

# CERVA

The World's Best Beverage

Has that good, old, familiar taste of hops. And is **non-intoxicating**.

This is what you have been looking for.

Now it's here—ready for you, at all places where good drinks are sold.

Ask for it by name. You will want the genuine.

No words can really describe **CERVA**. But that taste will tell you what it's like. Just try it and satisfy yourself

LEMP, Manufacturers. ST. LOUIS  
C. H. Reilly & Co., Distributor. Salt Lake City, Utah

Whatever you can do to help avert a fuel shortage next winter by encouraging the storing of coal now will be an important service to your state.



You are safe in suggesting Castle Gate and Clear Creek—Utah's two famous coals.



ASK YOUR DEALER

Mined only by the Utah Fuel Co.



## Keep Your House Clean Electrically

When you sweep with a broom, a large part of the dust and dirt is thrown into the air—to settle on the furniture and hangings, or back again on the floor. Only a fraction of it is permanently removed. But when an Electric Vacuum Cleaner is used, ALL the dust and dirt is deposited in a dust-tight bag. NONE is tossed into the air to make more work later on.

There is no "house cleaning time" where an Electric Vacuum Cleaner is used.

**Utah Power & Light Co.**  
Efficient Public Service

Kearns Building Tel. Was. 500

### Orpheum

VAUDEVILLE

Every night except Monday. Five matinees beginning Wednesday.

NOW PLAYING

**GEORGE DAMEREL**  
MYRTLE VAIL  
EDWARD HUME

and a big company in the musical farce, "The Little Liar."

Bert—Wheeler & Moran—Tom BURLEY & BURLEY

**W. H. MACART & ETHLYNE BRADFORD**

THREE NATALIE SISTERS

"A BIT OF OLD EGYPT"

"IN THE ZONE"

Evenings 10, 25, 50, 75c.  
Matinees 10, 25, 50c.

#### NEXT WEEK'S BILL

Last Show of the Season

**HARUKO ONUKI**

Japanese Prima Donna

**JACK CLIFFORD**  
AGNES DUNN  
and  
GERTRUDE KERPIN  
In "A Country Side."

MARGARET EDWARDS

"EXEMPTION"

A Timely Satire

TOM DINGLE AND SAM WARD

MISS GWEN LEWIS

TARZAN

The Marvelous Chimpanzee

## DRINK BECCO

BETTER THAN BEER



For entertaining friends—for the family—with meals or between meals—any time! There's no beverage that quite "hits the spot" as does BECCO—the true, pure food beverage.

Order from  
JESS C. OLSON CO.—Wasatch 5664  
Salt Lake Distributor  
G. L. Becker, Manufacturer, Ogden, Utah

# MCCALL'S MAGAZINE

(FOR JUNE)

June—the month of weddings and commencements, gardens and out-of-doors, the passing of spring, the beginning of summer, and the opening of the vacation season—is near.

McCall's Magazine, McCall's Fashion Sheet, and the new Summer Book of Fashions (quarterly) contain, for your benefit, a selection of delightful, economical (and therefore patriotic) designs of summer garments for every occasion.



Waist 8391 Skirt 8363



Dress 8364

**MCCALL PATTERNS**

For June  
NOW ON SALE

Keith-O'Brien Company