

## INTRODUCING OUR NEW LINE OF TABLINGS, CLOTHS AND NAPKINS.

Not shown heretofore in this city, superior goods in many respects to usual lines, being made entirely of pure flax yarns, no tow, no mixture of cotton enters into the make up of these goods.

Beautiful patterns in Fleur de Lis, Clover, Daffodil, Poppy, Wheat, Rose, Tulip, Scroll in entirely new designs, mellow bleaching and of sufficient weight to give double the wear usual, Irish make, the home of good linens, with all the good points in their make-up. The price is one of the strongest features. In building up this section the policy is to ask a very modest price for goods of merit. Low prices are the drawing card. Napkins from \$4.00 to \$10.00. Cloths from \$3.00 to \$12.50. All sizes of cloths from 2 yards square up to 2 yards by 5 yards, also the special sizes, 24x34, yards and 24x34 yards (for which there is a great demand) kept in stock.

At this time we are showing a complete line of Irish hand embroidered pieces in sizes 6x8 inches up to 24x36 inches, also scarves 18x45 up to 18x72 inches, running in price from 85c to \$2.75.

## SPECIAL.

Some odd pieces in above goods must be squares at—

Half Price.

## JAPANESE HAND DRAWN WORK.

Our two previous sales on these goods has met with such favor that duplicated purchases for holidays, same complete assortment all sizes, squares and scarves, same low prices 10c to \$1.50, all prices between.

## SPECIAL INDUCEMENTS.

Turkish Towel Bargains. It is bleached large size, fluffy, worth 40c, only—

29c

19c

Extra large size and heavy, 19c

Table Linen, dice pattern, 58 inch wide, regular 40c, now—

25c

Hemmed Crochet Bed Spread, Full size and weight, regular \$2.00, now—

\$1.60

Fancy French Flannels, creams and colors, some beautiful things in this lot, values 75c to \$1.25, Today—

59c

## BED SET OPPORTUNITY

JAPANESE HIGH ART, at a bargain. We have a bed set in three pieces made of very colored satin, lined with China silk and most exquisitely embroidered, in apple blossoms. This set was left with us to be sold for \$300, and it is worth it, but by permission it is now offered for \$100.00 only—

## LONG CLOTH SPECIAL.

LONG CLOTH SPECIALS. In order to reduce quantity, we offer two numbers of best quality long cloth.

12 yard pieces, \$2.25 quality at per piece—

\$2.25

\$2.15

Bleach Table Linen, Our 85c 62 inch wide, this week—

59c

25c

Huck Towels, 17 x72 inch, regular 10c, This week only—

7c

12c

## APRON GINGHAMS.

Mill ends, 1,000 yards apron Gingham in 5 to 20 yard lengths. If the lengths suit you take them at 5c a yard. They are worth 7 1/2 cents.

## SHEETS AND PILLOW CASES.

Here is splendid opportunity to buy sheets and pillow cases away under price. This offering is of our best goods, not a poor piece in the lot, and full sized, in width and length.

81x90 Sheets, Linen finish, worth 80c, now—

49c

81x90, best goods worth 80c, now—

69c

81x90, best goods worth 80c, now—

13c

81x90, best goods worth 80c, now—

17c

## OUTING FLANNEL.

A drive in outing flannel, 50 bolts assorted patterns, checks and stripes, worth 80c, for only—

61c

ODD CLOTHS. 50 cloths, no napkins to match, length from 2 yards to 2 1/2 yards. Prices from \$1.75 to \$15.00 each. One-fourth off.

NAPKINS.—Mostly half dozens, will sell at remnant prices, greatly reduced.

