

# KEITH-O'BRIEN CO.

10 PER CENT REDUCTION  
ON ALL STAMPED SOFA  
CUSHION TOPS.

The new fall tops are in, and you can get almost any flower you wish to embroider. We have over fifty different designs of the very latest and prettiest effects. This is the time to buy your top to work for Xmas presents.

## JOIN US IN SAVING A BIG PART OF YOUR EXPENSE TO THE CITY

### Linens, Domestics, Wash Goods and Blankets.

THIS IS A BIG SALE THAT TAKES IN THE ENTIRE DEPARTMENT. EVERY ITEM IS A STIRRING REDUCTION. The STOCK IS NEW and CLEAN and DESIRABLE. NO OLD STOCK

The Sale is important in more ways than one—for the tendency of the market is downward. Therefore all regular prices are lowered accordingly. From these lowered prices reductions have been made.

Women, familiar with the prices which have been prevailing for the last few years because raw materials kept going up, will be surprised and delighted at these extremely low prices.

36 inch Bleached Muslin, sells regular at \$1.30 a yard, in this sale, a yard, .....50c  
16 inch Bleached Pillow Case, regular 20c, in this sale, a yard, .....10c  
18 inch Glass Toweling, regular price 10c a yard, special, a yard, .....50c  
Hemmed Huck Towels, size 17x34 regular 10c, special, a yard, .....50c  
Size 18x36, regular 15c, sale, 10c  
Plain White Shirt Waist Linen, 36 inches wide, regular price, 50c a yard, sale price, yard, .....35c  
Bleached Table Napkins, size 18x18, regular price \$1.50 a dozen, sale price, per dozen, .....95c  
Silver Bleached Table Linen 64 inches wide, sells regular at \$1.00 a yard, special a yard, .....60c  
Hemstitched Damask Squares, size 32x32 inches, regular price, 85c each, special each, .....50c  
Hemstitched Damask Squares, size 3'x36 inches, regular price \$1.25, special, each, .....75c  
Hemmed Tray Cloths, size 18x27, regular price 45c each, in this sale, each, .....25c  
Hemmed Damask Scarfs, size 18x45, regular price 55c each, special, each, .....45c  
Hemmed Damask Scarfs, size 18x54, regular price, 85c each, special, each, .....65c  
500 Remnants of Cotton Goods and Domestics, Outing Flannels, Gingham, Percales, Challies, etc. While they last a yard, .....5c  
Bleached and Unbleached Canton Flannel, special, a yard, 40c  
Bleached and Unbleached Outing Flannels, special, a yard, .....50c  
1500 yards New Outings in dainty stripes and checks, special for this sale, a yard, .....8-12c  
Standard Apron Gingham, regular 8-12c grade, special, a yard, .....5c  
Kimonos Flannelettes in all the new colorings and designs, special, a yard, .....11c  
36 inch English Percales and Madras Shirtings, special, a yard, .....11c  
30c inch Scotch Zephyr Gingham, regular 25c grade, special, a yard, .....19c

### Seasonable Offerings in the Blanket and Flannel Department.

All wool tricot waistings, full line of shades, special, a yard, 29c.  
11-4 size grey cotton blankets, sell regular at 89c pair; special, 69c.  
Beautiful new line of fancy washable flannel waistings for the new tailored waists; prices, 35c, 40c, 45c and up to 85c yard.  
11-4 size cotton blankets in whites, grays and tans, regular price \$1.15 pair; special, 75c.  
11-4 size mottled blankets, sell regular for \$1.25 pair; in this sale, 90c.

### Saturday the Store Will Begin Giving Lessons Free in China Painting.

This is a decided departure. The services of an experienced China painter have been engaged—in lady whose work is above the average. Classes 1 to 4 o'clock on Saturdays; on Wednesdays, 9 to 12 a. m. Inquiries answered at the Art department.

The fountain is now serving hot drinks; also hot tamales in connection with mid-day lunches. These tamales are cleanly made and nice in every sense.

Manicuring, hair dressing, scalp treatment, chiropody, etc.—first class work—third floor—take elevator.

Our very reasonable prices on women and children's underwear are attracting attention.

### Ladies' Handsome Umbrellas.

Fancy umbrellas, 24 inches; handles in gold and pearl, silver and pearl; paragon frame and steel rod. A splendid \$2.00 umbrella for \$1.50.  
Ladies' 26-inch natural handle umbrella; paragon frame with steel rod. Excellent \$1.25 umbrella for 85c.

