of honey in the process of its manufacture by the bees. Above this exhibit will be his inscription, "Omaha May Have the Big Busy Bee, but We Have the Little Busy Bees."

The Yakima, Wash., exhibit will include a diversified collection of the products of Yakima and will be in charge of R. H. Morgan. Nebraska's display will occupy the entire stage and will be one of the finest exhibitions of the resources of the state that has ever been shown. The exhibits will be in charge of the State Agricultural college, which was given money by Omaha business men to collect and display the products. Several individual counties will also exhibit.

Persistent advertising is the Road to Big Returns.

IOWA AND NEBRASKA PATENTS

Solicitor Eddy Gives Out List of Inventors by Iowa and Nebraska People.

Willard Eddy, solicitor of patents, has issued an official list of patents secured during the week by inventors in Iowa and Nebraska. The list follows:

- To Charles L. Bartlett of Cedar Rapids, Ia., for bucket for transporting plastic material.
- To Erik A. Collin of Story, Neb., for window.
- To James B. Crawford and J. R. Milliken of Sioux City, Ia., for metallic fire.
- To Edward H. Cunningham of Des Moines, Ia., for signal console.
- To Louis P. Elmberg of Ottumwa, Ia., for eyelid manufacturing machine.
- To Lorenzo Evans of Hiteon, Ia., for acetylene gas lamp.
- To Frank Gadecki of Mystic, Ia., for fall joint.
- To John Howard, Albion, Neb., for ballast-supporting hook.
- To John E. Jolly, Des Moines, Ia., for toilet paper holder.
- To George Knox, Omaha, Neb., for automatic expansion valve.
- To Edward L. Marshall and G. P. Park, Ruth, Neb., for wrench.
- To John H. Morris, Waterloo, Ia., for trowel.
- To Joshua L. Morris, Council Bluffs, Ia., for cash register.
- To John E. Rickett, Omaha, Neb., for lever actuated locking device.
- To Henry T. and C. T. Sonderup, St. Paul, Neb., for side-curtain supporter.
- To George W. Todd, Omaha, Neb., for artificial tooth.
- To Henry H. Vernon, Hawarden, Ia., for disk sharpener.
- To William L. Wagner, Ankeny, Ia., for stanchion.

The Merchant Who Has the Goods is the One Who Lets the Public Know it through Advertising in The Bee.

PREPARING FOR A FIRE DAY

Legislature Sets Aside First Friday in November of Each Year.

WOULD REDUCE CHANCE OF FIRE

Fire Commissioner Randall Sends to the Schools Copies of the State Law, as Well as Text Book on the Subject.

At its last session the Nebraska legislature passed a law fixing and designating the first Friday of November each year as a state fire day. That the public may be made familiar with the provisions of the measure, Chief Deputy Fire Commissioner Randall is sending to the schools of the state copies of the law, the governor's proclamation upon the subject and a textbook in which are a series of lectures which teachers are requested to read to their pupils.

The state fire day law is designed to lessen the number of fires and thus reduce the loss and damage to a minimum. In the schools teachers are expected to hold appropriate exercises for the day, the idea being to arouse an interest in the law and in its enforcement. Songs, appropriate to the occasion and suitable recitations are recommended.

The new law provides that in addition to the work of fire day, thirty minutes in each month in each and every school in the state shall be devoted to the subject of fire dangers and in this way inaugurate a uniform crusade against keeping matches in anything except metal boxes will be exacted. The dangers of using gasoline will be explained in detail and the children will be asked to agree not to celebrate the Fourth of July by shooting toy pistols, firecrackers, Roman candles, skyrocket and other dangerous explosives.

In issuing his warning to the public Mr. Randall urges the inspection of chimneys, stovepipes and all manner of heating apparatus, particularly at this time of the year, contending that an hour spent with the old pipes, chimneys and stovepipes right now may result in saving many thousands of dollars later on.

Pointed Paragraphs.

A stitch in time may save patching up a quarrel. When a man sings a lullaby it naturally sounds rocky. If all women were alike no man would ever become a bigamist. The minds of women should be clean. They change them so often. Ever notice the man of fifty old married folks generate at weddings? The man with a man is a good judge of human nature—except in his own case. Most of us are charitable when it comes to giving away other people's money. What becomes of the old-fashioned widow who used to "set her cap" for No. 27? It is difficult for some men to be good when they have a good chance to be otherwise. What is the advantage of the other fellow by betting on a sure thing? Besides, you are apt to lose.—Chicago News.

