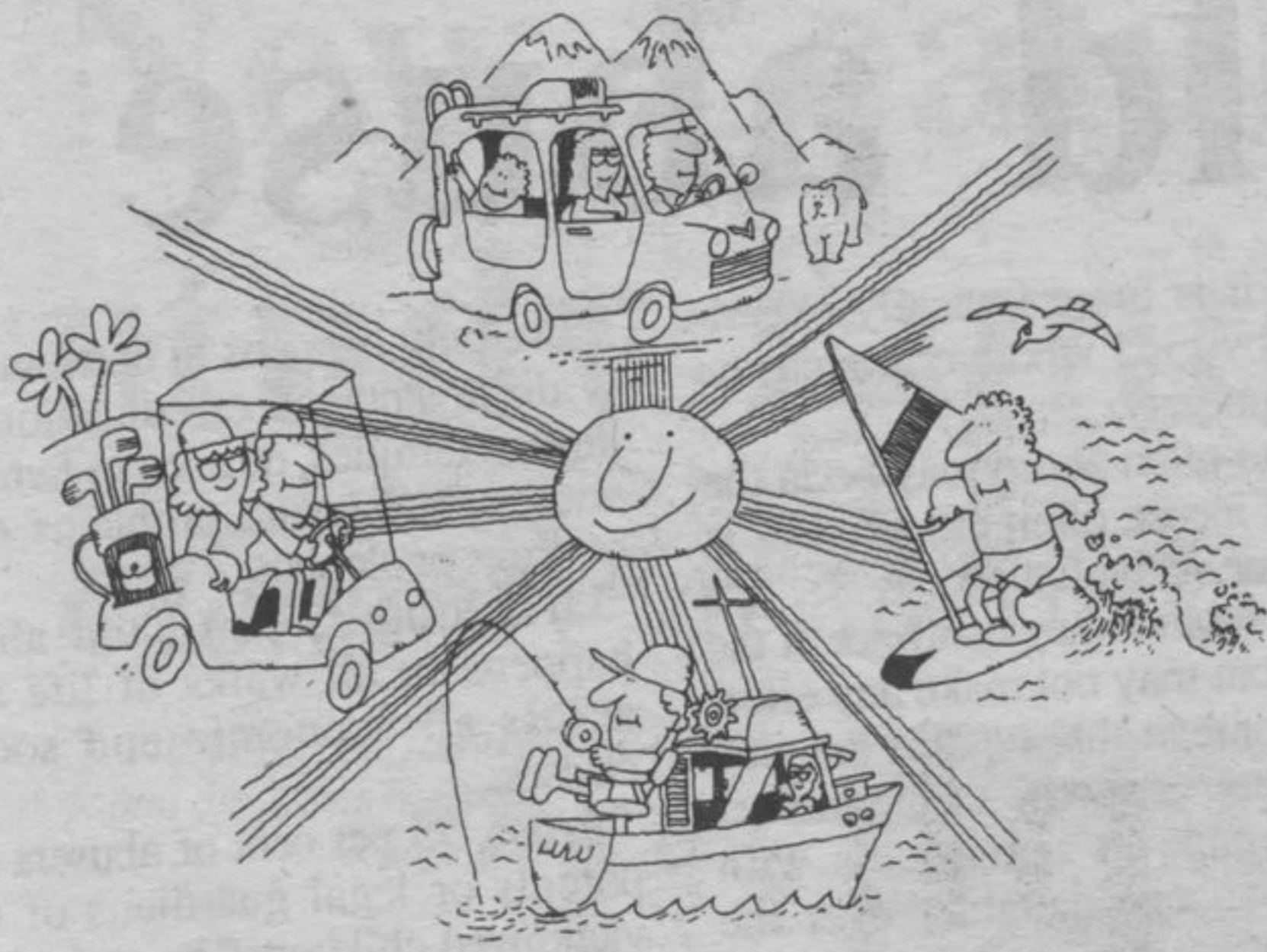


# Hints to make your summer super

## Take care when in the sun; proper care is only skin deep



## A myriad of creative options for enjoying summertime pleasures

Almost everyone can recall a favorite childhood memory that is intimately linked with the arrival of summer. Whether it was the moment you realized school was out for three whole months, or that the family vacation was finally under way, it somehow epitomized the pleasurable times and fun adventures that are synonymous with summer.

