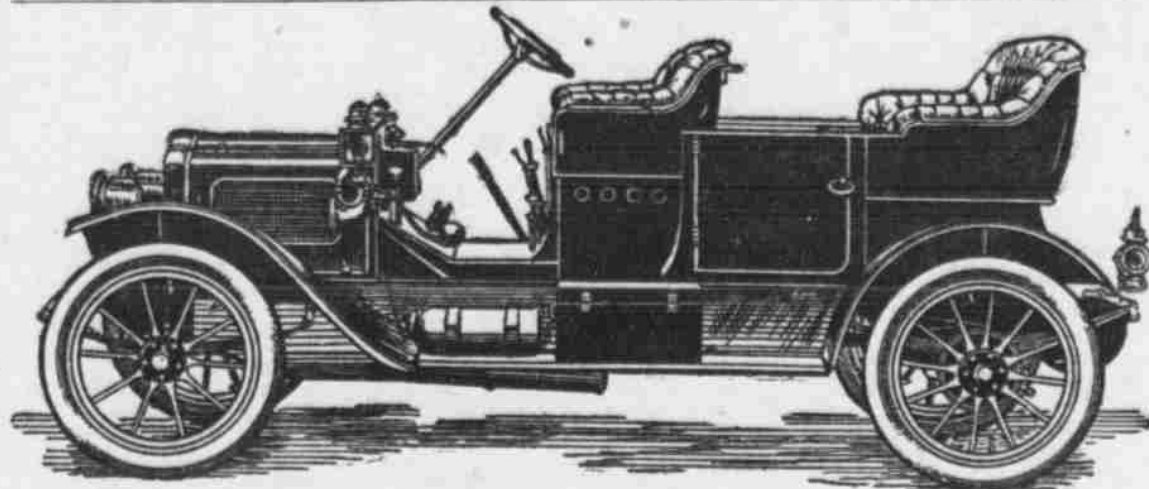


Another Booklovers' Contest

Automobile.....	\$2,000
10 Acre Ranch.....	\$1,250
Player Piano.....	\$900
Suburban Lot.....	\$275
Suburban Lot.....	\$225
Encyclopaedia.....	\$96
Encyclopaedia.....	\$96
Encyclopaedia.....	\$96
Child's Encyclopaedia.....	\$36
Child's Encyclopaedia.....	\$36
5 Prizes of \$10 Cash.....	\$50
10 Prizes of \$5 Cash.....	\$50
10 Prizes of \$2 Cash.....	\$20
20 Prizes of \$1 Cash.....	\$20
TOTAL.....	\$5,150

\$5,000 ...IN FREE... PRIZES



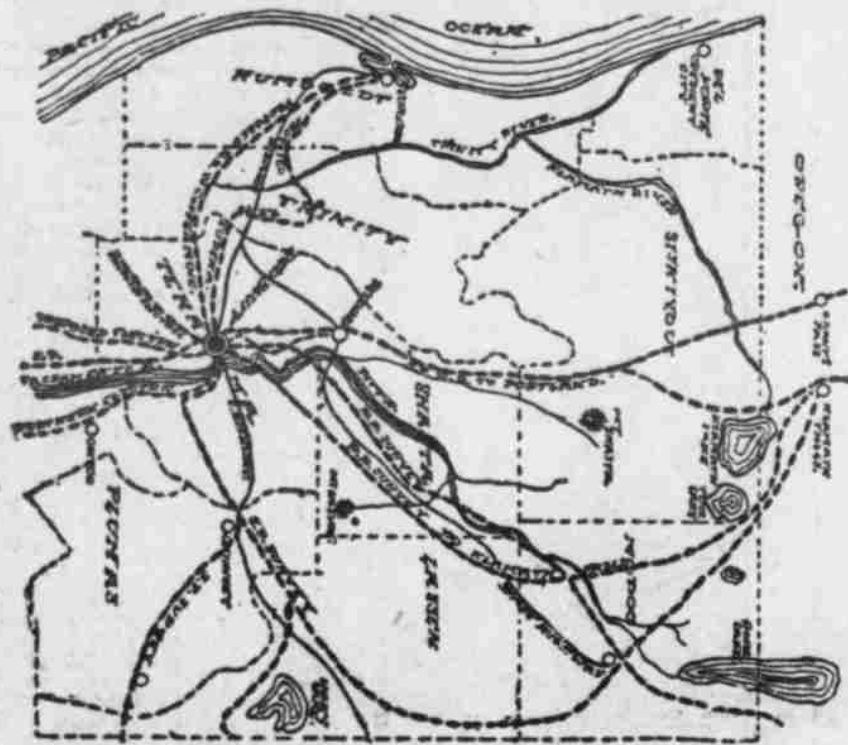
This automobile will be on exhibition in Omaha at a later date.

