

DEPENDABLE MERCHANDISE --- REAL VALUES --- INTEREST UNABATED --- SERVICE --- COURTESY --- TRUTH

July Clearance Sale Enters Its Third Week of Success

See This Special Wardrobe Trunk

To-morrow we will place on sale a high-grade, full size Wardrobe Trunk, covered with Vulcanized Fiber and provided with a 3-drawer compartment and a hat box; well made and strongly reinforced; very special at **\$21.00**

COWHIDE SUIT CASE

24-inch size, with short straps, a sewed-on handle and shirt fold. A very special July Clearance Sale value at **\$4.75**

Cohen's Third Floor.

THE STORE DOMINANT AND THE STORE PROGRESSIVE
FOUNDED, BUILT AND MAINTAINED ON TRUTH AND HONOR

The COHEN CO.
THE DAYLIGHT STORE OF RICHMOND, INC.

Since Closes Daily at 5 P. M.; Saturdays, 8 P. M.

Gabardine Suits at \$11.75

Whether you are planning your vacation wardrobe or intend to remain at home is immaterial to the importance of profiting by this sale to-morrow. Dressy and tailored models are both included, many of which show little touches of true individuality in the application of novelty collars, cuffs and belts. Skirts and jackets conform to the very latest lines, are full flaring and trimmed with beautiful buttons. Former prices to \$19.50. Your choice to-morrow at **\$11.75**



Wash Skirts at 98c Special attention is called to the Skirts, made of Fancy and Plain Gabardine materials, with large novelty buttons, newest pockets and wide belts. Regular and extra sizes. Very special **98c**

Wash Skirts, \$1.98 No word picture could possibly do justice to these high-class Dressy Skirts even seen just once. Plain and Novelty Gabardines, and the latest Awning Stripes vie for honors; \$2.98 values **\$1.98**

Wash Skirts Not merely one style, but six clever departures to choose from, featuring newest Girdles, Novelty Pockets that are just a little different, and other touches altogether distinctive. **\$4.95**

Waists, \$1.59 You will be agreeably surprised to find such Waists—such high grade Waists—in Frill, Hand Embroidered and Tailored effects; many trimmed with expensive laces; offered at **\$1.59**

\$1 Waists, 79c We believe that you will instantly agree with us that the majority of these Waists are even prettier than those previously advertised. Made of Voile and Or-gandy, 36 to 46, **79c**

Cohen's 2nd Floor.

Every Woman---In Fact, EVERYBODY Will Be Interested in Summer Comfort Week

July 24 to 29, Inclusive



"Summer Comfort Week" is a carefully conceived plan, the object of which is to provide an interesting method by which Milady Dainty will add to her summer comfort by taking advantage of this opportunity to become better acquainted with the most popular and reliable Toilet Preparations in use to-day.

Though the Cohen Co. will add economy to interest by providing many special values it must not be understood that "Comfort Week" is anything less than a very dignified campaign, embracing all Toilet Preparations in stock, attended with the interest that will certainly accrue from the fact that the value of its educational advantages cannot easily be estimated.

Many Free Samples Will Be Distributed

Specially trained representatives, familiar with their respective lines, will be glad to assist you in a proper selection of whatever may be most necessary to your "summer comfort," and an idea of the far-reaching benefit of the plan may be gleaned from the fact that we shall feature all of the following preparations, indispensable to the possession of a well-groomed appearance.

The list is only suggestive and takes in merely a few preparations here and there. Approximately 400 other reliable preparations will also be included.

- | | |
|--|-----------------------------|
| Talcum Powders | Cold Creams |
| K. & B. J.A.-C. Mino Rose, 15c | Elmo Cold Cream, 25c & 50c |
| Mennen's Violet and Borated, 15c | Harriett Hubbard Ayers, 25c |
| Colgate's Monal Violet, Baby Talcum, Violet, Cashmere Bouquet, Dactyls and Eclat; unscented, 15c & 25c | Colgate's, 25c & 50c |
| Williams Violet and Carnation, 15c | Hudnut's, 25c & 50c |
| Williams Baby Powder, 15c | Armour's Luxor, 25c |
| Babeock's Corylopsis and Cut Rose, 15c | Lady Mary, 50c |
| Talcolette, 15c & 25c | Creme El Caya, 50c |
| Marvis Talcum, 25c | Sozodont, 25c & 45c |

