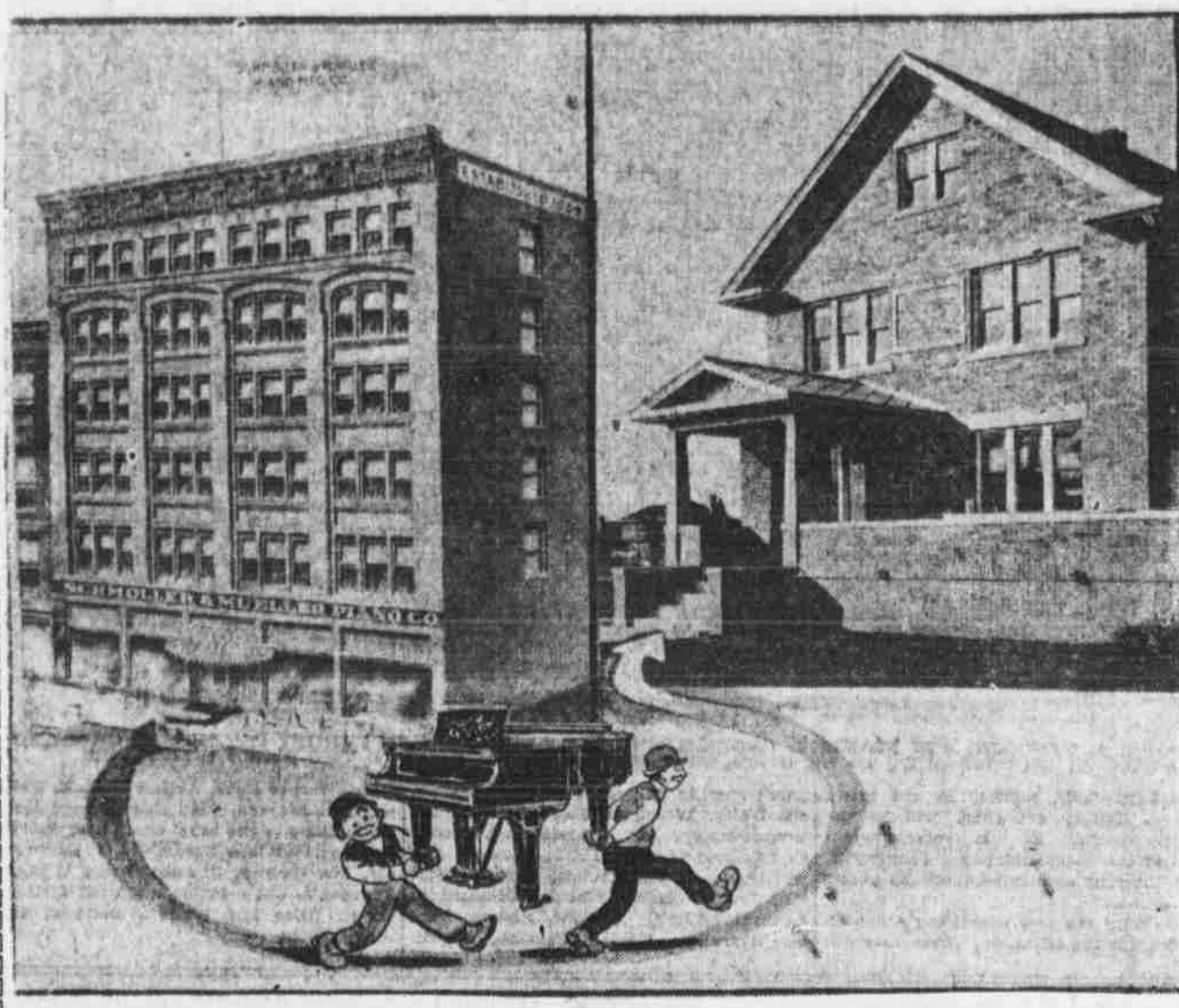


Un-named Picture Contest Proves Immense

Alamito Sanitary Dairy Co.
Home Favorites—Demand and Supply—An Unerring Instinct for the Best.



Schmoller & Mueller Piano Co.
From Manufacturer to Consumer—the cheapest, safest and quickest way, and no middle-man to share profit.