The Key to the Situation—The Bee's Advertising Columns.

SAFE, BUT LEAPS TO DEATH

Passenger Takes Fatal Chance in Auto-Train Race for Cross-ties.

Four men, crouched in the tonneau of a flying automobile—whose driver had taken the only chance left to him and raced in front of the Long Island railroad's Block Island express at the Main street crossing, Canton, Moriches—had three seconds in which to decide whether to jump or trust to the car beating the locomotive of the thundering train.

The railroad curves sharply at the crossing and the tracks lie deep in a cut. It is impossible to see approaching trains, and the quartet first realized that the express was upon them when it was but a few rods distant. The impetus of the car was so great that the driver instantly realized that to retard the automobile would be to court certain death. There was but one thing to do, and he did it. Shouting to his companions, he put on every ounce of power the machine was capable of, and took a firm grip on the wheel.

He gauged the distance, measuring it with his eye as the car leaped forward like a thing of life. The other three made their own calculations. They knew that should the car pass ahead of the locomotive by so much as the fraction of an inch they would be safe. And they were equally certain that should it fail by so much as that fraction they would fall by the rocky cut or grind it beneath the wheels.

After the driver's shout not a man in the car spoke a word, so it was said afterward. The four watched the oncoming train and made mental calculations. Suddenly one man stood up. He was James J. Barrett, of 284 Bergen street, Brooklyn.

It was evident to the others that Barrett had made his decision and was going to jump. But not one of the other three moved an inch. They continued to crouch and hold on.

It all happened quickly, but it seemed a long time before Barrett went over the side. He landed on his feet directly in front of the ponderous locomotive, just as the automobile sped by with a couple of inches to spare. The engine was over the man, grinding him to bits, before the car he had deserted was a foot from the tracks.

The car's driver brought his machine to a stop within a short distance, and the train came to a stand. The occupants of the machine were completely unpowered, but they summoned Dr. P. B. Fowler, who lives in the neighborhood. There was nothing for him to do, and the coroner was notified.—New York World.

A Future Savant.

"What function does the iron in the blood perform?" asked the teacher. "Converted into steel by the mysterious agencies that operate in the human body," glibly answered the young man who had not studied the lesson, "and wrought into hair spring of the finest temper, it serves, I fancy, to regulate the reciprocal action of that wonderful balance wheel of the human machine, the heart."

"Rather clever, Lucius," said the teacher, "but it will not get you any

LOCAL BANK LOSES \$70,000

That Amount Taken Thursday Night in Mulberry, Kan., Robbery.

MONEY INTENDED FOR MINERS

Bank Officials Reticent Concerning Theft, Though it is One of Biggest 'Hauls' of Actual Money Ever Made.

Press dispatches telling of the postoffice robbery at Mulberry, Kan., Thursday night, report that among the booty was a package of \$10,000 in currency shipped by an Omaha bank. It develops, however, that the thieves got not only one package, but three packages of currency consigned from Omaha, containing not \$10,000 but \$15,000. The money went from Omaha by registered mail, and was sent by the United States National bank and the Corn Exchange National bank, and was intended for coal companies who were to use the money for their payroll. All currency shipped by

mail is insured, and the loss of these packages were presumably covered in that way. The bank officers are reticent about the affair, although it is one of the biggest hauls of actual money ever made by postoffice robbers.

Little Surprises.

"Now, if you don't hurry and get me ready I'll be late to church." "Don't give me a diamond ring, George; let's spend the money for furniture." "Yes, miss, this is a beauty parlor, but I can't see that yet, need any beautifying?"

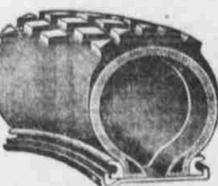
"Yes, madam, these apartments are for rent. You don't see any children about the building because they are all away at the public school." "Wikerson, that cantaloupe you sold me on approval was all right, here's your 3 cents."—Chicago Tribune.

A Pleasant Occupation.

"Bithers made a pile of money in that gold-mine of his, didn't he?" asked Wiloughby. "Yes, about five million," said Hickenbooper. "What's he doing now?" asked Wiloughby. "Oh, he's resting on his ore," said Hickenbooper. It was upon presentation of the above under oath that the court acquitted Wiloughby of assault and battery on the ground of extreme provocation.—Harper's Weekly.