### Ladies' Gloves.

The Keith-O'Brien glove department is showing the newest ideas in gloves. Attention is directed to a few of our special for Conference and Fair week.  
12-buttoned glove in blue, black, green, red, brown and gray. The newest styles. \$3.50 quality for \$2.45.  
16-buttoned glove in black, white, red, green, navy, gray, brown and tan. Special, \$3.75.  
"Tampa"—a 2-clasp overshoe in fine German lambskin. A very pretty and stylish glove. \$1.25 quality for 95c.  
8-buttoned gauntlet—suede finish, cotton, tan, black and brown. \$1.00 and \$1.25.  
2-clasp cashmere glove—black, blue and brown. 35c, 50c and 65c.

### Big Sale of Shirts Saturday

52 DOZEN \$1.25 SHIRTS TO BE CLOSED OUT AT 59 CTS.

These shirts are all new, the shipment having just reached us. They are snappy, handsome shirts and would sell quickly. Marked close at \$1.25.

The truth is we didn't order these shirts. They came to us by mistake. Finally, rather than have them re-shipped, the manufacturer made a specially low price—and so we kept them.

You are the gainer. We will turn over the best end of the bargain to our customers and to visitors.  
The shirts are new in pattern, made of excellent material; they are quality looking.  
To appreciate them they must be seen.  
Step in Saturday morning. **59c**

### SATURDAY NIGHT CONCERT.

That the management made no mistake in securing the celebrated Philharmonic orchestra for the Saturday evening concert is attested by the constantly increasing crowds which attend each performance.

The following is the program for Saturday night:  
"National Fencibles," march ..... Sousa  
"Poet and Peasant" overture ..... Suppl  
(a) "Nippono" (new) ..... Johnson  
(b) "Noddies" German rag ..... Wenrich  
"Evening Star," from "Tannhauser" (cello solo) ..... Wagner  
"Just a Little Rag" ..... Marsh  
"Melody of Popular Hits, No. 2" ..... Renick  
"Español Waltzes" ..... Waldenfel  
"Scarf Dance" ..... Chamlade  
"Glow Worm" ..... Lincke

We tell the simple truth about things we sell. In that way we win confidence.

Visitors will be charmed with our windows. They will be delighted with the interior decoration. But that which will impress them most will be the exceeding low prices, the very reasonable prices throughout the store.

## Boys' and Girls' New Fall and Winter Wearing Apparel

JUST WHAT PARENTS ARE NOW LOOKING FOR—Every visitor to Salt Lake City will be interested in seeing the splendid showing of Juvenile apparel in this department. We furnish complete outfits for both boys and girls up to 17 years of age. Satisfactory outfits too, because they combine in PROPER proportions, two essential features in good clothes—Durability and Appearance. At this store these two features ALWAYS determine price—Consequently the price is ALWAYS right.

### Boys' Two-Piece Suits.

Divided into three classes—the handsome little "Russian" and "Buster Brown" suits for boys from 2-12 to 7 years—plain and fancy serges in blue, brown and cardinal also in fancy mixtures in new shades—\$3.50 to \$8.50.

### Sailor Blouse and Junior Norfolk

Suits for the boy from 6 to 10 years of age, who is just graduating from the above styles. These suits come in the popular serges and fancy mixtures in all colors, many of which are especially adapted to school wear.

**\$3.50 to \$10.00**

BOYS' DOUBLE BREASTED SUITS—like cut, also without belt if desired—this suit is the established style for boys from 10 to 17 years of age. In this style we show a very large variety of fabrics and "models" many of which are ideal school suits. Every dependable quality from reliable fabrics is shown in this line, at a range of prices from \$.35 to \$13.50. Complete lines of Reefers and Overcoats.

### Persistent Endeavor Has Produced These Splendid Values in

## Misses' and Girls' Garments

### Girls' and Misses' Coats.

Long coat and three-quarter jacket styles in plain colors and fancy mixtures in the new brown and tan shades—cut with full box back—semi-fitting and empire style. Inlaid velvet collars and turned back cuffs—reds, blues, browns and fancy mixtures in desirable and dependable fabrics—\$3.50 and up to \$20.00.

### Little Girls' Coats.

Size 1 to 6 years.  
New cloth-Bearskin and Zibeline coats cloth coats in red, brown, tan navy and Alice blues; Bearskin and Tibeline coats in white, cardinal, blues, brown and gray. Both double and single breasted styles—\$3.50 to \$10.

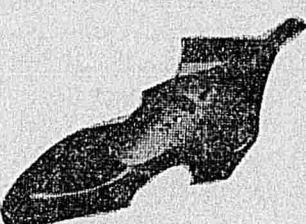
SPECIAL Manufacturers' sample line of Girls' long coats—priced at fully 1-3 less than regular—Also the hundred boys' 2 piece suits—sample garments and specials from broken lines—Sizes 14, 15, and 16, also a few smaller sizes. Values up to Ten Dollars—Choice, \$2.25 and \$3.45.