PRIZE W

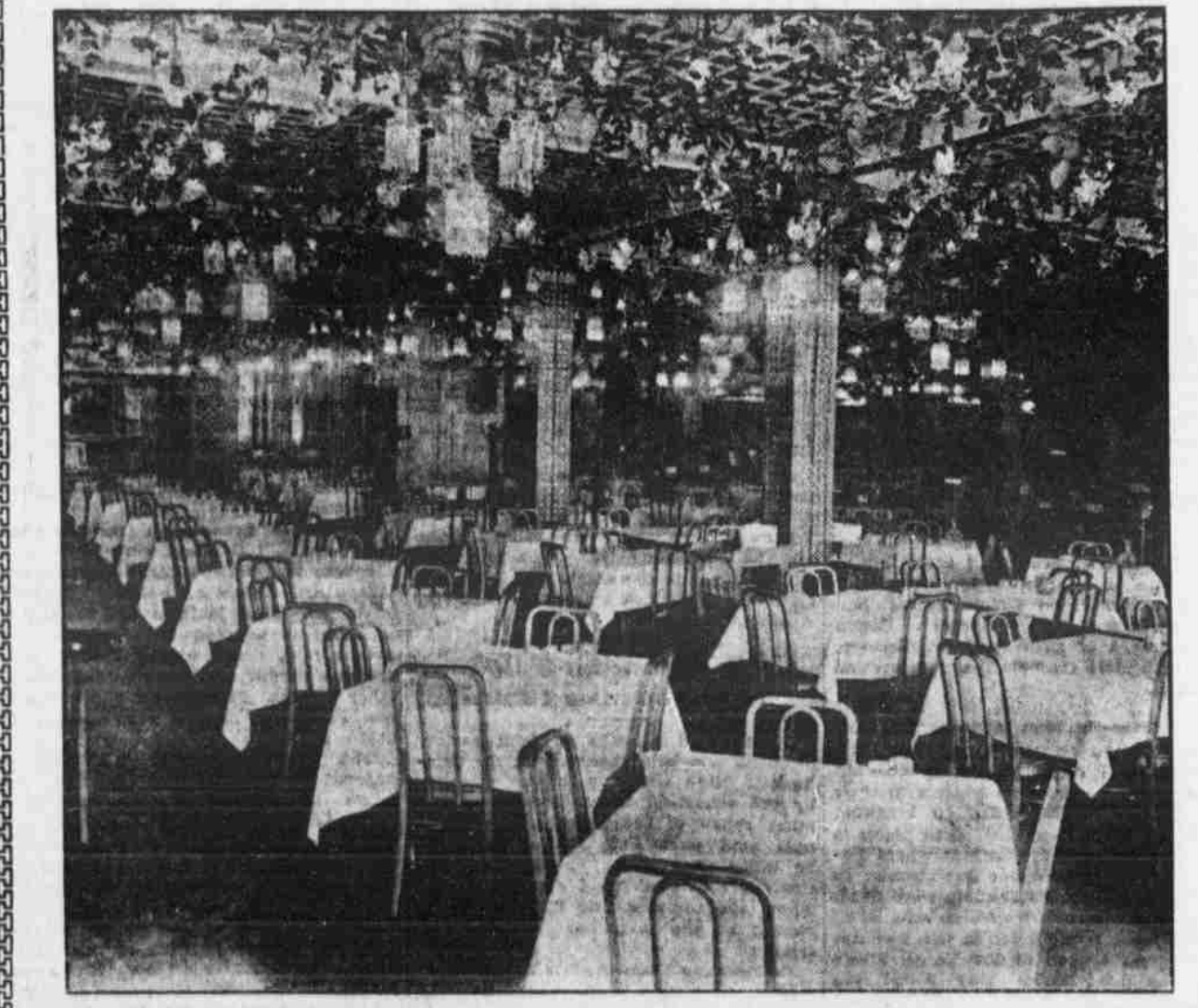
- Alamito Sanitary Dairy Co.
 - 1st prize—\$5 milk ticket.
 - 2d prize—\$3 milk ticket.
 - 3d prize—\$1 milk ticket.
- Columbia Phonograph Co.
 - One roll of gold cuff links.
- Filtton Optical Co.
 - 1st prize—\$100.00.
 - 2d prize—\$50.00.
 - 3d prize—\$25.00.
- Kayden Bros. Piano Dept.
 - 1st prize—\$100.00.
 - 2d prize—\$50.00.
 - 3d prize—\$25.00.
- Metz Bros. Brewing Co.
 - One case Metz beer (large).
 - One case Metz beer (small).
- National Fidelity & Casualty Co.
 - 1st quarterly premium on Ak-Sar-Ben policy.
- Nebraska Telephone Co.
 - 1st prize—\$1.00 cash.
 - 2d prize—\$1.00 cash.
- Omaha Electric Light & Power Co.
 - One 40-watt incandescent percolator.
- Omaha Gas Co.
 - One comfort gas iron.
- Schmoller & Mueller Piano Co.
 - Beautiful \$25.00 music cabinet.
- Tooth's Cafe.
 - One meal ticket for non-day luncheon (one week).

JUDGING from the great mass that poured into this office... issued in last Sunday's Bee, the "test" is easily the most attractive held in Omaha. Not only the mass of titles received, lies the accuracy as a newspaper feature and the value to the firms conducting it, but to the imagination of our readers, latent talent in the public mind, possible to show twelve more of the businesses represented.