3 Tire Troubles Ended

No Skidding—No Rim-Cutting—No Overloading



The Ideal Tire
The No-Rim-Cut Tire
10 Per Cent Oversize
With a Double Thick, Non-Skid Tread

Our patented tire—the most popular tire on the market—is fitted now with a perfect non-skid tread.

So this one tire combines now the three greatest features that were ever devised for tires.

Sales to date on No-Rim-Cut Tires exceed 700,000.

Three in One

Every man who knows now wants tires which can't rim-cut.

He wants tires which are over the rated size, to take care of his extras. A 10% oversize adds 25% to the average mileage.

And he wants tires that don't skid, especially in wet, wintry weather. He wants to get rid of the ruinous chains.

All three of these features, in the highest perfection, are now combined in Goodyear No-Rim-Cut tires.

bie-thick, non-skid tread, on which our experts have worked for three years.

It consists of a thick extra tread, immensely wear-resisting, vulcanized onto our regular tread. The extra tread consists of deep-cut blocks, grasping the road surface by countless edges and angles. The blocks widen out at the base, thus distributing the strain. The grooves can't fill up. The tread remains efficient a great deal longer than any other non-skid tread. When it does wear off, there's our regular tread below it.

Tire Bills Cut

Each one of these features cuts tire bills. The No-Rim-Cut feature and oversize feature usually save one-half. Now this double tread is added if you want it. Before you again buy tires it will pay you to learn what these features mean.

Our Patent Type

We control by patent the only practical tire which gets rid of rim-cutting forever. These tires are 10% over the rated size, adding 10% to the carrying capacity without any extra cost.

The control of this feature has increased our tire sales by 500% in two years.

Now we add totistreadad-



THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio
Omaha Branch—2020-2022 Farnam Street.

THE OMAHA BEE'S DIRECTORY

Of Automobiles and Accessories

MIDLAND CARS

FREELAND AUTO CO., 1122-24 Farnam Street.

Nebraska Buick Auto. Company

Buick and Welch Cars...
Lincoln Branch 13th and F Sts.—E. E. RIDDER, Gen'l Mgr.
Omaha Branch, 1919-14-15 Farnam St.—LEE HUFF, Mgr.

Rambler MOTOR CO.,

2052-54 Farnam St., Omaha.

Stearns Wallace Automobile Co.

MOTOR CAR 2203 Farnam Street

Velie MOTOR CARS

VELIE AUTOMOBILE CO., 1902 Farnam Street
John Deere Plow Co., Distributors

VanBrunt Automobile Co.

Overland and Popo-Hartford
Connell Bluffs, Ia.
Omaha, Neb.

Apperson "Jack Rabbit" COMPANY

1102 Farnam St.

Baker Electric

Electric Garage DENISE BARKALOW, Prop.
2218 Farnam Street

BRUSH RUNABOUT

A Marvel of Workmanship.
T. G. Northwall Co.,
914 Jones St.

FRANKLIN PEERLESS HUDSON GUY L. SMITH

2205-2207 Farnam Street

MARION

FOUR MODELS
Prices—\$1,150 to \$1,700.
OHIO ELECTRICS
Mason Auto Company.
C. W. McDONALD, Mgr.
2101-2103 Farnam St.

H. E. Fredrickson Automobile Co.

Thoma, Hanna, Pierce, Chalmers
2044-46-48 FARNAM STREET

Your New Stove...

Should be purchased only after careful investigation. Most Omahans people know our reputation for reliability and anyone can see the advantages of our Stoves and Ranges, two floors of our building being filled with the best stove values obtainable anywhere.

Radiant Home Quick Meal Ranges

Base Burners, Ranges and Oak Stoves

With interior lined with granite enamel, absolutely rust proof.

RUBY OAKS	Nickel trimmed, soft coal heaters	\$5.95 UP
RADIANT HOME OAKS	Heavy, Handsome, 16-in Fire Pot, like cut, Mon.	\$20.00
PURITAN STEEL RANGES	With high warming closet	\$27.00 UP
QUICK MEAL RANGES	See the new Enamel lined ranges	\$39.00 UP
RADIANT HOME BASE BURNERS	Standard of the world	\$32.00 UP

MILTON ROGERS

M & Sons Co. 1515 Harney

THE OLDEST AND LARGEST HARDWARE AND STOVE STORE IN OMAHA.