

The Omaha Bee's Great Booklovers' Contest



No. 40—Sunday, September 24, 1911.

What Book Does This Picture Represent?

Title

Author

Your Name

Street and Number

City or Town

Write in title and author of book and HAVE coupon and picture. Send no coupon until finish of the contest is announced. Each picture represents a book title—not a scene or character. Catalogues containing 5,000 names editor—are for sale at the Business Office at The Bee for 25 cents; by mail, 30 cents.

Rules of the Contest

All persons are eligible to enter this contest except employees of the Omaha Bee and members of their families. Each day, for seventy-five days, there will be published in The Bee a picture which will represent the title of a book. Beneath each picture there will be a blank for the contestant to fill in the title of the book.

Out out both the picture and the name of the author of the book and add your name and address neatly and plainly in the space provided.

No restrictions will be placed on the way in which answers to the pictures may be secured. Each picture represents only one title of one book. If you are not sure of a title and wish to send in more than one picture, you may do so. BUT NOT MORE THAN FIVE ANSWERS TO ANY ONE PICTURE WILL BE PERMITTED. No correct answers will not be counted against contestants if correct answer is also given. More than one answer should not be put on the same coupon. Extra coupons should be used for extra answers. All answers to the same number should be kept together when sending in the set. Only one set may be submitted by one contestant, though any set may have five answers to each picture.

The number of correct answers given—must be plainly written on the outside of each set submitted, but do not write such information on the wrapper.

While not absolutely necessary, it is desirable that the pictures should, in each case, be sent in with the answers, in order that all answers be uniform. Additional pictures and coupons may be obtained at the office of The Bee by mail or in person.

When you have all necessary pictures and answers, put them in a flat package and bring or mail them to The Omaha Bee, addressed to Booklovers' Contest Editor. Prizes will be awarded to the contestants sending in the largest number of correct solutions. In event of two or more persons having the same number of correct solutions, the person using the smaller number of extra coupons in his set of answers will be declared winner. In using the smaller number of extra coupons correct and using the same number of coupons, the person whose set of answers is most neatly prepared, in the opinion of the full judging committee, will receive the first prize.

Only one list of answers may be submitted by a contestant and only one prize will be awarded to one family at one address.

The use of the coupons is not obligatory upon the contestant, and an answer may be submitted in any legible manner the contestant may select.

Awards will be made strictly according to the merit of each separate list.

The name of more than one person must not be written upon any one coupon.

The answers will be made by the Contest Editor and a committee of well-known officials, whose names will be announced later.

The contest will close on the following date: Wednesday, November 1, 1911. Prizes will be sent to the office of TROWBRIDGE-BOLSTER CO., in the City National Bank Building, Omaha.

Only one list of answers may be submitted by a contestant and only one prize will be awarded to one family at one address.

The use of the coupons is not obligatory upon the contestant, and an answer may be submitted in any legible manner the contestant may select.

Awards will be made strictly according to the merit of each separate list.

The name of more than one person must not be written upon any one coupon.

The answers will be made by the Contest Editor and a committee of well-known officials, whose names will be announced later.

The contest will close on the following date: Wednesday, November 1, 1911. Prizes will be sent to the office of TROWBRIDGE-BOLSTER CO., in the City National Bank Building, Omaha.

FIRST PRIZE Value \$2,000 White Steamer Automobile

4-passenger 1911 Model White Steamer Touring Car—odorless, smokeless and noiseless. No cranking, no shifting of gears, any desired speed. White Steamer sales increase each succeeding year. Has practically an endorsement of the United States government, which owns and operates more White Steamers than all other cars combined. Richly upholstered, beautifully finished, unlimited power, controlled speed. This car will be exhibited in Omaha at Drummonds, 18th and Harney Sts.

SECOND PRIZE Value \$1,250

In the soft, semi-tropic, climatic zone, extending north from San Diego to Shasta County, California, lies Tehama county, in which is situated this beautiful little 10-acre ranch near the town of Red Bluff. This is fruit land of a very high order and is part of the celebrated Lutheran colony which had its inception with an Omaha clergyman. Literature describing this property may be seen at the office of TROWBRIDGE-BOLSTER CO., in the City National Bank Building, Omaha.

THIRD PRIZE Value \$900

The magnificent, fancy walnut **KEEEL AUTO GRAND PLAYER-PIANO** which nothing can excel. No other player-piano has in the world. It is a masterpiece of workmanship by a musical ear and so prized by the manufacturers. This instrument will be exhibited, explained and played for anyone who wishes to see it in the war rooms on the third floor of THE BENNETT CO.

