

—OUR ANNUAL—



WHITE SALE



STARTS

MONDAY, JANUARY 5

And Lasts All Week

WE START THE YEAR 1925 WITH THE BIGGEST AND BEST WHITE SALE WE HAVE EVER HELD. MONTHS OF CAREFUL PLANNING AND TAKING ADVANTAGE OF EVERY TURN IN THE MARKET TO MAKE ADVANTAGEOUS PURCHASES WILL BRING TO YOU IN THIS WHITE SALE THE GREATEST BARGAINS YOU HAVE EVER BOUGHT. STORE OPENS AT 9 A. M. MONDAY. BE HERE!

WHITE AND COLORED WASH FABRICS

ALL GREATLY UNDERPRICED IN THE WHITE SALE

LONG CLOTH—All 36 inches wide in fine, soft finish. 3 Special Grades at lowest prices in many years.

25c Value WHITE SALE PRICE	29c Value WHITE SALE PRICE	35c Value WHITE SALE PRICE
15c	19c	25c

NAINSOOK—Fine, sheer fabrics priced lower than ever before. Three Special Grades in the White Sale at Greatly Reduced Prices

29c	35c	39c
-----	-----	-----

PAJAMA CHECKS—Full 36 inches wide. Extra fine grade in White, Pink, Blue, Helio, Peach and Flesh. All clean new, fresh merchandise, cut from the piece in any length desired.

WHITE SALE PRICE 19c

NAINCHECK—The incomparable fabric for Undergarments. Full range of colors specially bought for the WHITE SALE. White, Flesh, Peach, Mauis, Helio, Blue, etc. Never before have you bought it at the price at which we offer it in our 1925 WHITE SALE

29c

PLISSE—An extra fine fabric in full 36 inch width. Comes in White, Pink, Blue, Helio and Peach. WHITE SALE PRICE

29c

MERCERIZED WHITE BATISTE—Very sheer and fine and highly mercerized. 40 to 45 inches in width. Three grades, greatly reduced for the WHITE SALE

29c	39c	49c
-----	-----	-----

NEW COLORFAST PRINTED FABRICS

PONGETTE—32 inches wide in a wonderful range of patterns. Stripes, florals and also plain colors. Regular price 50c and 59c per yard

WHITE SALE PRICE 38c

PERCALE—The best grade. Fast color printing on finest Sea Island Cloth. Wide range of patterns, in stripes, checks and florals in most attractive color combinations.

WHITE SALE PRICE 23c

Laces The greatest assortment of Torchon, Cluny and Picot Edgings we have assembled in many years. Unequaled values in the WHITE SALE at 5c

Domestics and Bedwear—Towels, Table Linens

AT GREATLY REDUCED PRICES IN THE WHITE SALE

BLEACHING—Best grades of well known Bleached Muslins, all full 1-yard wide in the WHITE SALE 19c

UNBLEACHED MUSLIN—Fine Sea Island Grade, full 1-yd. wide. WHITE SALE PRICE 10c

WIDE SHEETING—Unbleached Sheeting in fine Sea Island grade in 9-4 width—that means it actually measures 81 inches. VERY SPECIALLY PRICED IN THE WHITE SALE 43c

SHEETS AND PILLOW CASES—made of fine, soft finished Muslin, Seamless, full bleached and finished with 3-inch hems:

SINGLE BED SHEETS Size 63 x 90 WHITE SALE PRICE	DOUBLE BED SHEETS Size 81 x 90 WHITE SALE PRICE	PILLOW CASES Size 42 x 36 WHITE SALE PRICE
\$1.23	\$1.39	33c

BED SPREADS—The popular Dimity Spreads and Standard Crochet Weave Spreads in handsome designs. All have hemmed ends, ready for use. Full double bed size, measuring 81 x 90 inches. WHITE SALE PRICE \$2.25

TURKISH TOWELS—Large size Turkish Towels in heavy weight made of full bleached cotton yarn. Have self border and hemmed ends. Extraordinary value in the WHITE SALE 23c

BATH TOWELS—Extra Large in size and extra heavy in weight. Thick, double loop weave with self border and hemmed ends. A real man's size Towel. WHITE SALE PRICE 45c

TABLE DAMASK—Highly mercerized Table Damask in variety of good patterns. 72 inches wide. Full silver bleached. Extraordinary value in the WHITE SALE per yard 79c

TABLE NAPKINS—Two special grades at White Sale Prices. All hemmed ready for use:

15 x 15 in. size Good Quality 98c doz.	22 x 22 in. size Highly Mercerized \$2.50 doz.
--	--

Remnants Our famous GINGHAM REMNANTS in Wonderful assortment of new patterns—Checks, plaids and solids 17 1-2c

100 COATS 100 DRESSES

IN THE WHITE SALE AT NEXT-TO-NOTHING PRICES
MANY at HALF, SOME LESS than HALF
ALL ARE REDUCED



COATS of every size and kind including some of the best and most desirable styles we have had this season. See them—try them—note their splendid lines, their roomy cut, their comfortable fit, then marvel at the LITTLE PRICES at which they may be had in the WHITE SALE. We have a full range of sizes but do not delay, be here early MONDAY MORNING and get best choice of the entire stock.

Dresses too are included in these all-embracing drastic price cuts. Every woolen dress and many silk garments are reduced as never before. Dresses that were \$7.98 can now be bought for \$3.99. You will find some \$25.00 Dresses marked as low as \$10.00 and other similar price reductions all along the line. We start the sale with a good assortment of all sizes from 16 to 50, but at our WHITE SALE PRICES they will go with a rush. BE HERE EARLY MONDAY MORNING.



A Sale of Millinery Without Peer or Precedent

Our entire stock of Millinery, including even the newest arrivals of the last few days, has been RADICALLY REDUCED FOR THE WHITE SALE. Every hat bears a special price mark, you will not be asked to pay regular price for anything. There will be hats as low as \$1.00 and none higher than \$7.98. We have space to mention only two Special Items. There will be many others equally as good or better. READ—THINK—BE HERE!



HATS of Satin, Taffeta, and Felt. Newest Styles, Newest Colors, Newest Trimmings, Newest Shapes. Values to \$5.98 IN THE WHITE SALE

\$2.50

Cohen's
DEPARTMENT STORE

HATS of Fulle, Slipper Satin, Taffeta and other new and wanted materials. The new bright colors as well as Black. Values in this lot up to \$10.00. WHITE SALE PRICE

\$3.98