

# COHN'S MARK-DOWN SALE SWINGS Into Its 2nd Week

Last week's announcement consisted wholly of words. We told why we were going to sacrifice all goods at cost and below cost,

The liberal response—we broke all former sales records—showed that the mere words were sufficient.

Price argument was not necessary. Those of you who have seen the CLEARANCE SIGN go up in the store year after year have come to know without argument that the SIGN is REAL.

This week's announcement consists wholly of prices. We show by price argument how we are sacrificing all goods at cost and below cost.

Through the "MARK-DOWN SALE" we are reaching out for more trade. We intend to persuade prospective customers by that never-failing argument—seasonable goods at lowest prices.

To these new people mere words are valueless. So we back our assertions with convincing price proofs.

"Convincing Price Proofs" in these

## EMBROIDERY SALE OF 7500 YARDS OF HIGH-GRADE SKIRTINGS AND FLOUNCINGS

\$3.00 DRESS SKIRTINGS \$1.25

For Swiss and fine cambric skirtings, 45 inches wide. Embroidered 18 to 22 inches deep. Elegant, high-class dress novelties for princess and lingerie dresses. A splendid saving for early sewing. Regular values to \$2.00 and \$3.00.

**\$1.25**

\$1.35 Swiss & Nainsook Flouncings, 79c

For choice of the handsomest embroidered patterns we have ever shown. Made of sheer, dainty cloths, in exquisitely embroidered designs—blind, open-work and combination effects. All full 27 inches wide. Regular values \$1.25 and \$1.35.

**79c**

\$1.75 SWISS FLOUNCINGS, 98c

Handsome patterns of sheer Swisses in dainty designs with scalloped and hemstitched edges. Suitable for baby dresses, petticoats, etc. 27 inches wide. Regular values \$1.50 and \$1.75.

**98c**

40c CAMBRIC FLOUNCINGS, 29c

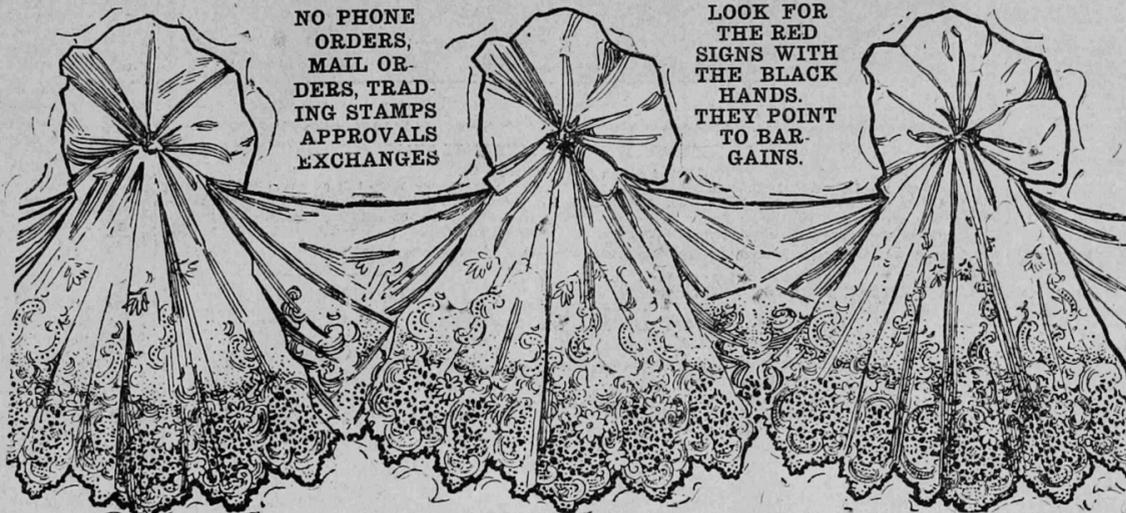
For exquisitely embroidered cambric flouncings, in a variety of showy, heavy embroidery effects. Full 18 inches wide. Sell regularly at 40c.

**29c**

Widths are 18, 27 and 45 inches. All sacrificed for immediate clearance in the Jan. MARK-DOWN SALE

**65c** Storm serges in red, brown, navy and black. Values 75c.

**55c** Big assortment of checks, stripes and mixture in serges panamas and worsteds. All wanted colors and black and multi colored checks 38 inches wide.