## BEDDENDOWNS.

Beddendowns, 27 inch, blue, pink and gray, worth 50c and 60c, now only—

15c

## TOWELS.

CREAM TURKISH TOWELS, 24x34, extra large size, and heavy, regular 25c, now—

19c

TABLE LINEN—Dice pattern, 58 inch wide, regular 45c, now—

25c

## BED SPREADS.

Hemmed Crochet Bed Spreads, full size, and weight, regular \$2.00, now—

\$1.60

## FRENCH FLANNELS.

Fancy French Flannels, creams and colors, some beautiful things in this lot. Values 75c to \$1.25. Today—

59c

## Keith-O'Brien's Basement Sale 1904



## SOME BED SET SPECIALS.

## BATTENBERG BED SETS.

\$8.75 slightly soiled \$5.00.  
\$12.00 slightly soiled \$7.50.  
\$20.00 slightly soiled \$10.00.  
\$11.50 slightly soiled \$6.00.  
\$30.00 slightly soiled \$16.50.  
\$45.00 slightly soiled \$22.50.  
\$9.50 slightly soiled \$5.00.  
\$10.50 slightly soiled \$6.00.

## ARABIAN BED SETS.

\$8.75 reduced to \$4.75.  
\$4.75 reduced to \$2.75.  
\$10.50 reduced to \$5.25.  
\$35.00 reduced to \$15.00.  
Ruse Colored Applique mounted on Swiss or Net.  
\$22.50 slightly soiled \$11.25.  
\$10.00 slightly soiled \$5.00.  
\$17.50 slightly soiled \$8.75.

A great variety of Rope Portiers, \$4.95, \$3.95, your choice, \$2.75

## CURTAIN SPECIALS.

ABOUT 50 PATTERNS OF ODD CURTAINS IN 1 PAIR LOTS AT HALF PRICE.

## WHITE RUFFLED MUSLIN CURTAINS.

\$10.50 for 1 pair \$6.00  
9.00 for 1 pair 5.00  
8.00 for 1 pair 4.25  
1.50 for 1 pair .89

Colored Ruffled Muslins, blue, pink, green, yellow, \$1.25 reduced to .89

## SASH CURTAINS.

Suitable for hall window and doors. Imitation Arabian, Brussels Net, Renaissance. All of these at Half Price—\$3.95, \$4.50, \$4.75, \$5.80, \$7.50.  
Arabian Brussels—\$7.75, \$8.50, \$9.00, \$11.00.

## A WEEK OF STRONG BARGAINS!

Certain Lines of Lace Curtains Almost Half Prices; Portieres Half Priced; Oriental Couch Covers Cut to Half; Draperies One Half; Window Curtain Materials Become Striking Bargains. Rugs One Third Off.

## Window Curtain Material.

ETAMINE SWISS—In red, blue, green and yellow; one yard wide. Regular 17 1/2 cents; this week special 10c.  
DOTTED AND FIGURED SWISSES—White only; one yard wide. Regular 25 cents; this week 17 1/2c; 15 cent grade for 10c.  
DOOR PANEL LACE—White; yard wide. Very pretty and suitable for curtains and transoms, 75 cents for 45; 90 cents for 50; \$1.00 for 55 cents; 65 cents for 40c.

ROBINETS in ecri and white, the latter slightly soiled; 45 inches wide—regular 65 cents for 30c; 64 inches wide, regular 65 cents for 40c; 72 inches wide, 75 cents for 50c.

CREAM MADRAS. Effective for inside draperies. Widths: One yard and 1 1/4 yards. The yard wide sells regularly for 45 cents—reduced price 25c; one and one-fourth yard wide reduced from 65 cents to 40c.

SILKOLINE—All colors in fancies; yard wide. Regular 12 1/2 cents for 7 1/2c.  
FIGURED SWISSES—Suitable for dresser scarfs, bed sets, lambrequins, curtains, etc. Yard wide. Regular 25 cents; reduced to 15c.  
EMBROIDERED MUSLIN BY THE YARD—Suitable for bed room curtains; 30 inches wide. The prices and reductions average as follows: 45 cents for 22 1/2; 25 for 12 1/2; 35 for 17c.

