

Covered Carpet Tack Brought Fortune to Wallingford

Only a genius like that character creation of Randolph Chester could see the possibilities of a covered carpet tack. "Get-rich" was running a long risk and taking "some awful" chances in order to make money and a reputation. His case was entirely different from that of the man or woman who enters the Booklovers' contest of The Bee—these people do not take a single chance, and yet they stand to win prizes that will bring them a small fortune, and, perhaps, through the right exploitation, a tremendously large fortune. That California land, for instance, what are the possibilities of it? In the Booklovers' game one simply solves 75 puzzle pictures, and, if he is careful and precise, he will have a share of more than \$5,000 in free prizes.

The Time to Enter is Now

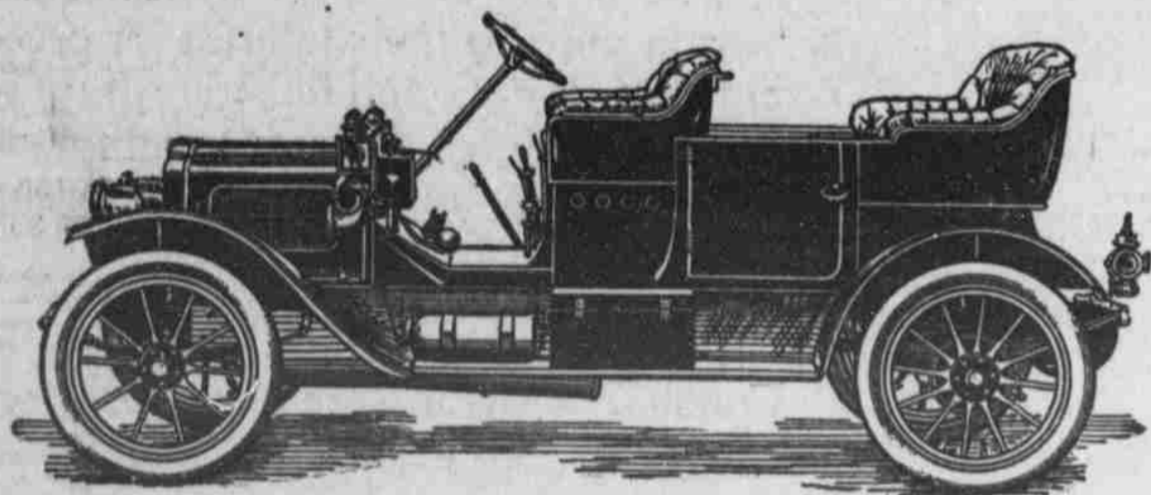
The back pictures in the contest are ready. The catalogue supply is large enough to furnish the helpful little guides to about 2,000 people, the number that is expected to enter within the next three weeks. Those who enter now have

An Excellent Chance of Winning

Just as good a chance as those who started at the beginning. If you have not joined the ranks, ask your friends how interesting is the game, and then you will buy the back coupons for one cent each and the title catalogue—the little book that helps you guess the titles—for 25 cents.

FIRST PRIZE

A \$2,000.00 Famed
**White Steamer
Automobile**



**A Speedy Car
A Strong Car
A Hill Car**

This 5-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 of 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.

*Car on Exhibition at Drummonds,
18th and Harney Sts.*

SECOND PRIZE

**A Ten-Acre
Ranch
In Tehama County, Cal.**



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 Luthern 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 10-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.,
City National Bank Bldg., Omaha.

THIRD PRIZE

**KRELL
Auto-Grand Piano**



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 third floor of the big

**Bennett
Department Store**

More Than \$5,000 in Free Prizes

In addition to the automobile and ten-acres of land, the following prizes are offered. Krell Auto-Grand Player-Piano, value \$900. It is sold by the Bennett Co. Fourth, a lot 25x100 feet, in Ralston; value \$275. Fifth, a lot in Ralston, value \$225. These lots are sold by the Ralston Townsite Company, 309 South Seventeenth Street, Omaha. Sixth, seventh and eighth prizes are each a \$96 set of the Nelson Encyclopedia, sold by W. A. Hixenbaugh & Co., 1814 St. Mary's Avenue. Ninth and tenth prizes are sets of "Book of Knowledge," the value of each being \$36. They are sold by W. A. Hixenbaugh & Co.