

KEITH-O'BRIEN'S CORDIAL WELCOME TO VISITORS!

All colors of Satin and Taffeta Ribbon, 3 to 6 inches wide, reduced from 50c to 25c a yard.

This Store will close next Wednesday afternoon at 1 o'clock on account of the Fair.

CORDIAL INVITATION

Fall Conference, the Utah State Fair and special excursion rates are attracting thousands of visitors to Salt Lake the first week in October.

The trade tributary to Salt Lake reaches several hundred miles in all directions. Naturally when one living within that radius visits

the city there is considerable shopping to be done. A large portion of that trade comes to Keith-O'Brien Company. And there is a reason for it.



EXTRAORDINARY REDUCTIONS IN WOMEN'S CHARMING APPAREL.

We were guided and governed by the very highest standards in selecting this season's stock. Graceful designs, style, fit, workmanship, mark the character of each suit and garment offered in this sale. Lines and curves suggest exclusiveness.

The apparel is all high class. Besides the various lines set aside and reduced to a tempting point, many other features are included at special prices. The most reasonable prices prevail in every instance.

SOMETHING ABOUT THE LEADING STORE—THE STORE THAT HAS WON POPULARITY THROUGH REASONABLE PRICES

Notwithstanding Keith-O'Brien's position as a leader, the store is the most popular one in Salt Lake, by reason of its uniformly reasonable prices, its broad and generous policy, its effort to please customers at any cost, its reliability in every transaction.

THE SAVINGS WILL NATURALLY LESSON THE EXPENSE OF THE TRIP.

The bargains include the most desirable goods in every department.

ADVANTAGES OF OUR MAIL ORDER DEPARTMENT

Making friends with visitors in this way, much of their future trade comes to the store. It encourages them to send in orders by mail. The filling of such orders is attended with the greatest care. An experienced shopper, whose duty it is to obtain the lowest prices and best values for the out-of-town customer, takes advantage of sales whenever possible, and knowing values and being in touch with department heads and sales people, she frequently saves considerable money. This plan has served to strengthen the house in the confidence of the outside trade. It is not unusual now for a customer to write the house, give an idea of what she wants, an approximate price she wants to pay, and then leave the matter in the hands of our shopper. Our relations, therefore, with the mail order customer are very satisfactory.

Belts for Fall and Winter Wear

Excellent values for 48c

A nice Pick up in side Combs. Black and side combs in shell values 25c

Slightly Soiled Belts

Ladies' leather silk and wash belts—slightly soiled, values to 75c. Choice for 15c

LITTLE NOTIONS AT A BARGAIN.

75c shears 35c	25c shell hair pins 15c
50c Shears 25c	25c Dress Shields 10c
25c Scissors 10c	15c Dress Braids 10c
Shoe laces per bunch 5c	15c and 20c supporters, Child's 10c
Collar pins 2 on card and fine gold filled 25c	25c Supporters, Ladies 10c
Spool silk 100 yards 5c	50c Supporters Ladies' 25c
5c hair pin cabinets 1c	75c Supporters Ladies' 50c
10c Cube pins 5c	15c hair nets for 5c
5c card Hat pins 2 for 5c	
5c Hooks and eyes 1c	
5c Belt Pins 1c	
15c and 20c Pearl Buttons 10c	

Many other Notions at equal reductions.

Carpets, Rugs and Brass and Iron Beds—New Stock, New Patterns—Greatly Reduced for One Week.

Visitors will be agreeably surprised to find extensive stocks, broad assortments and under-prices on the Floor Below. In smaller cities such varied selections, such low prices are not possible. The sale is open to Salt Lake purchasers.

AMONG THE CARPETS

Asmirer Carpets—worth from \$2.50 to \$2.45 for \$1.50; \$1.75 for \$1.35.
Velvet Carpet—Worth \$1.00, for \$1.25; \$1.35 for \$1.00.
Tapestry Carpet—Worth \$1.40 for 90c, 95c for 75c.
All carpets made and laid at these prices.

HANDSOME NEW RUGS

Best Wilson Rugs—worth including the Boudier, Savalan, Hartford and Bagdad from \$4.50.
Asmirer Rugs—worth \$4.50 for \$2.50.
Velvet Rugs—worth \$4.50 for \$2.50.
Tapestry Rugs—worth \$4.50 for \$2.50.

