

SOCIAL AND PERSONAL

Last night the Utah Women's Press club met with the retiring president, Mrs. John Q. Critchlow, and an election of officers took place. Mrs. Hattie Critchlow-Jensen being chosen for president; Mrs. Annie W. Kistner and Mrs. Mary Press, vice presidents; Dr. Ellis B. Shipps, secretary; Mrs. Amanda Dione, corresponding secretary; Mrs. Cornwell, treasurer; Mrs. Lydia D. Alder, historian. The retiring president, Mrs. Critchlow, was presented with a beautiful book by the society, entitled, "Famous Beauties in Art," the presentation speech being made by Mrs. E. E. Wells. An interesting program was given including a song by Ada Watson, original poem by Lily Froom, recitation by Mrs. Henderson, song by Vera Jensen, violin solo, Lucille Critchlow, duet by the Misses Watson. Mrs. Lydia D. Alder gave a report of the State Federation of Women's clubs which she attended at the Press club delegate, and Miss Eva Jensen gave a brief account of her European trip from

which she has recently returned. About 50 were present.

Last night the Primrose club gave a Halloween party at the Ladies' Literary clubhouse, pumpkinheads and devices being all about, and about 200 enjoying the pleasant affair. The members of the club are Mr. and Mrs. J. F. Daynes, Mr. and Mrs. P. H. Lund, Mr. and Mrs. Walter Wallace, Mr. and Mrs. Gus Anderson, Miss Vera Peil and J. H. Anson, Mr. and Mrs. Will Folland, Mr. and Mrs. Frank Bagley, Mr. and Mrs. Isaac Barton.

Miss Leona Silver entertained on Thursday night in honor of Mr. Fred Beesley who leaves shortly for Germany. The decorations were in autumn leaves, pumpkins and other Halloween details. About 25 were present.

The members of the Governor's club are making elaborate preparations for their second anniversary dance which takes place at the Odessa next Friday evening, Nov. 5. This affair really representing the beginning of the dancing season for the members of the younger set.

Invitations are out for a reception

to be given by Miss Marion Creighton at the Ladies' Literary club on the afternoon of Tuesday, Nov. 3, from 2 until 5 o'clock. Miss Creighton's pictures which were exhibited at the state fair, and which attracted much notice, will be on view. She has only recently returned from Germany where she studied in the best photographic studios.

A delightful party was given at the house of Mr. and Mrs. Chamberlain at 290 K street by O. C. Hunter in honor of the Medical society of the university. The entire house was artistically arranged. The room in which punch was served was draped with the colors of the society, with which autumn tones were intermingled; and the entire light was obtained from the opening in skulls. The other rooms were beautifully decorated with flowers, autumn leaves and pennants. Amusing and interesting medical games were played, and all details combined to make it a gloriously party.

The Misses Sadie Bluges, Vera Clayton and Dolly Watson gave a banquet, dance and shower party in the Twenty-second ward amusement hall Thursday evening in honor of David E. Orsler

who leaves on the 12th of November for Holland, a most enjoyable time being spent by all present.

"AMERICAN" RALLIES.

"BUT" Newton, a police court attorney, was the chief attraction at a so-called rally at Labor hall last night. Newton gave a characteristic speech but the audience paid very little attention to him. Lawrence Marsh, a negro attorney who recently came here, delivered a long oration and Archie Brandt ran him a close race for first honors. Mayor John A. Bransford, H. J. Dinnely and E. A. Rogers appeared at the rally about the time it adjourned.

Put Moran, the official contractor, donated the use of his barn at Eighth South and Second West streets to the "American" party so that a rally could be held there. The speakers were G. H. Raybould and W. S. Dalton. The residence of Mrs. John Shea at 208 east Third South street was the scene of an "American" rally last night. The speakers were Mayor Bransford and H. J. Dinnely, J. W. McKinney and

others. The "Americans" also held a smoker in Eastman's hall last night. Mayor Bransford and others made speeches.

FORTUNES IN IDAHO LANDS.

Alex McPherson, Irrigation Expert. Enthusiastic Over Possibilities.

