

To Our Out-of-Town Visitors:



CORDIAL Invitation is extended you to make this store your headquarters if you contemplate a visit to Salt Lake City during Conference Week. The most beautiful store in all the West, it is particularly attractive at this season of the year. An atmosphere of style permeates it. Notwithstanding the rich simplicity which is apparent throughout the institution and the innumerable exquisite displays of new merchandise, prices are not in keeping with appearances. On the contrary no department house in the City sells goods quite so uniformly reasonable as does Keith-O'Brien Company. 'Tis deservedly said of this store: "Keith-O'Brien's forced high prices down." The phrase is full of thought. For Conference Week every department will offer visitors desirable merchandise much below usual selling prices.

We believe that as you will go through the different departments, careful shopping will result in a considerable saving of your expenses to the city. But even if you have no purchases to make, come in any way and look around. It will prove a pleasurable as well as an instructive visit.

Girls' Fine Suits

The models in spring suits and coats which this store is offering misses and girls this season are interestingly different along with the very practical.

Handsome Top Coats
These swell coats are 3 1/2 length, in shadow checks, plain gray, and covers. Value up to \$17.50.
Special price for **\$12.75**

Walking Skirts.

These skirts will appeal to your reason in a convincing manner. The materials are gray mixtures and plaids. Special price for **\$7.50**
Monday
Some of the skirts are plain circular, handsomely tailored, and others are in the gored circular styles.

Eton and Pony Jacket Suits



These are the correct suit styles. The materials are homespun, Panama cloth, checked Sicilian and Broadcloth. All the new shades. Special price for Monday. Values up to \$25.00.
Special price for **\$25.00**

BIG CARPET WEEK at KEITH-O'BRIEN'S

In all cases where manufacturers have substituted new designs, making it impossible for us to obtain complete lines, prices are decidedly reduced.

Axminster Rugs.

Every pattern new—extra heavy and very durable, 36x72, worth \$5.50, for \$4.45
27x60, worth \$3.50 for \$2.75

Lace Curtain Savings.

We have odd lots of curtains left after the season's business which will be disposed of at the following discounts:

All one pair lots will be sold at HALF PRICES.
All 2 pair lots will be sold at ONE-THIRD LESS.

All 3 pair lots will be closed out at ONE-FOURTH LESS.

We reupholster furniture. Old furniture may be made practically new at a very small outlay.

Our new materials for upholstering furniture comprise exquisite styles and colorings in tapestries, armures, silk gobelins and damasks.

A postal or 'phone request will occasion our representative to visit you with samples and give you estimates.

A beautiful stock of Brass and Iron Beds is carried.

BARGAINS YOU WILL FIND ON THE FLOOR BELOW

Royal Roasting Pans, reg. \$1.00, now 65c; \$1.25 for 85c; \$1.50 for \$1.00; \$1.75 for \$1.20; \$2.00 for \$1.35.
Steel Skillets, 4 1/2, 4 1/4 and 4 1/2. Acme Frying Pans, 10c to 35c. Drip Pans, 10c to 40c. Sleeve Boards, 75c.
Food Choppers, \$1.25 to \$2.25. Chopping bowls, 35c. Chopping Knives, 10c. Granite Mixing Spoons, 10c. Wood Mixing Spoons, 50c.

Blue Venetian Ware—in milk pans, stew pans, wash basins, etc., 1-3 discount.
Stove lid lifters, 50c. Stove poker, 50c. Paring Knives, 10c and 20c. A full line of floor and ceiling brushes in hair and bristles, \$1.00 to \$3.00. Hair Counter Brushes, 40c to 85c. Good Bristle Brushes, 55c. Fibre whisk brooms (just the thing for sweeping stair carpets), 30c.

Lamp Chimney brushes, 15c. Fine White Fibre Brushes, hard-wood back, suitable for scrubbing milk cans, 15c. Vegetable Brushes, 50c. 10-quart Bread Raiser, \$2.25 and \$3.00. Universal Bread Mixers, \$2.25 and \$3.00. Universal Cake Mixer, \$1.75. Fancy Vegetable Slicers, special, 15c. Galvanized Water Pails, 20c. Galvanized Wash Tubs, 60c 85c and \$1.00.

Glass Wash boards, 50c. Clothes Bars large size, special, \$1.00. 100 feet Rustless Wire Clothes Line, 25c. Clothes Pine, per doz., 10c. Best Brooms, 45c. Whisk Brooms, 8c to 10c. Dust Pans, 10c. Shovels, 10c. Coal Hods, 35c and 45c. Cotton Dish Mops, 15c. Heavy re-tinned Forks each, 5c. Excerpta Coffee Pots, \$1.40 to \$2.50.

