

SALT LAKE'S GREATEST SILK EVENT

Emphatic Values in Hosiery And Women's Underwear Next Week.

A strong effort is being made to attract attention to a remarkable value in a 50 cent hose for women which has a double heel, toe and sole, in both plain and the ribbed. Women will also be interested in a gauze medium or lisle hose with an elastic top and double heel and toe---which the store is pushing at 50c.

Children's medium weight mercerized lisle hose, elastic top, double heel, toe and sole. It is a K. O. B. special and is a fine value. 35 cents or three pairs for **\$1.00**

Visit the Basement Section for Bargains in Little House Furnishings.

THREE THOUSAND FIVE HUNDRED YARDS INCLUDED IN THE SALE AT HALF PRICES, LOWER THAN HALF PRICES AND DECIDEDLY BELOW HALF PRICES--FOR MONDAY, TUESDAY AND WEDNESDAY

It is seldom Keith-O'Brien Company makes so sweeping a statement but occasion sometimes warrants it. The sale scheduled for Monday, Tuesday and Wednesday justifies the emphatic claim

The Shipment includes manufacturer's entire lot of odd lengths.

The silk is high grade in character. It is this season's weave and includes the handsomest productions on the market. All the new designs and colorings will be found.

A purchase of this kind is unusual—but possible. Fabrics of similar grade sell daily at this store at the values indicated below: the reductions are entirely reliable—and certainly extraordinary. It is a sale such as this house has never before offered. It is simply an opportunity.

\$1.00, \$1.25, and \$1.50 a yard for 69c
\$1.65, \$2.00 and \$2.50 a yard for 95c
\$3.00, \$4.00 and up to \$6.00 for \$1.25

Checks, Plaids, Printed Warps, Moires, Taffetas, Warp Print Messalines, Chameleons, Brocades and embroidered effects.

Buy any quality you desire for waists, skirt or dress lengths.

Women's Jap Silk Kimonos Reduced as a Feature For Monday

Our buyers recently made a special purchase of these high grade kimonos. The reduction is to enliven Monday shopping. Made with long bishop sleeves and butterfly drape; empire style, large sailor collar and plain low neck, regular \$16.75, for **\$10.00**

Sterling Underwear

Stirling Union Suits for Women are made to fit and be perfectly warm and comfortable. Made in silk and wool and mercerized lisle. Blue, flesh and white colors **\$4.95**

Women's Premium Wool Union Suits, buttoned across the shoulder. Blue, natural and white 40c

KEITH-O'BRIEN CO.



Replenish Your Thanksgiving Linen

New Umbrellas

First Showing of a Complete New Stock—All Kinds—All Prices.

THE new umbrella stock shows features introduced for the first time. It is an assortment of all grades, from the highest makes with elaborate handles to the ordinary, low-priced umbrella. Some of the handsomest ones have Japanese carved ivory, mounted in gold and silver, while the covering materials are of beautiful taffeta and silk serge. Other novelties are the gold and silver frames in the black and colored umbrellas. A fine Gloria Silk, of natural wood and silver tipped handles, are shown at \$2.45 to \$5.00

Beginning Monday We Inaugurate Our Greatest Linen Sale of the Year.

LINENS FROM IRELAND—LINENS FROM SCOTLAND—LINENS FROM GERMANY—LINENS FROM AUSTRIA—LINENS FROM JAPAN. An assemblage which will arouse keenest interest. Every woman loves beautiful linen. And just as the linens are certain to please even the most fastidious, even will the special prices appeal to the most economical.

Factories and warehouses from all over the land have contributed to this important event. The highest expert knowledge has been applied in the choosing. There is hardly a fabric in which the inexperienced can be deceived so easily as linens.

Table linens, cloths, napkins, towels, hand embroidered and hand drawn work pieces in all sizes.

The stock is large and splendid in variety, pattern and design. As to price—that we leave to you to decide after examination of qualities.