### Special Underprice Sale of Dress Goods and Black Taffeta For Friday and Saturday.

36-inch Mixed Mohair and Wool Suitings, in small, neat checks, stripes and plaid effects. Friday and Saturday .....25c  
36 and 40-inch Plain and Fancy Wool Suitings, in all of the newest weaves, Chiffon, Panamas, Chevron, Van Dyke, stripes and mixed effects. Friday and Saturday, 49c, values up to 75c.  
Great one dollar offering, 44 and 54 inches wide, of high class imported dress fabrics. In this collection will be found all of the newest weaves for street wear. Plain and colored and novelty effects. Taffeta Cloth, Chiffon Panamas, French Twills in mon-

### Misses' and Children's Shoes.

\$2.00 our special in sizes 11½ to 2 years, style and fit are the features. Smaller sizes in proportion.  
\$2.50 and \$3.00 Misses' shoes, with all the style of women's high grade shoes, the best made. Boys' shoes, that wear, we feel assured, of giving better values than you can find elsewhere.



Women's \$5.00 shoes, a special feature this season. Many styles and leathers worth \$5.00 and \$7.00.  
Tans—over twenty styles. Patent—all the new lasts. Vel kid—comfort lasts, that are a comfort.  
Calf skin, gun metal, Russia semi-patent.

### Women's and Children's Hosiery.

Women's outside black hose, some are lace, others good weight black cotton, ribbed, plain top. Regular 25c and 35c values, to close them out .....19c  
Women's medium, heavy or light weight cotton hose. The kind that gives service. K. O'Brien, special at .....25c  
Women's full fashioned cotton hose, double heel, toe and sole. Regular 25c value. Special at the pair .....19c  
Women's fast black fine cotton hose, double heel and toe, crew foot, elastic top. Regular 50c

### Women's Flannelette Gowns.

Extra well made—a very good quality of material, pink or light blue striped; all sizes; one with lay down collar and one with a military collar. Good values at 75c.  
Women's white Flannelette Gowns—military collar; bishop waist; also fine tucked front and back. Special value for Saturday .....\$1.35  
LACE WAISTS—We are showing a very pretty line of lace waists, ribbed, beautifully trimmed with val lace; also with a touch of color such as persian blue and brown, very nobby.  
TAILORED WAISTS—Linen collars and cuffs; wide, plain backs; also fine tucked front and back. Special value for Saturday .....\$1.35  
SILK WAISTS—Plain colors, also stripes and Persian designs. Prices from \$3.35 up to \$15.00.  
LAWN WAISTS—Embroidery fronts, long and short sleeves; values up to \$2.00 for .....57c

### Saturday Special.

Perhaps you need something warm these chilly days. We have nice wool sweaters in all colors, pink, light blue, white and white and black, values up to \$5.00 for .....\$1.45  
LACE WAISTS—We are showing a very pretty line of lace waists, ribbed, beautifully trimmed with val lace; also with a touch of color such as persian blue and brown, very nobby.  
TAILORED WAISTS—Linen collars and cuffs; wide, plain backs; also fine tucked front and back. Special value for Saturday .....\$1.35  
SILK WAISTS—Plain colors, also stripes and Persian designs. Prices from \$3.35 up to \$15.00.  
LAWN WAISTS—Embroidery fronts, long and short sleeves; values up to \$2.00 for .....57c



## WHEN VISITORS COME TO TOWN

- ¶ Certain purchases are to be made
- ¶ Visitors seek the store that they have heard about,
- ¶ which brings them to Keith-O'Brien's
- ¶—the finest department store in the intermountain West
- ¶—the store that sells quality merchandise at fair prices
- ¶—whose enormous purchasing power enables it to sell on close margin
- ¶—to see how cheaply it can dispose of goods
- ¶—not how much profit it can make on an individual article
- ¶ depending rather on volume of business
- ¶—on treating customers right
- ¶—in making them feel at home when within the portals
- ¶—and satisfying them so well that they will return again.
- ¶ Hundreds of stores do business
- ¶ Nearly all of them succeed
- ¶ But the store that best succeeds is the store that caters to the masses
- ¶ Not for the dollar alone
- ¶ But for that trade today which will bring business tomorrow.
- ¶ Having done these things in the past
- ¶ Continuing them through the present
- ¶ This store is getting a hold on the people
- ¶ Cementing a relationship between customer and store
- ¶ That augurs well for this institution.

### FEATURES IN THE ART SECTION.

The art department carries a nice line of souvenirs in pillow tops, banners, book marks, etc. Don't fail to visit the art dept. and see the new Darmstadt, gobelin and Madras embroideries. 20 per cent reduction on tinted table covers, violas, wild roses, geranium and conventional designs.