

WALK-OVER'S

"ECHO" TIE

\$6.75



A dashing example of the chic of White accented in Brown. Perfect to wear with smartest summery outfits. White beaubuck with Brown calf trim. One of sixty-seven summer styles at \$6.75.



"Echo" step-in \$6.75

Walk Over

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(Palmer House)
4052 W. Madison 1313 E. 63rd St.
6440 S. Halsted 4700 Sheridan
2342 East 71st Street
EVANSTON • OAK PARK • ELGIN



LAMAS OF TIBET READ THE SUNDAY TRIBUNE—A sensation comparable to the arrival of the first white man was created by the sight of the first picture magazine ever to reach the lamas in the cloister of Lamajuru, in Tibet, according to the Cologne Illustrierte Zeitung. It was a picture section of The Chicago Sunday Tribune, wherein these lamas see photographs of other priests in a faraway Tibetan region.
(Photo from Sandau, Berlin.)



A WOMAN EXPLORER of the Dryenfurth expedition to the Himalayas, Jarmila Marton, shows the Tribune picture section to the priests of Lamajuru. The feminine visitor, born in Chicago, is a film actress.
(Quick photo.)



THEMSELVES AS OTHERS SEE THEM—Another study of lamas gazing at Tribune pictures.
(Quick photo.)

WHY AMERICA PREFERS BUDWEISER...

Its age-old TASTE is found only in Budweiser

Hundreds of years ago, an ancient monastery in Budweis, Bohemia, brewed a beer of such distinctive and exquisite taste that connoisseurs pronounced it the finest in all the world. Its taste was slightly tart with a delicious, unforgettable tang. Those who drank this beer never tired of it.

Sixty years ago, Anheuser-Busch obtained from the Bohemian monks their age-old formula. And so BUDWEISER came to America. Its popularity swept the country and then the world. The demand for BUDWEISER built the world's largest brewery.

Refinements of method and facilities, yes,—but the ancient formula of BUDWEISER remains unchanged. And so today, as of yesterday, BUDWEISER holds an unmatched record—the biggest-selling bottled beer in history. Its distinctive, age-old taste makes it so.

Outstanding reasons why BUDWEISER is the most famous beer in the world

1. Its distinctive taste and delightful tang have made it America's first choice for three generations.
2. Its quality has made it the biggest selling bottled beer in history and built the largest brewery in the world.
3. Brewed by the same formula since 1876—always uniform—everywhere.
4. Not artificially carbonated—BUDWEISER is twice fermented for natural carbonation and sparkle.
5. Brewed from the cream of the barley crop and the choicest selection of domestic and imported Bohemian hops.
6. One Brewery that makes its own Malt—Anheuser-Busch never buys it from outside sources.
7. Pioneers in pasteurization of bottled beer—every bottle sterilized.

ANHEUSER-BUSCH • ST. LOUIS

Accept no substitutes on draught or in bottles.



Budweiser

KING OF BOTTLED BEER

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WORKMAN BLOWING Eagle Insulation into the hollow walls of a frame house. To insulate the roof, hose will be run in through attic window and fireproof wool will be blown between joists in the attic floor. Rooms downstairs aren't mussed up. It usually takes less than 2 days to completely insulate a home this modern way. And all summer long the house is up to 15° cooler than temperatures outdoors.

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RED AND WHITE CHECKS make the pajamas, blue and white the coat of Constance Bennett's silk and wool beach pajamas. White pique creates the collar, cuffs, and beach hat.