

# THE DESIRE FOR SUNBURN.

Summer Recreators Vie With Each Other in Acquiring Tan.

SUNBURN is the outward and visible sign of summer success, says the New York Sun. It makes no difference how long one stays at the seashore or in the mountains if there is no tan to show for it. It is almost as unimportant what improvement there may be in strength or health so long as there is no sunburn to show for it. To most persons under 40 it is the sunburn that really counts.

Take the Sunday outing of the Tennessean. The bookmaker may go down with his friend or friends to Coney Island. He will arrive there at one and he about the beach in a bathing suit until four.

You may see him stretched flat on his back with his eyes tightly shut and his face toward the sun. Naturally his features glow with the ruddy look of health that night when he comes back to town. The next day he is crimson with what might be the healthy flush of pure blood to the cheeks of a giant.

Say, Manny, dandy color you got," observes a friend standing in front of the Tennessean. "You're looking great." Of course Manny's color bears no relation to health. There are puffs still under the yellow eyeballs and crows' feet across the temples.

By the next day the burn will fade away from the skin, leaving there again the true whiteness of the kidney pailor. Once more he will be a physical type of that region in which it is said that every man looks as if he had poured at one end and got at the other and bright's disease in the middle.

Throughout the week Manny will look like the rest. The next Sunday he will seek out the seashore again and revel for another 24 hours afterward in that delusive appearance of health.

Nothing about the summer's days of open air and freedom seems to appeal to many people as strongly as the tan. There is always rivalry among the men at a summer resort as to which has burned the blackest in the shortest time.

The rivalry exists even in places so remote in atmosphere from an ordinary summer resort as Manhattan Beach. On a sunny day there are long lines of recumbent figures lying in sand facing the sky and blinking in spite of their fast closed eyes. They are taking on color. The fortunate men who can slip down in the morning have an enormous advantage over their rivals who are able to tan only in the diminished splendor of the afternoon sun.

Personal acquaintance is not at all necessary for a very bitter rivalry to exist. Men who have never spoken a word to each other gaze with glances of the keenest interest. They want to see if there has been any advantage on either side since they last met.

With a swift look of comparison of the two past. One may smile secretly to himself as he is aware of his superiority. The paler, dropping his eyes quickly with a sense of defeat, moves into the inclosure, but not toward the water.

He crossed directly in front of the grand stand and far off in one of the corners of the amphitheater with nothing to intercept one ray of the August sun, he lies at full length on the beach. He stretches his arms straight out along his body that they may also get the full benefit of the sun's glare.

There he lies until the heat is so great that he needs a few minutes in the water. He does not begrudge this time spent off the beach and out of the direct rays of the sun, for salt water is a valuable aid to sunburn.

One year at Manhattan Beach the honors went altogether to a thin shrimp of a man in a red bathing suit, who was tanned to a hue almost as dark as the life-guard who spent all his time on the beach for money. There was bitter envy of this fortunate person among those who went down to the sea only during the summer months in periods of vacation and could not be expected to spend all their time in the water.

This chap, who had only his wishes to consult, was in the habit of spending his winters in Florida and Southern California, and there never was a time in which he was not adding to the tan that had burned like patent leather into his skin. That fact became common knowledge and delighted the other competitors.

Women must struggle now between the need of a little of the summer glow and the nuisance of having to get the thing off in the winter time. It is hard to get rid of and it ruins a girl's looks in evening dress; as any one of them will tell you.

Besides, the enthusiasm over the athletic girl is a little bit tempered nowadays. The girl of the chiffons is coming into her own again. Sunburn for her in winter would be out of the question.

Woman is resourceful, however, and she has managed to meet this situation. The solution was not difficult. A little rouge did it. There must be a faint blush of gasoline burn beneath it. This little bit is not dangerous, will never brown into an enduring tan and can be got rid of over night.

The formula requires that a little rouge—not carmine, but the brick dust—old fashioned kind that comes in a round box with a convex china plate—should be lightly applied over the sunburn. About the edges of the burned area pink powder should be somewhat more thickly laid on. The expert man in this way he made any size that suits.