This five-passenger 1911 model White Steamer Touring Car—odorless, smokeless and noiseless—is in the tenth year of its success. No car has stood the test of time with necessity for fewer changes. For stability in construction as well as in purpose and performance, the "White Steamer" has held a high place in the mind of the motoring public. This car needs no cranking nor shifting of gears to get any desired speed. The increasing number of White Steamer cars being sold each succeeding year, together with the practical endorsement of the U. S. government, which owns and operates more Whites than all other makes combined, is sufficient guarantee of high quality.

First Prize
a \$2,000
FAMED
White Steamer
AUTOMOBILE
A Speedy Car
A Strong Car
A Hill Car

An unprecedented opportunity to win fortune without the disagreeable features of subscription getting. Never was a newspaper contest more liberal or more interesting.

Enter anytime—first day or last—with full and equal chance of success.



Red Bluff will soon be a transportation center. Its facilities for distribution are great. It is the head of a navigable stream, Sacramento River, and is a natural distributing point for rail and wagon roads to an empire in a condition of continuous development. It draws from every direction, which fact is shown by the accompanying map of railroads, highways and proposed railroad and highways with Red Bluff as a terminus—Sacramento Union, Aug. 1.

Second Prize

In a climate shown by the Government chart to be the same as that of Los Angeles, Fresno, etc., lies Tehama county, California. It is within two hundred and fifty miles of San Francisco and there is situated the famous Lutheran colony which has had so much discussion in Omaha by reason of a local clergyman taking the initiative in its formation. The Bee offers this ten acre ranch as second prize in its Booklovers' Contest. Here is a livelihood for man, wife and children for the rest of time. Here is \$1,250 in land, carrying free water, waiting only for the plow share and intelligence to cultivate it and produce almost any variety of fruit.

Full information concerning this land may be had at the office of Trowbridge-Bolster Co., in the City National Bank Building, Omaha.

Third Prize



The accompanying illustration tells only of the outside of this magnificent Krell Auto-Grand Piano. It tells not of the vast excellence that lies beneath its magnificent, fancy walnut case. Well informed piano men are insistent in the claim that the Krell Auto-Grand is positively the most complete and efficient player-piano offered to the music-loving public.

The modulating pedals and the mechanism to carry the tune above the accompaniment are marvels of simplicity. The Krell Auto-Grand claims to have in the absolute, the "human touch" so prized by player-piano makers. From the inside to the case, from the pedals to the levers this magnificent \$900 player-piano may be examined with every facility at the piano ware rooms on the third floor of the big

Bennett Department Store.



FOURTH PRIZE

Out in the little town of Ralston they are building a manufacturing city. They have the Brown Truck Mfg. Co.; the Rogers Motor Car Co., and the Howard Stove Works. They have a good hotel, a good postoffice, railroad facilities and the only interurban trolley line running out of Omaha. They have a fine school building on Maplewood street and nearby is a lot 25 by 100 feet which is valued at \$275, which is The Bee's fourth prize in this new Booklovers' Contest.