Alex McPherson, agricultural instructor and irrigation expert in government and Carey act companies, is in the city for a few days on business connected with the Medbury valley project in Elmore county, Idaho. Mr. McPherson is very enthusiastic about the value of the land for fruit growing. He says he has not seen a better lot of land anywhere in the west for that purpose. It consists of about 1200 acres, which has been filed on over and over for the last 20 years under desert and homestead rights, with the understanding that the selectors would have the first right to select 160 acres under the Carey act. Those who have obtained these selections are now offering portions of their preference rights to outside people at a nominal sum, and Mr. McPherson regards it as a great opportunity for people

to get in at a low cost. The balance of the 1200 acres will be a straight Carey act proposition. Mr. McPherson says the price of the water delivered to the land will be 25 cents per acre, and the people are to have 11 years to pay for it. The greater portion of the water for irrigating this tract will be taken from the Malad springs, and the balance will be irrigated by water from the reservoir in the foot hills. There is said to be more water than is necessary and the supply is permanent. In the 1200-acre tract is located a townsite, and some of the land is divided into acre tracts, the balance being available under the Carey act. John M. Whitaker, of this city has been made agent for the company.

FUNERAL OF T. M. ROCK.

The funeral of Thomas M. Rock was held Thursday afternoon at the residence of his parents in Center ward. The services were in charge of Bishop Robert Bradford. The house was crowded with friends, many being unable to gain admission. The floral offerings were numerous and beautiful, and the musical exercises consisted of the songs, "Nearer my God to thee," by the choir, "sometime we'll understand," by Hor-

sea S. Ensign, "O My Father," by Miss Edna Edwards, and "Beautiful Isle of Somewhere," by a quartet consisting of Miss Virginia Smith, Miss Edna Edwards, Miss Kate Gibson and Miss Jana Edwards. Newell. The sexton, J. B. Taylor, Arnold H. Schuller and Robert F. Newell. Interment was in the city cemetery.

PIANO RECITAL.

Prof. N. P. Cook's piano recital gave a largely attended recital Friday evening in the First Congregational church, where the youthful performers acquitted themselves with marked credit. Mrs. F. J. Armstrong, pianist, and the Harmonie Singers added greatly to the entertainment. The following performers appeared on the program: Blanche Miller, Adele Butler, Phyllis, Ivy Van Cott, Janette Dool, Ernest Olson, Leland Shaffer, Prof. and Mrs. Cook, Mr. Fox and Mrs. J. J. Armstrong, with the Harmonie society.

Pioneer Roofing.

Sold, laid and guaranteed by LAMBERT PAPER CO.

KEITH O'BRIEN

A WORLD of BLACK SILKS

It's a black silk season and womankind is clamoring for favorite weaves. And while the stocks are fresh and new and assortments unbroken This Sale Is Inaugurated Trust This Store for Absolutely the Best Prices Here They Are: 20 Per Cent to One-Third Reduction

But we had to go into the market and buy in quantities—and quantity regulates prices. Our buyer goes right into the silk centers of silk production, placing contracts for immense quantities, often with the provision that the dyes and patterns are to be specified later—thus keeping pace with fashion development and at the same time holding prices down to the lowest possible basis.

Many of our silks are woven and dyed expressly for us; and not only do we show matchless variety but exclusive weaves. In this sale we wish to emphasize particularly the quality of the dye, the superior texture, the very highest grade black silks—made to retain their LUSTRE, the rich "feel," their newest—made to wear—and to give satisfaction while they wear—and remembered long after the price has been forgotten. So, we want you to know of these superb silks—for the prices are so low that it will be big bargain time all week at this store. Come Monday morning. Enjoy first selection. Come to buy lots—for the prices will justify it.

Keith-O'Brien's is the silk store of Salt Lake—headquarters for every reliable kind of imported and American made silk fabric; the store upon which thousands of women depend with utmost confidence in QUALITY AND VALUE.

Black SILKS

FOR EVERYBODY

Priced Within Reach of All

Black Silks will be a great attraction in our silk department Monday. A strong assortment of this season's very best weaves and quality. Silks for every purpose—every desirable weave. All greatly underpriced.

