

# ing the Hot August Days

Maybe you do not take advantage of all the cool comforts that are offered in your city for getting away from the heat. You may be the very man who sits around office or flat when you could just as well be enjoying the bathing at one of the beaches, or listening to the bands playing pop and classical music at one of the parks.

You may not be clothed properly to get away from the heat. August finds hundreds of bargains in the coolest lines of clothing. You can prepare yourself for the present day and for the coming of next summer through taking advantage of these bargain opportunities.

Many of us, when we get away from the office and business section of the city, do not find inviting comforts awaiting us at home. Many people do not know how to make the home look cool. In August there also are many bargains in cool summer draperies, curtains and portieres that seem to have a bit of comfort in every flap and fold. Summer furniture—reed, fibre-grass and other kinds—add a touch of ease and rest-giving qualities to a home. Environments have a great deal to do in creating the state of mind which permits one to think of coolness—to get thoughts away from the heat.

Much summer comfort is found in motion picture houses, where electric fans cool the air and beautiful scenes chase one another across the big white screen. At handsome soda fountains, always kept cool by large fans, the best of surceases relieve one of summer fatigue and inspire a mentality that leads one to push through the summer heat with increased vitality. Cooling summer drinks really galvanize into life a sluggish brain and a tired body.

Much comfort in August is to be obtained, then, through being prepared to endure any superlatively hot days that may be placed before us by the weather man.

It is going to be hot during August; the weather man will not deny this fact. If you are to avoid most of the discomforts of these days, prepare yourself now for so doing.



## ool

be hot  
sap your  
office,  
with

ns  
summer  
ur. It  
m the  
r em-  
cient  
Even  
e the  
a hot,



### Sleeping Rooms

### Restaurants

should by all means be equipped with electric fans, thereby assuring a restful night's sleep no matter how hot or sultry the weather.

are practically worthless without electric fans. Their cool breeze drives away flies and provides a source of excellent ventilation.

Electric Fans  
Are Not Sold by This  
Company

**99 IN THE SHADE**  
NOTHING SO COOL AND  
REFRESHING AS

**DELICIA ICE CREAM**

"THE IDEAL DESSERT"

PURE—WHOLESAME—DELICIOUS

You'll enjoy DELICIA as you will no other. It's absolutely pure; fresh, pure fruit flavors and rich cream are used in its making.

A flavor to suit every taste. No worry—no bother. Order it from your druggist or phone us, Doug. 1401.

**THE FAIRMONT CREAMERY CO.**

## The Millard Hotel Cafe

CORNER 13th AND DOUGLAS

"The Coolest Place in Town to Eat"

Large oscillating fans with excellent ventilation makes this a most enjoyable place to dine. Everything the best and at popular prices. Our dinners can't be beat. For a light lunch when you are in a hurry try the

**Millard Lunch Counter**

The Place of Quick Service.

## FER-MIL-LAC

Sold and Served in Original Bottles  
at Clubs, Cafes and Soda Fountains

Fer-Mil-Lac is a rich drink, cool and refreshing, with a robust creamy flavor. As a beverage, Fer-Mil-Lac equals all other drinks in its cooling flavor, and its value as a health drink is unsurpassed.

We make Fer-Mil-Lac from selected, sweet, creamy milk of the highest grade which stands the most rigid tests. Then a pure culture of the miracle working Fer-Mil-Lac ferment is added.

Let us repeat, Fer-Mil-Lac is the most alluring and satisfying of drinks. It is the royal road to health and longevity. Just drink Fer-Mil-Lac daily whenever you please. Your stomach and entire digestive tract are kept in perfect trim by Fer-Mil-Lac.

Call us by phone and order our driver to leave a daily supply of this health beverage when delivering your milk supply.

Note the Seal on the Bottle Top—Refuse Imitations

**Alamito Sanitary Dairy Co.**

DOUGLAS 411

wer Co.

After a hot and tiresome day's work there's nothing that will refresh you more than a cool plunge at the

**Y. M. C. A.**  
Special  
Summer Prices

Join now and have the benefit of August and September—two of the hottest months of the year.

## ..SIZZ..

The One Best Drink  
Will Cool and Refreshen You  
When Everything Else Fails  
Served at Clubs  
Fountains, Cafes

Prepared at home in an instant. Three home sizes. 25c, 50c and \$1.00.

Your Druggist or Grocer will supply you  
**Leo Grotte Mfg. Co. - Omaha**

Open for Business

AT OUR  
NEW LOCATION

**1408 Harney**

Complete Line of  
Sporting Goods

**Walter G. Clark Co.**

## A cool idea and a comfort idea

The refreshing influence of cool portieres, curtains, draperies and of new wall paper are necessary for making any home beautiful.

Nowhere in Omaha can you get richer beauty and better values in home decorations than in this store. The very keynote of everything that is new and beautiful in decorations and wall papers is suggested here. Those freshest foreign wall papers—handsomest patterns of years—should be seen by every Omaha housewife.

Our department of interior decorating—one of the best in all the west—will give you suggestions for decorating your home. The experts in this department will welcome a visit from you. The ideas they have make for harmony in the entire home.

Remember, it has been proved by comparison that, quality for quality, our values cannot be surpassed in Omaha.

**Miller, Stewart & Beaton Co.**

413-15-17 South Sixteenth Street.



Like the one girl you know — it's the best of all. There's no other girl to you like that girl and there's no other beer to you like

Purest and coolest of summer beverages. In amber bottles to protect it from the light and to preserve its rich goodness.

Family trade supplied by: South Omaha—WM. JETTER, 2502 N Street. Tel. South 868. Omaha—HUGO F. BILZ, 1324 Douglas Street. Phone D. 1542. Council Bluffs—OLD AGE BAR, 1512 South 6th Street. Phone 3623.

**JETTER BREWING CO.**

SOUTH OMAHA, NEB.