Look at half the girls on the summer piazzas this year and see that look of artificiality that is so strangely combined with what is unmistakably the result of contact of sun and air. With a young man's face there is the addition of the sunburn that will rub off to that which may be got rid of almost as easily because there is no little of it there.

Mothers sit complacently on the ocean piazzas with her back to the ocean unbending the last pink apple blossom in a centerpiece. She left Rosy upstairs with her hands in the postcard point box and she observes with dismay that after a month's use Rosy is a developing the moxus which does not come usually until women have attained for years.

Taking it up on a sudden she has at Rosy's exorbitant prematurely and she has gone at this job like a housewife. In vain the mother tries to tell her daughter and about her before she joins the party of mothers. It is so possible, and she bears down on her looking like a wax figure in a air dresser window so far as her coloring is concerned.

"That's right, dearie, pull down your hair," the mother says to the astonished girl, who, catching sight of her mother's perturbed face, sees that something is wrong and instinctively catches at the thick white hair with which she always promotes herself from but the requisite amount of sunshine.

"Pull down your veil, dearie," is so strange, says the sun affects my skin little bit. It is in the middle of each neck, but makes my skin pink all round it."

Not all of the mothers even intervened in the glances they might have, or they knew that some of their own children had been affected in the same range way for the first time this season. And they sympathized, for they knew how much every girl wanted to look as if she were a little bit sunburned and how hard it was to do it, and then get rid of that look in the winter.

The peckaboo waist has added a complication to that same problem. See how little it is worn on sailing parties and how few women are of wearing the open-work shirt waist even in the sun.

Then I have two five-pointed stars just below my neck where those others came; a lot of round things like stained glass windows where the lace was put in.

"It used to be bad enough to be sunburned and not be able to wear a neck. This is just like being tattooed. Never go out, mind, in the sun in an openwork waist unless you wear a jacket."

Then the sun may burn other things than the skin. The prematurely gray woman—she called herself prematurely gray, as every woman under 70 does now—did not resort to the dye until she struck the seashore. It is undeniable that gray hair looks grayer there than anywhere else, possibly for the same reason that makes all hair

ugly there except the tight, curly kind that fills all women who do not possess it with envy.

This woman's hair went the way of the rest of the gray locks. She went to town to see about it and when she came back there was a bottle in her pocket.

Her fellow boarders saw with astonishment that ever since that visit to town her gray locks got browner and browner and there was never a word from her again about the effects of the sun on her hair. She was provokingly silent on that point.

It was not to be expected, however, that she would be left to enjoy such a happy state of affairs. The little knot of friends with whom she gathered daily on the beach or on the piazzas

"Do tell us, Mrs. Smith," one of the women asked, who was new to the party and knew she could make herself popular by putting the question every other woman wanted to, "do tell us what you have done to your hair that it looks so lovely in spite of the fact that you wear no hat and go around in the sun? What have you done to it? I for one would love to hear, because my head looks like a crow's nest at the seashore."

There was an awful flash of silence for a minute. Even the click of the knitting needles ceased. Nobody had mentioned Mrs. Smith's hair since the day she went to town and brought back the bottle. That transaction had only been suspected, as nobody had seen her with it.

"My hair," she answered, not looking up. "Why, it's sunburned. It looked grayer than ever the first few days I came down here. Now it's got tanned like everything else at the seashore and it's brown again. Isn't that a curious thing to have happen to your hair?"

"Yes," answered the woman who put the question, "very curious."

The question of Mrs. Smith's hair and the sunburn never came up again—at least in her presence.

## 100 GOOD GIRLS

Wanted, apply J. G. McDonald Candy Co.

## CURED HAY FEVER AND SUMMER COLD.

A. J. Nusbaum, Batesville, Indiana, writes: "Last year I suffered for three months with a summer cold so distressing many of the symptoms of hay fever, and a doctor's prescription did not reach my case, and I took several medicines which seemed to only aggravate my case. Fortunately I insisted upon having Foley's Honey and Tar and it quickly cured me. My wife has since used Foley's Honey and Tar with the same success." For sale by F. J. Hill Drug Co.

Salt Lake Photo Supply Co. Kodaks and Furnishings, Main and Third South.

