

Sample Line Gowns, Suits and Coats One-Fourth to One-Half Reduction



¶ A traveling man, representing one of the great houses of the country, closed the season at Salt Lake and sold Keith-O'Brien his entire lot of samples.

¶ One of the big Denver stores made an effort to obtain these samples. San Francisco, just before the catastrophe, bid also. However, we secured them.

Samples, as every merchant is aware, represent the manufacturer's best output. Each suit is critically inspected because later it has to undergo the scrutiny of expert buyers. These samples, therefore, are choice--the best that can be made.

Sample lines are always in demand. Every store in the country is reaching out for them. The lucky house invariably makes a big event of such an important purchase.

This sale, therefore, should arouse tremendous interest in Salt Lake City. The season is only opening, owing to weather conditions. These suits, comprising every leading style, represent the very latest creations.

It means a wide range of beautiful gowns, suits, jackets, coats and waists--a more comprehensive showing than our patrons are used to inspecting.

This magnificent sample line, assembled with our own handsome stock, affords a most extraordinary display.

It is an opportunity to buy a beautiful suit right in the height of the season at a great saving. The very latest modes, made of the very latest materials. Fashionable, every one of them.

Examination will prove a treat.

Sample Line of Gowns

Princess Gown--black and white embroidered net, made over chiffon and silk. \$135.00 for \$67.50.
All black net Princess. \$135.00 for \$67.50
White Chiffon Gown, \$75.00 for \$37.50
Black Chiffon Gown, \$75.00 for \$37.50
Reseda Green Net over Silk and Chiffon. \$55.00 for \$27.50
Baby Irish Gown, \$55.00 for \$27.50
White Net over Blue Silk. \$39.50 for \$19.75
Embroidered Jap Silk. \$25.00 for \$12.50
And a variety of other styles and prices equally reduced.

Sample Line of Silk Suits

Eton and Pony Styles and Shirt Waist Styles. Alice, Navy, Rose, Black and White Check, Blue and White Check, and Reseda. Sample sizes only--and one of a kind.
\$57.50 Suit for \$35.00 \$29.50 Suit for \$18.75
\$37.50 Suit for \$25.00 \$25.00 Suit for \$16.50
\$32.50 Suit for \$22.50 \$22.50 Suit for \$13.75
\$18.50 Suit for \$9.75

Sample Line of Linen Suits

Eton and Pony Styles--White, Pale Blue, Lavender, Pink and Reseda.
\$45.00 Suit for \$32.50 \$29.50 Suit for \$19.75
\$37.50 Suit for \$27.50 \$25.00 Suit for \$16.50
\$32.50 Suit for \$22.50 \$22.50 Suit for \$13.75
And many other similar prices.

Sample Line of Smart Top Coats

Shown in the 3-4 length, full loose back, novelty cloths and shadow checks--all handsomely tailored.
Beautiful for street wear, automobiling and ocean wear. Sample sizes only.
\$29.50 Coats for \$18.75 \$22.50 Coats for \$13.75
\$27.50 Coats for \$16.50 \$18.50 Coats for \$11.75
\$25.00 Coats for \$14.75 \$16.50 Coats for \$9.75

Sample Line of Cloth Suits

Eton and Pony Styles. Sample sizes only. Some very handsome mixtures. Navy blue, Panama cloths, and a few voiles, and some Chiffon broadcloths.
\$65.00 and \$75.00 Suits for \$45.00
\$55.00 and \$75.00 Suits for \$39.50
\$45.00 and \$75.00 Suits for \$35.00
\$35.00 and \$37.50 Suits for \$25.00
\$25.00 and \$27.50 Suits for \$18.75
And many other styles and equally low prices.



Women's French Hand-Made Underwear

Hand-made unlaundered Gowns, made in chemise style.

Regular \$3.75 Style at \$2.80
Regular \$5.00 Style at \$3.75
Regular \$5.50 Style at \$4.15

Hand-made laundered Gowns, with hand embroidery and French Val. insertion; flowing sleeves, laced with wash ribbon:
\$7.50 Style at \$5.50
\$8.75 Style at \$6.50
\$13.75 Style at \$10.25

Hand-made Corset Covers, unlaundered, with full French front, and tucked back:
\$2.25 style at \$1.65
\$2.50 style at \$1.85

Hand-made Corset Covers, laundered, full front, embroidered with small vines and French knots:
\$3.75 style at \$2.80
\$4.25 style at \$3.15
\$5.00 style at \$3.75

French hand-made unlaundered Drawers, with hand-embroidered ruffle:
\$2.50 Style at \$1.75
\$3.50 Style at \$2.65

Hand-made laundered Drawers--plain ruffle, with fancy stitched or hand-embroidered ruffle and lace edge:
Regular \$3.75 Style at \$2.80
Regular \$5.00 Style at \$3.75
Regular \$6.50 Style at \$4.85

Unlaundered hand-made chemise, scalloped edge, hand-embroidered front, drawn at top with wash ribbon:
Regular \$2.25 Style at \$1.65
Regular \$2.45 Style at \$1.85
Regular \$2.75 Style at \$2.05

Hand-made unlaundered Chemise, with fitted back; plain or trimmed skirts:
Regular \$3.75 Style at \$2.80
Regular \$4.50 Style at \$3.35
Regular \$9.75 Style at \$7.35

French hand-made 3-piece sets: Gown, Chemise and Drawers, unlaundered:
\$17.50 sets at \$13.25

LAUNDERED SETS:
Regular \$19.50 Set at \$14.65
Regular \$25.00 Set at \$18.25

White Hosiery--Special Prices

We are entering into one of the largest white hose seasons the country has ever seen. Our hosiery department is supplied with every style in the market. The boot lace, all-over lace, plain gauze lisle are shown in several different qualities.

