

# IT REALLY IS JULY THE WINDING-UP TIME OF THE SEASON'S MERCHANDISING



Manufacturers and holders everywhere hurry with the haste of pedestrians at the approach of threatening storm--hurry to unload. The definition is, that no matter how great the reduction, the loss is but trivial in comparison with the profits of the entire season past. They sell, and often sell at an unrecognizable any sort of price to enable them to start anew. But what retailer can buy great lots at the end of the season? The answer is, only such houses as have an enormous outlet. That is why Cohen's Store is of such great value to Richmond and its people.

SEE WHAT ENORMOUS STOCKS OF UNDERPRICED GOODS WILL BE HERE ON MONDAY

And now you know the real reason for being able to sell at such prices as will be ready for you.

## The Bulletin from the Made Garment Store Says, "Let Go"

It's at all times the passwords to good buying, but it's extraordinary just now, because many of the good tailors anticipated a rush for garments that never materialized.

This wind will blow good to a good many people that are still open to use garments where the prices are so favorite and the garments the same as if double the cost.



We must sell these goods, as they will be no good to us for the season to come.

On sale for Monday some 18 dozen Skirts of loop cloth, imported crepe, ratine, etc., made in the latest style, with long Russian tunic, button trimmed; something not seen before this season; the price will be **\$1.98**

ALL THOSE DRESSES that you have seen here at \$22.50 and \$25, are now marked **\$14.50**

Lot of DRESSES shipped to us, most desirable materials and latest models, embodying every new material, were made to have sold for \$16.50 and \$20.00; on sale Monday **\$12.50**

DRESSES of voile, crepe, organdy and other desirable fabrics and combination of fabrics, numerous models that were \$12.50 and \$15; **\$9.50**

Also NEW ORGANDY DRESSES, beautifully embroidered, made with long Russian tunic, and was made to sell for \$10.00; others are of voile, crepe, Jap silk, and quite a variety. We are going to sell them **\$6.50** out for, each

Other DRESSES of various new fancy materials, were \$7.50—in fact, some among them were \$10.00—we have marked them **\$4.50**

Many other DRESSES that were \$5.00 to \$6.50, of crepe, voile, etc., are **\$3.00** now

Cohen's Second Floor.

### These Notions

- Inside Belting, 1 1/4 inches wide, to be sold for, yard... **5c**
- 1 1/4 to 3 inches wide Belting to be sold for, yard... **8c**
- Washable Trimming Braid, all colors, new designs, for, yard... **10c**
- Girdlelin, straight or curved, for, yard... **15c**
- 12 yards Bias Seam Tape, all sizes, for... **5c**
- Washable Trimming Braid, all colors, 4-yard pieces, for... **5c**
- Ironing Wax, dozen... **8c**
- Allover Silk Hair Nets, elastic edge, 3 for... **5c**
- Real Human Hair Nets, cap shape; instead of 25c... **10c**
- 500 gross Paragon Safety Pins, sold from 8c to 10c; any, dozen... **5c**
- Pad Front Hose Supporters, 4 straps; always 25c; special... **18c**
- Wash Rags, for... **2 1/2c**
- About 200 gross Pearl Buttons, that would sell for three times the price; dozen... **3c**
- Other Pearl Buttons for children's dresses and middie suits; various sizes; for dozen... **5c**

Silk and Fabric Gloves will go in a hurry

- French Lisle and Finest 16-button Gloves, that have been 50c; for, pair... **35c**
- 16-button Silk Gloves, that have been 75c, for, pr... **65c**

Cohen's Main Floor.

## More New Waists for Monday

The many new beauties that we have shown up has made a mark for the department, there is a new power back of them, here are the new—

Roman Stripe Crepe de Chine Waists, made in new models, all colors, with black satin ties. **\$4.50** come in various colors; price

Heavy quality hand-woven Jap silk, large embroidered flowers of different colors of silk; also solid self-colors, white, black, etc.; some are Jap, some crepe de chine; price... **\$1.95**

New shipment of Voile Waists, embroidery combined with talent and taste, unknown heretofore, some in combination, with shadow lace; will be sold for... **\$1.98**

Another shipment of Crepe, Voile and Organdy Waists, in several different models; heretofore they would have cost \$1.50; by special arrangement with the manufacturers we make them **\$1.00**

About 125 Waists of voile, crepe and muslin, have been selling for \$1.00; the manufacturer turned them over to us to sell for, each... **75c**

Cohen's Second Floor.