And, while the leisure hours of a six-year-old are long past most of our grasps, summertime still means longer hours of leisure after a day's work is done.

The stretched-out days and evenings allow a slow-motion effect to pervade actions and events otherwise rushed through. Family dinners move outside, into scented evenings on porches and patios; friends linger around the barbecue, reliving a sports event of which they were the stars, not simply armchair spectators.

Summer is the long-awaited-for season of action—whether it's the thrashing and giggling of children playing in a swimming pool or lawn sprinkler, or a heated match of volleyball on a beach by the ocean or one's favorite lake.

It is a season when months of pent-up energy finally can be unleashed and expended in a way of which only Americans are capable.

Exercise, exercise, exercise—out come the racquets, the clubs, the assorted balls and the boats, and off we go to the mountains, valleys and plains to live life to the fullest.

They come in all kinds of forms—these delicious summer activities of living life to its fullest—including eating such delights as ice cream, milkshakes and fresh summer fruit.

Yes, not all aspects of summer lifestyle mean steaming with sweat and being out of breath, because part of summer is relaxation too: Like lying in a hammock under a canopy of leaves, lazily swinging back and forth, reading all those magazines, newspapers and books you've been meaning to get to all this time, or not even bothering to read at all, and simply swinging in the gentle breeze.

However, if you are a home improvement enthusiast, or happen to live with one, those blissful moments of inactivity probably won't come without first mowing the lawn or accomplishing some do-it-yourself tasks, such as insulating the attic or an exposed wall, or caulking or weatherstripping around windows and doors to make your home more economical and efficient for your air conditioner(s), as well as for the furnace next winter.

That seems to be the balance for a great summer lifestyle: Working hard and playing hard, or working hard and playing easy—whichever suits your style and taste.

Summer is also a time to enjoy new fashions with their jazzy graphics and cool fabrics to match the liveliness of the season. It is a time to soak up the abundant 'sunshine' (although it's wise to use

Sunlight has been the target of a great deal of negative publicity for the last several years. As a result, most of us are more than aware of the hazards of the sun—hazards such as sunburn, premature aging of the skin and especially skin cancer.

We also know that the most effective way to protect ourselves from the sun's rays is to use a sunscreen with a high Sun Protection Factor (SPF).

But the sun should not always receive a bad rap. There are several therapeutic benefits that it provides, and they should not be underestimated.

According to Avon vice president of research and development, Gary Dugan, newer research has shown that psychological and physiological processes are more affected by the sun than we ever realized.

"Sunlight," says Dugan, "can alleviate

depression, stimulate the circulation of blood and produce vitamin D. It can also increase alertness, and perhaps even stimulate sexual reproduction."

### Looking forward

Scientists are projecting that, by the mid 1990s, there will be light therapies for autoimmune system diseases and rejection of transplanted organs. Dugan says. Light is already being used in the treatment of certain skin disorders, including acne and psoriasis.

If we are going to expose ourselves to the sun, and try to reap at least some of its therapeutic effects, where do we draw the line? How much sun is considered too much and dangerous?

