

Spring Time and Spring Things.

The Displays have character, distinction, novelty, freshness--the kind that takes hold on the fancy of neat and exquisite dressers--the kind of new goods you are unused to seeing.



Cravenettes

All Styles, all Prices, but None of Better Value for the Money.

RAIN COATS--Double and single breasted; shirred back. All sizes and colors, \$12.75 and \$14.75, for \$9.75

What we do to the customer is a plenty--but it's the way--the pleasure it gives the customer--the satisfaction--the contentment of knowing that she got her full money's worth--that she is entirely pleased.

Dainty Silk Jackets.

Among the Innumerable Inducements These Are Conspicuous.

Made of taffeta and peau de soie, full length, sailor collars trimmed with braid--a very dressy, neat garment. Special at \$8.75

Misses' and Ladies' Jackets.

For Early Season Reductions These Are Exceptional and Attractive.

Made by men tailors and are not only stylish but will always keep their shape no matter how roughly handled. Loose back only, and unlined. 14 to 16 year sizes; and 32, 34 and 36 in ladies' sizes. These

\$6.75

jackets were marked low in the first place but we have concluded to make the line a leader. \$8.50 to \$12.50 qualities

There is an atmosphere of cordiality in our store.

The best that the markets afford we buy.

Kimona Necessaries.

Large Shipments Arrived. These Are But a Few of the Features.

Ladies' short kimonas, cotton crepe with satin bands down the front, \$1.25 to \$1.50.
Ladies' short lawn kimonas in light and dark colors, 35c, 50c and 65c.
Ladies' handkerchief kimonas in red and blue, at 50c.
Ladies' long kimonas in cotton crepe and lawn, in light and dark colors, 95c to \$1.25.

The stork carries the baby--and we carry the clothes--the outfits.

Spring Hosiery.

Every Conceivable Shade and Pattern to Match Summer Oxforas.

The line is complete in every respect. We shall be pleased to show them.

Ladies' gauze hosiery, 35c, 50c, 75c and up.

Our mail order department is a well-conducted mail order department. An experienced shopper does the shopping. And she picks up splendid bargains--makes careful selections--buys at the lowest prices--and when there is a sale on she takes advantage of it if at all possible. She simply does your shopping--and so well that out-of-town friends have no hesitancy in sending in orders.

Sale of Silk Petticoats.

Opportunity to Buy New and Stylish Petticoats at a Reduction.

Owing to the exceptional demand for silk shirt waist suits we have made heavy purchases of silk petticoats--heavier than usual in the hope that we can interest the ladies, as silk petticoats are growing fast in favor in the East. As a feature for the week--or as long as they last--we will sell our \$7.50 quality at \$5.75

Our odd moments are put in trying to improve the store. And many helpful suggestions are dropped by the shopper--which are readily picked up.

Apparel for Children

Most of the New Shipments at Little Prices. Mothers waiting.

With much eagerness mothers have been awaiting these suits and dresses. It is a little early of course to speak of graduation and confirmation apparel, and yet mothers are. They seem to want to get the matter of their hands. Included in the new dresses are the kind that will save the worry of making, and really as cheap in price. Then there is a line of fine gingham dresses with white gumples, lace trimmed.

New lines of suits for boys are in at prices from \$1.50 and up. It is with pride that we direct attention to these suits. By paying a little more the manufacturer has given these extra touches which make the suits wear better, keep their shape better, look better than other lines at the same price. A fine line of canvas hats and caps are now displayed.

Keith-O'Brien Co.

The People Are With Us.

In New Apparel We Greet You.

¶We concluded not to wait for Easter to don our new dress of type. How do we look? The old raiment has been relegated to the past. It carried individuality and served its purpose well. And now our advertisements will be graced in the newest, the most modern display type before the reading public today. The latest and the best we demand. There is nothing too good for our customers; there is nothing too good for this store. ¶It is our own. All of the daily papers have been equipped with this individual type. It is called Pabst Old Style; and certainly is full of style.



Exclusive Spring Millinery.

A SPECIAL WINDOW EXHIBIT affords interesting inspection ¶Newest conceptions of Parisian designers and the accepted dictates of American fashion compose our initial presentation of 1905 spring millinery. ¶Included in the showing are Imported Walking Hats; the very nobbiest. ¶French and Japanese new polo hats; quite the go. These are direct K-O-B copies of exclusive imported patterns. ¶The K-O-B hats for style and quality hold a place of their own in circles where correct dress is observed ¶For the demands of Salt Lake's neat dressers all kinds of dainty headwear is now displayed.

Certain to Mean a Rush.

Silk Shirt Waist Suits and Silk Suits--Two Marvels of Beauty.

