

**ACTUAL SIZE**  
Wm. Rogers & Son  
*Le Necessaire Pattern*

Knives—6½ Certificates Each

Forks—5 Certificates Each

Dessert Forks—4½ Certificates Each

Dessert Spoons—4½ Certificates Each

1 Tea Spoon—5 Daily Coupons and 10 Cents Each

Berry Spoon—15 Certificates

Sugar Shell 4½ Certificates

Table Spoons 5 Certificates Each

**ACTUAL SIZE**  
Wm. Rogers & Son  
*Le Necessaire Pattern*

THE WM. ROGERS & SON MANUFACTURING CO.

Gravy Ladle 11½ Certificates

Butter Knife 5 Certificates

Cold Meat Fork 9½ Certificates

The number of certificates required are stated under each of the elegant pieces above. These certificates come to you from many quarters at once. Thus you will be able to secure the complete set and many extra pieces within an extremely short space of time

# Every home can have this 65-piece Silver Set without cost

Let The BEE start you with one or a dozen Teaspoons. The Omaha merchants listed on this page will complete your set at their own expense. Read this brand new plan:

Collect Merchants' Coupons and Certificates and exchange them at The Bee office for the silverware. Ten-coupons equal one certificate.

Ten Coupons Equal One Certificate

- By Trading With These Merchants and Reading The BEE** you will have many certificates coming to you continually from many sources. Thus, under this co-operative plan, you will be able to secure the entire set and many extra pieces of this handsome Wm. Rogers & Son guaranteed Table Silver within a very short time. Let a good impulse start you. Clip the first coupon NOW.
- American Theater**  
Cor. 18th and Farnam Sts.
  - Krug Brewing Company**  
1007 Jackson St.
  - Miss Butler, Millinery**  
1312 Douglas, 2d Floor.
  - Brandeis Florist Dept.**  
L. M. Rogers, Prop.
  - Nebraska Fuel Company**  
312 South 16th St.
  - New England Bakery Co.**  
2215 Leavenworth and 212 N. 16th St.
  - Hiller Liquor Company**  
1309 Farnam St.
  - Myers-Dillon Drug Company**  
16th and Farnam Sts.
  - Megeath Stationery Co.**  
1241 Farnam St.
- All coupons must be brought to The Bee office, where they can be exchanged for any piece of the silver.

**CERTAIN** reliable firms of this city have joined hands for the purpose of further expanding their business. Each one has many *exceptionally good* things for you every day, both in the matter of *value-giving* and *efficient special service*. The present patrons of these merchants are daily enjoying these advantages

In order that other thousands of people will become familiar with these special benefits, these merchants have adopted this plan of distributing this beautiful guaranteed Wm. Rogers & Sons Table Silverware to all who trade with them.

**THE BEE** has been enlisted in the plan. All people who read the BEE a few *successive* times, until they become familiar with its superior facilities for reporting the world's news, its splendid features, its special departments, its high ideals, become *regular* readers of the BEE.

**It is Easy to Secure the Silver**

You can start right now by clipping either coupon at the bottom of this page.

If you clip the **Yearly Subscription** coupon and you bring or send it to the Subscription Department of the BEE, you will learn how to secure the complete dozen teaspoons at once.

Or you can clip Number 1 of the **Daily Series** today, Number 2 of the **Daily Series** tomorrow, Number 3 of the **Daily Series** the next day, and so on for five days. You will then present any series of five coupons published on consecutive days to The BEE office, together with 10c to cover the cost of handling and receive a Teaspoon.

Thus you will be able to secure a full half-dozen Teaspoons within a month.

**COUPONS** will be issued by these merchants on purchases you make of them. Ten coupons will equal one **certificate**. Merchants' coupons and certificates will be good for any pieces of the silver excepting Teaspoons. For these you will need BEE coupons.

Read the list of merchants on this page. read their advertisements today on other pages; watch for their future advertisements

**Why We Named This Pattern Le Necessaire**

In the romantic days of old France, when milady and her female traveling companion journeyed from Paris to Versailles, they rode in a huge leather coach and furs, and their couriers wore splendid yellow liveries. Somewhere about the coach was sure to be found milady's *Necessaire*. *Le Necessaire* was an exquisite old rosewood box inlaid with ivory. It contained milady's silver-mounted toilette articles and precious knick-knacks and dainty what-nots. Milady would have thought the journey as impossible without *Le Necessaire* as without the coach itself. *Le Necessaire* was moreover, the emblem of gentle birth, of noble elegance. Poor Marie Antoinette—did she not have her *Necessaire* and did she not start it by special courier for Metz—although to be sure it betrayed the flight planned for the Royal French pair—still, the ill-fated Queen loved her *Necessaire* none the less. In selecting a name for this—our latest pattern, and one offered exclusively by the Omaha merchants and The BEE, we seized upon this bit of history. If *Le Necessaire* was indispensable to milady of France, then surely correct Table Silver is indispensable to milady of America. If *Le Necessaire* of the 18th Century was adored by the women of that stirring time—then surely exquisite Table Silver is adored by the women of today. If *Le Necessaire* of 1791 was an emblem of taste and refinement, more so today is the silver of the well appointed table. For these reasons principally and because we believe all people will concede the necessity of silver—we have chosen to call this pattern *Le Necessaire*. We commend it to you as entirely worthy of a place in any home, and give you with each piece our absolute guarantee.

**WM. ROGERS MFG. CO.**  
International Silver Company, Successor

**Cut On the Dotted Lines**  
**Omaha Bee Daily Coupon**  
No. 1. Sunday, May 12, 1912.  
This coupon when presented with the four succeeding coupons to be published one upon each of the following four days, and 10 cents to cover the cost of handling, entitles the holder to one Wm. Rogers & Son guaranteed Teaspoon of *Le Necessaire* pattern. Out of town readers will add 2c extra for postage.

Name .....

Street and No. ....

Postoffice .....

If you live in the city bring your coupons to the office of The Bee

**Cut On the Dotted Lines**  
**Yearly Subscription Coupon—Omaha Bee**  
No. 1. Sunday, May 12, 1912.  
This coupon when properly signed and presented at the office of the Omaha Bee (or mailed by those residing out of town) will bring to the holder full information how every home can secure a full dozen Wm. Rogers & Son guaranteed Teaspoons at once. Also, the sender will receive a free catalogue of all pieces of this set together with the number of coupons and certificates required for each piece and the names of Omaha firms issuing them to the public.

Name .....

Address .....

Post Office .....

This offer applies to everyone, whether a present subscriber to the BEE or not.