

Contest of Skill Rather Than Money

In the Bee's Booklovers' Contest one fact is certain as well as comforting--no contestant may appear on the scene at the Bee office five minutes before the close of the contest and BUY his or her way into victory. No voting; no subscription getting; no check for a thousand dollars to defeat industry or a contestant with smaller means--just STUDY.

C. E. COCKRILL J. E. DeJONG E. E. BUTLER

Apperson Automobile Company DISTRIBUTORS 1102-4 Farnam Street

Omaha, Neb., March 30, 1911.

Bee Publishing Co.,
City,
Gentlemen:

We take this opportunity of expressing our thanks to you for the order given us for a Model 4-30 APPERSON \$2,000.00 car, which you are to give away to the lucky one in the BOOKLOVERS' CONTEST.

This car can be seen at any time at our salesroom, 1102-4 Farnam Street, and will be delivered to you any time you may want it.

Yours truly,
APPERSON AUTOMOBILE COMPANY,
Per E. E. Butler.

Letters From Dealers

Herewith are published letters from the dealers of whom The Bee purchased the grand prizes for this great educational contest. These communications show that The Bee has already purchased the \$2,000 Apperson automobile, the \$750 88-note Kimball player-piano, the \$500 lot in A. P. Tukey & Son's addition, and the \$200 Columbia Grafonola "Regent," and \$50 worth of records. As the dealers state in their communications, the prizes have been paid for and are ready for delivery to the winners at the close of the contest. Every prize may be seen by the contestants or by anybody else who is interested in them.

The contest has been running since Wednesday, April 5. With the picture of today, twelve have been published. There will be in all seventy-five--one appearing each day for the largest number of correct answers. The Bee will give away more than \$3,600 in free prizes. Coupons and pictures for all puzzles published so far may be had at The Bee business office.

None of the answers to the puzzles are to be mailed to the Contest Editor until the close of the game. Full details and rules will be found with the picture of today.

A. Hospe Co. Omaha, Neb.

Pianos and Organs, Sheet Music, Etc., Music Boxes and Talking Machines, Small Musical Instruments, Pictures, Frames, Mouldings, Artists' Materials.

WHOLESALE and RETAIL

Address all mail to A. Hospe Co.

Omaha, April 14, 1911.

Omaha Bee Publishing Co.,
City,
Dear Sir:

The Mahogany Kimball Player Piano which you purchased for the sum of (\$750) Seven Hundred and Fifty Dollars is now on exhibition in our show window, and ready for delivery to the winner thereof upon your order.

Yours truly,
A. HOSPE, President.

A. P. TUKEY & SON REAL ESTATE AND INVESTMENTS

Omaha, Neb., April 14, 1911.

Bee Publishing Co.,
Omaha, Neb.,
Gentlemen:

We beg leave to acknowledge receipt of your order for the purchase of Lot 8, Block 4, 11/2r addition to Omaha, as surveyed, platted and recorded. The deed is ready to be delivered to any party securing this prize in the Booklovers' Contest, without further cost to you.

This lot lies about 4 ft. above the street; is high and slightly and practically level. East front and within one block of the west side park car line. There are some six or eight houses, costing from \$2,000 to \$6,000 within one block of this property.

The lot is 50 feet front by 130 feet deep, to a 15 foot alley. It fronts on 33d street which is 50 feet wide and all graded.

No part of Omaha is growing more rapidly than this section, on the ridge between Omaha and South Omaha.

Very respectfully,
A. P. Tukey & Son.



Where Bee Lot Is Located

This picture shows residences adjoining lot which is to be given away by The Bee as third prize. This illustration is of house on Thirty-Second Avenue. The Bee lot is on Thirty-Third Street, just back of second house at the left in this picture.

Columbia Phonograph Company Gen'l.

