

There is an irresistible fascination in following and mingling with the crowds — which center to this store — where a thousand articles will tempt the shopper

Long after the price has been forgotten the article will still be giving service.

# KEITH-O'BRIEN Co

Our Mail Order Service is Unexcelled.

This is proving the most remarkable Conference trade we have ever had.

No Man's Dollar is better than Another Man's Dollar at This Store.

If an article is not entirely satisfactory the purchase money will be refunded.

## When Visitors Come To Town!

*They wend their footsteps to Keith-O'Brien's—the Finest Store in all the West—the Store that forced High Prices Down!*

In Four States the eyes of Women who observe the tendencies of Fashion turn to this Institution for authoritative styles and inspiration. And when in the city a visit to this store reveals an assemblage of merchandise perfect in tone and grace—and the quality of each article reliable.

Women who appreciate purchasing from large stocks look forward with keen pleasure to the Conference excursions. The itinerary of their visit includes shopping at Keith-O'Brien's. Here they find real bargains on every hand—on extensive purchases the saving is sufficient to offset the expenses to the city.

### A Few Suggestions Gleaned From Among the Many Teeming Bargains.

Women's Suits, Coats, Skirts, Furs, etc.	Gloves, Ribbons, Novelties, Notions.	Infants Bonnets and Apparel, Silks and Dress Goods.	Pyrographic Outfits and Accessories.
Corsets, Underskirts, Kimonos.	Women's and Children's Shoes.	Laces and Embroideries.	Boys' and Girls' Apparel.
Women's and Children's Underwear and Hosiery.	Metal Beds, Pictures, Draperies and Curtains.	Toilet Goods, Candies, Stationery.	Little Utilities for the House.
Women's Waists.	Men's Furnishings.	Women's Neck Pieces.	Linens and Domestic.
		Millinery.	Carpets and Rugs.

### Articles That Will Appeal to You—Marked Reductions in Every Section.

**Cray Suitings** 46 to 54 inches wide—plain mixtures, shadow checks, hair line stripes and plain effects, \$1.25.

**Women's Suits** Man tailored Scotch suitings—26 inch Prince Chap Coat—\$22.50 for \$14.75.

Special Attention is directed to our \$5.00 Millinery — Stylish and becoming Hats.

**Veils** Entire stock of new chiffon drape veils — black, navy and brown, plain and polka dots and also ribbon trimmed from 75 cents to \$6.00 for Half Price.

**Purses** 45c cent Peter Pan Purses for 25c.

**\$2.95** Women's French heel Oxfords. Over 100 pairs in patents or kid, in swell, dressy effects; worth \$3.50 and \$4.00, for \$2.95.

**\$2.95** Women's Shoes in patents, gun metals, vici kid, regular \$3.50; blucher, lace or button.

**Bracelets.** A strong Jewelry feature. They are for women, misses, children and babies. The manufacturer warrants them. 98c.

**Waists** White Mercerized Vesting —made in Peter Pan style, with high collar — Waist worth \$1.50 for 95c.

Mohair Waist in all colors; full plaited front; long sleeves. Our special price \$1.95

**Furs** Isabella Opposum Scarf made of best quality of fur, 96 inches long, specially priced at \$9.75. Regular \$15.00 value.

**Shirts** Men's \$1.00 and \$1.25 shirts for 55c.

**Women's Collars** 35 cent stock collars, lace and embroidery, 10 cents, 3 for 25 cents.

**Hand Bags.** Ladies' Hand Bags, assorted leathers and colors, including black; riveted frames and Vienna handle. Regular \$2.00 and \$2.50, for \$1.45.

**65c** Fancy mounted Combs, either side or back, values from \$1.50 to \$2.00, for 65c.

**98c** Children's, Misses' and Women's Bracelets. Values \$2.00, for 98c.

**Table Cloths** 100 Pattern Table Cloth, fine double Damask, size 2 yards square, \$5.00 regular for \$3.00 each.

**Blankets** 500 pair— 12-4 cotton blankets—largest blankets made, \$2.00 regular for \$1.35 pair.

**Slippers** Crochet Slippers in all colors, with wool soles, Women's, 75c., Misses, 50c.

**Toasted Maroons** a toasted cocoanut with marshmallow center 25c.

**Perfumes** 75c., 90c., and \$1.00 an ounce perfume for 50c.

**Hat Pins** in different collar settings. Regular 35c and 50c for 25c.

**Leather Belts.** This season's latest shapes and shades; worth from 75c to \$1.00 for 19c.

**Silk Belts.** A beautiful line, values from 75c to \$1.25 each. Conference price 19c.

A week of Exceptional Reductions.

Prices and values are Never Misrepresented.

Boys' Suits, \$2.95 \$3.95

No visit to Salt Lake is complete which does not include a few hours at this interesting emporium—where animated, happy shoppers are intent on buying desirable things at prices less than they're used to—a thousand things not carried in the stores at home, and splendid assortments from which to select