Metz Bros. Brewing Co.
Perfection Within Reach
Excellency Backed by Popularity



Wroth's Cafe (2nd floor).
Wroth's Modern Eden



Appropriate Answers for Alamito.
The Alamito company pictures for its subject a superlatively healthy and interesting baby reaching eagerly for a bottle of Alamito milk, and the contestants were not slow in catching the full significance. Besides the winning titles, the following are some of the clever answers submitted:
"Carefree and Germfree."
"Sweet and Clean." G. A. Fletcher, 2646 Dodge.
"Mrs. T. M. Giltner, 3040 Cass."
"Crying for the Best." Miss Mary Murphy, 1618 N. St., South Omaha.

Twins Make a Hit.
Hardly a sweeter picture than that of the Columbia Phonograph company could have been conceived for this contest and sweet indeed were the titles received for it. The perfectly angelic twin children, lovingly cradling their favorite musical instrument, was an inspiration to many who read these pages last Sunday and the picture received its share of the numberless answers goes without saying. Following are a few of them:
"What is Home Without Them."
"What keeps the babies quiet and the rest of the folks at home." Herbert Hoeflin, Hastings, Neb.
"Treasures." Dorrine Weller, 811 So. 34th.
"Pleasures of Home." Dell F. Allen, 109 So. 17th St.
"Three Treasures." Mrs. J. F. Shipman, Emerson, Iowa.
"The Children's Delight." Adel Bertelsen, Fremont, Neb.
"Taken time to make a happy home." Jeanette Gilbert, Council Bluffs.
"Pleasures With the Princess." T. F. Whelan, Denver, Colo.

Picture Recalls Old Times.
Fred Brodegaard sitting at his work table as of old, backed up by the famous watch rack, was the food for much reflection among readers and the titles submitted show the "old" reputation as a master of the business is not the least bit dimmed.
"Brodegaard keeps time for all Omaha." S. G. Smyth, W. O. W. Bldg.
"The captain of the watch." G. A. Perkins, 818 So. 38th St.
"Watch repairing a crowning success." Adel Bertelsen, Fremont, Neb.
"Father Time." Mrs. E. S. Wychoff, Springfield, Neb.
"Utmost confidence of the people." James Mohr, Schuyler, Neb.

Filtton Illustration Impressive.
The presentation of the Filtton Optical company picture at Mr. Filtton's optical task of optical examination was striking and has indelibly impressed upon the minds of those who saw it the place and the manner for such work. A few of the suitable titles submitted:
"The scientific test." By Marie Steiner, 2255 So. 20th St.
"Scientific and up-to-date methods." Fred Erickson, Douglas, Wyo.
"Redoubles." Mrs. Fred Schroeder, 1114 So. 27th St.
"An important task." John Steever, Hastings, Neb.
"Behold a sensible woman." Jeanette Gilbert, Council Bluffs.
"A stitch in time saves nine." Herbert Woodland, 2310 So. 24th.

Not a Dream but Reality.
While many who submitted answers for the Omaha Gas company's offering thought it represented a dream of the cook stove alone, the intention was to picture a reality—a contrast which exists today between the householder who does not or will not know the labor-saving benefits of gas range and the one who has seen the full of fuel poking and decided that mother should no longer be a stoker.
"Before and After Taking Gas." Mrs. L. H. Messacre, 1546 N. 18th St.
"Tempest and Hurricane." C. A. Perkins, 818 So. 38th St.
"Poke and smoke or ever ready." L. Steiner, 2255 So. 20th.
"Worry and Ease." G. A. Eckles.

Popularity the Theme of Metz.
There was little difficulty for contestants to name the unique illustration presented by the Metz Bros. Brewing company. Every variety of human hands grasping for a bottle of Metz beer furnished a clear cut idea for our readers of the popularity of this product, and they composed many brilliant answers for the Metz picture. An added prize was decided upon by the Contest Editor for this picture because of the particular excellency of the two winners and both are given in the accompanying illustration. The additional prize consisted of a case of two dozen (small) Metz beer. Following are other clever answers:
"All hands reach for Metz favorite brew." Mrs. Benson, 2850 Ellison Ave.
"Recognition of purity and excellency." James Mohr, Schuyler, Neb.
"First in popularity." Elsie Robertson, 2314 No. 21st.
"The wisdom of the people." Mary Gibson.
"A prize for all hands." Henry Steiner, 2255 So. 20th St.
"Good judgment on every hand." J. J. Rockland, 2214 No. 24th.
"Showing their hands without opening." W. H. Eldridge, 1905 Binney St.
"A bottle of Metz beer should always be on hand." W. H. Eldridge, 1905 Binney.

The winning Ad and Headline out of 312 Answers Submitted

"Never Again! I'll Order an Extension Tomorrow"

It would be much more convenient, would'nt it, if you could answer those night calls simply by reaching for the extension at your bedside.

And, during the day, an extension 'phone will save your wife many a trip up and down the stairs.

The Cost is Surprisingly Low

NEBRASKA TELEPHONE COMPANY

National Fidelity & Casualty Co.

Accidentally Injured but Safely Insured

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