

How Cohen's Store Is Kept On a Run.

Sales and Prices that Bless a Whole Community.



JANUARY RIPENS THE PLUMS OF MERCHANDISE, and they drop at a single touch.

A January Bargain Sale

and it will bring what could not possibly be expected of any other month in the whole year. AN ACTIVE BUSINESS MOVE under the disadvantage of an inactive time for quick returns. It subjects merchandise to one half price from many imperilled and unsteady quarters as will be seen at



The opening on Monday will prove what this store is worth to the Richmond community by the cut and slashed prices that are here for ready buyers.

The Embroidery Sale

Nowhere else so much new, beautiful work, so marvellously priced. They are loom ends from St. Gall and Paris in greater part at half price and less, but they are everything you can want, and perfect, or they may be returned.

READY AT 9 O'CLOCK—Embroidered Insertions, and Edges, costing 2 to 3c. yard; a centre table full, 1c. yard. All-Over Embroideries, 1/2- to 1 1/2-yard lengths, 5 to 25c. a piece. More than double your money's worth on any piece you may select. Insertions, 7 to 9 inches wide, Swiss and Cambrie, cost 15c. each; choose from over 1,500 yards for 9c. yard. Over 3,000 yards Wide Cambrie Edges and Insertions, costing to 10c. for 3c. Beautiful Wide Embroideries, Edges, and Insertions, best retail price 12c. to 17c. You can pick from this great lot of over 2,000 yards for 7c. yard.

A January Cotton Fabric Sale.

The new effects with unusual price helps. The New Dimities, fine French productions, the 20c. grades for 12 1/2c. The new 2 1/2c. Scotch Dimities are here for 7c. 4 1/2c. French Percales, 12 1/2c. The 10 1/2c. Percales, in 10c. grades, for 5c. 4 1/2c. yard. 4 1/2c. White Wool Flannel for 2c. instead of 3c. French Printed Cambrics, in light and dark styles, 8 1/2c. instead of 12 1/2c. All colors of 2 1/2c. and Figured French Flannels for 5c. Best Light Shirting Prints for 3 1/2c. Double-Faced Flannel Shirting for 3 1/2c. instead of 4 1/2c. 4 1/2c. Cambrie Finished Bleached Cotton for 3 1/2c. 4 1/2c. Shirting Flannel, for 12 1/2c. Double-Face Cloth Cover, in all colors, for 3 1/2c. **40c. Medicated Red Wool Flannel for 25c.** Simpson's Best Mourning and Fancy Prints for 4 1/2c. Androsogin Bleached sheeting for 16 1/2c. French Flannellettes, 15c. kind, 10c. Ulica Pillow-Case Sheeting for 9 1/2c. 8c. Amosack Apron Gingham for 2c. 2c. White Wool Flannels for 9 1/2c. 10 1/2c. Heavy Round Thread Brown Sheeting for 11 1/2c. 4 1/2c. Bleached cotton, better than Fruit of the Loom, for 6 1/2c. **FROM 9 TO 9:30 O'CLOCK**—5c. Turkey-Red Prints for 2c. a yard. **FROM 10:30 TO 11 O'CLOCK**—2c. Gray Wool Flannels for 11c. **FROM 12 TO 12:30 O'CLOCK**—4 1/2c. Heavy Round-Thread Bleached Cotton for 3 1/2c. **FROM 2:30 TO 3 O'CLOCK**—Best Shirting Prints for 2 1/2c.

Silks Are Demoralized.

Have't sold well the past season. Flannels took their place to a very extent. The holders were ready for January sales, and you may come to Cohen's Monday to realize their need of unloading. Pure Silk Tafettas, all the prettiest evening shadings, worth 60c., for 25c. yard. Lining Tafettas, in bright colorings, 13c. for the 20c. quality. 6c. a yard for one lot of Crepe de Chine; lengths from 3 1/2 to 8 yards; best 1 1/2c. quality. All of the 4 1/2 and 5 1/2c. Fancy Tafettas for 4c. a yard. White Tafetta Silk, best 6c. quality, for 4c. a yard. Evening Gowns, in exquisite effects, worth up to \$2.00, for 50c. a yard. **FROM 10 TO 10:30 O'CLOCK**—An extra fine Black Satin de Leon, high lustre; usual 1 1/2c. quality, for 70c. a yard. **FROM 11 TO 11:30 O'CLOCK**—Black Silk Brocades, neat figured effects for waist, best 40c. value, for 2c. a yard.