Handsome as these suits are, strong as the values are we do not for one moment guarantee these suits, as the best of taffeta is deceiving. But the truth is these suits are selling at just about the price of the silk alone. All colors. The waists are trimmed and the skirts are pleated. \$14.75 and \$16.75 values for.....

\$11.75

5c A Shipment of Imitation Torcheon Laces, worth up to 20c a yard, for 5c

Handsomeness Spring Suits.

Fine Bargain Considering Style, Value and Earliness of Season.

Special values, evident the instant

examination is made--in a cheviot suit, all wool material; trimmed with taffeta, extra lined gore skirt. Blue, brown, and black.

\$16.75 for \$9.75

These suits are worth every cent of the original price. The latest style features have been observed. You will like them.

The management has acquired the knack of getting its mind off of the cash drawer long enough to look at the store from the shopper's standpoint.

Shell Goods.

One-third and one-half less than Regular Comb Prices.

All kinds, side, back, pompadour and fancy combs. Back combs in shell, amber and white as follows:

75c and \$1.00 combs for.....50c
50c combs for25c
35c ones for15c
25c ones for10c
20c ones for8c

Two fine values in side combs:
65c ones for35c
25c ones for10c

ALL REAL SHELL HAIR PINS, BACK AND SIDE COMBS AT ONE-HALF OF SELLING PRICE.

ALL HORN GOODS IN BACK AND SIDE COMBS REDUCED ONE-HALF. THESE INCLUDE THE CELEBRATED TORTOISE BRAND.



It has been remarked that our employees are enthusiastic both within and without the store. "Little drops of water make a mighty ocean." And united bits of enthusiasm will make a mighty store.

Neat Covert Jackets

Made along the Lines of the More Expensive Ones.

Made of a good quality of covert--strapped seams, collarless, edged with rows of stitching, extra lined. 34 to 38. \$6.75. for \$4.95

We are up-to-date.

New Pretty Lawn Waists.

Hardly Worth While to Make One's Own Waist, so Low is the Price.

There are two notable styles each trimmed with embroidery. Exceedingly good values at the regular price of \$1.25.

But to maintain the lively selling already started, and to give an idea of the character of values for the coming season, we shall place these on sale at **95c**

If not entirely satisfied she she gets her money back.

We are the first in the city to show swell oxforas.

Ladies' Underwear.

New Lines for Spring and Summer at Reasonable Prices.

Ladies' high neck and long sleeve at 25c, 35c, 50c and up.
Ladies' low neck and short sleeves at 25c.

Ladies' low neck and no sleeve vests at 12 1/2c, 15c, 25c, 35c, 50c and up.

Ladies' knit umbrella pants, lace trimmed, 25c, 35c, 50c and 65c.

Ladies' cotton tights, knee length, at 50c.

There is a tremendous demand for new goods this season. We've got the goods--and that is one reason why we are so busy.

Aristocratic Coats.

Hundreds and Hundreds of the smartest styles to select from.

Recent arrivals add new beauty to our exhibits and index precisely the smartest ideas. Women who desire the artistic tone of custom-made garments will find distinctiveness in covert coats \$12

Special offer of stylish covert coats, 22 inches long, semi-fitted fly-front, with mannish notched collar; strap in front and back.

Tailor-made Worumbo covert coats, collarless style, outlined with contrasting color broadcloth and braid, with self-color taffeta silk lining \$25

Signs up indicate prices are down--and we only say so when they are really down.

Lace Specials.

Features for the week in desirable Laces and Embroideries.

Fancy trimming buttons in colors of cream, gold, silver, blue, brown, green and red. Regular prices 12 and 10 cents each for 5c.

A good line of embroidery edgings and insertions suitable for underwear. Regular 30 cents a yard, special 10c.

Embroidery remnants from 5c to \$2.00 a remnant. All lengths. In different weights and qualities. They are as low as 40 cents and as high as \$2.00 a yard.

Monday, Tuesday

Some interesting little prices in the Art Section for two days.

All stamped and tinted pillow tops, 75c values for 50c.
Lithographic pillow tops at 40c.
A line of 45c pillow girdles at 25c.

Linen Leads.

The Choice Fabric for Dainty Summer Suits and Shirt Waists.

It will be the light weights, not the heavy, susceptible to creases, which has been in vogue for two seasons. The light weights, so much used for handkerchief making, will be in great favor. Anticipating a demand we are equipped with a desirable stock in different weights and qualities. They are as low as 40 cents and as high as \$2.00 a yard.

Irish Dimities.

McBride's Famous Dimities are Conceded the Highest Grade.

This is a new shipment and a very handsome line. Beauty and perfection in finish of cloth together with exquisite color and designs strengthen its strong popularity. Owing to the placing of early orders the advance in cottons will not effect our reasonable prices, 25c and 30c a yard.