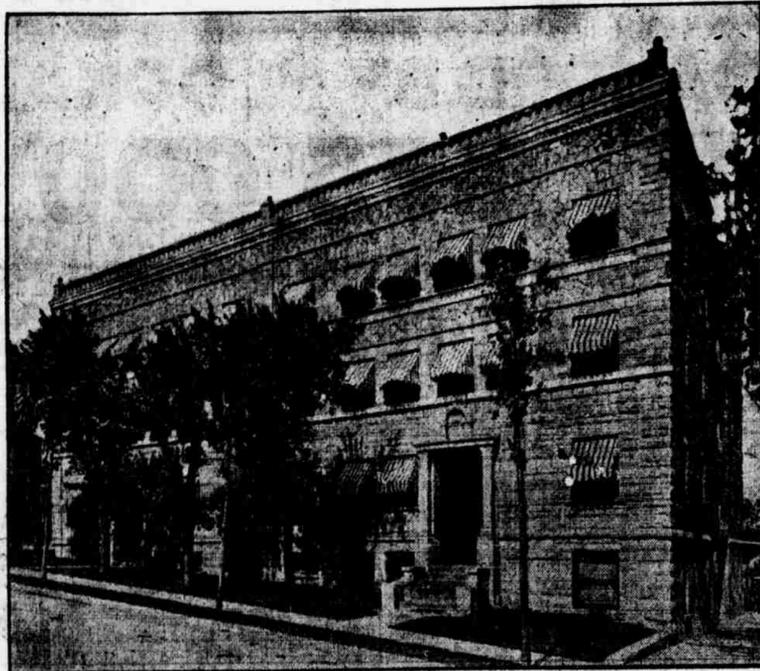


# Beautiful New Florentine Apartment Is Equipped With All Modern Conveniences



**90%**  
of the people residing in the  
**FLORENTINE**  
USE  
**ALAMITO MILK AND CREAM**  
**WHY?**  
Because it is Pure, Sweet, Safe, and consequently  
**CLEAN**  
Clean Milk in preparation of food  
means delicious and appetizing meals.  
**ALAMITO Douglas 411**



Florentine Apartments

We Furnished the Awnings  
for the Florentine

SEE US FOR

**Tents, Awnings, Tarpaulins,**

Horse, Wagon and Stack Covers.  
Tents for Rent. Everything in the  
Tent and Awning Line.

**Wolf Bros. Tent & Awning Co.**

Half Block East of Auditorium

1313 HOWARD ST.

Doug. 604

ESTABLISHED IN 1889.

**Cleanliness---Comfort---Convenience**  
ARE ALWAYS ATTAINABLE WITH  
**A CABINET GAS RANGE**  
**Every Burner at Convenient Height**

**A Cabinet Gas Range**  
**Eliminates Stooping**

Everything is in easy reach and you may stand  
in a normal position.  
There is never a strain upon the back to lift a  
scuttle of coal or to rake out a fire or to lift a  
bucket of ashes.  
The Burners are all at hand and so  
arranged as to save Gas because one set  
of them serves both ovens and the warm-  
ing closet, which is economical.

**The Cabinet Gas Range**

IS THE PERFECTION OF  
CONVENIENCE

Price Connected, \$28  
Attractive Terms if Desired.

**Omaha  
Gas  
Company**



We Furnished the Building Material for the Florentine

SEE US FOR  
Building Material and Coal **McCaffrey Bros. Co.** 213-215 S.  
17th Street.  
Tyler 40

The completion of the new Florentine  
apartments at Twenty-fifth and St.  
Mary's avenue is one of the building  
features of the year. Beautiful in design  
and absolutely modern in its construc-  
tion, it affords a fine central location  
for many families.  
The Wolfe Bros. company, one of  
Omaha's oldest and best tent and awning  
firms, having been established since 1889,  
furnished the beautiful awnings which  
shade the Florentine. This company  
is doing an extensive business, not  
only in Omaha, but throughout the whole  
western territory, and has established a  
wide reputation for fair dealing and  
substantial service.  
Thoroughly modern in its equipment,  
the Florentine, needless to say, uses  
electric lights throughout for illumina-  
tion. Also it affords electrically operated  
washing machines for the use of the  
tenants. The tenants make further use  
of electricity by using the modern electric  
iron.

**Barker Bros. Furnish Paint.**  
The interior of the Florentine is beau-  
tifully tinted and painted. Barker Bros.  
company of 100% pure paint, and you  
furnished all of the paint. Barker Bros.  
combine the energies of two others, as  
are Frank, Alfred, George and Joseph  
Barker, all working for the success of  
one firm, the result is practically as-  
sured. The Barker Bros. sell absolutely  
pure paints and are relied upon by hun-  
dreds of patrons to always furnish the  
right goods in the paint line.

