

Store Open Promptly at 8 a.m. Daily.

Store Open Promptly at 8 a.m. Daily.

The Response Was Immediate—The Most Successful Launched Sale ^{IN} OUR History.

OUR GREAT

JANUARY MARK-DOWN SALE!

Now in Full Blast and at the Zenith of Its Money-Saving Glory.

All Goods Sold For
Cash or C. O. D. Only
During This
Great Clearing Event.

THAT all Utah shoppers know the meaning of the above talismanic title was evidenced by the auspicious opening of this great sale. As house cleaning time comes to every well regulated household, so comes this clean sweep to Cohn's establishment, and it brings to light myriads of bargains and unlimited money saving, making a clearance sale so forceful, decisive and daring that all stocks must move with lightning rapidity. Every line of merchandise we sell is included and the prices represent terrific money losses to us.

Positively No Samples,
No Approvals,
No Exchanges, ^{During This}
Great Clearing Event.

Nothing Held Back. Everything Brought Forward ^{WITH} Record-Breaking Prices

Department Doings

Will be intensely interesting. Every department takes a hand in this clean sweep. Prices cut unmercifully, absolutely sacrificed, yes, literally butchered.

The balance of all fall and winter stocks must be wiped out. When we attack prices as we invariably do at this time, it is no sham battle, but a duel to the death.

- 15c TURKISH TOWELS, size 20x 50, 50 dozens of them to be closed out at **9c**
- \$1.25 BEDFORD CORD WAISTS, large variety, to go at (each)..... **50c**
- 25c and 30c FRINGED AND HEM-STITCHED DAMASK and HUCK TOWELS, choice at **20c**
- \$15.00 LADIES' MONTE CARLOS in black and castor, during this sale to go at **\$7⁵⁰**
- \$1.25 and \$1.50 Peau de Crepes, 27 inches wide, Peau de Lavants, 24 inches wide, Peau de Soies and Peau de Cygnes, per yard **85c**
- GOLFINGS and TAILOR SUITINGS, worth up to \$1.00 per yard, 56 to 58 inches wide, all go at, per yard..... **97c**



Marvelous Sacrifices!

That will enthral shoppers here during this sale. We will quote prices that are electric with bargain force. Extra help has been secured for this sale. Nobody will be disappointed. Come and see, your eyes will tell a better story than can any advertisement of ours.

- 25c FIGURED QUILT-SATEENS, one thousand yards go at, per yard..... **12¹/₂c**
- 11-4 FANCY MIXED BLANKETS, \$2.00 values, sale price **\$1.25**
- WHITE AND COLORED OXFORDS and all fancy WOOL WAISTINGS, \$1.00 to \$1.50 values, choice at **69c**
- FINE IRISH POINT BRUSSELS NET and RENAISSANCE LACE CURTAINS, to \$8.00 values, choice at **\$3.98**
- \$4.50 WALKING SKIRTS, variety of styles, for .. **\$2.25**
- \$5.00 to \$10.00 COLORED SILK WAISTS, choice for. **\$3.00**
- \$16.50 CLOTH SUITS, GREAT VARIETY OF STYLES **\$8.00**

ALWAYS TO THE FRONT WITH OUR BARGAIN BANNER WAVING OVER EVERY DEPT.

Never before have we had such a perfect, complete and most desirable stock of seasonable merchandise to offer as in this great clearance sale. Hundreds of trophies of our buying victories fall under the bargain hammer. You can't go wrong when you buy right and the right time and place to buy is here and right now.

Everything in Every Department Scheduled to Go Absolutely Regardless of Values.