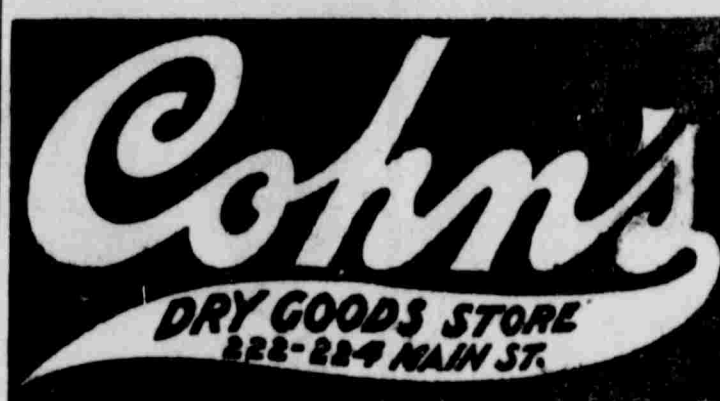


# Great Buying Possibilities in Our Midsummer Sale of Blankets & Comforts

Splendid Money-Savings for Shrewd Shoppers. Hundreds of Sample Blankets Included in this Remarkable Sale



Hundreds of high grade fine wool and half wool blankets, the complete sample line of a salesman representing the best blanket mills in America. Salt Lake was his last stop, he jumped from here to New York City, and in order to save paying excess on the Blankets he had no more use for he sold them to us at half-price. True, some are slightly soiled, but at half-price it will pay you to put them through the tub before using.



## NOTICE.

If you do not want to be bothered storing these blankets or comforts until winter, pay a deposit on them and we will hold them until Fall in our Store Room. It will pay you to have us hold them at these prices.

NOTE.—We give you the actual size in inches of all comforts and blankets. Any other way of stating sizes is misleading.

# The Greatest Blanket Values of all Will Be Found in These Sample Blankets at Half Price

Hundreds of blankets, white and wooly, fine and fleecy. Hundreds of comforts, rich and daintily covered, well filled and prettily finished. Blankets and comforts in generous sizes, the kinds that appeal to careful housekeepers.

The prices are so attractive that you can't resist them, prices that prove the constant vigilance we exercise in the interest of our patrons, prices that are only made possible by early buying and thus getting ahead of a rising market.

You all know the luxury of good blankets and the economy of buying the better kinds. There is really no excuse for the other sorts when you can buy blankets and comforts like these at such cheap prices.

A visit to this department now will be to your pleasure and profit. You will be glad of it when winter comes again, better forestall all future needs while prices are out of joint. Good housewives can't have too many blankets and the time to buy them is—NOW.

## Cotton Blankets.

|  |        |
|--|--------|
| TWO HUNDRED pairs of Gray Cotton Sheet Blankets, size 66x72 inches, worth 60c. Sale price, pair.....   | 39c    |
| GOOD QUALITY Cotton Sheet Blankets, colors white, gray and tan, size 66x74 inches, worth 85c. Sale price, pair.....  | 69c    |
| HEAVY COTTON BLANKETS, handsome colored borders, colors, white, gray and tan, size 66x76 inches, regular price \$1.25. Sale price, pair.....   | \$1.00 |
| HIGH GRADE soft fleeced cotton Blankets, beautiful fancy borders, colors, gray or tan, size 66x78 inches, regular price \$1.35. Sale price, pair.....                                    | \$1.25 |
| FINE COTTON BLANKETS, gray and tan, extra heavy weights, double bed size, actual measurement 66x78 inches, regular price \$1.50. Sale price, pair.....                                   | \$1.35 |
| EXTRA HEAVY GRAY Mottled Cotton Blankets, size 66x78, fancy red and blue borders, regular price \$1.65. Sale price, pair.....  | \$1.35 |
| HIGH GRADE PLAID and fancy stripe cotton Blankets, suitable to make bath robes, size 66x78 inches, regular price \$1.80. Sale price, pair.....   | \$1.45 |
| FINE WHITE Cotton Sheet Blankets, long soft nap, size 66x78 inches, regular price \$1.80. Sale price, pair.....  | \$1.45 |
| GRAY and BROWN Mottled Blankets made of selected cotton with borders of original designs in rich and beautiful colorings, size 66x78 inches, regular price \$2.00. Sale price, pair..... | \$1.65 |
| EXTRA LARGE Gray Cotton Blankets, size 76x78 inches, this blanket is finished by the German and the nap will not brush off. Regular price \$2.00. Sale price, pair.....                  | \$1.65 |
| FINE LARGE Cotton Sheet Blankets, colors, gray, white and tan, size 76x80 inches, regular selling price \$2.25. Sale price, pair.....  | \$1.75 |
| FINEST COTTON Blankets, gray, white and tan, beautiful rich assorted borders, actual size 72x80 inches, regular price \$2.50. Sale price, pair.....                                      | \$2.00 |

