

TO THE BEST OF OUR BELIEF IT IS THE LARGEST FUR SALE IN SALT LAKE CITY.



-- FURS --

A Manufacturer's \$10,000.00 Stock

THE SALE AFFORDS THE WIDEST RANGE OF SELECTIONS. Each piece is made perfect.

The manufacturer is on his way home and, anxious to dispose of his entire line, if possible, to save express charges and insurance, offered us a liberal discount, which we will give the benefit of to our customers, which means a reduction greater than perhaps offered by any previous Fur sale.

SCARFS

SCARFS—Mink, Moleakin, Krimmer, Sable Fox, Isabella Fox, Russian Fox, Blue Lynx, Marten, Wolverine, Squirrel and Chinchilla.

REGULAR PRICES

\$6.00 @ \$6.50 for \$4.00	\$12.00 for \$8.75
\$7.50 @ \$8.50 for \$5.00	\$16.50 @ \$17.50 for \$12.50
\$10.00 @ \$11.50 for \$6.75	\$18 and \$20 for . . . \$12.50

Scarfs run in price to \$100.00. All reduced 25 per cent to 33 1/3 per cent.

FUR JACKETS

JACKETS—Electric Seal in the plain and also trimmed with Beaver, Mink and blended Squirrel, and Persian Lamb.

Electric Seal, Persian Lamb, self-trimmed, also trimmed with Beaver, Nutria and blended Squirrel.

\$150.00 Cost--for \$100.00	\$50.00 Cost--for - \$35.00
\$100.00 Cost--for \$67.50	\$42.50 Cost--for - \$29.50
\$65.00 Cost--for - \$45.00	

THIS SALE OF MANUFACTURER'S FURS BEGINS TUESDAY AND WILL RUN THROUGHOUT THE WEEK.

IN RESPONSE TO THE GOVERNOR'S PROCLAMATION WILL CLOSE AT 1 P. M. TUESDAY.

KEITH-O'BRIEN COMPANY

Reductions in Underwear.

Having decided to close out our entire lines of Iroquois underwear we take Conference week as an opportunity to reduce prices. Iroquois is a standard make.

Ladies' wool vests and pants in natural and lavender. All sizes. Regular \$1.90 quality. Conference price— 95 cts.	Ladies' all wool union suits in lavender. Regular \$3.75 quality. Sale price— \$2.45	Ladies' ecru cotton fleeced vests and pants. Regular 35 cents for— 25 cts.
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LADIES' and CHILDREN'S HOSE

A splendid wearing quality which is sold at 35 cents is lowered for Conference to— 25 cts.	Children's 20 cent heavy cotton hose especially desirable for school wear—2 pair for— 25 cts.	We have just received 100 dozen of ladies' fast black lisle hose. Regular price 25 cents. Conference price—2 for— 25 cts.
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To Visitors:

The itinerary of your visit to Salt Lake should include a visit to this beautiful institution. It typifies Western aggressiveness, so far in advance of the times is the store. Cordial welcome will be given you. Whether you purchase or not is secondary. Feel free to inspect the store at will—inspect our merchandise if inclined.

Big Sale of Ladies Neckwear

Your Choice of Exquisite Lines, Regular 50c and 85c.

- LOT 1—A very handsome white Paris mousseline stole collar, made up with Duchesse lace trimmings
- LOT 2—A line of tucked French batiste with coral lace insertion, finished with buttonhole edge
- LOT 3—All val. lace and insertion with herring bone stitch. Very pretty
- LOT 4—A handsome Jacquard collar embroidered in pale blue, pink and white
- LOT 5—Scrim collar embroidered in red, white and blue and finished with small brass buttons
- LOT 6—Wash collars in pure linen, in white, tan, blue and red
- LOT 7—Ascot four-in-hand in the white cotton voile with nub effect. A line is also shown in the mercerized etamine with pique stock. We have just a few which are piped in black and blue, regular 50-cent line, for
- LOT 8—Buster Brown collar. We are showing a very pretty feature in them. The collars are made of white net with val. lace insertion and lace edging. Also a double accordin pleated Swiss Buster edged with val. lace. The regular price is 50 cents. For

39c

We also are closing out a beautiful line of 35 and 50-cent collars—today for 15c. 25-cent lace and embroidered white top collars, worn as a protection collar or a regular Buster Brown—for ladies and children—today, 10c. A 15 and 25-cent line of slightly soiled collars will be sold today at 5c.