## Some 15 Cases White Goods

for Monday sale. Don't for a minute think that the past values have anything to do with their present prices. We have saved our public all we possibly could, and not only that, but the goods are the newest and best of all that is used this season. We do not exaggerate one single item in any of our advertisements.

- Loop Cloth, has been 50c, 38 inches wide; this is the heaviest that is made of that species; for, yard... **29c**
- English Skirting, it has crepe ground, in the woven brocade pattern, various designs, 87 1/2c has been the importing price; we sell it for, yard... **33c**
- English Mistral Crepe, 46 inches wide; the price heretofore has been 50c; Monday it will be, yard... **19c**
- New Ratine, double width, with heavy shot nub weaves, early this season it was 50c, recently 39c; Monday it will be, yd... **25c**
- Eponge Ratine; it is 42 inches wide, most popular fabric for skirts, 1.00 has been the price; now, yard... **58c**
- Pebble Weave Crepe, very suitable for dresses as well as underwear and waists; it has been 25c; now it is, yard... **15c**
- English Gauze Crepe, silky and soft in texture, and has sold at 50c; for, yard... **25c**
- Silk-finished Batiste, 45 inches wide, mercerized so as to have the appearance of China silk; imported to sell at 50c; on sale for, yard... **25c**
- Snowdrop Voile, the newest waisting, sheer fabric, with tiny flakes, for, yard... **29c**
- Checked Dimity, fine handkerchief cord style, various patterns; has been 15c; now, yard... **10c**
- Shadow Voile, sheer, gauzy, 40 inches wide; has an almost invisible tiny check; imported to sell at 50c; price, yard... **25c**
- Wide Wale Pique, 36 inches wide; has been 12 1/2c; on sale for, yard... **9c**

We doubt whether all the above White Goods can be matched at such prices anywhere North or South. Cohen's Main Floor.

## The Wash Goods Department

on the main floor has been waded in much heavier than ordinary for the season of the year. We had to buy large lots or else have high prices, so please help us out. The following prices may be depended on as correct as to what the goods were sold for at the beginning of the season. For instance:

- Novelty Checked Ratine, 40 inches, were \$1.25, **29c**
- Corded Novelty Crepe Suiting, 28 inches wide, all colors, was 85c, **29c**
- Brocaded English Skirting, 28 inches wide, all colors, was 87c, **29c**
- Woven Madras Heavy Suiting, 28 inches wide, all colors, **29c**

The price of any of these will be, yard, **29c**

All and every article above is of English make, and have been sold at the prices mentioned.

### THE SAME DEPARTMENT WILL SELL--

- English Woven Crepe, never before sold for 3 than 25c; on sale for, yard... **12 1/2c**
- Panama Linen, 34 inches wide, in linen colors; for, yard... **12 1/2c**
- Double Width Ratine, in all the various shades, has been 35c, recently marked 25c; Monday, yard... **18c**
- Printed Luron, highly mercerized fabric, was 19c, **12 1/2c**
- Figured Batiste, large selection to choose from, printed on white or dark grounds, was 15c; Monday, yard... **10c**
- Printed Ratine Stripe Crepe, extra wide, opened this season at 50c, recently 39c, all French designs; Monday the price, yard... **19c**
- Lot of French Tissues, the same that you have been buying right along for 25c; will be, yard... **12 1/2c**
- Double Width Voile, in the new black and white stripe; one of the new last designs, for, yard... **25c**
- Figured Crepe, in rosebud designs, various colors, full yard wide, the best 25c goods of the season; on sale for, yard... **12 1/2c**
- Double Width Lawns, various styles, some with wide bands, was 15c, others 25c; choice of any, yard... **5c**

Cohen's Main Floor.

## The Embroidery Store will have more Embroideries than ever before

A lot of Flouncing, such as probably has never been sold before; they come various widths; you can choose from the fine, dainty designs, or large, heavy and open-work; none among them have been less than 50c; they come in French voile, organdy and other materials; the price will be, yard... **29c**

There are several thousand yards of medium widths Embroidery, in longcloth, Swiss and nainsook, also cambric; most of them have been just double; our prices vary from, yard, 5c **12 1/2c**

Allover Voile and Crepe Embroideries, in most attractive colorings; full 48 inches wide; the best price we have ever seen has been \$1.25; Monday they will be, yard... **59c**

Cohen's Main Floor.