## First Arrival of New Fall Dress Goods.

OUR BUYERS HAVE BEEN SCOURING THE MARKET FOR THE PAST SIX WEEKS AND HAVE RUSHED A LARGE COLLECTION OF THE NEW FALL GOODS TO OUR STORE. MONDAY AND WEDNESDAY WE WILL PLACE ON SALE A NUMBER OF SPECIALS THAT THOSE DESIRING TO SECURE A DRESS, SKIRT OR WAIST EARLY, CAN DO SO BEFORE THE COMMENCEMENT OF SCHOOL AND THE GREAT RUSH WHICH ALWAYS FOLLOWS THE LAST FEW DAYS OF HOT WEATHER.

|   |     |
|---|-----|
| A FULL 36-inch Panama in all the new prevailing colors, also a full line of colored checks, very serviceable and desirable for rough and ready wear. Special, per yard.....   | 30c |
| AN UNUSUAL amount of care has been taken to secure a strong line of materials at popular prices. Monday and week we will place on sale a number of the ever-popular materials, plain, colored wool Panamas, Serges, Granites, Broadcloths and Batistes, also Fancy and Plaid Worsteds. All these materials are sold everywhere at 40c and 50c. Our special, per yard, is..... | 50c |
| NEW GRAY plaids in the phantom effects of all wool and worsteds, very desirable for suits and separate skirts, a large variety to select from and only, per yard.....   | 75c |

THIS LINE comprises all the new weaves and colors and is bound to be a trade winner—the Twines, Batistes, Serges, India Twills and other popular weaves. The new colored and gray Plaids and Mixed goods are here. A great variety to select from, ranging in widths from 41 to 54 inches and priced specially at, per yard.....

## COMFORTS.

All our comforts are made of superior cotton specially prepared to produce the effect of fine down, which, combined with extreme lightness, makes them the most desirable comfort ever made.

|  |         |
|--|---------|
| SILKALINE COVERED comforts filled with pure white cotton, size 62x72, worth \$1.80, sale price, each.....  | \$1.45  |
| SILKALINE COVERED comforts, both sides alike, size 72x72, soft fleecy filling, regular price \$1.15, sale price, each.....   | \$1.75  |
| SNOWFLAKE COTTON comforts, covered with ari muslin, size 72x78, regular price \$2.50, sale price, each.....  | \$2.00  |
| HIGH-GRADE SILKALINE covered comforts, size 66x76. These comforts are quilted and are worth \$2.75, sale price, each.....  | \$2.25  |
| SILKALINE COVERED comforts filled with pure white cotton, medium and dark colorings, size 72x80, always sells for \$3.00, sale price, each.....                            | \$2.50  |
| SATINE COVERED quilted comforts, size 72x78, handsome dark and medium colorings, regular price \$3.75, sale price, each.....   | \$3.00  |
| FINE COTTON-FILLED comforts covered with fine mercerized satine, which gives it the appearance of high-grade silk, size 72x78, regular price \$4.75, sale price, each..... | \$3.75  |
| SATINE COVERED down filled quilted comforts, light and medium colors, regular price \$7.75, sale price, each.....  | \$5.75  |
| FINEST SILK-COVERED comforts, size 66x66, handsome new designs, regular price \$18.00, sale price, each.....   | \$14.75 |

## IF YOU PREFER TO MAKE YOUR OWN COMFORTS

We have all the necessary materials, specially priced to keep pace with this great blanket and comfort sale. Special patterns and new design silkelines and satens most desirable for coverings, also best grades of filling will be found in all size packages.