## DRAPERIES.

All of these goods are in demand. It is a superb line, choice styles and innumerable patterns. It is the largest showing of similar high class draperies in Salt Lake. Nearly all are French tapestries. The width of these goods is 50 inches wide and the prices are by the yard.

\$3.00 Taffetas for \$1.50.  
\$3.50 damask, for \$1.75.  
\$3.00 silk damask, for \$1.50.  
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\$3.00 silk damask, for \$1.50.  
\$3.00 silk damask, for \$1.50.

These are only a few of the reductions included in the sale.

## PORTIERS.

The line is exceptionally large and the variety is splendid. All grades, all designs, all colors. Portiers are shown from all schools of design. All of the staple grades and colorings. Included in the sale are fringes, rope portiers, cords, embroidery and appliques, metal braids, rug fringes, shade fringes and gimp. The sale offers a great saving. The stock is new and in every respect desirable.

SILK DAMASK Curtains, \$25.00 a pair, for \$12.50.  
VALOUR Curtains, with cord around the edge, \$12.00 a pair, for \$6.00.  
FRENCH VALOUR, several styles, \$17.50 a pair for \$8.75.  
TURKISH PORTIERS—\$17.50 a pair, for \$8.75.  
MERCHERIZED CURTAINS, fringed on both ends, \$5.00 a pair, for \$2.50.  
TAPESTRY CURTAINS—Beautiful designs, \$5.00 a pair for \$2.50.  
ENGLISH DAMASK—several patterns, \$17.50 a pair for \$8.75.  
These are only a few of the many kinds included in the sale at half price.

## Unequaled Genuine Reductions.

It is this character of merchandise that gave to Keith-O'Brien its reputation. It is this very kind of goods that has attracted thousands of shoppers to our Basement for selections and qualities not possible elsewhere.

It is this magnificent assemblage of merchandise that caused the unanimity of expression: "Keith-O'Brien Company carries the finest goods in all the West." But never have high prices been referred to by the purchaser who had investigated patterns, qualities and prices.

The people who, at first, charged this institution with being high priced were those whom had not patronized the store. With the first venture of patronage came surprise because of prevalent reasonable prices.

And today? Ask and without exception there will be elicited remarks favorable to our reasonable prices—"the most reasonable in all the city."

And our reductions and specials? Without exception every particular as regards regular prices, reductions, qualities, etc., are statements of facts.

This sale therefore will strongly appeal to you, considering the dependability of the advertised goods and reductions.

A week of inducements. You may not buy this class of goods often, but it is pretty nice to save one-third to half prices when you do purchase.

## APPLIQUE LACE CURTAINS.

\$10.00 for \$5.75 \$4.50 for \$2.50.  
\$7.75 for \$4.00 \$6.50 for \$3.50.  
\$7.25 for \$3.75 \$13.75 for \$10.00.

## RENAISSANCE CURTAINS.

\$7.75 for \$5.00 \$8.50 for \$5.50.  
\$7.00 for \$4.75 \$6.00 for \$4.00.  
\$9.50 for \$6.50 \$6.95 for \$4.75.

## IRISH POINT.

\$10.50 for \$6.00 \$5.00 for \$3.75.  
\$7.50 for \$5.00 \$3.50 for \$2.50.  
\$4.50 for \$3.00 \$13.50 for \$9.50.

## ARABIAN RUFF NET CURTAINS.

\$2.50 reduced to \$1.25  
\$2.75 reduced to \$1.50  
\$4.50 reduced to \$2.25

## BRUSSELS NET CURTAINS.

\$12.00 reduced to \$8.50  
\$9.75 reduced to \$6.50  
\$8.50 reduced to \$5.50  
\$9.00 reduced to \$6.00  
\$9.50 reduced to \$6.50  
\$7.75 reduced to \$4.75  
\$11.50 reduced to \$8.00  
\$10.50 reduced to \$7.50