- Among the Extracts**
- Cotys Jac Mino Rose, at \$2.00
 - Cotys L'Origan, also at \$2.00
 - Cotys Jasmine, at \$3.50
 - Quel Ones Fleurs, at \$1.50
 - Dier Kiss, at \$1.25
 - Lady Mary, at \$1.50
 - Houbigants Ideal, at \$1.85
 - Arly Lilas, at \$1.00
 - Pivers Floramye, Azurea and Le Trefle, at 80c

Elmo Preparations

Another special line deserving particular mention, with your attention called to the Elmo Face Cream and Powders, the latter at 25c & 50c

(Illustration used by permission of Lazell)

\$9 to \$14.95 Rag Rugs, \$7.89

These very practical Summer Rugs are reversible, and will be found in solid colors and mixed effects, in medium and dark tones, with Colonial band borders, in Green, Brown, Blue, Tan and Rose; all 9x12 feet in size; worth from \$9.00 to \$14.95, but grouped at one price for to-morrow **\$7.89**

Willow Grass Rugs, \$5.75 An unusual assortment of colors and patterns, in a wealth of designs, with Grecian Key and Band Borders, and many modern and novelty effects, featuring a notably smooth finish; all 9x12 feet; worth \$8.00, for **\$5.75**

\$1.75 Matting Rugs, \$1.39 We refer to a showing of Japanese Woven Matting Rugs, 6x9 feet in size, with medallion centers and small all-over designs, that are reversible. Colors are Green, Brown and Blue; \$1.75 values, on sale Monday for **\$1.39**

Cohen's Fourth Floor.

A Banner Special Monday Summer Voiles 12 1/2c

These arrived just in time to find space in this advertisement, and at the price mentioned they should crowd the Wash Goods Section with eager shoppers all day. There are approximately 3,700 yards to choose from, in the most favored patterns for dresses and smart party frocks—floral effects, new stripes and floral combinations, and the most wanted of coin spots. Both white and tinted grounds. Every piece is 40 inches wide, and would be a big value at 19c a yard. Buy all you want **12 1/2c** to-morrow at

Imported Linen Huck Towels, 29c Secured some months ago at the old standard of prices, we are prepared to spring an agreeable surprise to-morrow. These Towels are all full, 19x26 inches, in size with heavy, spoke stitched ends and satin damask borders. Instead of 39c, Monday's price will be **29c**.

Look---59c Middy Striped Pongee, 39c A silk and cotton mixed material that needs no further introduction as a desirable fabric for Summer Middie. Separate Skirts and Suits; 36 inches wide, with 1-inch equal stripes. Copenhagen, Rose and Green on Tan and White Grounds; to-morrow, **39c**.

Women's Vests for 18c

Regular 25c values in fine gauze list, with a crochet top and silk tape; sizes 4 and 5, reduced to **18c**

WOMEN'S Summer Lisle Union Suits, with tight and loose knees; very good half dollar values **35c** for

BOYS' 25c Porosknit Under Shirts no drawers to match, therefore the price to-morrow will be **17c** only

Corduroys 65c Values for 49c

This will embrace all 27 and 32-inch Colored Corduroys, in broken assortments. The choice range is splendid, however, and early choosing will reveal some very wonderful values. **49c**

\$1.00 COLORED CORDUROYS, in Sport Shades and White, with the popular wide wale; soft silky finish; 26 inches wide, yard **79c**

FANCY STRIPED SILKS, in desirable patterns and colors, for separate skirts and gowns; all a yard wide; \$1.00 qualities **69c**

Cohen's Main Floor.

Hot Weather Necessities Much Under Price

THE DUPLEX FIRE-LESS COOKER, that is all metal, lined and equipped with aluminum cooking utensils; guaranteed to bake and roast brown, will be shown to-morrow in eight styles, from one, with a capacity of 32 quarts, at \$25.00, down to one of 6-quart capacity, at **\$6.00**

OIL STOVES—special attention is called to this 3-burner Blue Flame Cooker, with a cabinet front; **\$5.49** regularly \$6.98, for

GARDEN HOSE, of 5-ply pure rubber, fully guaranteed, shown in 50-foot lengths, with a hardwood reel mounted on wheels with a solid brass adjustable nozzle; **\$5.25**; regularly \$6.50.

