This Is a Price-Reducing Time

The COHEN CO. INC. THE DAYLIGHT STORE OF RICHMOND

At every step and on every floor of this great building will be found price conditions, many of them that seem almost absurd. It is our duty always to help you to the best at the lowest possible obtainable price. As is well known, the most wanted goods of every season have to be disposed of in the season for which it was produced. Importers and American manufacturers too have not had an easy time this season. They have for some time been READY TO UNLOAD.

Price Concessions Has Been the Words and Price Concessions at Cohen's Monday

This applies throughout every part of the store, making this page useful information

Carpets and Curtains

All Is Not Gold That Glitters

Your purchases and wants are settled with ease and at a saving by a call to the Fourth Floor now. ***Reduction Prices*** have struck the departments with the fury of an unusual storm. We bought heavily the past week, because we had the chance to buy at most unusual prices. Our steady policy is ***Quick Sales.***

Couch Covers that usually sell for $2.25, will be Monday **$1.50**

Beautiful Sunfast, plain or bordered materials, in all the various combinations and solid colors; styles for every purpose; some heavy; some sheer and transparent; the price to be only **42c**

Heavy Silk Curtains, with double face combinations; all colors; 3 yards long, for pair **$16.50**

Two-toned Mercerized Curtains, with green on one side, and red on the other; some with old rose and green, others old gold with other colors, etc.; a variety to suit the drapings of the rooms; 3 yards long, for **$8.50**

Silk Velour Curtains, with the interior of different colors of silk, the newest and prettiest designs of the season; usually $50.00, for **$29.50**

The Ottoman Rep Curtains, various colorings, 3 yds long, for, pair **$4.50**

Two-toned Combination Silk Portieres, the usual price is $16.50, in all colors; special sale, pair.... **$10 00**

Full size and fringed Couch Covers, in Ottoman stripes, the best for the price we have ever known; the price Monday will be **65c**

Tapestry Couch Covers, in the Turkish color; reversible; $10.00 values for only **$5.50**

You can buy almost any sort of Couch Covers.

Cable Net Curtains, 3½ yards longs, distinct floral designs of the cluny pattern; they are reduced to **$2.50**

See the Best Scotch Curtains about the town for $1.50; some 3 and some 3½ yards long; your choice Monday of about 600 pairs, pair **92c**

Marie Antoinette Lace Curtains; they have been $4.00; 3 yards long; on sale for, pair **$2.85**

Only 42 pair to be sold.

Other Net Curtains, in novelty and plain effects, white or ecru, for chamber Curtains, pair **$2.00**

Others are $1.39

The real hand-made Cluny Net Curtains, white or ecru; on sale Monday, pair.. **$3.50**

The price should be $5.00.

Panel Curtains of every design, from $1.25 to $10.50.

The latter, of course, are of hand made lace; also some with hand-made lace are for only **$8.50**

The $1.25 ones are very pretty. We call especial attention to the $2.75 net designs.

The Upholstery Department has been praised very highly by all who have visited it. Not only lends the best variety that can be obtained, but better prices than you can buy elsewhere.

See the best Cretonnes in the city at **50c**

You can take samples; you are liable to match them here for **25c**

There are Silk Madras, plain or bordered, double width, for **75c**

Fourth Floor.

Where Every Woman Gets Her Rights

The women of Richmond who represent the equal rights of women — Suffragists — will hold a sale in this store on Wednesday, the receipts of which will be equally divided between the RED CROSS and Suffragists. Many things will be on sale, such as Pickles, Cakes, etc., Fancy Work, and also Autographed Books by the following authors: Ellen Glasgow, Mary Johnston, Kate Langley Bosher, Henry Sydnor Harrison, Mrs. Salley Nelson Robbins, and others.

Sale Begins Wednesday Morning

Pick-Ups

Good quality 27x54 Wilton Rugs, various figures; that sell for $2.25, price Monday to be **$1.00**
Fourth Floor.

For children, pretty Paint Books; two styles, for, each **10c**
Third Floor.

Filigree Dome, a new beauty on chain for electricity, with three pull chain sockets; installed in your home for only **$12.50**
Third Floor.