FOURTH PRIZE Value \$275

Ralston is to be a manufacturing city. They have a fine start with the Brown Truck Manufacturing Co., the Rogers Motor Car Co. and the Howard Stone Works. Everything desirable to comfortable living may be found there. On one of the main business streets The Bee has selected its fourth prize, business lot 25x100 feet, and valued at \$275.

FIFTH PRIZE, Value \$225

In the same town and with the same prospect of advancement, The Bee has selected a residence lot 50x120 ft., and valued at \$225. Ralston is on the only interurban line running out of Omaha and within forty minutes of the Omaha postoffice. Complete information about this property at the office of the **BALSTON TOWNSHIP COMPANY**, 202 South 17th St., Omaha.

SIXTH, SEVENTH AND EIGHTH PRIZES

This ingenious encyclopedia, which is a development rather than invention, has besides its conventional value of hundreds of editors, is specially equipped to make one of the greatest encyclopedias in the world. One of the strongest recommendations for this work is that it is from **WELSON & SONS**, of New York, London, Dublin and Edinburgh, which was founded in 1798.

This encyclopedia of twenty volumes, which is valued at \$18 a set, may be seen at the Omaha office of **W. A. HIXENBAUGH & Co.**, 1514 St. Mary's Ave.

NINTH AND TENTH PRIZES

These prizes consist of twenty-four volume cloth bound sets of the "Book of Knowledge," an encyclopedia made especially for children and sold at 25¢ a set. This work is written in simple language and is a "wonder book" in hundreds of colored plates and thousands in black and white. There are equipped encyclopedias made for children and may be seen at the Omaha office of **W. A. HIXENBAUGH & Co.** at 1514 St. Mary's Ave.

FORTY-FIVE CASH PRIZES

Five Prizes of \$10. Ten Prizes of \$5. Ten Prizes of \$2. Twenty Prizes of \$1.

WATCH FOR THE DAILY PICTURE IN THE BEE.

THE HOME BUILDERS PAGE

The Cost Problem

By Arthur C. Clausen.

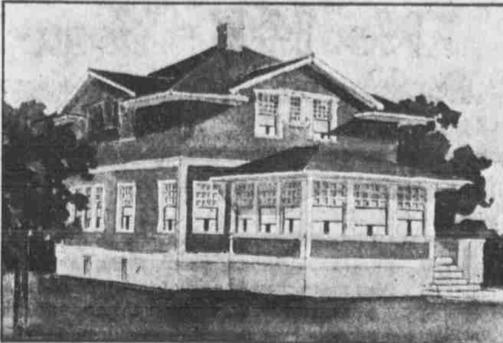
FOUR vital points have to be considered in the planning of every home, they are, its location, its arrangement, its design and its cost. In most cases, the first three are controlled by the cost.

The average man will decide about the time he is purchasing his lot, upon the approximate amount of money he thinks he can afford to put into his home. The question then comes up, as to how much to put into the lot and how much into the home. Frequently a man will desire a home beyond his means, with the result that he is inclined to purchase a lot not having quite as desirable a location as the home he will build ought to have. He does not seem to realize that one's surroundings and neighbors contribute a great deal toward the enjoyment of a home, when they are desirable and frequently make one discontented with the home when they are out of harmony with it.

Then again, a man will purchase a lot in a practically undeveloped section of the city, the lot may be very desirable, but being cheap, it would probably be surrounded by vacant cheap lots that would in time attract people building a cheap class of homes. The writer recalls one prominent example where a man purchased a beautiful lot with elegant shade trees upon it for \$200, and built upon it a \$5,000 home. Cheap as the lots were in that neighborhood, he did not even consider it necessary to purchase a corner lot, saving his means for the construction of his home. In less than five years, he had a grocery store building on one side of him, and an undesirable family in a small shack on the other side of him. It never pays to build a good home on a cheap lot. No hard and fast rule can be set for the right proportion of things, for sometimes under unusual circumstances, a man can purchase a very good lot in a very good neighborhood for a very low price, but on the average, one should figure on paying about 25 per cent of the cost of the house for the property on which it stands, if it is in city property. In the country, where the land is bought by the acre, entirely different conditions are met with, for here a man can have so much land about him, that it does not matter much what the neighbors do.