## The Ribbon Store Is a Wonder

It Will Sell Monday

- 5-inch wide All-silk High-grade Moire Taffeta Ribbon, in every conceivable shade; to be sold for, yard... **29c**
- 5-inch wide All-silk Hair Bow Taffeta Ribbon, with fancy edges, for, yard... **19c**
- 7-inch wide All-silk Hair Bow Taffeta Ribbon; was made as the best 39c quality we know of, will be, yard... **29c**
- 5 1/2-inch wide All-silk Fancy Warp Print, new and pretty designs, to be sold for, yard... **29c**
- The sale of Black Velvet Ribbon, Nos. 9, 12 and 16, will be for yard, 12c, 15c and... **19c**

Cohen's Main Floor.

## We've Talked Muslin Underwear Before

but have never been able to talk the prices for the identical Underwear of the past, as we will for Monday sale.

- The \$1.00 Teddy Bear Combination, made with envelope drawers, for... **75c**
- A new undergarment, the Fig-leaf Drawers, will sell for... **88c**
- Drawer Combinations, have been \$1.25, for... **87c**
- 50c Embroidery Trimmed Drawers for... **39c**
- Fancy Trimmed Gowns, that have been selling for \$3.50 everywhere, are... **\$2.25**
- Double Panel Cambric Petticoats for... **50c**
- Drawer Combinations, sample lot, 98c is the usual price, for... **59c**

Cohen's Second Floor.

## 2,000 Pieces Silk Crepe Dress Fabrics

that were sold at 50c; we closed out the manufacturer. It is at once the prettiest goods that has been produced this season. It comes in every color, including black and white, most beautiful shades. This is a service to our patrons that should be appreciated. The price has been 50c; on sale at the Silk and Seco Counters Monday for, yard... **25c**

Cohen's Main Floor.

## The Bargain Basement

has been the greatest help to economy—we have been more fortunate in buying. A manufacturer recognized this outlet more and more every season to help them to unload. Monday sale will find:

- 12 1/2c Ratine Stripe Crepe, 7 1/2c
- The usual 10c Madras, striped and figured, for, yard... **5 1/2c**
- Sanitary Bed-Eye Diaper 5c
- Another lot of Beddings on sale Monday. We cannot impress you too much with the importance of attending this Bedding Sale.
- The fact is, several manufacturers have been overstocked. That is why we can sell—
- 50c Sheets, 72x90, for... **29c**
- And the usual 62c ones, 40c
- 75c Sheets, 81x90, seamless, 49c
- The \$1.00, \$1.50 extra heavy hotel special sheets, for... **60c**
- 10c Bleached Pillow Cases, 5 1/2c
- 12 1/2c Pillow Cases for... **7 1/2c**
- 16 2 1/2c ones are for... **12 1/2c**
- 50c Crocheted Spreads for... **50c**
- 1.00 ones for... **69c**
- \$1.25 ones for... **\$1.00**
- And so on for the finer.
- Also 400 Marseilles Spreads, large double bed size; prettily figured, for... **\$2.59**
- VARIOUS OTHER BASEMENT ITEMS—
- Women's Gauze Vests... **6c**
- Women's Hose for... **7c**
- The Middy Blouses you pay 30c for everywhere, are... **59c**
- Women's White Cannon Cloth Skirts, to be sold for... **37 1/2c**
- Lot of Val. Lace and Insertions to be sold for, yard... **2c**
- THE BOYS' CLOTHING—
- \$1.50 Oliver Twist Suits, blue and white, tan and white, made of best quality galatea, for... **97c**
- \$1.50 Wash Suits for... **\$1.00**
- Boys' Blouses, made of best madras and gingham, for... **59c**
- 75c Percalé Shirts for boys, 39c
- Large lot of Straw Hats, newest shapes and styles, \$2.00 down to... **50c**

Cohen's Basement.