NO PHONE ORDERS, MAIL ORDERS, TRADING STAMPS APPROVALS EXCHANGES

LOOK FOR THE RED SIGNS WITH THE BLACK HANDS. THEY POINT TO BARGAINS.

Convincing price proofs in this

"Convincing Price Proofs" in these

### Muslin & Sheets, etc., less than present cost

Raw cotton today is worth 16¢ a pound. Chances are you will not get another chance this year to buy sheets, pillow cases, muslins, etc. at these lower than present wholesale prices.

- 10c, 4-4 Bleached Muslin . . . 5 3-4c . . .
- 8 1-3c Unbleached L. L. Sheeting . . . 5c
- 20c, 5-4 Peppercill Pillow Casing 14c

#### Bleached Sheeting

- 30c, 2 yards wide . . . . . 22c
- 35c, 2 1-4 yards wide . . . . . 24c
- 37 1-2c, 2 1-2 yards wide . . . . . 26c
- 50c grade values, 72x90 . . . . . 31c
- 90c values, 81x90, . . . . . 59c
- 95c values, 72x90 . . . . . 65c

#### Pillow Cases

- 10c values, 42x36 . . . . . 7c
- 15c values . . . . . 9c
- 20c values, hemstitched . . . 9 3-4c
- 30c values, hemstitched . . . 23c
- 35c values, hemstitched . . . 25c

#### Bed Spreads

- \$2.75 white fringed bed spreads . . . \$1.65
- \$4.50 white bed spreads, fringed or scalloped . . . \$2.40
- \$5.00 fringed cut corner spreads . . . \$3.45

#### Near Half Price--Turkish Towels

Big thirty fellows with a heavy nap that will absorb moisture like a sponge. Stock up while prices are down.

- 15c Bleached . . . 9c
- 18c Bleached . . . 11c
- 22 1/2c Bleached 1 1/2c
- 30c Bleached . . . 22c
- 45c Bleached . . . 25c
- 65c Bleached . . . 39c
- 75c Bleached . . . 42c
- 95c Bleached . . . 48c

#### Lace Curtains also Fixtures

95c for choice of 500 white and cream Nottingham lace curtains. 20 different patterns—worth regular \$1.50 and \$2.00. Cur. Oak curtain poles, 6 feet long, 1 1/2 inches in diameter. Sell regularly for 30c. While they last, 5c.

#### Linens and Lawns

Pole fittings for the above in fancy brass sockets. Sell regularly for 25c. Will go at 5c. 65c Linen Cambric, an exquisite fabric of pure Sheer linen for handkerchiefs, infants' dresses, shirt waists, etc. Mark Down Sale price per yard, 29c.

- 35c Persian Lawn . . . 22c
- 25c India Linon . . . 14c
- 10c India Linon . . . 4 1/2c
- \$5.50 White Wool Blankets. Large Size, \$3.88.

### Season's Best Suit 33 1/3c on \$

Specially Priced at 33 1/3c on \$

More suits at less than half price that prove that the MARK DOWN SALE is sacrificing all goods at and below cost.

**\$14.95**

One special lot of 50 suits in homespun, diagonals, serges, broadcloths, etc. Wanted colors. Custom tailored to the last detail. Severe and elaborate styles. 45-inch coat pleated skirts—Not one worth less than \$32.00 Others up to \$40.00.

**\$8.95**

Here's the biggest suit bargain yet. Man tailored suits, 45 in. coats, full pleated skirts in wanted colors, diagonals, chevots, tweeds, serges, etc. Satin lined throughout. Worth regularly up to \$25.00.

**\$43.00 Opera Capes \$14.95**

Just ten opera capes and coats for a quick clearance. Made of fine quality chiffon broadcloth, silk and satin lined. Persian trimmings, roll and military collar. Wanted pastel shades. Worth to \$43.00. Choose at **\$14.95**

**\$15 Silk Petticoats \$7.95**

Just 45 women can share in this silk petticoat snap. Made of highest quality taffetas with tailored flounce, elaborately finished in tucks, etc. All colors and styles. Worth \$11.50 to \$15.00. Choose at—

**Silk and Net Waists**

Fancy silk and net waists for Opera, street and evening wear. White, black and colors. No black nets.