## EMBROIDERED MUSLIN CURTAINS.

\$3.25 reduced to \$2.00  
\$4.00 reduced to \$2.50  
\$4.50 reduced to \$3.00  
\$4.75 reduced to \$3.25

## CLUNEY LACE CURTAINS.

\$4.50 reduced to \$3.25  
\$5.50 reduced to \$3.50  
\$10.50 reduced to \$7.00  
\$8.00 reduced to \$5.50  
\$7.50 reduced to \$5.00

## NOTTINGHAM CURTAINS.

\$3.25 reduced to \$2.25  
\$6.50 reduced to \$3.75  
\$4.50 reduced to \$3.25  
\$3.95 reduced to \$3.25  
\$5.75 reduced to \$3.50

## SPECIAL IN PICTURE FRAMINGS.

We do all kind of Picture framing. Come and select your moulding from three hundred samples.

## ORIENTAL RUGS.

Extensive showing of small, medium, and extra large sizes. The following specialties will be put on sale to effect a complete clean up of our oriental rug stock.

Specialties: Muskilot, Iran, Kharassen, Guendjic, Savolan, Daghestan, Mossoul, Bloochestan, Shirvan, Cashmere, Kis Kilim, Carabagh, Sparta.

You can select from either antique or modern weaves. Secure an oriental rug from the best selected and largest stock in the state at

1/3 OFF

A few examples follow:

|                            | Was.    | Now.   |                      | Was.   | Now.   |
|----------------------------|---------|--------|----------------------|--------|--------|
| Carabagh, 3-3x4-6          | \$12.50 | \$8.35 | Muskibat, 7-9x9-0    | 125.00 | 83.35  |
| Bloochestan, 3-0x3-9       | 11.50   | 7.65   | Muskibat, 10-0x13-4  | 225.00 | 150.00 |
| Iran, 3-2x4-3              | 13.50   | 9.00   | Kharassen, 8-11x12-4 | 225.00 | 170.00 |
| Shirvan, 3-4x4-1           | 17.50   | 11.65  | Sparta, 9-10x12-7    | 225.00 | 150.00 |
| Muskibat, 2-10x5-1         | 16.50   | 11.00  | Savolan, 11-12x14-9  | 225.00 | 150.00 |
| Mossoul, 3-0x4-2           | 9.00    | 6.00   | Muskibat, 6-10x10-10 | 175.00 | 116.00 |
| Cashmere, 4-3x8-0          | 34.00   | 22.25  |                      |        |        |
| Cashmere, 7-6x9-10         | 75.00   | 50.00  |                      |        |        |
| Cashmere (Runner) 9-3x11-2 | 40.00   | 26.65  |                      |        |        |
| Kis Kilim, 5-2x10-2        | 32.50   | 21.65  |                      |        |        |
| Kis Kilim, 4-8x10-4        | 30.00   | 20.00  |                      |        |        |

## LITTLE HOUSE FURNISHINGS.

Wash Boards, zinc, rubber, each.....20c  
Floor and Wall Dust Brushes, 14-inch, with handles, each.....75c and \$1.00  
Coal Bins, strong and lasting, each.....35c  
5-minute brand mixer, mixes and kneads the bread in 3 minutes. Hands do not touch the flour; Kneader, Mixer and Raiser, all in one, each.....\$2.25  
No. 8 heavy copper rim and copper bottom Wash Rollers.....\$1.15  
Joe Cream Press, best makes.....\$1.95  
Oak Towel Ring (6-inch).....\$1.75  
Crumb Trays, with Scraper.....\$1.30  
Japanese Dust Pans.....\$1.00  
Russian fibre, table, chair and furniture brushes.....\$1.50  
6-hook wall or door clothes racks.....\$1.50  
Nickel 3-prong Towel Hacks.....\$1.25  
23-inch Japanese Trays.....\$1.00

