

# BEATING THE HOT DAYS OF AUGUST



the right clothing to add to comfort, the labor-saving telephone that will permit one to sit at a desk and transact business instead of traveling--and there are just hundreds of ways that one can keep cool during the hot days, provided he will consider the means, ways and means for a while. Here are many helpful hints for that purpose. Look them over and then try them. You'll be cooler if you use the articles offered by the advertisers on this page.

## Cool

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### Sleeping Rooms

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

### Restaurants

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

ower Co.

Electric Fans  
Are Not Sold by This  
Company



**Jetter's**  
**Genuine Old German Double Beer**  
**Old Age**

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--

### "Old Age"

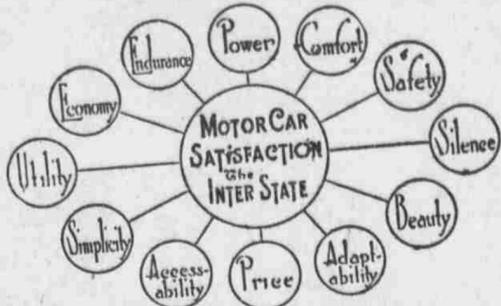
Purest and coolest of summer beverages. In amber bottles to protect it from the light and to preserve its rich goodness.

Family trade supplied by: South Omaha--WM. JETTER, 2502 N Street, Tel. South 863. Omaha--HUGO F. BILZ, 1324 Douglas Street, Phone D. 3940. Council Bluffs--OLD AGE BARN, 1512 South 6th Street. Phone 5823.

**JETTER BREWING CO.**  
SOUTH OMAHA, NEB.

### Out-of-doors Pleasure Seekers

Enjoy life to the best advantage when riding in an Inter-State

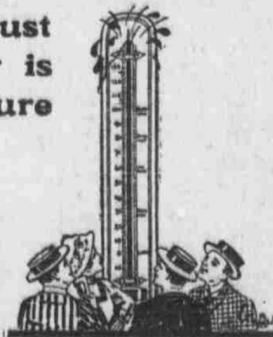


Price in motor cars does not always represent quality, for there is a limit to the quality any maker can put into a car--the best. Inter-State prices carry a fair margin of profit for the maker and for the dealer, to repay him for his interest and service after the car is sold. It does not need to carry a heavy charge to cover interest on high capitalization and depreciation, costly experiments nor an elaborate and costly sales organization.

**Inter-State Automobile Company**  
310 South 18th Street.

Keep cool during the hot August days when the thermometer is up in the nineties, by eating pure—delicious—wholesome—

**Delicia**  
**ICE CREAM**



Insist Upon  
**"DELICIA"**  
Ice Cream  
At all leading druggists and confectioners, by the brick or bulk.

"AS SMOOTH AS VELVET"  
THE BEST HOT WEATHER FOOD.  
It contains all the nutritious ingredients that other foods have, but does not heat the blood as they do. Order a quart for dinner today.

**The Fairmont Creamery Company**

## Cooling and Refreshing



Order a Case Today  
Phone Douglas 1889

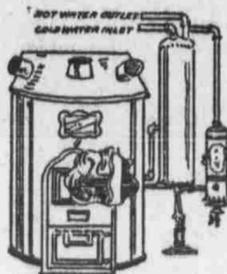
Consumers Distributors  
**Luxus Mercantile Co.**  
109-11 North 16th Street

## Are You Enjoying the Comforts of a Lion Water Heater?

The small water heater is a silent and reliable worker.

It insures the purchaser hot water in emergency, such as sickness; will deliver hot water enough for kitchen work in a few minutes, and does away with the horrors of wash day.

### SEVEN GOOD REASONS FOR OWNING A "LION"



- 1—Hot water without heating the house.
- 2—15 gallons of hot water in 30 minutes.
- 3—Operating cost 3 cents.
- 4—Operated independent of the furnace.
- 5—Can be used as an auxiliary heating system in the winter.
- 7—This heater can be bought on easy time payments.

**No. 1 Lion Water Heater, \$18**  
15 Gallons in 30 Minutes for 3c.

**No. 2 Lion Water Heater, \$25**  
15 Gallons in 15 Minutes for 3c.

**Omaha Gas Co.**  
1509 Howard Street