Handsome Wash Silks Again. This time the finest that came at from 4 to 6c. cents. Any Monday for 6c. a yard. **Black Tafetta Specials.** 20-inch Black Tafetta Silk, lustrous finish; best 6c. value, for 3c. yard. 20-inch best 1 1/2c. value, for 6c. yard. 20-inch, best 1 1/2c. value, for 5c. yard. 21-inch Black Silk Armure Embroidery, seed or plain effects, for 5c. a yard. Best 1 1/2c. French Make Peau de Sole, soft-finished, fully reversible, for 4c. a yard. Black Ottoman Silk, clingy and lustrous, regular \$1.50 value, for 50c. yard. Pure Silk Black Brocades, 11 new styles for waists or skirts; it's usual 50c. grade, for 50c. yard. Black Iron Frame Silk Grandines with small colored embroidered figures, costing up to \$2.00 a yard, for 15c. a yard.

Laces and Lace Col-larettes

Have Missed Their Aim. You may buy them at a great loss to us. Over 200 new pieces Medici Wash Laces, all widths—Insertions to match Edges—1 1/2 and 5c. yard—usual prices, 5 to 10c. Hundreds of yards 1 1/2c. Medici Laces for 3c. a yard. 3-inch-wide Cotton Pillow-Case Lace, 3c. yard. Pillow-Case Laces, 1 and 2 inches wide, 1c. yard. Ecu Venise Insertion and Edges for 10c. a yard. All-Over Laces, Arabian and Venise designs, 7c. yard. Lot Point de Paris Insertions for 5c. a yard. 7c. Black Silk Tosa Net, 4 1/2 inches wide, 50c. yard. White and Ecu Wash Nets, 25c. yard. All-Over Black Laces, heavy Guipure designs, 7c. yard. Arabian 1 1/2c. Suspendent Galoons, 19, 20, 22, and 25c. yard.

Handkerchief Clearance Sale.

HANDKERCHIEFS AT 1c. EACH—For men, boys, and children. HANDKERCHIEFS FOR 2c.—White, blue, and colored, for ladies. 12 1/2c. Lace and Embroidered Handkerchiefs for 7c. Silver Hemstitched, Embroidered-Corner Handkerchiefs for 4c. Men's Best 12 1/2c. Hemstitched Handkerchiefs, 10c. Hemstitched Handkerchiefs, 10c. Over 800 Ladies' Embroidered Handkerchiefs, costing to 15c. any for 8c. each. Men's Fine White Tape-Bordered 10c. Handkerchiefs for 3c. each.

Humble Prices for Gloves.

You may buy Kid Gloves Monday for less than the ones sold at a bargain for 50c.; originally they came out of the \$1 packages. You may buy 2c. Gloves, the best value in this town, for 50c. Or, if your hand is not large, you can buy \$1.50 Gloves for 81c. The White and Tinted Gloves, that you pay \$1 for, are here for 60 to 75c. Closing out Ladies' Cashmere Gloves, that were 10c. any for 8c.; the 25c. ones 15c., and the 48c. ones 25c.

A Muslin Underwear Sale Monday.

Many cases have found their way to Cohen's instead of the merchant that ordered them. The price concession is a full third from what these beautiful garments were made for. All just shipped direct to us from the factory.

At 98c. 70 dozen Gowns, various style trimmings, some with Point de Paris lace, others of fine embroidery. Under oval, lace and insertion. Skirts you are likely to pay \$1.50 to \$2 for anywhere. **At 80c.** 25 dozen Gowns, yoke of fine embroidery, insertion, and tucks; high and low neck. **At 79c.** 20 styles of Lace- and Embroidery-Trimmed Gowns, high or low neck, made as full and as well as a gown for \$1.00. **At 69c.** 40 dozen Gowns, of one style, the yoke of pin tucks and fine, narrow insertion, neck, embroidery on neck and sleeves. **At 59c.** Hemstitched and Embroidery-Trimmed Gowns, high and low neck, the styles and designs are of the prettiest at \$1; your pick of many dozens, 59c. **At 48c.** 27 dozen Gowns, yoke of fine embroidery, insertion, and tucks, for 1c. each. **At 39c.** 50 dozen Gowns, yoke hemstitched, some V neck, with wide insertions; any one of them would be a great bargain at 50c. **At 25c.** Gowns, one style, tucked yoke, cambric ruffle. Finer Gowns for \$5.00. **Skirts at \$1.25.** very elaborate lace trimmed, some with 4-inch lace insertion and lace-trimmed ruffle. **Skirts at 79c.** Medici lace trimmed, wide lace on ruffle, and lace insertion; others with wide hemstitched lawn ruffle.