## LITTLE HOUSE FURNISHINGS.

Hard Wood Rolling Pins, well polished.....10c  
Turkey feather Dusters, full stock.....25c, 30c and 40c  
Towel Paper Baskets, each.....\$1.00  
Never Slip Can Openers, cuts square or round.....10c  
White Metal Forks, will not tarnish.....\$1.00  
Mallace plated Steel Knives.....\$1.00  
Hand or Vegetable Brush, best stock.....\$1.00  
Paper Mache Wash Bowls, strong and durable.....25c  
No. 8 galvanneal Bolders, strong, well made.....\$1.00  
Toilet Ham, extra fine polished handle.....75c  
Lemon Squares.....\$1.00  
Japanese Folding Lunch Boxes.....\$1.00  
Double Combination Vegetable & Food Graters.....\$1.00  
Coffee Strainers (wire) black enameled handles.....25c  
Scout Tea Strainers, each.....\$1.00  
Combination Funnel and Strainer, each.....\$1.00  
Blue and White China Mustard Jars.....\$1.00  
Blue and White Teapot Tiles, each.....\$1.25  
Knife Board Cleaner and Sharpener.....\$1.00

## LITTLE HOUSE FURNISHINGS.

Blue and White China Salt Boxes and Cereal Jars.....\$1.00  
White Maple Tooth Picks, per box.....50c  
Dish Mops, each.....\$1.00  
Alcohol Lamp, self generators.....\$1.00  
"Don Am," cleans brass, nickel, polishes.....\$1.00  
A splendid reason for the increasing interest in the House Furnishing Sale; the advertised goods are necessities. The prices are marked to the lowest notch. You are sure of saving. Don't overlook the prices quoted on Granite Ware. Read every item.  
The glass washboard, glass rubbing surface, will never wear out, tarnish or corrode.....\$1.00  
Best made fine polished clothes pins, dozen.....1c  
100 feet wire clothes line, will not rust.....25c  
Rustless sink strainers.....\$1.00  
Floort, best furniture polish, one-half gallon cans.....\$1.00

## LITTLE HOUSE FURNISHINGS.

Blue-Kan floor wax and furniture polish.....25c  
Our Good Luck clothes wringers, double ball bearings, solid white rubber rollers vulcanized on shaft inclosed double cog wheels, \$3.25  
Kitchen looking glasses, frames in gilt, white enamel and oak.....15c, 20c, 25c and 30c  
Domestic scouring soap for general house-cleaning, cake.....\$1.00  
Mrs. Potts' iron handles.....\$1.00  
Fancy decorated flue stops.....\$1.00  
Genuine W. A. Rogers silver-nickel ten spoons, each.....50c  
Extra heavy bright wire coatroom steel hangers.....\$1.00  
Angora wool piano and furniture dusters.....\$1.00  
Fancy Japanese toothpick holders.....\$1.00  
scientific co-tee Potts (The Gem), makes delicious coffee.....75c  
Oak towel rollers, nickel-mounted.....10c

## LITTLE HOUSE FURNISHINGS.

Wire tea balls, each.....20c  
Nickel electric call bells, each.....\$1.00  
White enameled lace shelf paper (5 yards).....\$1.00  
Trays (assorted).....\$1.00  
Knife board cleaner and sharpener.....\$1.00  
10-quart Dish Pans, best Enameled Ware.....\$1.00  
10-quart Seamless Water Pails, best grade.....\$1.00  
5-quart Tea or Coffee Pots, best grade.....\$1.00  
5-quart Preserving Kettles, best grade.....\$1.00  
5-quart Lipped Saucepans, best grade.....\$1.00  
5-quart Covered Buckets, best grade.....\$1.00  
The Genuine Lighter French Butcher Knife, regular \$1.00.....\$1.00  
Put Knobs, good chance to repair, 4 for.....\$1.00  
Cut Glass Salt and Pepper Shakers, Sterling Silver Tops.....\$1.00  
Fill ever; housekeeping need during this sale at a substantial saving.  
Full nickeled cuspidors, each.....\$1.00  
Waste Baskets, strong, well made, each.....\$1.00