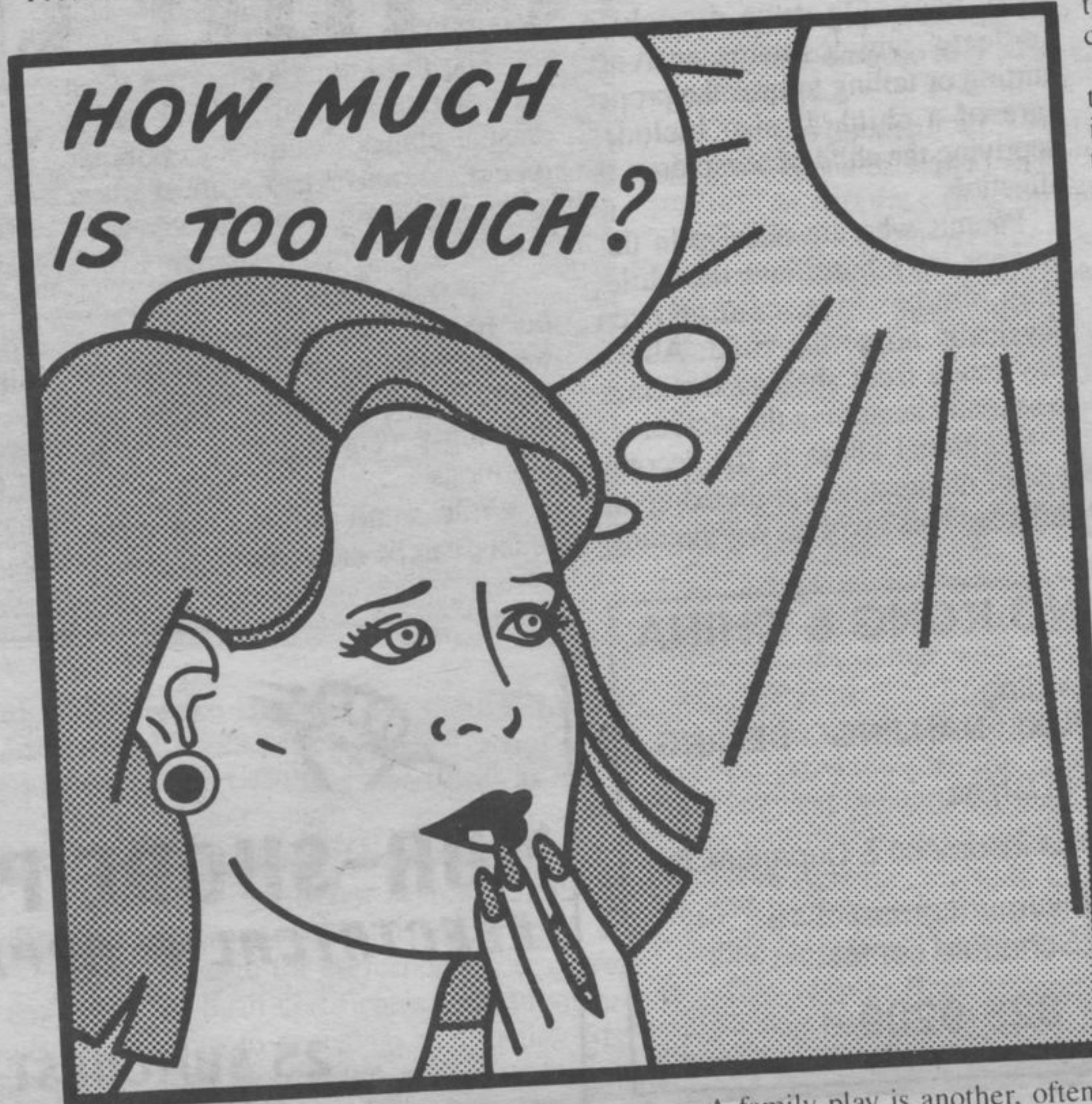
### Moderation the key

Explains Dugan, moderation is the key, since absorption of the sun's rays into the skin can be both beneficial and detrimental.

"If you are going to the beach during the summer months, you should protect yourself fully from the sun's harmful rays. Avon's Sun Seekers line, for example, includes the new Super Block, SPF 24 for ultra sunburn protection, and Sun Seekers Children's Formula. It carries an SPF of 15."

However, "for everyday exposure, you could probably use a product that provides slightly less protection from the sun, such as Sun Seekers Sunsafe Tanning Lotion (SPF 8), or Tanning Lotion (SPF 4).

"By using a lower level SPF you would still allow enough sun to penetrate your skin to provide some therapeutic benefits, while also protecting it from sun damage."



(treehouse, pool deck or greenhouse), a garden project, family walks in the woods or a camping trip.

Capturing the progression of a family project or camping trip on film or videotape is an excellent way to create a family album. Viewing the slides or tape later will be fun, and will help automatically to shape a "living" sense of family history.

Another fun way to bring the family together during the summer is to have a creative refreshment session, where every member of the family mixes fruit juices and soft drinks to create a new drink.

The family can then vote on whose "master concoction" best quenches a hot summer thirst. An "awards ceremony" can even cap the contest.

A family play is another, often hilarious option. Family members can exchange roles (father playing son or daughter playing mother) and write a new script of some outrageous family situation, or use an already established play.

Cool summer evenings are perfect for all kinds of games, anything from hide-and-go-seek, to flashlight shadow dramas.

Most of all, summer is a time of infinite possibilities, a time to capture and keep all that is important to one's imagination and heart, and even perhaps to recapture, at least for a moment, that feeling of exhilaration that comes upon six-year-olds, when the prospect of a summer full of adventure is laid out before them, unfettered, without boundaries.



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