Skirts at 98c. over 60 dozen. Some with wide embroidery edge and double row of insertion. Others trimmed in wide Medici lace and insertion. Skirts you are likely to pay \$1.50 to \$2 for anywhere. **Skirts at 48c.** flounce 18 inches deep, space tucks; others with lace insertion and wide lace on ruffle. **Skirts at 39c.** 50 dozen Lace-Trimmed Skirts, 9-inch lawn ruffle, 2-inch lace; others with wide cambric ruffle and tucks, and Short Skirts with hemstitched ruffle. **Skirts at 19c.** with cambric ruffle or deep hem and tucks, full lengths; other Skirts up to \$3.00. **Chemise at 25c.** made of good muslin, round neck, trimmed with cambric ruffle. **Chemise at 39c.** some skirts lengths, trimmed yoke and bottom; others regular lengths. **Chemise at 48c.** Pretty round neck, trimmed in Torch lace. **Chemise at 59c.** of cambric, square yoke of Valenciennes lace insertion and hemstitched lawn, ribbon run. **Chemise at 75c.** Pretty styles, square or round neck, trimmed in embroidery and lace; other Chemise up to \$1.50. **Drawers at 12 1/2c.** of good muslin, hem and tucks, any size, open or closed. **Drawers at 19c.** with wide lawn ruffle and Medici lace insertion, open or closed.

Drawers at 25c. The kind you are likely to pay 48c. for anywhere. They are trimmed with wide ruffle of open embroidery and tucks above, all sizes, open or closed. **Drawers at 39c.** for the usual best at 60c.; made of fine cambric, 6 1/2-inch-wide embroidery frill. **Drawers at 50c.** umbrella ruffle, 2 rows lace insertion, and wide lace edge. **Drawers at 69c.** 9-inch-wide umbrella lawn ruffle, 3 rows French val lace, and lace edged; others up to \$1.25, with plenty of insertions. **Corset-Covers for 6c.,** all sizes. **Corset-Covers for 10c.,** low neck, lace trimming. **Corset-Covers for 15c.,** lace trimmed, full front, French waist. **Corset-Covers at 25c.,** lace and embroidery trimmed, low neck, all sizes—usual 48c. ones. **Corset-Covers at 48c.** various styles, trimmed in embroidery, ribbon run through insertion, full fronts—usual 75c. ones. **Corset-Covers at 69c.,** elaborately trimmed in Point de Paris lace—usual \$1 and \$1.25 ones. Other Corset Covers to \$2.25. **White Aprons, with lace insertion, for 12 1/2c.** **Children's White Aprons, 19c.** with lace-trimmed bibs.

Can You Use Black or even Colored Dress Goods.

Monday they'll reach prices that will be amusing. It's the last struggle of a departing winter stock. **Black All-Wool Storm Serges for 57c.** 44-inch French Chevots, were 75c., for 50c. 31 Corded Satin Berber, 44 inches wide, for 25c. All-Wool Black Homespun, was 98c., now 25c. Finest \$1 French Poplins are marked 65c. \$1 Tailor Granite, all wool; you may buy it at 60c. a yard. You may buy the All-Wool 54-inch-wide Heavy Wide-Wale Cheviot that was \$1.19 for 45c. a yard. Or you may buy a Black 30c. Henrietta for 19c. 40-inch Diagonal Damask is 25c. a yard now, and so for all the rest. **All-Wool Heavy Cassimere Suiting, 75c. value, for 37 1/2c. yard.** All-Wool 38-inch Homespun, 50c. grade, for 33c. the yard. Satin Finish Berber Cloths for 48c. instead of 85c. Heavy Scotch Homespun, 55 inches wide, \$1.25 value, for 75c. the yard. All-Wool Novelty Dress Woolens, the 50c. kind, for 25c. a yard. Plain Black Kersey Cloths, for skirts, at 25c. the yard. All-Wool 52-inch Homespun suitings, 55c. quality, at 48c. a yard.

Roses for Evening Wear.