Large Ostrich Plumes, various colors and combination of colors, at the reduced price of **$1.25**
Millinery Dept., 2nd Floor.

The most beautiful new Bath Robes for ladies; a new price for Monday on them, at **$2.50**

We have seen nothing at $5.00 in all the past superior.
Second Floor.

Sheffield Carving Sets, 1 Butcher Knife and 1 Kitchen Knife; all aluminum handles; 4 pieces in the box, for.. **$1.65**

Nothing better known or made.
Third Floor.

29c box of Organdy Finished paper, in handsome decorated Japanese box; will be sold Monday for, box **15c**
Third Floor.

AT THE VELVET COUNTER.

Panne Silk Velvet, all colors, for, yard **85c**
Main Floor.

The Lining Department has Mercerized Satines and Moires that is silk like percaline, double width, yard **15c**
Main Floor.

Men's Hemstitched Initial Handkerchiefs; they are the best we know of at 10c, on sale Monday, 4 for **25c**
Main Floor.

More Maraboa Trimmings, in nigger brown and black; instead of 59c, the price is, yard only **25c**
Trimming Dept., Main Floor.

For evening wear, Beaded Chiffon, 45 to 54 inches wide; price has been $1.12 to $1.98; this lot will be sold, starting Monday, at **75c**
Main Floor, Middle Aisle, Rear.

The prettiest Silk Ties that are sild in town; Four-in-Hands, at 25c; all new styles, Monday for..... **15c**
Notion Dept., Main Floor.

Laundered Collar and Cuff sets, those now styles that almost everybody had to have or be unstylish, set **20c**
Main Floor, Centre Aisle.

18-inch All-Silk Satin Messaline; comes in various colorings 49c quality, for, yard **29c**
Silk Counter, Main Floor.

The new Solid Gold Jewelry for 1914 has arrived; on sale Monday—Watch and other Bracelets, La Vallieres, Ear Rings, Brooches and dozens of new beautiful things at rock bottom prices—from $1.00 to $25.00.
Main Floor.

All-Wool, Double Width Heavy Serge for Dresses, in navy blue, midnight blue and black; the price will be, yard.... **65c**
Main Floor.

Four Novel Bargain Counters in the Notion Aisle.

Box of 4 Cuff Pins, pair of Cuff Buttons, Children's Hand-Painted Purses, Silk Teakettles, Manicure Articles, Rhinestone Bar Pins and Rhinestone Hat Pins; any for **10c**
Main Floor.

New Suits, New Coats, New Dresses

The Season's Most Fascinating Styles to Be Found at Cohen's To-Morrow

Will be placed on sale to-morrow at prices that will tempt any woman. Materials the best of their kind, superb tailoring. The trimmings embrace the most effective novelties shown this season. Every color.

NEW SUITS—They have just arrived and are beauties, in broadcloth, gabardine or serge, in the best shades; Suits that are really remarkable for this price **$22.50**

FUR-TRIMMED SUITS, in the most wanted materials and colors; the newest models. Suits of this kind have been selling for $37.50; priced for Monday at **$29.50**

SUITS AND DRESSES—The handsomest garments produced this season; many exclusive models. We will place on sale Monday these $60.00 to $75.00 garments and price them at only..... **$45.00**

Here is presented one of the most important buying opportunities of the year.

THESE COATS of imported corduroy, angora, zibeline, fancy mixtures, plush or broadcloth; several new models, including the Russian Cossack coat, in green, brown, navy or black; an exceedingly fine selection at **$25.00**

COATS of fine mixtures, in the new belted effects, with velvet cuffs and collars and fancy back effects; also Redingote models; a wonderful Coat; on Monday for only **$6.75**

DANCING FROCKS and Evening Gowns, in many new, fascinating models of crepe de chine, chiffon, satin or lace; in every wanted shade to choose from, and priced at **$20.00**

EVENING AND DINNER GOWNS of Satin lace, velvet, crepe and chiffon; exclusive, distinctive models, showing only one of a style and the very latest styles; priced for Monday at **$35.00**

Linens

Fancy and Household

All-Linen Towel, 18x36; hemstitched; the regular 25c quality, for **15c**

$2.50 Irish Table Cloths, $1.98

Size 68x68 inches; all linen; five pretty patterns to select from; extra selected linen thread.