- \$5.95 Waists . . . . . \$3.95
- 7.50 waists . . . . . 5.00
- 10.00 waists . . . . . 6.25

Tailored waists, Madras, Percale and Linene. Plaited, embroidered fronts. All sizes. Choose from many styles **98c**

Every useful saten or heatherbloom petticoats. Black and colors. Choose from 10 of season's newest styles **98c**

### FURS Less than half price

**\$7.00 Scarfs \$2.69**

Her's stirring fur news for Monday—a quick clearance of one dozen opposum throw scarfs. Sable and Isabella shades. Skinner Satin lined.

57 inches long. Not a fur in the lot worth less than \$7.00. Choose Monday while they last . . . . .

Fox fur neck pieces, Isabella and sable shades. Satin lined. Head and tail trimmed. Values to \$14.50 for . . . . .

\$7.95 for \$16.00 brook mink collar in large fancy design. Satin lined. Head and tail trimmed.

\$10.95 for large size \$22.00 brook mink victorine with stole fronts. Head and tail trimmed. Quilted satin lining.

### Dress Skirts Save a Third.

Just from New York comes a line of smart black skirts bought at a full third underprice. In they go with our regular stock of black and colored dress skirts in the Mark Down Sale, the same way.

- \$11.95 Skirts . . . \$7.95
- \$13.95 Skirts . . . \$9.30
- \$7.50 Skirts . . . \$5.00
- \$9.50 Skirts . . . \$6.35
- \$15.00 Skirts . . . \$10.00

All Suits, Furs and Coats not mentioned above at exactly half regular marked price.



Just 4 Departments Represented in this Advertisement. Though other departments are crowded out, they, nevertheless, contain just as good Bargains.

Convincing price proofs in these

### SILK and DRESS GOODS Selling Below Cost

**\$1.25 for Dress Goods worth up to \$3.50**

Here's opportunity knocking. Choose any piece of dress goods in our entire stock. Absolutely nothing reserved, broadcloths and serges excepted, black, white and all wanted colors. Every known weave is represented in this great stock. Values up to \$3.50. Choose per yard \$1.25.

98c for Dress Goods worth up to \$1.75. A grand collection of storm serges, broadcloths, prunellas, voiles, taffetas, fancy mixtures, etc. All colors and black. Plain and fancy stripes. Not one worth less than \$1.25 most of them worth **98c** to \$1.75. Choose at . . . . .

**79c for Dress Goods worth to \$1.50**

All wool dress goods, 42 to 46 in. wide Broken lines but all wanted colors. Actually sold for \$1.00, \$1.25 and \$1.50 a yard. All go in the MARK DOWN SALE at less than cost **79c** per yard . . . . .

48c For all wool challies light and dark grounds, all wanted designs, worth 65c and 75c.

59c For fancy silks worth to \$1.25.

Plain and fancy silks and failles, moires, ottomans, messalines, taffetas, etc. Splendid for shirt waists and suits. None less than regular \$1.00 silks, most of them worth to \$1.25.

95c All colors and black. This messaline is a particularly rich lustrous fabric which sells regularly at \$1.25 and \$1.50.

"Convincing Price Proofs" in this

### Muslin Underwear Selling at Cost

#### Corset Cover

- 25c values, lace and ribbon trimmed . . . . . 19c
- \$1.00 values, lace and embroidery trimmed . . . . . 75c
- \$1.25 values, embroidery and ribbon trimmed . . . . . 95c

#### Drawers

- 30c values, tucked and hemstitched . . . . . 19c
- 40c values, tucked and hemstitched . . . . . 23c
- \$1.15 values, cambric embroidery trimmed . . . . . 79c

#### Gowns

- 75c values, tucked and insertion trimmed . . . . . 49c
- \$1.15 values, low neck, short sleeves . . . . . 79c
- \$1.50 values, lace and ribbon, embroidery trimmed . . . . . 98c

#### Long Skirts

- \$1.25 values, lace and embroidery trimmed . . . . . 79c
- 75c values, tucked and hemstitched . . . . . 49c
- \$2.25 values, embroidery trimmed . . . . . \$1.25

#### Flannelette Night Gowns

- 75c values . . . . . 49c
- \$1.00 values . . . . . 79c
- \$1.25 values . . . . . 98c
- Children's Gowns, to 14 years . . . . . 59c
- Smaller sizes, six and eight years . . . . . 39c