

This Easter Store Has Been Growing By Wagon Loads of New Interest



The Inspiration of Easter Enthusiasm Has Occupied the Souls of Every Merchandise Gatherer Here Since January.

The Store Now Is In Its Gala Dress -- Come and See It

Easter Is the Women's Clothes Harvest

We have had busy thoughts about them. The generalship is not easy—no more than success in the attainment of greatness. But greatness is the young garment chief's ambition, and the lookers here say there is no exhibition of made garments to surpass this one, even in New York. Why should there be? All Europe and America, too, is open to us. What accompanies all is taste—taste—taste—and some honesty in the price-making.

The first time this season that we have been able to say that we can give you a full line of Suits, the newest that are turned out in America, for **\$15.00**

They vary in size and styles; all colors. We would call them good \$25.00 Suits. Each and every one is of all-wool material. They run in sizes from 14 to 46.

One step higher, **\$18.50**. Another step, **\$22.50**

They have been compared with \$35.00 Suits in town, and have been found the superior. A new lot for Monday's sale. They come in checks and plain colors.

A new line of Suits will go on sale Monday at **\$27.50**

They are the new French models, copied by New York tailors. They are the fac-simile in style of the French suits that cost upwards of \$200.00.

New Silk Suits at **\$30, \$35, \$45 and \$50**

In taffeta, moire and poplin, also novelty wool ma-

terials; all of them brand new. To give a half-way description of all the suits on sale here it would take more than this page.

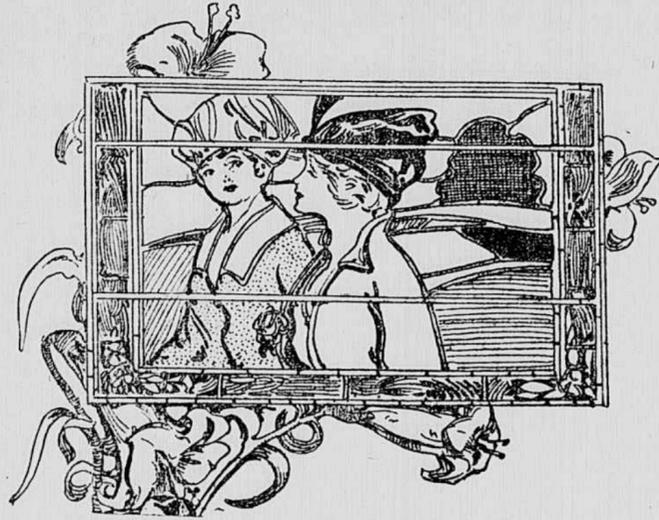
The Wonder Dress of the Season

It is at once the most beautiful Dress that we have ever seen turned out, even at \$35.00. The material is crepe de chine, Pussy Willow taffeta and Cascadeaux. The waists are a combination of chiffon, underlaid with embroidery. There are various styles—impossible to describe them—and they are only **\$25.00**

Some of the new Dresses here start in all-wool crepes, in all the different colors and sizes, **\$6.50** at

And run up to **\$16.50**, and Silk Dresses up to **\$65**—the latter are Afternoon Dresses

Cohen's Second Floor.



Muslin Underwear

at this time constitutes an essential part of good dress—undershirts for dancing, or the new dresses differ from any of heretofore; in fact, muslin underwear should take a different name at present; some are silk, others crepe de chine. They come in flesh, blue and other tints; also white; for instance—

Here's a most beautiful Gown of all-silk crepe de chine, with a body of lace; the design comes from one of the recent combinations of France; the price **\$11.50**

There are others in Crepe de Chine as low as **\$5.00**

The Gowns of Plisse, in Dresden Prints, not gaudy, but neat substantial and perfect; they never need ironing; all sizes; at **\$1.00** only

Longcloth Gowns, the price of the goods is 9c; it takes four yards to make it; this is trimmed with embroidery; the stitching and sewing close as can be made at home. The price of this gown is **33c** only

There are dozens of other things in this great stock of underwear that are almost marvelous for the price, but there is not a badly made garment here. That is one of the rules of Cohen's Underwear stock.

Splendid Women's Skirts of St. Gau, old quality of embroidery that we have sold frequently at 50c a yard; the flounce embroidery is 5 inches wide, with ruffle underlaid; the skirt sells for **79c** only

Cohen's Second Floor.