Qualities the best—Patterns the newest—Prices the lowest.

60 inch Bleached Damask, worth 60c.	62 inch Bleached Damask, worth 85c. for	72 inch Bleached Damask, worth \$1.10. for	72 inch Washed and Shrunken, worth \$1.10. for	72 inch Bleached Damask, worth \$1.25. for
45c.	69c.	85c.	85c.	\$1.00

Irish Hand Embroidery.

These pieces come in solid and drawn work combinations. They are beautiful and are always in demand. The assortment is exceptional. All sizes are shown from 4x4 inches up to 36 inches in rounds and squares. Ovals, trays and scarfs are also included in the sale. There are strong reductions throughout the stock. Inspection is invited.

Japanese Hand Drawn Work

This work is executed on a fine quality of linen. These are the same lines sold last Thanksgiving season with such excellent satisfaction, but this time the prices are lower.

6x6 20x20 54x54 18x45
9x9 30x30 18x27 18x54
12x12 45x45 18x36 18x72

Prices range from 12½ cents to \$5.00 each.

Pattern Cloths & Napkins to Match

We show complete assortments in all sizes at special inducements. A feature has been made of the larger or banquet size cloths such as 2x3 yards, 2x4 yards, 2½x2½ yards, 2½x3 yards, 2½x4 yards, 2½x5 yards. Prices as low as \$3.75. 2x2 yards as low as \$5.00. Finer qualities as high as \$25.00.

Mail Orders.

Experienced Shopper Attends to Wants of Out-of-Town Buyers

THE utmost care is exercised in selection of merchandise. When sales are on advantage is taken of them and in this way the sender of the order frequently obtains goods at prices lower than is expected. One from a distance cannot designate precisely what is wanted—and here the exceptional services of the experienced shopper is of inestimable worth.

We want out-of-town friends to have confidence in our methods—which mean that satisfaction must be given in every instance, to insure mail order growth.



FURS REDUCED.

Isabella Fox Scarfs. Sable Fox Boas Monday only—\$15.00 for

\$9.75

New Shape Scarfs of splendid quality.

WOMEN'S SHOES.



Their exclusiveness;
Their gracefulness;
Their well fitting;
Their pretty effects;

Have given the Shoe Section a reputation.

Every pair is made for this store.

Every pair fitted by experienced men.

Handkerchiefs and Laces.

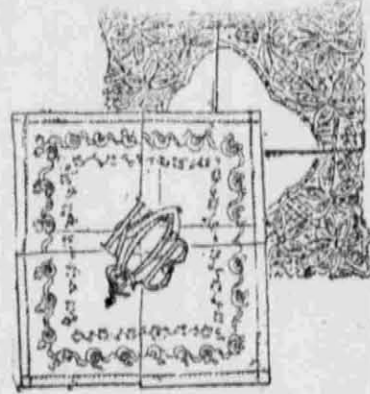
Sample Line of Women's 25c Fancy Handkerchiefs at **10c**

Net All-Over Laces in Cream and Ecru at only—

50c

Fancy Persian Bands and Fancy Braid at a special price of—per yard—

25c



Near Seal JACKET

24-inch Coat of Seal. Storm Collar and Cuffs of Nutria. Regular price \$42.50, for—

\$32.50



Demonstration of Pond's Extract Toilet Preparations. DEMONSTRATION IN THE NORTH MAIN AISLE.

Besides the superiority of these toilet preparations they are put up in Cut Glass Jars and Bottles, making them most attractive on the Dressing Table. Besides the original Pond's Extract in the 25c, 50c, 75c and \$1.00 sizes, we are demonstrating the Cold Creams in 25c and 50c sizes. Tooth Powder in 25c size. Talcum Powder in 25c size. Tooth Paste in 25c size. Tooth Wash in 25c size.

CARNATION COLD CREAM FOR CHAPPED HANDS, 25 CENTS.

SEE WINDOW DISPLAY.