

# HOW TO KEEP COOL DURING

KEEPING cool during hot weather---it's a problem that recurs every summer, and is especially likely to be uppermost during the days of August. But it is not a hard thing to keep cool when the weather is sweltering humanity---not hard if one has the right state of mind. The person who has control of his mind will do the things and surround himself with the conditions which will give him cool comfort. There is the electric fan, for instance, it cools the body. There is the proper drink to quench thirst;

## 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



## Make Your Mid-Summer Trips by Bell Telephone

Service To Any Place at Any Time

☐ Bell Telephone Lines reach 1947 towns in Iowa and Nebraska.

☐ In other states, north, south, east or west, the service is equally as universal.

☐ When you want to reach a near-by or far-away town quickly, conveniently and economically—telephone

You Can Depend on Bell Telephone Toll Service



Nebraska Telephone Company

16th and Jackson Streets  
Telephone Douglas 2920

**A. B. Sweet Shop**

**WE ARE "SODA SPECIALISTS"**

The Nebraska law demands 16% butter fat in ice cream. We use 20% in making our ice cream. Thereby giving you the benefit of the richest ice cream that can be manufactured. Flavored with pure vanilla bean and not imitation flavoring.

**OUR ICE CREAM IS "PURE FOOD ICE CREAM"**

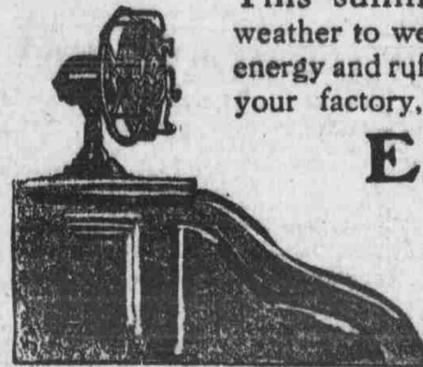
**OLYMPIA CANDY KITCHEN**

1518 HARNEY STREET.  
Telephone Douglas 5200.



## Keep Cool

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



### Electric Fan

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 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

## Have you worried about the size of your Ice Bill?

Our Coupon Books Save You 20%

One woman tells us: "Before we began taking your ice I just couldn't understand what made our ice bill so big. We had a new ice box, and kept the doors closed tightly."

Investigation showed this residence was being served with ice that had been shipped in on cars and stood around, becoming porous and collecting impurities.

When ice contains impurities and foreign matter it is more porous in formation and thereby more susceptible to action of the air. Such ice is not only a menace to health, but more expensive, because it melts so rapidly.

### Omaha Ice & Cold Storage Co.'s Ice

is just as pure as it is possible to make, and the most economical ice for any family to use. It melts slower because CLEAR all through. It is made from distilled water and scarce touched by human hands from the time the huge cakes leave the freezing chambers until cut to fit your refrigerator. Be sure to insist upon

Omaha Ice & Cold Storage Co.'s  
**ICE**

## An Ideal Drink

Keep cool and healthy during the hot months.



Order a Case Today



Delicious Salads, Sandwiches, Fruits, Cold Meats,

**Courtney's**

Etc., for Summer Lunches and Picnics

We desire to call your attention to our new Auto Delicatessen Counter, where your picnic lunches will be packed exactly to your taste, at moderate prices consistent with goods offered.

### SEE OUR NEW REFRIGERATOR BASKETS

Your order by telephone before you leave home will be put up and ready for you when you come to call for it.