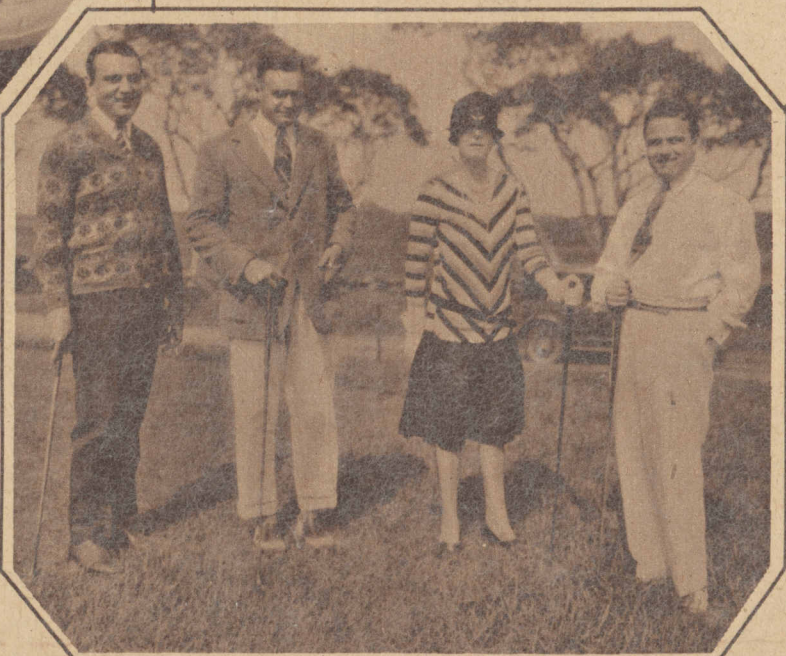


SOCIETY



SUMMER STYLES of the fashionable Newporters are displayed here by two popular resorters, Mrs. Julian Sloan and Mrs. Bradford Norman, both of New York.



NEWPORT was the scene last week of the debut party for Miss Betty Teller, daughter of the T. Suffer Tailors of New York. The society reporters referred to the fete as one of the really important affairs of the Newport season.

ON THE GOLF LINKS at Newport the camera found this foursome, Capt. E. E. Henderson, Commander James Parker, Mrs. Reginald Norman Jr., and Bradford Norman Jr. (All photographs from Pacific and Atlantic.)



Fitting the narrow heel Sizes to 11 Widths AAA to EEE model illustrated 12.50

ADAPTO SHOES for STOUT WOMEN and MISSES

Don't let the heat of summer "get the best of you"!

Slip your feet into a pair of smart-looking ADAPTO shoes and go and come as you please—comfortably.

Comfort is assured by the ADAPTO "combination last", which provides restful, high-arch support and snug, narrow-heel fitting—at once—for ADAPTOS are made properly—and need no breaking in.

Simply leave the matter of fitting to one of our skillful shoe-fitters and concern yourself only with selecting the particular model that suits your fancy.

If your feet have been mistreated by ordinary shoes, first visit our *Foot Service Department where your feet will be skillfully treated at a nominal charge.

*Under direction of Byron Schindler, Podiatrist.

Lane Bryant

#101 North WABASH Avenue

Economical Drug Co.



TRIPLE CREAM Malted Milk CREAMIER... RICHER... MALTIER

THE rich, creamy goodness of a Triple Cream Malted is a never-to-be-forgotten delight. You will smack your lips and wish your throat were a mile long, then long for more of this wonderful drink. Triple Cream is richer, smoother, with a malty creaminess that is at once satisfying and energizing. Thousands enjoy them daily. The reason is obvious.

NOTHING but the finest of ingredients go into the making of a Triple Cream Malted Milk. Thompson's Double Malted Milk gives Triple Cream its delightful malty taste. We use a special grade of Carroll's ice cream containing an exceptionally high percentage of butter fat and pure, rich Bowman's Milk, topped with a generous helping of whipped cream. Every Triple Cream Malted Milk is made with the same expert care as a mellow old wine, by a fountain organization that is trained to please you.

STOP in at your nearest Economical Fountain today and order up a Triple Cream Malted Milk. It's really a meal in itself, energizing, nutritive. Picks you up like a brisk ocean breeze, refreshing as a dip in the cool lake. Drink it in between meals and in the evening. Treat your friends and your family to this king of palate pleasers. Served frosty cold—a giant size shakerful with fresh, crispy Sawyer Wafers—20c.

Economical Drug Co.

TRUTHFUL ADVERTISING—COURTEOUS SERVICE—LOW PRICES

No. 1 Store—11 N. Wabash Ave.—The World's Largest Prescription Laboratory

No. 2—Wabash and Congress
No. 3—Randolph and Clark Sts.
Open Day and Night
No. 4—Clark and Washington

No. 5—117 So. Clark St.
No. 6—Van Buren and Dearborn
No. 7—Conway Bldg. Lobby,
111 W. Washington St.

NEIGHBORHOOD STORES

No. 8—Sheridan Rd. and Columbia
No. 9—Roosevelt Rd. near St. Louis
No. 10—Sawyer and Milwaukee
No. 11—82nd and Commercial
No. 12—63rd and Stony Island

No. 13—Lincoln, Lawrence & Western
No. 14—67th and Stony Island
No. 15—Broadway and Oakdale
No. 16—Broadway and Erie Place
No. 17—Bryn Mawr and Winthrop

Evanston Store—Davis at Orrington
Fountain Square

Established in 1892 by Charles H. McConnell

Spanish Fountain Room
No. 1 Store—11 N. Wabash Ave.
A bit of Old Spain itself in the heart of Chicago's Loop.



Tip-2-Lip
The New Pep Drink
Gives you loads of pep, wonderfully refreshing, with a friendly tang of fresh grapes. Five cents.

Fresh Cantaloupe Sundae
Firm, ripe cantaloupe half... a rich golden orange color with a good sized helping of delicious New York ice cream.



FRESH PEACH ICE CREAM

Quart Brick—
all this week 45c

Imagine fresh, ripe Georgia peaches with all their glowing goodness combined in a rich, creamy New York ice cream. A Summer-time pleasure... a marvelous delight.



Photo from Underwood & Underwood

Roto Ads persuade the male!

Subtle yet powerful is the effect of roto-gravure advertisements. Roto-gravure provides superior presentation of the advertising message!

Chicago Merchants—

Sell with Tribune Roto!