Stores in All Principal Cities--Dealers Everywhere

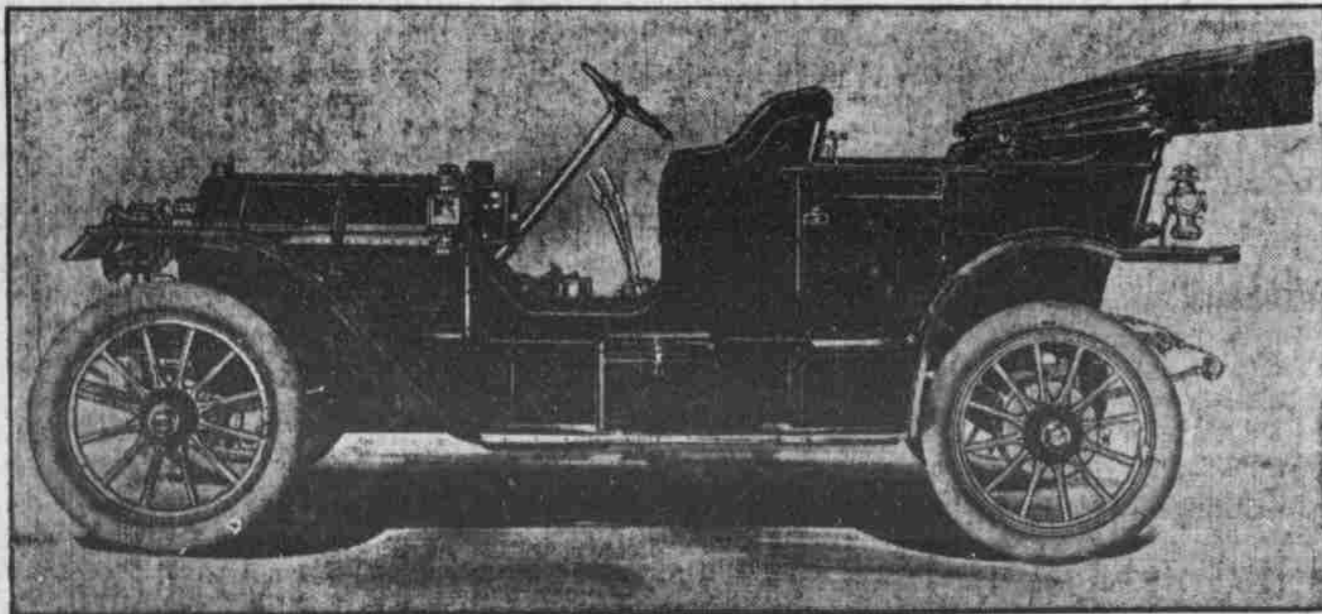
FACTORY AT BRIDGEPORT, CONN.

Omaha, Neb., April 15, 1911.

The Bee Publishing Company,
Omaha, Neb.,
Gentlemen:

We wish to thank you for the order given us for one Grafonola Regent and \$50.00 worth of high class Columbia Records, to be given away as Fourth Prize in your BOOKLOVERS' CONTEST. This Grafonola can be seen at our salesrooms, 1311-1313 Farnam Street, and will be delivered to you any time you shall indicate.

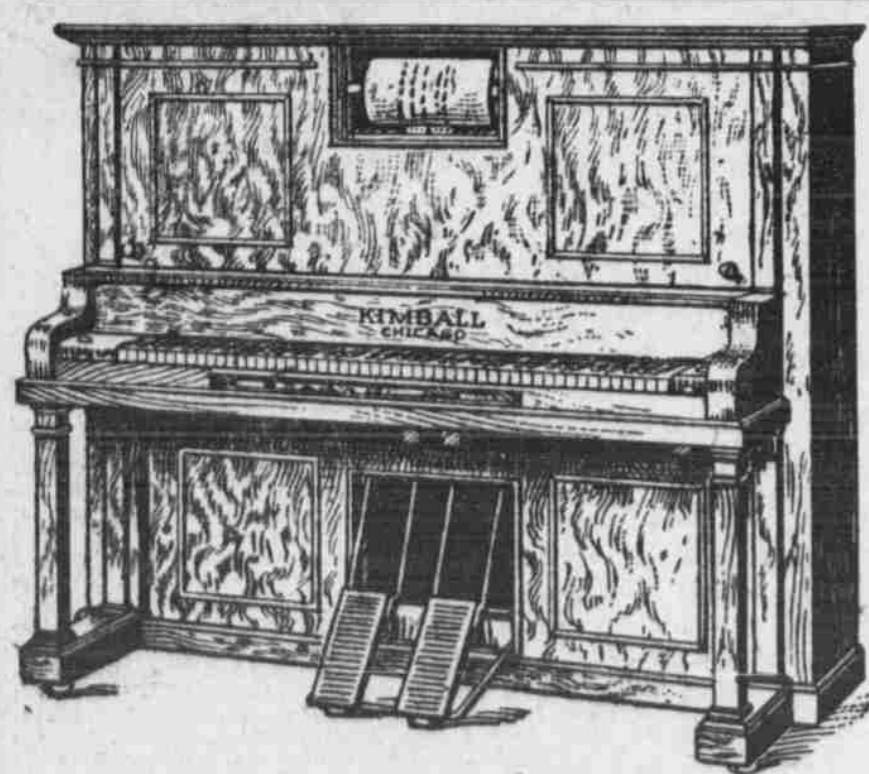
Again thanking you for the order, we are,
Yours, very truly,
COLUMBIA PHONOGRAPH COMPANY,
James L. Burr, Manager.