Just received at the Millinery Department, a large assortment of Crushed Roses, in Pink and White, for evening wear.

\$5.25 Brocatelle Portieres now \$2.50 a pair.

Some that were \$2.25 are \$1.25; others are \$2.25, but were \$3.98, etc. **55c. to \$1.20 Lace Curtains.** All the lot marked for your choice, 60c. a pair. Lace Curtains for \$1.50 a pair—all that were sold up to \$2.25. Ready-made Curtains, too. They'll sell at a great overstock; \$10 value every what price you'll buy. **DRAPERIES.** Silkolines, marked 65c., from 10c. Drapings, Art Ticks, Cretonnes, and all the rest. **Come, All Men, Monday.** Men's Fine 75c. Laundered Linen-Bosom Shirts to be sold Monday at 50c. Men's 75c. Full-Dress Laundered Shirts to be sold for 65c. each. Men's Well-Made White Laundered each—worth throughout, for 28c. Men's 75c. Stuff-Bosom Colored Shirts, all the latest designs, cuts to match. Men's 50c. Soft-Bosom Unlaundered Colored Shirts, extra cut, for 25c. each. Men's Large Carigan Fleece-Lined Jackets to be sold for half price—15c. each. Men's 50c. Real Maco Cotton Half-Hose, extra, spliced heels and soles, for 12 1/2c. pair. We have marked down all of our 25c. and 30c. goods, all shapes and styles, for 12 1/2c. each.

Past-Season's Linings

No matter what the best or the cheapest, all at ridiculous prices. 5,000 yards of Mill Ends of Waist and Linings, worth 15 to 18c. a yard, Monday 7 1/2c. a yard. Heavy Black 10c. Canvas, 7 1/2c. a yard. Black-Back Fingering Silasias, 15c. quality, 10c. a yard. Black Fine Beated Near Silk, regular 20c. quality, is 15c. a yard. 600 yards of Mercerized Italian Lining, sold for 25c. a yard, for 18c.

The White Goods Sale

celebrates the greatest price success ever attained. It has unearthed the glittering gems of white things at such prices that no one need deny themselves the luxury of finery.

The Basement Clearing

Fashions New Prices. It's the wonderful turn of the road that leads to a bargain whichever way you go. We aim to show new wares every year. You may buy the finest or the cheapest articles. Read some of these price changes:

Clearing Sale of Fine Dinner, Tea, Fish, and Game Sets.

Daintily Decorated 10-Piece Carlsbad China Sets, imported to sell at \$15. \$30 Haviland China Dinner Sets, \$22.50. \$24.50 Haviland Apple Blossom and Wild Rose Decorated Dinner Sets, \$20. \$20 English Semi-Porcelain Dinner Sets, \$12.98. \$12 French China 50-Piece Tea Sets, clouted gold trimmed, for \$7.50. \$18 Toilet Sets, with soap jars, hand-painted decorations, full gold treatment; to close \$9.50. Decorated Bowls and Pitchers, \$1 kind, \$2 kind.

The Sale of Jardinieres.

25, 50 and 75c. Jardinieres will be sold for \$1.25, and 3c. each; \$1 Jardinieres for 50c.; \$9.50 Jardinieres and Pedestals for \$5.75; \$35 Hammered Brass Jardinieres, 25, 50 and 75c. Table Sets, \$10 Hammered Brass Jardinieres and Pedestals for \$16.50.

Like Making Your Own Prices.

Beautiful Decorated Plates, were \$1.75 a dozen, for 50c. each. Fine French and German China Plates, were 25 and 35c., for 10c. 25c. Decorated Tea Pots, 10c. 75c. Decorated Covered Vegetable Dishes, 50c. \$1 White Ham or Turkey Platters, to close 25c. Individual Milk Pitchers, 3c. Individual Meat Platters, 2c. Oyster or Soup Bowls, 10c. kind, for 4c. 15c. Decorated Tea Pot Rest, 7c. Decorated China Ramakins, 7c. Decorated Individual Butter Pads, 6 for 5c. **FROM 9 TO 9:30 O'CLOCK**—Best China Decorated Salad Bowls, 10c. **FROM 10:30 TO 11 O'CLOCK**—10 and 15c. Bohemian Glass Vases, 4c. **You May Ornament Your House Now at Our Expense** Table No. 1. \$2.50, and \$2.75 Vases, special \$1 each. Table No. 2. Vases that were up to \$4 and \$5 for \$2. Table No. 3. Vases and Bisque Figures, were up to 25c., for 10c. Table No. 4. Cameo Plaques and Pin Trays, to close 5c. Table No. 5. Cameo Plaques, Medallions, Jewel Boxes, Ring Stands, and Powder Boxes, 15c. choice. Table No. 6. Bronze Figures that were up to \$3.50 for \$1.50.