BERKLEY CAMBRIC

The basement will sell 4,000 yards of the Berkley No. 60 Cambric; the lowest price for it is **12 1/2c**; the goods are as fresh as from the factory, with the exception that they got wet in transit; it will be sold **7 3/4c** Monday at

Basement.

MAIL BOXES

Have just come in; Japanese iron, lock and two keys; arrangement for newspapers; full size; complete **25c** for

Third Floor.

ART DEPARTMENT

The artistic Art Department has a wonderful variety of beautiful wares. Among them are Hand-Embroidered Cushions for porch and cottage use, made of linen; complete pillow at wonderful price, **50c** only

Second Floor.

This Is a Happy Lace Store

The Laces themselves look happy, because they are the newest productions of Germany, France and England. We keep up to the minute in Laces. Various widths for pleating; others for flouncings. They are priced **15c to \$1.50** a yard.

Most attractive lot of colored lace novelties to become in touch with your Easter gown; used by all the dress makers in Paris; make entire waists; come in variety of colored nets, with various embroideries or woven in colors; yard, **\$1.50** to \$5.50 down to

Chantilly Net, they come in black only; 42 inches wide; we don't know where to find them for less than **\$1.25**, except at Cohen's—they **75c** are, yard

Cohen's Main Floor.

Many New Dress Goods

New and more shipments of Dress Goods will go on sale Monday. Colors or novelty checks, the excellence of quality, the wide widths and the little quantity required for garments in use, makes it easy to dress well. Remember, Woolen Dress Goods are differently priced from any season for many years. The duty reduction makes the **\$1.50** goods, yard

\$1.00

That is the price for All-Wool Crepe Cloth, in the new soft weave, clingy and strictly all pure wool, in the spring shades.

You can also get at that price 56-inch wide Combination Checks, the identical quality that was \$1.68 last season, though the combination of colors are varied in accordance with the new demand. They come in various colored checks. The price is, yard

\$1.00

Silk and Wool Poplins, the lightest, prettiest and most clingy fabrics. They are the children of the Irish poplins, many years ago. These are much lighter weight. The same material, double width, that were \$1.50 last season. They are, **\$1.00** this season

\$1.00

You can also buy for **\$1.00** the Narrow Wave Diagonal, 50 inches wide, navy or black; the same you bought **\$1.00** at **\$1.50**, for, yard

\$1.00

Cohen's Main Floor.

New Spring Wash Fabrics

In all their new, beautiful newness are sold on the main floor, rear. Not in many years have we had so many at variance with the old fabrics. Cohen's store keeps up with all that appear in good taste. Wherever the price can be shaven down, you can depend that there will be no hesitancy to do so.

For instance—those 25c Figured Crepes, 36 inches wide, entirely new fabric this season, Monday **15c** will be sold at, yard

25-inch Figured Chiffon Plisse; in the new printed Dresden designs; all various colors and **12 1/2c** various tints; yard, only

Yard-wide Crepe Voile come streaming in, and they go out as fast as they come; they are tape edged; they are 29c generally, **19c** our price is, yard, only

Yard-wide Checks you always pay **12 1/2c** for; good quality; **10c** will be here Monday at

Cohen's Main Floor.

Waists of Exceeding Charm and Beauty

The Great Variety of **\$1.00** Waists

We will have a new one Monday, the material is of that handsome high grade crepe cloth, in brette stripe; the shape is entirely novel, with band of satin ribbon and bow; three-quarter wide turned down collar. The variety of **\$1.00** Waists includes Waists that we know are sold at **\$1.50** in nearly every store; there are more than ten various styles.

See this White Chiffon Waist, front underlaid with buttoned gimples of net; net embroidery extending from the turned down collar to the end of the waist; the seams are entredoux; three-quarter sleeves, chiffon with embroidery, wide Venice lace; edged with 3-inch net; a good \$5 waist, and the price is only **\$2.98**

Another is a combination of white chiffon and fine shadow lace, from the shoulder to the bottom of the waist stripes of embroidery edged with hemstitching; the entire waist instead of ordinary seams, **\$2.25** is hemstitched, only

One of the French models is a complete Net Waist, overdressed with shadow lace; patches of colored chiffon from lapel down to the waist; the lace falling in ruffles; they come in various colors; only **\$3.75**

Another is all white, lined with silk and net all over shadow lace **\$3.98**

One of the new beautiful Waists is an intricate French Waist, with a fischi lace around the neck and down the front to the end of the waist; of the waist, **\$4.25**

If you come to the Waist Department, it is doubtful whether you will ever want to see waists anywhere but here. There are dozens coming in daily. The department lends the greatest charm we have ever beheld. Not a waist that is not the best of make.

