

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 salespeople. Extra wrappers, extra delivery wagons, etc., will insure prompt service during this great clearance.

Almost unnecessary to dwell on the great money savings to be picked up at Cohn's Great Clearance 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 Completely 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 Outdo all Previous Efforts in this Sale and to Gain this End Values will be Greater, Sacrifices 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 OUT ON ONE GREAT

Bargain Table

They represent values up to \$4.00. Pick them out and pick the best in this great sale at only—

\$1.48

Everything in Every Department Scheduled to go at and

Below Cost

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



Absolutely Regardless of Cost Are the

Sacrifice Prices on

Blankets, Comforts, Curtains, Portieres, Underwear, Handkerchiefs, Corsets, Laces, Embroideries, Ribbons, Notions, Umbrellas, Leather Goods, Jewelry, Baby Bonnets, Toilet Articles, Draperies, etc., etc., etc.

A Great Sale of Silk Waists

50 Handsome Dress Waists in White and Colors Will Be Thrown Out on One Big

Bargain Table

They represent values up to \$12.50, slightly soiled from handling, so out they go in this great sale at only **\$3.48**

HALF PRICE ON ALL LADIES, MISSES & CHILDREN'S SUITS & DRESSES **HALF PRICE**
ON ALL FURS SCARFS, CAPES, JACKETS & SETS.
HALF PRICE ON ALL LADIES, MISSES & CHILDREN'S COATS & CAPES **HALF PRICE**

Now Is the Time to Buy—The Great Price Cutting Event That Comes But Twice a Year

Do not allow this greatest of all money saving opportunities to pass without availing yourself of its 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.