## Three Black Silk Specials

On Sale Monday and Tuesday

- 45-inch Black Chiffon Taffeta, 40-inch Black Crepe de Chine, 40-inch Black Crepe Meteor. All the above are the best \$2.00 qualities to be found, pure dye, to be sold for, yard... **\$1.35**
- Five pieces of Black Taffeta, the best tape bordered quality, purest sort of silk; will wear perfect; on sale, for, yard... **60c**
- 40-inch Pussy Willow Crepe Taffeta, most beautiful goods this season, printed in prettiest designs on solid ground; the price has been \$2.75; Monday for, yard... **\$2.00**
- White and Black Jap Habutai, yard wide, real hand-made, the best \$1.00 goods, for, yd... **75c**
- \$2.00 Figured Crepe de Chine will be sold for, yard... **\$1.50**

Cohen's Main Floor.

## This Great Lace Store

has been a help to all of Richmond, the special prices that we have been giving recently are broken. Here are new ones for Monday sale:

- Finest Net Top Lace Flouncings, that has sold for \$1.10, will be, yard... **69c**
- Shadow Lace Flouncings, in white or ecru, the soft finish and most beautiful designs, 27 inches wide; for, yard... **29c**
- New Top Allover Laces, in small designs; were 98c, for, yard... **50c**
- Pure Linen Torchon German Laces, in wide widths, for, yard... **5c**
- A new lot of Net Top Laces, in white and ecru; will be on sale Monday at from, yard, 10c **19c**
- Some 300 pieces of Shadow Laces, in the popular widths, for necks, sleeves and trimming, widths to 6 inches; for, yard... **12 1/2c**
- Black Silk Shadow Allover Lace, 1 1/4 yards wide; price, from, yard, **\$1.85**
- Every sort of French and German Laces, all new designs, match patterns, dozen yards, at from 35c to... **50c**
- Sold by the yard, if desired.
- Several thousand yards of Wash Torchon Laces at, yard, 2c and... **3c**

Cohen's Main Floor.

## The Cohen Linen Store

has many things that are coming in at prices that have not existed in a long while. Here are:

- Embroidered Tea Napkins, instead of \$3.00, they are... **\$2.00**
- Double Damask Napkins, that were \$3.50, size 24x24; about 26 dozen to be sold for, dozen... **\$2.40**
- \$1.50 Table Cloths, all linen, Irish bleached; they are circular, 62x80-inch; to be sold for, dozen... **95c**
- We have Linen Suiting, very stylish, 45 inches wide, in all colors, that were sold for \$1.00, now, yard... **69c**
- Other Linen Suiting, in various colors, yard... **45c**
- A lot of Scarfs and Shams to match, made of fine linen cloth, wide lace edge and insertion, 25 dozen; special price, each... **29c**

Cohen's Main Floor.

## The Houseware Will Make a Special Sale Monday

To Close Out All Lots Two Small and Two Large

- 8-inch White Dinner Plates, American china; always 10c, on sale for, dozen... **65c**
- Gold decorated deep Soup Plates, usually 15c, on sale for, dozen... **\$1.00**
- White Saucers, without cups; can be used as fruit saucers; to be sold at, each... **1c**
- Galvanized Iron Garbage Cans, full size; tight fitting covers; usually \$1.00, for, each... **65c**
- Large Cloth Hampers, with covers; will be sold for... **85c**
- This Blown Water Tumblers; 19 barrels; will sell for, dozen... **35c**
- Footed Glass Comports, imitation of cut glass; usual 10c, for, 3c each... **59c**
- Large Glass Ice Pitchers, with top arranged so that it does not fall off, for... **59c**
- 4 light Ceiling Shower, solid brass of the new idea; to be sold for... **\$8.00**
- If you cannot read by the gas you have, we will sell you a Lind-say Light, which burns 100 candle power, at the will of a touch and consumes no more gas than the ordinary, complete... **69c**
- One of the prettiest Dinner Sets perhaps ever produced, after the order of the English Minton; in fact, it cannot be told from the real English that sells for \$125.00 a set. There are 100 pieces to the set, the coloring of decoration is entirely new and different from anything ever produced in this country. Price of these sets are... **\$18.50**
- 8-inch new finest Rock Crystal Cut Bowls; the heavy blank, clear-cut glass produced, and would be a bargain at \$5.00; we have 25 on sale for, each... **\$2.00**
- The Vudor Chair Hammock is one of the outdoor comforts that is free and easy to be comfortable. It really is worth \$5.00 of any one's money for one summer; almost indestructible. Price... **\$1.50**
- Besides these, there are quite a number of other things. You must visit the department Monday. Cohen's Third Floor.