Building a home in a neighborhood already well built has its advantages. One can then note the class of homes and their owners, and know just what public improvements in the neighborhood he will be privileged to enjoy.

The cost of a home is of course an unknown quantity, until the estimates from the contractors have been received. Whether the architect's estimate will be accurate or not, depends entirely upon his ability and integrity. There are a number of architects throughout the country publishing and designing in catalogue form, who, realizing the tendency toward desiring something for nothing, place the cost estimate on a design frequently far below what it is possible to build it for. In other cases, they will place the cost estimate based upon prices in certain sections of the country, where



It costs far less to build than in other parts of the country, and thereby their statement that a house can be built for that amount can be proven.

This is really not an honest way of dealing with future clients, for it is misleading. First let it be frankly admitted, that no architect has the gift of prophecy, and therefore is unable to tell exactly what the lowest bid from several contractors will be. Contractors frequently vary as much as 20 per cent and even 30 per cent in their estimates, and when the men who build the buildings, who are closely in touch with labor conditions, and who have an order at stake when making their estimates, will vary from \$5,000 to \$20,000 on the cost of a single home, a difference of \$5,000, it can be reasonably supposed that the architect's estimate will not be exactly accurate.

To illustrate, I will give a few examples. The writer estimated the approximate cost of \$12,000 on a home to be built in Quebec, Canada. It was built for \$11,500. In another instance of recent occurrence, the writer estimated the cost of about \$5,000 and it was built complete for \$4,200. In one case, the architect's estimate was \$500 high, and in the other \$300 low. In estimating the cost of a large sanitarium, the writer was \$2,000 high on his estimate, but in this instance, the lowest contractor's bid was unusually low, being in fact over \$2,000 less than the amount wanted by the highest contractor. The same month, the highest and lowest contractors on this particular building changed places in estimating on a small alteration job. The highest contractor on the sanitarium putting in a bid of \$7,000 and the successful bidder on the sanitarium putting in an estimate of \$1,000 for the alteration job.

A competent, conscientious architect will always try to make his estimate high enough to cover any unusual conditions that might prevail in the building business, at the time estimates are taken. To do this accurately, it is sometimes difficult, for conditions change from week to week, the law of average must therefore govern. Whether an architect can estimate the cost of a horse from a distance

MR. CLAUSEN'S BOOK

"The Art, Science and Sentiment of Homebuilding."

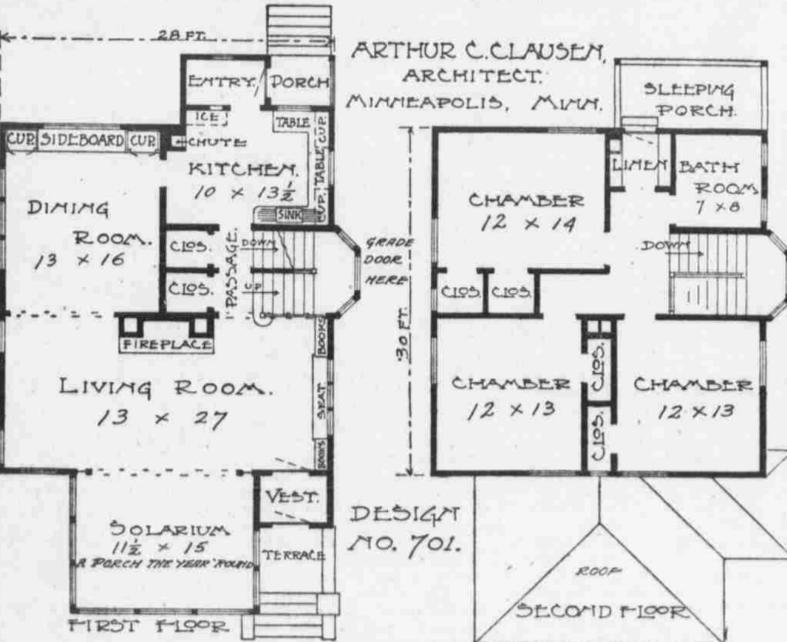
Thirty chapters, 300 illustrations. It covers a wide range of subjects, including the planning of bungalows, suburban and city homes, costing from \$2,000 to \$20,000, letting contracts, choosing materials, proper design of entrance, windows, fireplaces, etc. New third edition. Price, postpaid, \$1.00.

