Summer is almost here. Warmer weather soon will begin whetting up the old appetite for a dish of soothing, tasty, cool ice cream.

When you order ice cream (whether you ask the druggist to send a brick to your home, or whether you buy it at the soda fountain) specify Steffen's.

Steffen's Blue Ribbon Ice Cream is the favorite summer dessert of the southwest. It is clean, pure, and the result of scientific manufacture. Steffen's is on sale by nearly all good druggists and dealers in Oklahoma. Ask for it by name.

Division of the Southwest Utility Ice Co.