Napkins to Match; size 21x21, dozen..... **$2.50**

$1.50 Scotch Damask, $1 yard

All pure linen, 70 inches wide, double thread; new attractive designs.

75c Fancy Bath Towels, 50c

Newest designs and weaves, with different color borders; an extra special for Monday.

$1.50 Battenberg Scarfs, 98c

Size 18x72, Japanese Battenberg Scarfs; an extra special bargain for Monday. Main Floor.

This Bargain Basement

This Basement will show Monday what is in store for those that look to economy. Cohen's help will average about one-half of what the ordinary price would be. We are asked to help holders of cotton goods and many other stuffs. Extra help will serve you for the sale occasion.

12½c Best Percale, yard wide, for **6¾c**

The highest quality Mercerized Dress Ginghams, good patterns, for **15c**

A new lot of 10c Outing Flannels, several cases, for **5¾c**

Yard Wide Good Bleached Cotton for **5c**

Double Width Printed Curtain Scrim, delightful designs, will be sold for..... **7¾c**

12½c Galatea Cloth, all the various best designs, for **6¾c**

THESE WHITE GOODS, Ratines, Striped Crepes and Madras, equal to any 19c values; choice **6½c**

Those Heavy Indian Head Cottons, used for napkins, table wear, skirts; almost impossible to wear them out **10¾c**

The 10c English Longcloth will be **5½c**

12½c Yard Wide Pajama Checks **6¾c**

AMONG THE VARIOUS OTHER BASEMENT BARGAINS are the best 39c Women's Muslin Gowns for **25c**

The Best 50c Women's Ribbed Vests and Pants in the city on sale for..... **35c**

Children's 25c Pants and Vests, heavy grade, for... **15c**

You know what the best 75c and $1.00 Middy Blouses are, made of the best quality jeans and other white materials; some with colored collars and cuffs; this is a sample lot; your choice Monday for **45c**

IN THE OFFER OF THESE BEDDINGS the prices reduced run throughout the entire line, including Quilts, Blankets, Sheets, etc.

Think of buying the best $6.50 Plaid Blankets, made of the best California wool, size for the largest bed, for.... **$4.65**

The Best $5.00 White Wool Blanket, 10-4 and 11-4 size, of the highest grade **$3.25**

The $2.75 Woolnapped Blankets, full 11-4 size, for largest bed, white or gray **$1.95**

Heavy Fleeced Cotton Blankets, in 12-4 size; they are usually priced at $1.69, for **$1.00**

You can buy Blankets as cheap as **39c**

You can buy the Best 75c Bleached Sheets, 81x90, heavy round thread, for... **50c**

95c Sheets, 90x90, for **75c**

Pillow Cases sold in the same proportionate reduced prices, full size and well made, for **8c**

We also sell these Comforts, $15.00 to $18.00 Handsome Silk-Covered Comforts, filled with lamb's wool, the sample stock of a manufacturer, each **$10.75**

A large line of various sorts of Comforts, among them one filled with laminated cotton, for **85c**

Those 50c Dresden Sofa Pillow Covers, with art ticking, are only **29c**

WE SERVE THE BOYS, as we do the rest, merchandise the very best at the very lowest prices, especially Monday.

Blue Serge Norfolk Suits, best workmanship and latest styles; we know of no house that sell them under $7.00; in many stores they charge $8.50; our price is, suit **$4.90**

Others are Norfolk Suits, of fine wool mixture, in the very best styles of the season, for **$1.95**

There is every sort of a Suit or Overcoat for the boy. We guarantee everything you buy in that department.

Puritan Tapelen Blouses, are usually 75c; they come in a variety of patterns, percale, madras, etc., with or without collars; the price will be.. **50c**

Lot of Boys' Outing Pajamas, well tailored, $1.00 grade, for **69c**

A Dress Sale Extraordinere

Giving wonder-values so early in the season is an original policy with The Cohen Store.