FINE BRASS BEDS

All 2 inch pillars—new designs—Bright and Satin Finish—K. O. B. guarantees with every Bed.
\$30.00 for \$17.50
\$40.00 for \$24.00
\$50.00 for \$30.00
\$60.00 for \$36.00
\$70.00 for \$42.00
\$80.00 for \$48.00
\$90.00 for \$54.00
\$100.00 for \$60.00

PRETTY IRON BEDS

PRETTY IRON BEDS—These Beds are fitted and set up before leaving the factory, and are guaranteed to stand straight and rigid.
\$12.50 for \$7.00
\$25.00 for \$14.00
\$30.00 for \$18.00
\$40.00 for \$24.00
\$50.00 for \$30.00
\$60.00 for \$36.00
\$70.00 for \$42.00
\$80.00 for \$48.00
\$90.00 for \$54.00
\$100.00 for \$60.00

Best quality inlaid Linoleum laid on the floor for \$2.50 yard.

BOYS' AND GIRL'S APPAREL

You may be certain that in every detail the garments follow new ideas and innovations. The fabrics are high grade, and the garments finely tailored.

Girls' Buster Brown and Sailor Suits, 6 to 10 years at special prices.
Little Childrens' Bear Skin Coats, 2 to 6 years—\$4.50 to \$8.50.
Cloth Coats for little children, in blue, brown, and red at special prices.
Girls' Coats in blue, brown, red and mixtures; velvet and braid trim—med. \$6.00 and upward.
New showing of sweaters and stocking caps at reasonable prices.

Boys' handsome tall and winter suits from New York stock are reduced for one week from \$4.95 to \$3.95. These suits have just been unpacked.

Choice Candies put up in Basket Satchels 35c

Filled with whipped cream chocolates, Marshmallows, Chocolates, Marshmallows, and after dinner Mints.
Fine candy packed specially for Conference visitors at 25c a pound.

Special Prices In Shoes.

STOCK BARGAIN Table of Women's Oxfords and strap slippers—worth \$1.50 to \$4.00.
\$1.00—Infant's and children's strap slippers and shoes on bargain table.
New Fall Boots are arriving daily.

Teddy Bears

New shipment is being shown. All sizes and regular bear colors. There is such an exceptional demand for these imported bears that it will be nearly impossible to buy any at Christmas time. Prices 98c and upwards.

TOILET GOODS REDUCED IN PRICE.

81.25 Rhinoid backs with French plate mirror for 15c	75c hair brushes 25c	25c talcum powder 15c
\$1.00 an ounce Perfumes in all colors, including La Treille for 50c an ounce.	50c bath brushes 25c	Colgate's talcum powder 15c
50c an ounce Sachet powders, all colors including violet—35c an ounce.	35c and 50c hand brushes 25c	25c sponge bags 10c
	25c tooth brushes 10c	25c soap boxes 15c
	25c Dr. Graves tooth powder 15c	25c Castile toilet soap 10c
	Men's talcum powder 15c	An odd lot of toilet soaps the 10c and 15c kinds 6 for 25c

LOVELY FALL WAISTS.

Interest centers in the fall waist. The styles are snappy and the patterns beautiful. Our complete stock is now shown. As a feature a number of attractive, good selling lines show reductions to tempt visitors and home purchasers.

PLAID WAISTS.

A fine assortment of Dark Plaid Waists, in cotton, mohairs, and wool; made in Tailored and shirt styles. Special price \$1.95.

TAILOR MADE WAIST.

Nun's Veiling in Red, Navy, Black, Brown and White—Half inch tucks in front and back; tucked cuffs and stocks. Special price \$2.75.

BLACK CHIFFON TAFFETA.

TAILOR MADE WAIST of Black Chiffon Taffeta—All over hand embroidery front; latest novelty showing fine tucking between embroidery; long sleeves and Button back. Regular \$6.00 waist for \$3.95.

LACE AND NET WAISTS.

Parisian novelty; trimmed with fine Val lace; fancy yoke trimmed with elegant lace Medallions front and back; dainty elbow sleeves; lace collar and cuffs to match; Jap silk lining. Special \$6.50 waist for \$4.45.

WOOL SWEATERS.

Ladies' and Misses' wool sweaters in Cardinal, Maroon and White in assorted fancy weaves. Regular \$2.00 and \$2.50 values for \$1.35.

Stationery Very Cheap in Price

35c and 50c boxed writing—choice, 25c. Fine quality of paper and a bargain.
15c and 20c tablets for 10c envelopes to match these tablets for 5c.

Imitation Cluny and Torchon, including Val Lace.

Imitation Cluny Lace used as trimming and for fancy work—both insertions and edges from 2 to 4 inches in width. Worth to 25c a yard, special 10c a yard.

A new line of imitation torchon laces ranging from half to 3 inches in width. Special 5c a yard.

We have just received two lots of Val Laces in new and pretty patterns. One lot is made a special at 25c per dozen and the finer lot at 65c per dozen. Both are exceptional values.