

A Sale for June Brides

The great Cohn store will be a maze of white loveliness. Every department will exhibit the daintiest white articles, including lingerie garments, white wash fabrics, silks, satins, embroideries and ready-to-wear lingerie and linen garments of every description, at savings that will make the trousseau fund go much further. June brides who shop at Cohn's this year will trade here for years to come.



A Sale for Brides of Other Junes

She may be a bride of last June—of several Junes past—but she will appreciate these remarkable offers of white goods even more keenly. She has learned to discriminate between Cohn offers and other offers. She has learned by this time the advantage of buying at the great store where every offer is bona fide, and every piece of merchandise the very best that can be obtained at the price. This page will be eagerly scanned by brides who were led to the altar perhaps 50 years ago.

JUNE BRIDE WHITE SALE

Not only will the store be resplendent with a dazzling array of white articles at a great reduction, but you will find equally important price reductions on colored goods.

These from the Ready-To-Wear Section

SECOND FLOOR—TAKE ELEVATOR

WHITE LINEN DRESSES—Beautiful line, trimmed with embroidery yoke and collar and exquisite baby Irish all around edge of coat; pleated front, tunic skirt. Another line, trimmed with heavy embroidery insertion and Irish crochet—Either of these exquisite numbers worth \$19. June Bride offer **\$9.50**

SPLENDID STOCK OF LINGERIE DRESSES—The season's most exquisite creations of lace loveliness. These beautiful visions of white are trimmed in every conceivable treatment of lace, embroidery, insertion, baby Irish, open work, blind work and shadow work; long and short sleeve styles; high and Dutch necks; tucked and pleated skirts; tunics—in fact, every exquisite idea known to the deft artists who create beautiful lingerie. Price reductions range as follows during the June Bride White sale:

\$35.00 Dresses...\$17.50 \$20.00 Dresses...\$10.00 \$12.00 Dresses...\$6.00
\$22.00 Dresses...\$11.00 \$15.00 Dresses...\$7.50 \$ 9.50 Dresses...\$4.75

WHITE REP SUITS

Neat models, strictly tailored, finished with blue collars and cuffs, in various fancy treatments; splendid \$9.50 values. June Bride special offer **\$6.95**

CREAM SERGE COATS

Elegant models, lined with heavy, rich satin, self-fabric and moire collars, finished with handsome pearl buttons; semi-fitted style; worth \$16.00 each. June Bride sale **\$10.00**

CREAM SERGE SUITS, plain and striped; splendid assortment; moire and plain collars and cuffs; pleated skirts, semi-fitted coats; an elegant line in various models—
\$25.00 Suits....\$12.50 \$27.00 Suits....\$13.50 \$38.50 Suits....\$19.25

FULL LENGTH SILK COATS of cloth of gold and pongee; elegant quality fabrics; satin and fancy embroidered collars and cuffs; elegant coats for traveling and motoring; worth \$15.00 each. June Bride sale **\$11.25**

GUARANTEED SILK PETTICOATS—The famous S. H. & M. brand, with an ironclad guarantee for three months; two splendid numbers in white we are offering June Brides—
\$7.50 values\$5.95 \$8.50 values\$6.95

LINGERIE WAISTS

Our entire magnificent stock of lingerie waists—hundreds of dainty styles with trimmings of the daintiest laces, richest embroideries, medallions, pin tucks, insertions; all styles of collars and Dutch necks; long and short sleeves—in fact, every pretty style known in the making of lingerie waists. Reductions range as follows—

\$1.25 to \$1.50 Waists\$1.19 \$3.25 to \$3.95 Waists\$2.69
\$1.75 to \$2.00 Waists\$1.69 \$4.25 to \$4.95 Waists\$3.98
\$2.25 to \$2.95 Waists\$1.98 \$5.00 to \$5.95 Waists\$4.69

Undermuslin Sale



The Sale You Have All Been Waiting For

Our annual purchase of high class samples line of undermuslins has just arrived. Past years have demonstrated to the women of Salt Lake that this is the greatest undermuslin opportunity they have, and most of them act accordingly. This year the assortments are greater than ever—qualities better than ever—prices lower than ever, and styles daintier than ever.

