

A Fascinating and Beautifully Illustrated Book. Every Mother Should Have It; Every Child Should Read It; Every Cook Should Consult It! Write Us Today. It Is Free!

> WHETHER or not you are now enjoying BRER RABBIT-the real New Orleans Molasses-you should send at once to Penick & Ford, Ltd., New Orleans, La., for the book of Brer Rabbit's Romantic Travels. It is Free.

> While waiting for this book to arrive it would prove interesting to you to know why your grocer is selling so much BRER RABBIT Molasses to your neighbors.

GOLD LABEL BRER RABBIT is the real oldtime molasses for table use: for pancakes, waffles, biscuits, muffins; the kind mothers serve on sliced bread to children. It is pure, full of flavor and unusually wholesome as a daily food.

Your grocer also sells Green Label BRER RABBIT. This is a specially selected molasses for cooking and baking - and costs less.

3



Every Housewife

knows the name

"PENICK &

FORD" on a

food means

Always the Best

of Its Kind. 22

years of quality.

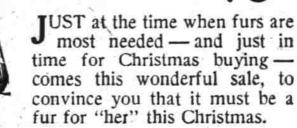
Sale Prices \$26<sup>25</sup> Up to \$337<sup>50</sup>

The Materials Chameleon Cord Fortuna Peach Bloom Crystal Cloth Yalama Cloth Cut Bolivia Evora Bolivia Tinseltone Mossprey Polo Cloth Wool Velour Plush Suede Velour Scotch Mixtures Tweed Velour du Nord



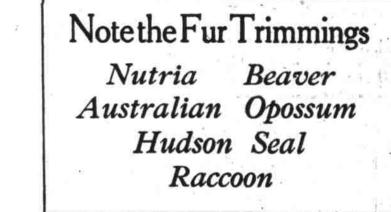
**Our Entire Stock of** 

Reduced 1/3



You will find everything here in furs-from smart collarettes to the most luxurious of coats. All are made of the season's most approved pelts-and this sale brings them to you at a wonderful saving. Children's furs excepted. Third Floor.

EVERY SALE FINAL - NONE C. O. D.



And Every Suit 1/2 Price THIS sale is one of extraordinary importance to women, and has

met with gratifying success. There is not one reservation-not a holdback-every suit, even the most delightful creations, comes in for this slashing price reduction.

Silk Duvetyn, Silvertone, Velvet Peach Bloom, Tricotine Checked Velour, Serge

-Plain tailored, fur trimmed and novelty styles.

-Every sale must be final none sent C. O. D., none laid away.

-Third Floor, Lipman, Wolfe & Co.