FIFTH PRIZE

Back on Main street is a residence lot 60x150 feet which constitutes The Bee fifth prize in this contest. This lot is valued at \$225.00 and here are rock-bottom values. Here is the place from which men start and fortunes grow. Here are two valuable prizes worth no more nor no less at the present moment than the prices attached to them, but in opportunity they will show themselves to be money makers.

The accompanying map gives an idea of the proximity of Seymour Lake and the new Country Club situated there. Full information may be had at the offices of the Ralston Townsite Company at 309 South 17th St., Omaha.

No. 2 Catalogs

The catalog of 5,000 titles said by winners of the prizes in the No. 1 contest to be a necessity, is now ready at the Bee business office.

It is a new catalog—the old ones will not do.

At Bee Office...25c

By Mail...30c



Prizes Six, Seven and Eight

Are in many respects the choicest prizes in this long list. To the ambitious boy or girl, as well as to the mature student, an Encyclopedia, brought up to the last hour, is by far the greatest possible gift, but here is an Encyclopedia brought into being by man's ingenuity which is probably the last word in Encyclopedia making. Here is a loose-leaf Encyclopedia with a system of perpetual additions. In this plan of Encyclopedia when a subject grows old or modern thought puts new phases on it, the makers of this wonderful work send a new leaf to take its place and by the use of a key the metal binder is unlocked, the pages loosened, the old page extracted and the new leaf takes its place. Presto! the Encyclopedia is up to the last hour. It cannot grow old.

This Encyclopedia contains twelve volumes and is sold regularly at \$96.00 a set. The work is produced by Thomas Nelson & Sons of New York, London, Dublin and Edinburgh. This house was founded in 1798.

The Omaha representative is W. A. Hixenbaugh & Co. and these volumes will be on exhibition from this time until the close of the Booklovers' Contest at 1814 St. Mary's Avenue. Three sets of this magnificent Encyclopedia bound in three quarters morocco; will be given as prizes numbers six, seven and eight.

Prizes Nine and Ten

are constituted of two twenty-four volume cloth bound sets of the Book of Knowledge, an Encyclopedia made especially for children and regularly sold at \$36.00 a set.

To the man who conceived this idea belongs much credit. It tells children in child language of the evolution of this sphere on which we live, from a ball of fire into the cooled earth we now inhabit, as well as explaining the process by which the simple leg of a chair is made, the invention of the telephone, and every conceivable need of early education, as well as that needed by many grown-ups, telling it all in the simple language that he who runs may read. These sets contain hundreds of plates in colors and thousands in black and white.

This is a great opportunity offered along consolation lines for those who fail to win one of the first and larger prizes. These books are also on exhibition at the store of W. A. Hixenbaugh & Co., 1814 St. Mary's Avenue.

Cash Consolation Awards

5 Cash Prizes of \$10.00 Each
10 Cash Prizes of \$5.00 Each
10 Cash Prizes of \$2.00 Each
20 Cash Prizes of \$1.00 Each

The Cash Prizes as indicated above are to be given as consolation awards that many contestants who work hard and miss by a small margin may be honor-mentioned—reimbursed—in some small way for time expended. The Bee is anxious that even the pennies spent for the coupons may be recognized at least in part.

This Contest is for education, a test of skill and entertainment for the great family of Bee readers. It is offered following experience with our Number One contest, with a degree of certainty that will be appreciated much more than the First one and entered by many more contestants.

The same care will be exercised in guarding the secrecy of the answers to the titles. The same man will serve as editor of the Booklovers' Contest; the same artist will draw the pictures, and this same condition shall prevail—but one man will know the answers to the puzzles as they are conceived, drawn and appear. Not even the artist may know the title to the book he is representing in his work. The knowledge remains with one man and he knows how to guard it very, very carefully.

Contestants should consult the rules carefully as to their territorial rights as well as to have a ready answer for all questions likely to arise during the contest. Members of the family of any Bee employee, even though remotely removed must remain out of this Contest, as no prize will be awarded to any person filling such description.

EXTRA COUPONS will be placed on sale in the Bee office at one cent each within a week after the printing of the first picture, which will be published in the morning edition of The Bee on August 16.