FIRST PRIZE--\$2,000.00 Apperson "Jack Rabbit" Touring Car

This wonderful Apperson "Jack Rabbit" touring car, Model Four-Thirty, with five passenger capacity, is a premier machine. It is really a "Jack Rabbit" of the road and spins smoothly over pavements and country highways. It has many road and speed records, and ranks among the leading motor cars of the country. It is a wonderful car in a wonderful contest. Well equipped, it will go to the contestant who has the largest number of answers correct, or that contestant who, if there are several with the same number of correct answers, has the neatest and best prepared set of answers. This sterling car is now exhibited in the salesrooms of the Apperson Company, 1102 Farnam street. Just step in and see it, then you will want to join the Booklovers' contest, if you have not already done so.

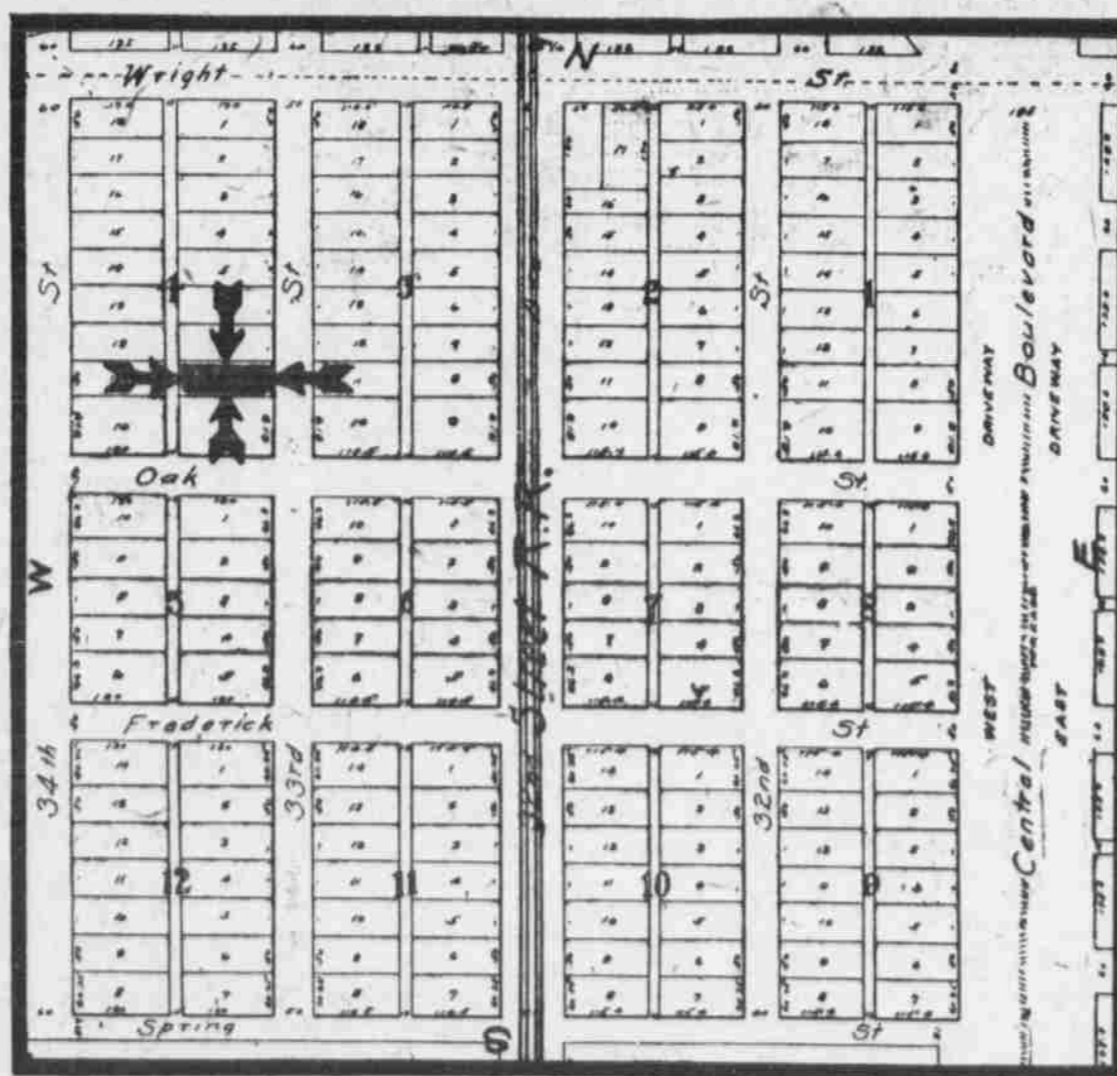
FOLLOW THE PICTURES DAILY IN THE BEE
They Are Educational and Will Keep You Reminded of This Auto.