CORSET COVERS

Splendid line sheer muslin corset covers, trimmed with torchon lace and ribbon draws, worth 25c, each sale **19c**

Fine sheer muslin corset covers, trimmed with two rows of insertion, ribbon draws, worth 35c each, sale **23c**

Dainty corset covers trimmed with fine Irish crochet, sheer lingerie fabric, ribbon draws, worth 65c, sale **49c**

Exquisite styles finished with German Val. lace, mecklin laces and rich embroideries on the finest unalook, ribbon draws, worth \$1.25 each, sale **75c**

More expensive kinds in the richest and most exquisite treatments of laces, medallions, insertions and hand-embroidered on the very finest sheerst fabrics, worth from \$2.00 to \$5.00 each, sale **\$1.50 TO \$5.00**

PRINCESS SLIPS

Neat, effective styles of plain lawn, gored and tight-fitting, worth \$2.00 each, sale **\$1.25**

Another line trimmed with fine pink Val. and rich Irish crochet, ribbon draws, tight-fitting, worth \$3.50, sale **\$2.25**

A rare assortment, trimmed with exquisite German Val. laces, heading, wash, ribbon draws, exquisite styles, worth \$6.00 each, sale **\$4.00**

Hundreds of other styles in every conceivable treatment of laces, embroideries, ribbons on the finest sheerst lingerie fabrics, worth up to \$15.00, sale prices **\$10**

DRAWERS

Splendid line good quality muslin, plain hemstitched, fine pin-tucked ruffle, worth 35c a garment, sale **23c**

Another line of dainty torchon lace ruffle, also embroidery trimmed ruffle, actual 65c and 75c values, the garment **50c**

Still another line, trimmed with rich embroideries and dainty laces, generously full cut, of the finest lingerie fabrics, worth \$1.25 a garment, sale **98c**

GOWNS

Splendid muslin gowns, high neck styles, good 75c quality, sale **50c**

Slip-over style, prettily trimmed with torchon lace and ribbon draws, worth \$1.00 each, sale **75c**

Dainty line of infant yoke gowns, lace and embroidery trimmed, ribbon draws, high neck, low neck and slip-over styles, a dozen exquisite styles to select from, worth \$1.75 each, sale **\$1.25**

A line of exquisite models of bell sleeves, solid lace yoke, round, square and Dutch effects, dainty baby eyelet and embroidery trimmed, worth \$2.50 each, sale **\$1.75**

The rest of the line range higher in price, including the most elegant styles in slip-over effects, exquisitely trimmed with solid lace yokes, lace sleeves, dainty embroidery and of the very finest material, no more beautiful gowns made than these—values range from \$3.50 to \$20.00, sale price **\$2.00 TO \$16.50**

SKIRTS

Good, serviceable skirts, plain hemstitched and tucked styles, generously cut, worth 65c each, sale **49c**

Splendid skirts, trimmed with torchon lace insertion, good quality fabric, worth 85c each, sale **63c**

Handsome line with 11-inch flounce, torchon lace and insertion trimmed, deep embroidery ruffle and dust ruffle, worth \$1.50 each, sale **\$1.19**

An exquisite line with rich embroidery flounce with dainty torchon lace and insertion embellishments, cut generously full, worth \$2.25 each, sale **\$1.75**

Hundreds of styles, range upward in price, trimmed with the finest linen laces, insertions, German Val. lace flounces, wide ribbon draws; in fact every conceivable treatment that would make a skirt dainty and attractive, values \$3.50 to \$25, sale price **\$1.75 TO \$20**



White Wash Fabrics

FOR THE MAKING OF THE DAINTIEST GARMENTS

LUNA LAWNs, worth 25c to 65c a yard; a sheer, beautiful fabric adapted to Swiss embroideries. June Bride sale, the yard **16 1/2c to 39c**