27-inch black Peau de Soie, \$1.25 quality	89c
36-inch black Peau de Soie, \$2.00 quality	\$1.40
36-inch black Messaline, \$2.00 quality	\$1.35
36-inch black Messaline, \$2.25 quality	\$1.50
36-inch black Satin Duchesse, \$2.00 quality	\$1.35
36-inch French Satin Duchesse, \$2.75 quality	\$1.85
36-inch French Diagonal, \$2.00 quality	\$1.40
36-inch Cotelet Cord for Coating, \$2.50 quality	\$1.75
72-inch (2 yards wide) Silk Jersey, \$5.00 quality	\$3.75

No samples given during this sale.

19-inch black Taffeta, 65c quality	45c
21-inch black Taffeta, 85c quality	59c
27-inch black Taffeta, \$1.00 quality	75c
27-inch black Taffeta, pure dye, \$1.50 quality	95c
27-inch black (Girarde) French Chiffon Taffeta, pure dye, \$2.00 quality	\$1.35
35-inch black Taffeta, \$1.25 quality	89c
35-inch black Taffeta, \$1.50 quality	99c
35-inch black Taffeta, pure dye, \$2.00 quality	\$1.35
36-inch black French Taffeta (Girarde make) pure dye, \$2.50 quality	\$1.75
19-inch black Messaline, 75c quality	59c
20-inch black Deborah de Soie, \$1.00 quality	69c
27-inch black Deborah de Soie, \$1.25 quality	95c
27-inch black Peau de Cygne, \$1.25 quality	85c

All other weaves of black Silk not specially priced, 20 per cent off.

This includes our celebrated line of Queen Quality in all weaves, with an absolute guarantee with each yard.



Keith-O'Brien

Rather a Surprise --- This Sale and These Prices at This Time of the Year

Usually lowered prices come later—but the Keith-O'Brien store has an individuality of its own—a habit of conducting sales along original lines—of including in its sales the very kind of goods wanted at the moment—offering new goods and unbroken lines in the beginning of a season to keep shopping interest keen.

We never let interest lag, so here is the unexpected—Shoes for mother, sister and brother, cheaper than they will be later, and a full, fresh stock to select from! Good news, indeed. Tell your neighbors—but first come and see the new shoes yourself, then you can tell them with keener relish, for this sale is the latest news.

School children will profit by this sale. At the prices quoted, mothers will be unable to resist laying in a winter's supply of footwear.

Special pains in fitting shoes—so that you or the children will not be troubled by breaking in the shoes.

Bear in mind that we are selling QUALITY SHOES—the kind that are worth while and A PLEASURE TO WEAR.

\$3.35 Sale Women's High - Grade Shoes

New and snappy lasts; all the new leathers and features to be found in this season's styles.

Tan Calf	Button and blucher in high cuts.
Gun Metal	Button and bluchers—many lasts.
Gray Suede	Button, with Cuban heels; latest shades.
Black Ooze	The swell effect for dress or street.
Patent Vamps	Green, black, gray, tan and blue suede or cloth tops.
Vici Kid	More than twenty styles and lasts—the high Cuban heels, or the low military and common sense lasts and heels.

Russian Calf and Brown Calf Many new patterns and lasts in button or lace.

A shoe is only as good as it FITS—if it pinches and squeezes and chafes—if it burns and tortures the feet—of what account is the quality of the leather, or the smartness of the shape, or the skill of the craftsman. Our SHOES fit—not in the instep, or the vamp, or the heel, but ALL OVER THE FOOT—because there are enough makes in enough lasts here to arrive at a satisfactory "understanding" with you. No one factory has ALL the best ideas—no one designer knows EVERYTHING about lasts. We don't handle just one brand—we want ALL THE BEST—and we get them. We look through one line and we select a single style—if the rest are inferior.

Boy's High Cut Boots Black or Tan

The most economical shoe for you to buy for your boys, we have the medium and extreme high cut ones. They will out wear two or three pairs of ordinary shoes, they are healthy because they keep the feet dry and warm. \$2.50 to \$4.00. The 15-16 Mises' and Children's for trimmed Julietas for house wear.

\$1.25 warm slippers for women, over twenty styles to choose from.