Thousands of Dollars in Plated Silverware

were disposed of during December. Now we clear out all that's left over. All and every piece is warranted. Quadruple-Plated Footed Tea Service, handsomely embossed; a good \$19 value for \$5. \$5 Soup Furcens, \$3.50; \$3 Baking or Pudding Dishes, with porcelain inside pans, for \$1.85; 3 Light Candelabra, \$2.25; 10c. Colonial Candlesticks for \$1; 2c. Cake Baskets for \$1; Silver-Plated Napkin Rings, 2c. each; Rogers's \$5 and \$5 Tablespoons, \$1.50 a dozen. **FROM 10 TO 11 O'CLOCK**—Rogers's \$2.25 Teaspoons, best quality, any design, \$1.50 a dozen.

There's a Whole Store Full of Ready-Made Garments

to be sold as no other house ever ventures to sell them. Oh, you may first choose from the finest, if you like, the best will probably be the worst next season. A New Seal Jacket, sold for \$47, takes an expert to tell it from the genuine, new style, you may buy them for \$25. Or you may buy a Cloth Jacket, 3 rows edge and seams, was \$15, for \$8. A Black one, that was \$7.98, for \$3.28. \$4.75 Jackets are marked \$5. \$5.00 Rogers's \$5 and \$5 Tablespoons, \$1.50 a dozen. \$19.50 Automobile Long Coats, how will \$10 do? \$100 Automobiles, were \$15, for \$8 or \$10. CHILDREN'S HANDSOMEST COATS, the artistic thing, they were \$2.00 to \$4.11.

Clearing Sale of Gas-Heaters.

\$12.50 Omega Gas Heaters, \$8; 4-pipe Gas Radiators, \$2.50; 6-pipe Radiators, \$3.00; \$3 Kona Gas Heaters, \$5; Stove Tubing, 3c. a foot; Bath-Room Gas Heaters, 90c. are \$3 to \$5; some are only \$2.50. \$10 \$5; some are only \$2.50. Misses' Jackets and coats, for \$2 to \$5, that were \$1.75 to \$10.50. **We Will Sell Ladies' Dresses** and they may not change styles the coming season, but we can't run the risk. Those that were \$25 are \$12.50; the \$20 and \$22 ones are \$10 and \$12; some were \$3.50, and they're \$5. You may buy a Dress for \$2.50, that was \$8.50. **DRESSING SACQUES AND WRAPS.** PERS are amidst the storm—prices, but we've no heart to get but much less they involve. **Jewelry.** SPECIAL SALE of Ladies' Side-Back sold for \$25, for \$5. Brooch-Pins, for \$50 handling, sold for 25c. and 50c. for \$1.

A Store Filled With Handsomest Sort of Carpets.

but time threatens their departure, unless at a price which has been accomplished by a single cut—60c. ON THE DOLLAR. 50c. for any of the Tapestry Carpets—room, hall, and stair patterns—that sell for \$1.00 to \$1.50. 60c. for any of the Best 10-Wire Tapestry Carpets—room, hall, and stair patterns—borders to match; sold for \$5c. 75c. for any of the Wilton Velvet Carpets, in room, hall, and stair patterns; sold at \$1.10. 90c. for any of the Axminster and Moquette Carpets, with or without border; were \$1.25 and \$1.35. 25c. for any of the Half-Wool Ingrain Carpets, that sold for 45c. 75c. for the Best Three-Ply All-Wool Carpets, that sold for \$1.50.

Rugs and Druggets.

\$7.50 for the Wilton Druggets, size 24-30, sold for \$7.50. \$3 for the Axminster 3x4 Druggets, that sold at \$7.50. \$2 for the Imperial Smyrna Druggets, size 24-30, sold for \$5. \$10 for the All-Wool Ingrain Druggets, size 4x5-50, sold for \$15. \$5 for the 4x7 Smyrna Rugs—sold at \$8.50, for the Wool Smyrna Rugs—sold at \$3.50. 15c. for Carpet Hassocks—sold for 25c.