PERSIAN LAWNs—Our entire stock to be cleared out in this sale; worth from 15c to 85c a yard. June Bride sale, the yard **11c to 59c**

WHITE FRENCH LAWNs, all 48 inches wide; splendid qualities at 35c and \$1.25. June Bride sale **19c to 66c**

SWISS MULLs—Dainty, sheer fabrics; all 48 inches wide; worth 35c to \$1.00 a yard. June Bride sale **22c to 69c**

SWISS BATISTE, No. 2,000; 42-inch width; worth 45c a yard. We only have 10 pieces of this, so you will have to hurry to secure your share—at less than half price, the yard **21c**

INDIA LAWNs

10c grade, a yard 5c
15c grade, a yard 9c
20c grade, a yard 12 1/2c
25c grade, a yard 15c

FINE BATISTE for Irish crochet embroideries; actual 40c to 85c qualities. June Bride sale **29c to 55c**

FRENCH RAMIE LINEN SUITING, recognized 65c qualities. June Bride sale, the yard **44c**

FRENCH LINEN SUITINGS—Everyone knows this 85c grade. June Bride sale, a yard **56c**

IRISH LINEN SUITING—10 webbs of this splendid fabric in 36-inch width; worth 60c a yard. June Bride sale, the yard **29c**

WHITE PIQUES, worth 40c, 50c and 60c a yard. June Bride sale **25c, 35c, 45c**

25c quality White Poplins 15c
35c quality White Poplins 25c
40c quality White Poplins 29c
65c White English Poplins 45c
60c White English Ottoman 39c

SALE OF LINEN PARASOLS

Neat, dainty parasols of white linen embroidery and hemstitched, splendidly made natural wood handles, June bride offer.

\$1.00, \$1.50, \$2.25, \$3.00 and \$3.50.

LONG SILK GLOVES

Splendid quality, double tipped, in black and white 16-button length, mousquetaire style, worth \$2 a pair, June bride offer **\$1.49**

JUNE BRIDE RIBBONS

For corset covers, sashes, hair bows—and all the other ways a June bride can utilize ribbons—all widths and prices from 3c to 50c a yard.

Great Hosiery Sale

Splendid quality hose in a big range of plain shades and fancy ideas, blacks and tans included—worth 65c a pair—Special **39c**

ONYX HOSE in blue, pink, white and all other wanted shades, fine mercerized finished, splendid 75c quality, special **50c**

PURE SILK HOSE in a full range of shades, with silk or lisle feet, splendid \$2 quality, special the pair **\$1.69**

WHITE SILK LISLE HOSE in a good, durable quality, splendid 50c values, the pair **39c**

CHILDREN'S WHITE MERCERIZED COTTON HOSE, full line of children's sizes, very special, the pair **25c**

CHILDREN'S AND MISSES' WHITE SILK LISLE HOSE, full range of sizes for children and misses, very special, the pair **35c**



Silk and Dress Goods Offers

38-inch all wool cream serge—June Bride offer a yard **79c**

44-inch all wool cream serge—June Bride offer, a yard **\$1.25**

50-inch all wool cream serge—June Bride offer, a yard **\$1.50**

24-inch all silk cream crepe de chine, soft, clinging fabric for gowns, worth \$1.00, a yard **85c**

44-inch cream satin striped chiffon cloth, an exquisite draping fabric; also 44-inch cream chiffon cloth, worth \$2.50 a yard, for June Brides, a yard **\$1.75**

GRADUATION DRESSES—Last Opportunity

For those who have neglected to buy the graduation dress we quote these prices for this week. The line embraces all styles of the finest lingerie fabrics and allover nets, exquisite lace embroidery, insertion and ribbon trimmed, high and Dutch necks, long and short sleeves, fine tucks, panelled fronts, lace trimmed revers, tucked sleeves; in fact, every dainty idea imaginable in the making of girls' dresses, from 8 to 17 years of age. Special prices for the first of the week as follows:

\$1.35, \$1.75, \$3.50, \$5.50, \$7.50, \$9.50, and \$10.00