Girls' Winter Coats.

They are made of winter weight zibeline, trimmed with gold braid and piping strap at the back. Regular price \$5.00. Conference price 25c.

Girls' Kersey Coats.

New styles and exceptionally handsome. A fine opportunity to obtain a fashionable garment at a decided reduction. They are made of an extra quality of kersey; three capes; strictly tailor made; half lined with satin; the new cuffs and sleeves. Regular prices \$8.50, for \$5.75.

Conference Week Bargains

Best indigo prints—6 1/2 cents—for 5c.
Zephyr gingham, 12 1/2 cents—for \$1-3c.
Best apron gingham—\$1-3—for 6 1/2c.
Fancy outing flannel—11c—for \$1-2c.
Fancy flannelettes—18c—for 12 1/2c.
Fancy flannelettes—15c—for 10c.
Fancy outing—12 1/2c—for 10c.
White outing—\$1-3c—for 5c.
Unbleached sheeting—7 1/2c—for 5c.
Unbleached sheeting—6 1/2c—for 4 cents.

CORSETS.

They are made of a good quality of coutil lace, trimmed top; hose supporters attached to the gray and white, 18 to 24. Regular price \$5 cents. Conference price, 50 cents.

Flannelette Gowns.

These are a bargain. They are made of a good quality of flannelette in pink and blue stripes, and trimmed with washable braid. Regular prices 65 and 75 cents. Conference price, 50 cents.

NOTIONS.

Added to the many other inducements in notions are these specials:
Pair 25-cent dress shields for 15c.
Pair 50-cent dress shields for 10c.
5-cent silk finish crochet cotton—two for 5c.
15 and 20-cent bolt finishing braid for 10c.
5c silk finish crochet cotton—2 for 5c.
2 dozen good sized pearl buttons for 10c.
25c velvet skirt binding for 15c.
25c and 50c back and side combs for 15c.

Bargains in Domestic.

Best indigo prints—6 1/2 cents—for 5c.
Zephyr gingham—12 1/2 cents—for \$1-3c.
Best apron gingham—\$1-3 cents—for 6 1/2c.
Fancy outing flannel—11 cents—for \$1-2c.
Fancy flannelettes—18c—for 12 1/2c.
Fancy flannelettes—15c—for 10c.
Fancy outing flannel, 12 1/2c—for 10c.
White outing flannel, \$1-3c—for 5c.

WINTER WAISTS.

Our large and comprehensive stock is now ready for inspection. It is a beautiful assortment. Rarely are new goods reduced at the very beginning of the season. They are made to attract Conference buyers.
Made of twilled flannel; tucked and pleated; also in blouse effect for misses; light and dark colors. Regular prices \$1.95 and \$2.00. Conference sale price \$1.45.

Ladies' Flannel Waists.

Made of good quality of twilled flannel, strapped and trimmed with black and white embroidery. Red, black, light and dark blue, \$2.95, for \$1.95.

WALKING SKIRTS.

Beautiful lines. Made of dark and medium mixtures—strictly tailor made; cover seams; kilted effects. Regular price \$4.95 and \$5.75. Special Conference price, \$3.55.

STYLE, COMFORT AND DURABILITY, OUR

\$2.95 Shoes For Women

Many Styles to select from.

Sizes to fit all feet.

350 pieces, All Silk Taffeta Ribbon, in all shades, from 3 to 4 1/2 inches wide, worth 30c, for

15c

150 pieces of Fancy Taffeta Ribbon, from 4 to 6 inches wide, worth 40c to 65c a yard, for

25c