The plumbing of the Florentine was a  
big task and was successfully completed  
by the Sanitary Plumbing company. This  
progressive plumbing establishment has  
recently completed the installation of  
modern plumbing equipment in the fol-  
lowing buildings: H. E. Eastbrook  
building at Sixteenth and Cass; the R.  
C. Clowry buildings, at Seventeenth and  
Chicago; the J. B. Lichtenwaller apart-  
ment at Park and Poppleton avenues,  
M. T. Barlow residence, Thirty-ninth and  
Davenport.

**Alamito Milk for Tenants.**  
A canvass of the Florentine shows  
ninety per cent of the tenants using  
Alamito Creamery company milk. Inas-  
much as most of the tenants are ex-  
perienced housekeepers this showing is  
a tribute to the purity of Alamito milk,  
and the service they render.

The building materials that went into  
the construction of the Florentine were  
of the very best and were furnished by  
the McCaffrey Bros. company, whose  
reputation in the coal and building  
material business has a long and favor-  
able standing.

Chief among the really great con-  
veniences of a modern home is the gas  
stove. With the elimination of the in-  
tolerable heat that goes with the old  
fashioned cook stove the housewife with  
a gas stove prepares all her favorite  
dishes in summer as well as in winter  
in almost a moment's notice. Add to this  
the cleanliness of a gas stove and you  
readily see why the tenants of the Flo-  
rentine, as well as all other modern  
housekeepers insist on having it.

**"Everybody Using It"**

Electric Light used throughout for  
lighting in the Florentine  
Apartments

The same is true of all the new  
modern Apartment Houses...

**Omaha Electric Light  
& Power Company**

Every room in the Florentine  
beautifully decorated with

**KEYSTONE**  
The Washable Wall Paint

Sold by

**Barker Bros. Paint Co.**  
"The Paint Men Who Know"

1609 1/2 Farnam Street.

Douglas 4750

WE INSTALLED THE  
**PLUMBING,  
HEATING**  
IN THE  
Florentine

**Sanitary  
Plumbing Co.,**  
1951 St. Mary's Ave.  
Doug. 3497.

**TO GATHER AT OLD SCHOOL**

Miss Lacy Invites Pupils of Forty  
Years Ago to Reunion.

**WILL HOLD A REGULAR SESSION**

Gray-Haired Pupils of Former Iowa  
Teacher Will Be Boys and Girls  
Again at Reunion Called  
for August 17.

Miss Rhoda Lacy, a school teacher in  
the Glenwood, Ia., schools from 1889 to  
1895 and well known at that time in  
Omaha, will hold a reunion of her pupils  
in the old school house where she taught  
more than forty years ago.

Invitations to the reunion have been  
sent to all the old pupils of Miss Lacy,  
inviting them to gather in the old school  
house August 17.

"Miss Lacy (now Mrs. Sprague) is  
very anxious to meet all her former pu-  
pils," says the invitation, "and to have  
a personal chat with each, as last year  
the reunion was so crowded that she did  
not have that privilege. Come, it will  
do you good. If it is impossible for you  
to come, please write a letter to be read  
at the session."

This will be the second reunion of the  
former pupils of Miss Lacy. A large  
number gathered at the reunion last year

and proved that, although the years are  
weighing down upon them, they are still  
"just kids."

**Boys and Girls Scattered.**  
Her pupils are scattered over the whole  
hemisphere and many will be unable to  
attend, but invitations have been ac-  
cepted by several who will travel hundreds  
of miles to attend.

An old-time session of the school will  
be held at the reunion. Miss Lacy will  
walk to her desk, call the school to order  
and conduct it as she used to conduct it  
when her pupils all were young.

Many of her former pupils are wrinkled  
and gray, but if they display any signs  
of disobedience at the reunion session,  
Miss Lacy will send one of the good boys  
out for a long, lean switch and "apply  
the rod" in old-time fashion.

**UNI. OF OMAHA EXPECTS  
INCREASED ENROLLMENT**

Though six weeks still intervene before  
the opening of the University of Omaha  
in September, it is practically certain  
that the convocation exercises on Sep-  
tember 11 will be attended by a much  
larger body of students than the most  
hopeful friends of the university had  
anticipated. This will mark the begin-  
ning of the fourth year of educational  
work carried on by the local institu-  
tion, and of the senior class, which  
was at the school when it first threw  
its doors open to ambitious high school

graduates at least seventy-five per cent  
will be enrolled this year. At the close  
of the first year, June, 1910, there were  
but nineteen students enrolled, and at  
the close of the school this year there  
were eighty-four.

**David Driscoll Dies  
at Omaha Residence**

David F. Driscoll, 62 years old, with  
the quartermaster's department of the  
United States army, died Tuesday at his  
home, 812 North Thirty-fifth street. He  
had been a resident of Omaha for twenty-  
five years. Several months ago, when  
the army was reorganized, Mr. Driscoll  
was transferred to Chicago, but his  
health failed him and he had to return  
to Omaha.

The deceased is survived by a daughter,  
Miss Helen Driscoll of Omaha, and four  
sons, Edward and Walter Driscoll of  
Omaha, and Frank and Henry, both hold-  
ing responsible positions in Washington,  
D. C., the last mentioned being secretary  
to Senator Hitchcock.