Fashion and Economy Have Successfully Combined in Making These Dresses Irresistible

Dresses of serge and satin combinations, crepe de chine, meteors and satins; styles that have been selling all season for $17.50 and $22.50 will be placed on sale Monday; choice at..... **$10.00**

Monday's Program of Silk Selling

"Been trying to sell these good Silks of mine long enough," said one of the foremost manufacturers. "You can take them at your price now by paying down for them."

Down went the cash, and here are the Silks. The best we or any house can offer!

All These Black Silk Specials at $1.25 a Yard:

40-inch Black Crepe de Chine.
46-inch Black Satin Charmeuse.
40-inch Black Satin Duchess.

All of them the very best of makes, and should be $2.00 yard.

Yard wide Black Satin; three qualities at under prices, all of them pure silk—

75c quality, for.....50c
$1.00 quality, for.....75c
$1.10 quality, for.....85c

Satin Premar, yard wide, in all the various fall colors; fine and beautiful lustre; these are the best $1.50 goods; the price will be, yard **$1.00**

Satin Duchess, in every light and dark coloring, full yard wide, to be sold for **75c**

Pussy Willow, sells at from $2.50 to $3.50 a yard, all the finest French costumes are made of it in combination with other fabrics; it is the softest and most lustrous silk material ever produced; double width, 1⅛ yards wide; Monday will be sold at, yard **$2.00**

Munsing! Munsing! Munsing!

Everybody wants Munsing Underwear. Upwards of $1,200 worth had to be sent by express to fill the orders last week. There will be plenty for everybody here Monday—men, women and children.

For women and children..... 50c to $3.50
For men .....$1.00 to $4.50

Dress Goods

Six Specials for Monday

$1.25 English Coating Serge, 85c

Navy blue, ruby, green, brown or black; full 50 inches wide.

$2.25 Imperial Serge, $1.50 yard

56 inches wide, navy blue or black, fine twill, extra good quality; will not wear shinny.

$2.25 Zibeline Cloaking, $1.75 yd

Extra heavy quality, with a beautiful lustre; 56 inches wide, dark brown, green, navy and marine blue.

85c Spot-Proof Serge, 60c yard

Sponged and shrunk ready for the needle; used so much for "Middy" Suits.

$1.35 Broadcloth, 98c yard

48 inches wide, this quality has a rich chiffon finish; navy blue, or black.

50c Storm Serge, 38c yard

Ink blue, Copenhagen, navy and black; woven from hard-twisted yarn. Main Floor.

Cottons and Flannels

Good night Robe Outing at **6½c**

Checked Dimity, for **10c**

32-inch Fine Ginghams for **8½c**

White Middy Cloth, best quality, for **12½c**

High grade Roman Stripe Silk, for **29c**

Double Width Heavy Nub Ratine; in fall shades, for only **17c**

Silk Lace Waists--2 New Models

And they are developed in the very newest colors of panne velvet, fur trimmed. These two new models are the last word in newness of style and are actual $5.00 values; on Monday priced at only..... **$3.98**

Second Floor.

Our Homefurnishing Store

Has everything in readiness to give you a service that satisfies. This has a full meaning. If there is anything made for the kitchen that we do not have, and it is obtainable at all, we stand ready to get it for you. Our constant purpose is to lighten the labor of housekeeping. It is a pleasure to keep house with the right utensils.

Here is a partial list at money-saving prices for Monday:

75c Savory Roasters 60c
$1.10 Savory Roasters 85c
$2.00 Enameled Savory Roasters $1.25
$2.50 Enameled Savory Roasters $1.50
$1.50 L. & G. Enameled Roasters 79c
$2.00 Aluminum Roasters $1.25
Aluminum Saucepans, 1, 2 and 3-quart size, set of 3 .....95c
98c Climax Food Choppers 65c
35c Rotary Vegetable Cutters 19c
$8.00 Sterling Silver Handled 3-piece Carving Sets, only $6.00
$3.50 3-piece White Handled Carving Sets only $2.50
$2.00 2-piece Bird Carvers $1.25
15c Paring Knives only 10c
Nut Crackers, only 10c
Mayonaise Mixers, priced 98c and $1.50