Nickle Plate Tea Kettles, best quality, \$1.25 and \$1.50. French drip coffee Pots, \$1.10. Never Sag Adjustable Curtain Stretchers, \$2.25. Good Feather Dusters, 25c to \$1.75. Shelf Paper, in colors, 5 yards for, 35c. Glass Salt and Pepper Shakers, nickeled, 15c, 25c and 30c. A full line of China, Glass, Granite-ware, etc. in the basement.

Spring and Summer Gloves.

The Price of Gloves is Steadily Advancing. These Prices Therefore are Interesting!

One clasp, pique finish street gloves in all durable shades. Regular \$1.25 for **97c**

It's a broken line of misses' kid gloves, in white, brown, tan and red. Regular \$1.25 and \$1.00 values for **75c**

Complete stock of women's double tipped silk gloves in all shades for spring and summer wear, is now being shown. 50c and 95c a pair.

Women's elbow length silk gloves, \$1.50, \$1.75 and \$2 a pair.

The Finest Aggregation of Exquisite, Perfect, Antique and Modern ORIENTAL RUGS

ARE YOU BUILDING A HOUSE?
ARE YOU A TOURIST?

ARE YOU RE-FURNISHING?
ARE YOU A LOVER OF ORIENTAL RUGS?

We want to call your attention to the fact that this is exclusively an ORIENTAL RUG DEPARTMENT, where each rug is guaranteed and is exchangeable at any time. Our Rugs are direct importations and not left-over stock. Every Rug has been carefully examined and selected with artistic taste by Mr. Paul S. Ourfalian, the noted Rug collector. Here you find everything from the smallest Mat to the largest Carpet, and every known make from A to Z; also some elegant Silk Rugs on the balcony.

SEE WINDOW DISPLAY.

WHOLESALE AND RETAIL.

Warner's Rust-Proof.

Never Was There a Corset Shape So Universally Popular!



More of this model is sold than all other similar models put together. It's a shape for the average form; for the medium form; the corset skirt curving over the hips, shaping them into curves of beauty. The "Security" Rubber Button Hose Supporters, as attached, are necessary for producing the desired figure. Price **\$1.75**

Two Dress Goods Specials

38-inch all wool Batiste—all popular shades and black and white. Special, per yard **44c**

Plaid Mohair Waistings and French Challies—new spring colorings. Values 85c yard. Special **69c**

Plain and Fancy Mohairs

45-inch Silk Finished Mohairs, plain colors, shadow checks and novelty effects. The very idea for your Spring Shirt Waist Suit. Some special values. Sale starts Monday. Make early selection. Per yard **\$1.00**



\$5.00 to \$10.00 Headwear!

Inexpensive Millinery, full of style. An innovation for neat dressers. The best Hats for the money in the City.

Pyrographic Designs.

A New Shipment Has Just Reached the Store. The Best Quality of 3-ply White Bass Wood.

PHOTO FRAMES.

2 openings for pictures, 30 cents.
3 openings for photos, 50c.
4 openings—75c.

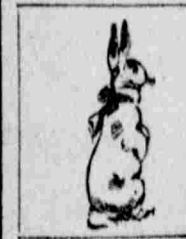
MOTTOS AND PLAQUES.

6x20 motto—20c 12x25 plaques—50c 18x18 motto—50c
10x10 motto—20c 8x20 motto—30c (And lots of other lowered prices.)
15x15 motto—40c 11x14 motto—25c
Owl key racks—20c Log cabin pipe racks—40c
Pyrographic outfits (catalogued at \$2.50, and which we sold at \$2.00), lowered to \$1.50.



Beautiful Waists

A large assortment of handkerchief and art linen waists, made in the tailored effects; hand embroidered and German val lace trimmed; at prices up from **\$2.95**
A beautiful waist of good quality in dotted and figured Swiss, made with full tucked front, new sleeve with tucked deep cuff **\$3.45**
A dainty creation in white China silk, with embroidered panel; lace insertion and tucked front; lace collar and cuffs; short sleeves, at **\$4.50**



EASTER Novelties!

First showing of newest ideas. Large assortments of chickens, rabbits, ducks and every imaginable Easter gift for children.

BIG RIBBON SALE.

First showing of a new stock of satin and plain taffeta ribbons. New colors. Sizes from 3 1/2 to 5 inches in width. Regular 25c and 35c, Special **19c**
A beautiful stock of 50c, 75c and \$1.00 ribbon in shaded and polka dot effects. Widths, 5 to 7 inches **27c**

Regular 60c, 75c and 85c striped and plaid ribbon, in the newest colors and styles, suitable for belts, ties, hat, bows, etc., Special **49c**
Handsome new stock of ribbon for tab collars and belts, in stripes, Persians dots and plaids. 25c, 30c, 40c and **45c**

M. J. B. COFFEE Sells Better Than Any Other WHY?

There's a demonstration at Keith-O'Brien's—try the coffee, now being served in the store, and you will know why.