Address, Arthur C. Clausen, Architect, 1136-37-39 Lumber Exchange, Minneapolis, Minnesota.

of many miles will depend entirely upon how thorough a student he is of conditions in various parts of the country. With proper study, an architect can estimate as accurately on a house in another part of the country, as a man in that locality. The cost, however, varies a great deal in different parts of the country. For example, a home will build for approximately 40 per cent less in Florida than a house of the same plan and design could be built for in Minnesota. With these conditions in mind, the cost estimates placed on many house plan catalogues are of little use, even though they be entirely accurate, for a certain location.

Therefore, the only way to determine the cost of any house published in a catalogue is to either get the estimate on it from an architect of known veracity, or have a local builder give an estimate from the published sketch. This is a difficult thing for a builder to do, however, for lacking specifications and details, he can have only a vague idea from the sketch as to what materials and workmanship will be required.

Dangerous Surgery in the abdominal region is prevented by the use of Dr. King's New Life Pills, the painless purifiers. 25c. For sale by Bee-Drug Co.



Andirons for Christmas Gifts

Nothing more acceptable to homekeepers than a pair of andirons of latest design, a brass spark screen, or a set of fireplace tools. We will lay them aside until Xmas if ordered now.

Visit our beautiful new display rooms, fixed up like rooms in a home, where we show a hundred different fixtures. Artistic, durable, beautiful and the prices are right. We build mantels of tile, brick and choice woods. We take contracts for tile floors and marble work.

Call, please, whether you intend to buy or not.

SUNDERLAND—1614 Harney St.

W.G. FERRIN MOVING, EXPRESS AND STORAGE

815 N. Sixteenth Street
Phone Tyler 1200
Moving, Packing & Storing

E. J. DAVIS HEAVY HAULING

Safe Hoisting a Specialty
1818 Farnam Street
Tel. Doug. 363

UNION PACIFIC

Your household goods are in safe hands when left with us for Moving, Storing or Packing.

MAGGARD
Both Phones—Douglas 1496
Ind. A-2428
General Offices 1713 Webster St.

WHERE YOUR HOUSEHOLD GOODS WILL BE SAFE

OMAHA FIREPROOF STORAGE
Separate Locked Storage Room for Household Goods
HEATED PIANO ROOMS.

OMAHA VAN AND STORAGE CO
ABSOLUTELY FIREPROOF

Main Office, 206 No. 16th St. Branches, 209 No. 17th and 1180 No. 19th Sts.
Telephone: Douglas 4123 and Ind. A-1325.

THE Influence of Home Surroundings is so great that too much consideration cannot be given the selection of furnishings that produce agreeable impressions and help create an atmosphere that is both pleasing and beneficial.

The department of interior decoration in this store has the latest ideas for making your home beautiful. The newest ideas in pretty floral wall paper patterns in cheerful, rich hues will interest you. Used in harmonious association with exquisite cretonnes they admit of the highest possible art in the decoration of bedrooms and breakfast rooms.

Experts in this department will gladly give you suggestions for decorating and furnishing your home. They have many ideas and will be sure to highly satisfy the most demanding tastes.

Miller, Stewart & Beaton Co.

THE TAG-POLICY HOUSE
Established 1884. 413-15-17 South Sixteenth Street.

Get Our Figures on Your Mantels and Tiling, Furnace Work, Builder's Hardware

MILTON ROGERS & Sons Co.

1515 Harney St.

BOND YOUR CONTRACTOR in a Home Company
It insures satisfactory completion of work according to contract.

NATIONAL FIDELITY & CASUALTY CO.

NATIONAL FIDELITY & CASUALTY BLDG.

What the Land Show Does

Group of Omaha people who went to California to buy land in Tehama county, where the Trowbridge-Bolster Co., City National Bank building, Omaha, is selling many farms. The second prize in the Bee Booklovers' Contest is located here. The people in this party were encouraged to go through the Omaha Land Show.

\$25 LOW ONE-WAY COLONIST FARE TO THE PACIFIC COAST

This reduced fare is effective September 15 to October 15, 1911, and applies to many points in California and the Pacific Northwest. Fast Colonist trains de luxe October 13, 14, 15 and 16.

Via

Union Pacific

Standard Road of the West
Protected by Electric Block Signals

For literature and information relative to fares, routes, Pullman reservations, etc., call on or address

L. BEINDORFF, C. P. & T. A.,
1324 Farnam Street, Omaha, Nebraska.
Phones: Doug. 1828; Ind. A-3231.