



How to keep cool during

The Man who is hottest in summer is he who thinks he is hottest. Intense heat is stifling, sweltering, melting—but there is no one whom it causes more discomfort than the person who goes moping about and reminding everybody he meets of the fact that the mercury is about boiling.

The heat is bad enough to endure by itself—don't keep your mind on it; don't surrender to constant thinking about it; smile and look forward to the cool months of the fall; in such a course you will find agreeable support for taking you through the heated spell. Keep your mind off the heat. Everyone declares that they cannot help thinking about the heat while they are walking about the congested city streets or while they are forced to remain in a city home. There is much truth in this, too; but if a person, no matter whether he is on the street or in his home, can be properly clothed to avoid much of the annoyance of the hot sun, and can be surrounded by environments that will make things look cool, and thereby enable him to think less of the heat and more of the comforts of summer, he will not be bothered greatly by the temperature. It usually takes more effort and greater resolution to get through August, which is one of our hottest months, because June and July have sapped much of one's resisting power and rather wilted his ambitions, making him flop around like a limp, soggy rag. August is pretty certain to find you all run down, unless you have held in reserve much of your heat fighting strength. Summer reaches its climax in tearing down your mastery of the sun fighting forces along in August. It has been nagging at you for at least two months—and now it has put you on the run. You no longer can fight back with the strength that you had at your command in June and July. You are losing ground in your battle, and you are going to lose out almost entirely unless you prepare for the next attack. You can beat Old Sol if you only think you can beat him.



"It's too hot to travel, so I'm telephoning you"

Don't Travel--Telephone and Keep Cool

When the mercury is hovering around the 100 mark, and the pavements are radiating heat like a blazing furnace, it is decidedly uncomfortable to travel at all, and the farther you go the more uncomfortable the trip.

Under such conditions the Bell Telephone serves the useful and pleasing purpose of permitting you to stay in your office under the cooling breeze of an electric fan and transact your affairs, whether your business dealings may be in the next block, the nearby city or even half across the continent.

The low cost of Long Distance telephoning may surprise you; and Bell Telephone lines reach nearly everywhere.



Nebraska Telephone Company



Do you know the coolest, most delightful spot in Omaha for rest and refreshment on a summer day?

Sit at one of the pretty tables that circle the electric fountain in

Brandeis Pompeian Room

Reached from the Main Floor of Brandeis Stores or by Elevator in Brandeis Theater Building. Not another spot like it west of Chicago. It is favored by the fashionable colony and visited and appreciated by all Omaha.

The greatest variety of new, refreshing summer drinks, with pure crushed fruit flavoring, served from the most perfectly equipped soda fountain in Omaha. The latest ideas in cool beverages are always here.

A unique and charming entertainment every afternoon in our Green Tea Room on the Balcony of the Pompeian Room.



Omaha's First Cabaret Show

Talented entertainers walk through the aisles and sing classical and popular songs. All Omaha is talking about it. The entertainment is without charge.

WE ARE "SODA SPECIALISTS"

Our new and modern soda fountains are so well looked after and managed that we are really "specialists" in this line of business.

SODA WATER OF QUALITY

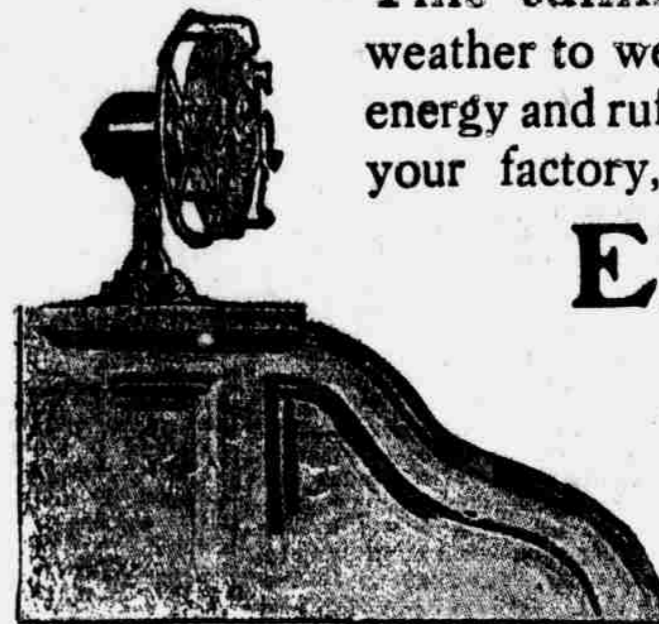
Nothing thin or skimmed about our Soda Water and Ice Cream, and greatest care is taken to see that everything used is absolutely pure. Give our fountain a trial and satisfy yourself that our Soda and Ice Cream is all w claim for it. Give our candles a trial and you'll be convinced that they are the best.

Olympia Candy Kitchen

1518 HARNEY STREET, OMAHA. First Door West of Gayety. Telephone Douglas 5300.

A. B. Sweet Shop

SIXTEENTH AND JACKSON STREETS. Opposite Home Hotel. Telephone Douglas 2920.



Keep Cool

This summer—don't permit the weather to wear upon your nerves—to, energy and ruffle your temper—equip your factory, your store, your home

Electric Fans

and enjoy the cooling breezes of summer for the small fraction of a cent an hour will prove a profitable investment in energy you will save yourself—your employes and in the much more effort work it will enable you to produce. If it is only a small fan it will provide the greatest comfort you can have in the sultry days of mid-summer.

Offices

will be better operated where the employes have the benefit of the electric fan—fewer mistakes will be made and much more satisfactory results accomplished.

Stores

equipped with electric fans will attract warm weather trade and the live merchant appreciates this fact and equips his store throughout.

Homes

will be healthier and their inmates the happier, especially where the family cannot sojourn at the sea shore or northern resort.

For Sale by All Electrical Dealers

Omaha Electric Light & Power

COOL OFF WITH OMAHA'S FAVORITE



The Ideal Home Drink

During the hot month of August when appetite deserts you, keep

Metz Beer On Ice

It will restore your appetite and maintain the vitality. It's pure—delicious—and thirst quenching.

Wm. J. Boekhoff, RETAIL DEALER, Phone—D. 119, Ind. A-2119