SECOND PRIZE

Magnificent \$750 Kimball Player-Piano

The ideal mechanical player, the Kimball, will go as the second prize in this contest. The player mechanism is contained within the compass of the ordinary piano case, and in no way interferes with the regular playing of the piano. The advantages of the Kimball 88-note player are manifold in the simplicity of mechanism and the ease of operation, but the greatest interest to music-lovers is its wonderful efficiency in musical effects. It gives quick response in every feature, and is an instrument that will draw the family circle into closer relation--help make home an ideal place, and consistently followed, will result in a musical education. The Kimball has a reputation for excellence equal to any. The Kimballs have gone into the best homes in Omaha through the agency of A. Hospe Co., 1513 Douglas Street.



THIRD PRIZE

\$500 Building Lot

In Tukey & Son's Beautiful Her Addition

This building lot is 50x130, and is on the west side of Thirty-third street. It is eighty feet north of Oak street, and is surrounded by several beautiful homes. Tukey's Her addition, in which this lot is located, is situated between Omaha and South Omaha, lying high and beautiful, and adjacent to Hanscom Park and Central Boulevard. The street and Council Bluffs Street Railway, which runs along Thirty-Second Avenue, increases greatly the value of property in this addition, and makes this lot an ideal location for a home. This addition is growing rapidly, and it is only a question of a short period until property here will be worth many times its present value.



FOURTH PRIZE

\$200 Columbia Grafonola And \$50 Worth of Records

The incomparable Columbia Grafonola will be the fourth prize. This musical instrument is valued at \$200.00, and is the culmination of human inventive genius in the science of sound-production. Here, indeed, is an ideal musical instrument long sought for and much desired. There is no better instrument of this type than the Columbia. The prize offered is the Columbia Grafonola "De Luxe." It is built of richest mahogany throughout, and equipped with the Columbia "Grand" Reproducer. Records worth \$50.00 are included in this prize award. You may hear the Columbia at the store of Columbia Phonograph Company, 1311-13 Farnam street.

35--CASH PRIZES--35

Thirty-Five Cash Prizes Will Be Awarded as Follows:

Five of \$10 in Gold

Ten of \$5.00 in Gold

Twenty of \$2.00 Each

Bee Catalogue of 5,000 Book Titles Will Help Solve the Puzzles. For Sale at Business Office for 25 Cents; by Mail, 30 Cents