

**A HAPPY NEW YEAR TO ALL!**

BUT THE HAPPIEST OF ALL HAPPY TIDINGS IS THE ANNOUNCEMENT OF OUR GREAT  
**JANUARY CLEARANCE SALE!**

BEGINNING TUESDAY, JANUARY 2nd AT 8 A. M.

EVERY ARTICLE IN THIS STORE TO BE SACRIFICED REGARDLESS OF COST---WITHOUT RESERVE.

A great force of  
 Extra Sales People  
 Extra Wrappers,  
 Extra Delivery  
 Wagons, Etc. will  
 insure prompt ser-  
 vice during this  
 Great Clearance.

**A**LMOST Unnecessary to Dwell on the Great Money Savings to be Picked Up at Cohn's Great Clear-  
 ance Sales. Every Woman in Utah Knows It Well and Has Discovered Long Ago That It Pays  
 to Be On Hand Bright, Early and Often at These Wonderful Cut-Price Merchandising Events in  
 Which Not Only Profit But—

**ORIGINAL COST IS COM-  
 PLETELY LOST SIGHT OF.**

Goods Sold For  
**CASH ONLY**

In this great Sale  
 No approvals. No  
 Exchanges. No  
 Samples given.

IT IS OUR FIRM DETERMINATION TO OUT-DO ALL PREVIOUS EFFORTS IN THIS SALE AND TO GAIN THIS END, VALUES WILL BE GREATER, SCRIFICES WILL BE MORE STARTLING AND THE

**WRECKAGE OF PRICES WILL BE MORE COMPLETE THAN EVER BEFORE.**

A Great

**SKIRT  
 SACRIFICE**

150 Ladies' Skirts Will Be  
 Thrown On One Great  
**Bargain Table.**

They represent  
 values up to **\$4.00**

Pick them out and pick the  
 best in this gre at  
 sale at only ... **1.48**

Everything in Every Dept.  
 Scheduled to go at and

**Below Cost**

Silks, Dress Goods, Linings,  
 Trimmings, Hosiery, Gloves,  
 Household Linens, Domestics,  
 Flannels, Sheets, Cases, Dress-  
 ing Sacques, Robes, Wrappers,  
 Petticoats, Cotton and Wool  
 Waists. Etc., Etc., Etc.



Absolutely Regardless of  
 Cost are the  
**SACRIFICE  
 PRICES.**

On Blankets, Comforts,  
 Curtains, Portieres, Un-  
 derwear, Handkerchiefs,  
 Corsets, Laces, Embroi-  
 deries, Ribbons, Notions,  
 Umbrellas, Leather Goods,  
 Jewelry, Baby Bonnets,  
 Toilet Articles, Draperies,  
 Etc., Etc., Etc.

A Great

**Silk Waist  
 Sacrifice.**

50 Handsome Dress Waists  
 in White and Colors, will be  
 Thrown Out On One Big

**Bargain Table.**

They represent  
 Values Up To **12.50**

They are slightly soiled  
 from handling, so out  
 They Go in This Great  
 Sale at  
 only ..... **\$3.48**

**HALF  
 PRICE**

ON ALL LADIES, MISSES & CHILDRENS  
**SUITS & DRESSES**

ON ALL FURS

SCARFS, CAPES, JACKETS & SETS.

ON ALL LADIES, MISSES & CHILDRENS  
**COATS & CAPES**

**HALF  
 PRICE**

NOW IS THE TIME TO BUY

**THE GREAT PRICE CUTTING EVENT THAT COMES BUT TWICE YEAR**

Don't Allow This Greatest of All Money-Saving Opportunities to Pass Without Availing Yourself of It's Wonderful Offerings Our Fall Merchandise Records Are Already Made and We are Now Going

**TO CREATE A POSITIVE SENSATION!**

By Offering Good Seasonable Merchandise Way Below Wholesale Cost, Entailing Tremendous Losses; But Our Shelves Must Be Rid of All Winter Stocks to Make Room For New Spring Goods Already  
 Arriving and Nothing Short of an Aggressive and Vigorous Campaign Such as This Can Accomplish the Desired End.