|  |         |   |     |
|--|---------|---|-----|
| GOOD QUALITY twilled comfort calico, yard..... | 7 1/2c  | MEDIUM AND dark cotton challis, yard..... | 10c |
| DARK OUTING flannel, yard.....                 | 5c      | BEST QUALITY silkeline, yard.....         | 10c |
| HIGH-GRADE outing flannel, yard.....           | 10c     |   |     |
| COTTON BATTS.                                  |         |   |     |
| 12 1/2c cotton bats, each.....                 | 10c     | 3c cotton bats, each.....                 | 25c |
| 15c cotton bats, each.....                     | 12 1/2c | 5c cotton bats, each.....                 | 30c |
| 20c cotton bats, each.....                     | 17c     |   |     |

We close Wednesdays at 1 p. m. till Sept. 1

## Colored Wool Blankets

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|---|---------|
| HEAVY GRAY mixed wool and cotton blankets, size 76x78, regular price \$2.50. Sale price, pair.....                          | \$2.00  |
| GOOD QUALITY gray Oregon wool blankets, size 66x76 inches, assorted borders, regular price \$4.00. Sale price, pair.....    | \$3.25  |
| EXTRA HEAVY gray Oregon wool blankets, size 66x76, assorted borders, regular price \$5.25. Sale price, pair.....            | \$4.25  |
| HEAVY GRAY California wool blankets, 66x86 inches. This blanket is worth and always sells for \$5.75. Sale price, pair..... | \$4.50  |
| BROWN MIXED California wool blankets, assorted borders, size 66x76. Worth \$5.50. Sale price, pair.....                     | \$4.25  |
| BROWN CALIFORNIA wool blankets, extra heavy, size 76x86. Regular price \$9.50. Sale price, pair.....                        | \$8.25  |
| GRAY MOTTLED blankets, made of high grade wool, size 66x76, regular price \$5.50. Sale price, pair.....                     | \$5.25  |
| GRAY MOTTLED blankets, assorted borders, size 76x78, regular price \$6.25. Sale price, pair.....                            | \$6.25  |
| HEAVY MOTTLED gray blankets, weight 10 pounds, size 72x84 inches, regular price \$13.50. Sale price, pair.....              | \$13.50 |
| FINE LAMBS' wool blankets, light gray and light tan, size 76x78. Regular price \$9.25. Sale price, pair.....                | \$7.25  |
| FANCY PLAID, eastern all wool blankets, full line of fancy colorings, size 76x78. Regular price \$9. Sale price, pair.....  | \$7.75  |

## White Wool Blankets

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| WHITE MIXED wool and cotton blankets, 66x72 inches, regular price \$3.75. Sale price, pair.....   | \$3.00  |
| GOOD QUALITY white mixed wool blankets, silk bound; red, pink and blue bordered; size 72x78 inches; regular selling price \$4.75. Sale price, pair..... | \$3.75  |
| CALIFORNIA WOOL blankets, size 66x76; handsome assortment of borders; worth and always sells for \$7.25. Sale price, pair.....                          | \$6.00  |
| CALIFORNIA WHITE wool blankets, manufactured from very fine wool, size 66x78, worth \$10.00. Sale price, pair.....                                      | \$7.50  |
| WHITE WOOL, eastern blankets, size 66x76, bound with silk tape, regular price \$7.25. Sale price.....   | \$6.25  |
| VERY FINE white all wool California blankets, size 72x80; light blue or pink borders, silk bound; regular price \$13.75. Sale price.....                | \$12.75 |

## Pillows.

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| GOOD QUALITY feather pillows, weight 2 1/2 lbs., regular price, 40c; sale price, each.....                  | 49c    |
| FEATHER PILLOWS covered with high grade art ticking; regular price, \$1.15; sale price, each.....           | \$1.25 |
| EXTRA GRADE down pillows, covered with best grade art ticking; regular price, \$3.00; sale price, each..... | \$2.25 |

## Sample White Bed Spreads

ABOUT ONE HUNDRED sample bed spreads, some are slightly soiled and some are badly soiled. They were bought at a third off, and they will be sold the same way. Regular prices from \$5 to \$20. Sale prices from 45c to.....

\$3.50