Silk clocked, self-embroidered, and fine gauze lises, embroidered in dainty light shades, from 25c to \$1.95.

Women's all-over lace white hose. Special at 25c

Women's all-over lace, also a fine gauze lisle; special at 35c

Boot laces, all-over laces, plain gauze lisle; any number of styles embroidered in white or light silk--regular 65c hose; special at 49c

Miss Purcell Has Succeeded Madam Jones

The friends of Madam Jones are loyally turning to Miss Purcell, who succeeds that gifted modiste.

Miss Purcell was her first assistant for more than seven years.

Madam Jones knew her worth, appreciated her ability as a designer, and recognized in her a gifted student of fashion, a woman of ideas, quick to grasp the trend of style and apply it to their own creations--for Miss Purcell ably assisted the madam in designing and planning beautiful gowns--and sometimes even carried the work herself from conception to completion.

Madam Jones depended upon and found in Miss Purcell not only a friend but a valuable co-worker.

It was a fitting tribute, therefore, for the madam, upon leaving the employ of this institution, to urge the promotion of her clever assistant, holding that the management and the trade alike would find her exceptionally capable and exceedingly artistic.

Said Madam Jones: "Why, she has planned lots of the gowns for which credit has been given me, and she is my logical successor."

The management couldn't help but feel that Miss Purcell was entitled to the well-earned advancement.

And we will stand by her and give her every advantage.

L. A. Pauloo, Women's Tailor NOW WITH KEITH-O'BRIEN

Mr. Pauloo, who has been identified with Walker Bros. store for a long time, is now associated with this establishment.

Mr. Pauloo stands high in his specialty and is known throughout the West.

Sample Spring Waists

The Most Unusual Sale of the Year

Delicate and dainty patterns--Lingerie, Silk, Net and Crepe. Large and exceptional assortment. Latest styles--short sleeves.

25 Per Cent Less than Regular Prices.
A Saving of One-Fourth.



Sample Taffeta Silk Waists, Half-Price

White and colors; made in nobby designs. These waists will go in this sale at one-half regular price.
An \$18.50 waist for \$9.25
A \$9.75 waist for \$4.85
All styles--and all prices cut in half.

Burnt Wood

We will be glad to show you our new stock of bass wood consisting of panels and boxes.

The designs are new and the prices considerably lower than you have paid for wood heretofore--lower even than our former prices, because the stock is from a new manufacturer. Boxes 18 cents to \$2.00; panels from 5 cents to 75c. Art Section.

Doylies

Doylies worth up to 75c are reduced to 25c.

Finished borders and the very best quality of linen; stamped with violets, clovers, daisies, poppies and forget-me-nots. Art Section.

Roman cut work, scarfs and shams--regular 75 cents for 50 cents. Art Section.

Redfern Whalebone Corsets

REDFERN Z is the latest design with the fan front. A sterling corset in every particular. Suited to medium full forms. It is well sustained with genuine Arctic whalebone with three broad side bones. Attached are the "SECURITY" Rubber Button Hose Supporters--a corset style and comfort essential. Style ZZ, Baste. Price, \$5.00.



Our special corsetiere will fit you to a model which will so nicely serve that it will seem custom-made.

We set a standard for style, plus quality, from which we never deviate. Redfern Models are examples of this standard and are satisfactory to the most exacting taste.

Small Waist Rounded Contour with long lines, are the sequence of a Redfern foundation.

Redfern Models limited only to a shape exactly suiting each figure need.

Redfern materials, exclusive weaves, silky, cool, and beautifully embellished with dainty laces. "Security" Hose Supporters attached. \$3.50 to \$15.00 per pair.

Women's Shoes



\$3.85

For any pair of Women's Shoes worth \$4.50, \$5.00 and \$6.00. Oxfords are coming in daily. We must have room--this reduction is on every pair of high-grade shoes in our stock.

\$2.95

Hundreds of pairs of Women's Shoes worth \$3.50, \$4.00 and \$5.00. These lines are broken, but your size is among them and a bargain you cannot afford to miss.

\$1.95 to \$5.00--We have most complete line and assortment of Oxfords ever shown in Salt Lake City.

New Gloves

A large shipment of black and white, glenca Kid Gloves, 12 and 16-button length, has just reached us. Prices \$3.00 and \$3.50.

New Stock Hdkfs.

Complete new lines are now being shown for Women and Children. Special prices are made on lace edged, hemstitched and embroidered. 8 1-3 cents, or 3 for 25c.

Remnants of Embroidery in all lengths and widths--10 cents to \$1.00 a remnant.

Applique lace in cream, white and ecru, worth up to \$3.50 a yard. Sale price 79c.

KEITH-O'BRIEN CO.