Cohen's Second Floor.

Exquisite Summer Drapery

Lends a cheer to the house. No good housewife ought to overlook them.

Marie Antoinette Net Curtains, \$3.00 a pair, or they sell **\$25.00** up to, a pair

The \$3.00 ones are of the kind and style that are mostly used for every part of the house.

The Irish Point Curtains come from **\$2.50** and run up to **\$12.50**. The **\$2.50** ones are the old **\$3.75** ones.

85c Cretonnes, yard wide, **25c** are

Bargain Basement

is better than it has ever been, the materials run to high-class goods, the cheap goods are here, too. The variety of our class of goods extend as they are shipped to us, no matter what the goods are for.

17c Crepe Madras, in fancy mercerized stripe, for, yard **8 3/4c**

English Longcloth, 1 yard wide, for **7 3/4c**

19c Blarney Linen, 40 inches wide, for **9 3/4c**

19c White Seersucker, yard wide, for **12c**

50c Mercerized White Table Linen, for **27c**

25c Silk Finished Madras, for **14c**

10c yard wide Percale, for **4 3/4c**

17c Fancy Woven Crepe Cloth, in plain or colors, for **8 3/4c**

Good quality Dress Ginghams, for **5 3/4c**

25c Colored Ratine, double widths, for **15c**

8 1/2c Brown Cloth, 29 inches wide, for **5c**

10c Colored Chambray, for, yard **5 3/4c**

25c Fancy Voile, in silk stripe, for **15c**

15c Riplette, for **10 3/4c** only

Head of these Beddings; we have never seen them so cheap:

6x90 Bleached Sheets, for **57c**

Pillow Cases, 45x36, **14c** for

Closing out the \$2.50 White Blankets, 12-4 size, for **\$1.98** only

The \$1.00 White Bed Spreads, for **79c**

Feather Pillows, filled with goose and duck feathers, instead of \$2.00, **\$1.50**

We will also sell a lot of Ladies' Waists, white and colors, Monday for **29c**

\$1.00 Madras Waists for **50c**

The \$1.00 Children's Wash Dresses; sizes 6 to 14, **36c** for

Women's Muslin **12 1/2c** Drawers, for, pair, **5c** only

All-Wool Serge Skirts, **\$1.49** new style, for

Mothers' and Boys' Clothing are not separate; every woman should buy the best they can for the boy; we have no fancy prices, but we have the best goods; there are very few that are not made to our own order, with every goodness that can be put in a suit.

English Norfolk Suits **\$2.50**

Boys' Wool Suits sell **\$1.75** for

All-Wool, navy blue, best quality serge; they come in the new Norfolk style, that no one that we know of in town sells under **\$7.50**; the very **\$5.00** best tailored; they are

If you are charged 75c or 90c for Boys' Laundered Blouses anywhere, you can buy them here for **50c**

Boys' Khaki Pants, for, **25c** pair

IT IS A GREAT PLACE FOR BOYS' WEAR.

Cohen's Basement.

1914 Silks---The New Shades

The material all that are used in foreign countries or America are here. We pride ourselves on the Silk Store, and people who have been buying here never think of going elsewhere. Now, we want those who have not been in the habit of coming to take a look.

Here are 40-inch Crepe de Chine, in every variety of new combination colorings; in the little figures that are Paris printed; and the price, yard **\$2.00**

Yard wide Imported Falles; fashionable for coats, suits and dresses; we know of no store that sells them for less than \$2.00 yard; they are here at **\$1.65**

The Pure Silk Crepe Taffeta; pure dye; the softest, clingiest material ever produced; they are 40 inches wide, and come in complete range of colors, including the new green; these goods are \$2.25 at every step in any store; they are **\$1.64** here, a yard, only

40-inch Black Charmeuse; the twill back; the most satisfactory quality that is made; there **\$1.85** are two grades, **\$2.25** and

Tab Silks are here in all their glory, principally used for shirt waists; all pure silk; some with satin stripes; in the various new combinations of self-colors, including black and white; two grades, **\$1.00** and **75c**

Another lot 36 inches wide; the appearance of all-silk; hard cotton, yard **50c**

Cohen's Main Floor.

The Embroidery Sale

It has been many a day since they have changed other than designs; the new ones vary not only in material, but also in the manner of embroidery. Some are lacey, others come of sheer material. They lend beauty to the garment. They come in all different widths to 45 inches.