Funeral services will be held at the  
Driscoll home, 812 North Thirty-fifth  
street, this morning at 9 o'clock.  
Both sons in Washington have been not-  
ified and left there last evening. They  
will arrive in Omaha in time for the  
funeral.

Key to the Situation—See Advertising.

**ELECTRIC LIGHT CUT COMING**

Rate Schedule to Be Revised Down-  
ward This Fall.

**REDUCE SMALL CONSUMERS**

Official Announcement of Exact  
Price Scale to Come Later—  
Not Dependent on Power  
Costs.

Another cut in electric light rates in  
Omaha is said to be coming within a  
month or two. It is coming independent  
of and without waiting for the power  
canal to provide cheap current. It will  
not be a horizontal cut, but a downward  
revision hitting some of the high spots  
in the present rate schedule.

"Rates for electric current in Omaha  
to certain classes of consumers are as  
low as in any other city where the power  
is produced by a steam plant," explains  
an electric light man, "but Omaha is  
high on an initial rate for small consum-  
ers. This affects chiefly the residences  
and little shops that are entitled to have  
their rate equalized with the others. This  
has been the general trend in other cities,  
Chicago having made a substantial cut  
this spring. The exact rate schedule has  
not been officially decided on or an-  
nounced, but the Omaha company has

steadily pursued a policy of rate reduc-  
tion whenever warranted by growing  
business or economies of manufacture,  
and another reduction will be made and  
become effective some time this fall."

**MANY SPECIAL TRAINS  
SCHEDULED TO STATE FAIR**

The Burlington is lining up its pas-  
senger train service and getting out its  
schedules for the state fair. According  
to the reports coming to the office of  
General Passenger Agent Wakeley, travel  
from the country to the state fair will  
be the heaviest in years. Special trains  
will be run from nearly every station  
in the state.

**NORTH SIXTEENTH GROCERY  
IS DESTROYED BY FIRE**

Fire caused by an overheated stove de-  
stroyed the grocery store of S. Dimartino,  
1002 North Sixteenth street, at 11 o'clock  
yesterday morning. The damage will  
amount to about \$300.

A Pleasant Surprise  
follows the first dose of Dr. King's New  
Life Pills, the painless regulators that  
strengthen you. Guaranteed. 50c. For  
sale by Beaton Drug Co.

**Honeymoon Cruise  
in Bungalow Boat  
Postponed a Year**

Louis A. Holliday, 323 North Twenty-  
eighth avenue, has been married since  
last October and since then has been  
assiduously arranging for his honeymoon,  
which he now regretfully announces will  
have to be postponed for another year.  
The big motor boat in which that honey-  
moon is to be spent, is not complete.  
Holliday is a watchmaker at the Ryan  
jewelry store. A year ago he conceived  
the idea of building a small floating  
bungalow equipped with high-powered en-  
gines, floating it on the Missouri and  
spending therein a novel honeymoon.

His plans were laid and executed  
carefully and the boat was launched  
Sunday. It is a bigger boat than he  
first conceived and as he is building it  
himself it will not be complete for three or  
four weeks and the approach of winter  
and frozen rivers precludes the possibi-  
lity of the honeymoon trip.  
"I planned to make the trip to Louis-  
ville, Ky., my old home, this summer,"  
said Holliday, "but have been compelled  
to postpone it until next spring. This  
boat will carry about forty passengers  
and it has cost me \$1,000 for material  
alone. I have done the work of construc-  
tion myself."

**1. WAKEFIELD'S BLACKBERRY  
BALSAM** has been used in millions of  
cases of Diarrhoea, Dysentery, Cholera  
Morbus and Cholera Infantum in the past  
60 years without a failure to cure where  
the simple directions were followed.  
**2. WAKEFIELD'S BLACKBERRY  
BALSAM** is the one well-known diar-  
rhoea mixture that does not depend upon  
dangerous and habit forming drugs.  
**3. WAKEFIELD'S BLACKBERRY  
BALSAM** is the one diarrhoea mixture  
that does not constipate the bowels. It  
leaves them in their regular state.  
**4. WAKEFIELD'S BLACKBERRY  
BALSAM** is delicious to the taste, and  
can be used with safety for people of all  
ages. Children love it. 55c everywhere.

**REST AND HEALTH TO MOTHER AND CHILD.**  
Mrs. Winslow's SCORING SOAP has been  
used for over SIXTY YEARS by MILLIONS of  
MOTHERS for their CHILDREN WHILE  
FEEDING, with PERFECT SUCCESS. IT  
SOOTHES THE CHILD, SOFTENS THE GUMS,  
ALLAYS ALL PAIN; CURES WIND COLIC, and  
is the best remedy for DIARRHOEA. It is ab-  
solutely harmless. Be sure and ask for "Mrs.  
Winslow's Scoring Soap," and take no other  
kind. Twenty-five cents a bottle.