New Auto Vacuum Freezer—requires no turning and accomplishes its purpose in a few minutes. Cream remains hard eight hours without refilling the ice chamber. Ideal for picnics and auto trips. Two sizes now being demonstrated at Cohen's—**6-Dish Size, \$2.50** 12-Dish Size, **\$3.50**

Blue Pencil Mark-Down in Bargain Basement



A wonderful demonstration of value-giving that is bound to throng this Big Bargain Basement with eager shoppers all day. The values need no introduction further than the great savings involved. Only a partial list of the values provided can find room in this advertisement. Read every one. Come early. Prepare for instant action. Read on. Every "Blue Pencil" ticket means a big saving.



White Waistings at 12 1/2c

These Fine White Waistings, in Fancy Stripes and Cords are worth 19c to 29c a yard, while they last Monday **12 1/2c**

BLUE PENCIL MARK-DOWN SALE

Miscellaneous Items--Note Each

CREPE KIMONOS, in women's sizes, shown in solid color effects; assorted sizes; while they last **19c**

LONG KIMONOS, also made of figured crepe, in assorted sizes, will be offered to-morrow morning **39c**

GAUZE VESTS, in women's sizes, with tape neck and arms, slightly imperfect; instead of 10c **5c**

DRESSES, in children's sizes, well made and in combination colors; 75c values, to go for only **43c**

WOMEN'S Gauze Pants, in assorted sizes; nicely trimmed with lace, slightly imperfect. **15c**

\$1.00 Waists for 59c

Made of fine quality Voiles, in ruffled effects and effectively trimmed with embroideries; sizes 36 to 44. Come very early... **59c**

10c Longcloth, Yard 8 1/2c

THIS LONGCLOTH is 36 inches wide, with that much desired soft chamolis finish; Mon- **8 1/2c**

12 1/2c MADRAS, for shirts and waists, 36 inches wide; lengths to 10 yards, at per yard **93/4c** only

EXTRA SPECIAL: White Gabardine Skirting, a yard wide; shown in skirt lengths, to-morrow **12 1/2c**

Boys' 50c Blouses, 35c Mothers will certainly not overlook this opportunity. Some very good Blouses, representing samples, are included. **35c** Choice at

Boys' Khaki Pants, 39c You will no doubt want half a dozen pairs of these Khaki Pants, in the knickerbocker style; sizes 6 to 16; 50c values, now **39c** for

Summer Bedding--Never So Cheap

CROCHET Bed Spreads, in beautiful Marseilles patterns; taken from lines worth 90c, are **79c** now

SUMMER COMFORTS, filled with soft cotton and offered in good large sizes; worth **\$1.50**, at **\$1.19**

BLANKETS, in large size, blue or pink borders, instead of \$1.25 a pair, will go for **\$1.00** only

WAISTS, made of good quality white materials, new styles; sizes 36 to 46, at choice for **39c** only

SKIRTS, in odd styles, that sold for as much as \$1.00, made of cotton cloth; some muslin, for **25c**

FOR MEN: A lot of Balbriggan Shirts and Drawers, that are slightly imperfect, marked at **16c**

PETTICOATS, worth 50c, made of good Black Satin, with a striped ruffle, choice at **29c** only

WOMEN'S Black Gauze Hose, slightly imperfect, but good enough to sell at 25c, are **12 1/2c** now

SHEETS; fully bleached; size 72x90 inches; big sellers at half a dollar; to-morrow for **39c** only

PEPPERELL Bleached Sheets, known to every good housewife; 72x90 inches; worth 85c, **75c** for

COME EARLY—Bleached Pillow Cases, of very good quality, run of the mill; average 10c **5c** values, in this sale for

Look at These Domestic

PERCALES, in assorted stripes and figures, a yard wide; worth 10c and 12 1/2c a yard, **63/4c** for

CHAMBRAYS, in assorted colors; lengths to 20 yards; all worth 10c a yard, now **8 1/2c** offered at

COLORED Lawns and Voiles, worth 10c and 12 1/2c a yard; lengths to 10 yards; to-morrow for **5c**

DRESS GINGHAMS, in pretty plaids and stripes; unusually fine quality; worth 12 1/2c, for **83/4c** only

BLEACHED COTTON, of good quality, a yard wide; very special, since it drops from 10c to **73/4c**

SILENCE CLOTH, that comes 50 inches wide, will be among the other Bargain Basement specials, at **25c**

Boys' Wash Suits, \$1.25 The price mentioned will include \$1.50 and \$1.75 values, made of fine quality Galatas; assorted sizes, so get here **\$1.25** very early

Boys' \$3 Suits, \$2.00 Made of good cool mixtures; sizes 7 to 17 years; every one made to give enduring service; certainly such Suits will **\$2.00** go early at