Think of a 45-inch, and it only takes 3 1/2 yards for a dress; it will make a wonderful dress; at **98c** a yard, only

Here are Match Sets of Embroidery; they come from St. Gall, Switzerland, goods; they are imported to sell for just double; they come in various widths and styles, and are the best quality that you see; they are 5c, 7c and 9c. One or two counters full at each price.

Medium and wide widths; about 50,000 yards; we have never seen them under **12 1/2c** to **15c** a yard; will go on sale Monday, for, **9c** a yard

Cohen's Main Floor.

Ribbons Are Our Hobby

This has always been a good Ribbon store, counted by every experience you had had for years. It is the best just now it has ever been.

The Easter Ribbons come far different in style and in widths and in colorings from any of the past. They are used for so many purposes, including the millinery, and you know there is not a fancy price on a single piece. We do the ribbon business at a small profit and endeavor to have every color or kind as fashion demands.

Cohen's Main Floor.

In the Carpet Section

This old, old Carpet Department, youthful in its disposition and buying, aged in its reliable way of selling. On Monday it will sell Linen Warp Matting, in all the different colors, the new designs, with inset figures, all **25c** to **35c** a yard. **25c** is the quality we sold a season ago for **35c**. **35c** is the usual **50c** quality. Sold in any quantity.

The heavy China Matting, in the small good-wearing weaves; in all plain effects; instead of **25c**, **20c** are, yard

The heaviest and best wearing Matting that come from China, that we have sold at **35c**, is **25c** now, yard

There are also Matting Rugs and Druggetts, new designs, in the large room druggetts, for **\$2.50** only

Smaller size Rugs, **33c** at

China Matting Rugs, entirely new, at **\$4.00**

Cohen's Fourth Floor.

Store News

SCARFS

In the Fancy Linen Department will be sold on Monday. Very closely worked, elaborately hand-made, with Mexican drawn work scarfs, size 18x54 inches; the best \$1.25 value we have ever seen, and the price **75c** is only

Main Floor.

HANDKERCHIEFS

Some 72 dozen Men's All-Linen Handkerchiefs; they come in quarter and half-inch hem; remarkable price on them; they are full size, at, 10c each; or, **\$1.15** per dozen

Main Floor.

DRESS FORMS

Adjustable Dress Forms—To make your own clothes would be an easy matter. You can grow larger or smaller; they can be adjusted to your dress.

They are priced **\$5.75**

Other Non-adjustable Forms, **\$2.75**

Shirtwaist Forms **49c** at

Main Floor.

UNION SUITS

One of the comforts of underwear has come in new shape. They are adjusted to living figures. They are made different from the former. There is a knit band hemstitched at neck and sleeve, cut entirely different from anything heretofore. They come in tight knee or loose lace trimmed knee; texture is very high grade of lisle; very givey, and the price only, **50c** a garment

Second Floor.

MAHOGANY TRAYS

with brass handles, tapestry under glass; various sizes from **85c** to **\$2.50**. The latter is 15x22 inches.

Third Floor.

FERN DISHES

On Monday there will be a sale of Fern Dishes, cut glass, the finest make in the country; silver-plated insert, with beveled edge, mirror plating, with artificial fern; heretofore the price has been **\$3.98** for the Fern Dish alone; Monday complete **\$3.98** for

Third Floor.

HOSIERY

That counter of Hosiery for 17c are the identical Hose, in all the various colors, to be sold at **50c**. The loss is our own if they are sold too low.

Main Floor.

REBONS

We will put on sale Monday 7-inch All-Silk MOIRE Ribbon, in black only. The price of the ribbon has been **\$1.00**. On special **69c** sale

Main Floor.

GLOVES

16-button Gloves; they are the identical quality that are usually **\$3.25**; they come in white and tan; there is nothing new about the Gloves but **\$2.00** the price

Main Floor.

LINEN TOWELS

You know Cohen's Best 30c Towels, size 20x40, underlaid, scalloped edge, with damask crest border, pure linen, by one of the best makers in Ireland, full bleached; some 30 dozen on sale; as long as they **25c** last for

Main Floor.

LACE CURTAINS

One of the new Lace Curtains are the Vallance, wide scalloped top that hangs over the two curtains, all in one; they are best value we have ever seen; entire window **\$1.00** at

Main Floor.

LACE CURTAINS

The manufacturer that sent us these also shipped us a lot of \$1.00 Curtains, where he had a surplus, **75c** be sold for

Third Floor.