

Keith-O'Brien

The Sale of 27-inch White Habutai.

The most popular silk for Spring and Summer wear. An early heavy purchase of a very popular grade of this cloth enables us to offer a limited amount of it at a great saving to our customers. \$1.00 values, special per yard 73c

The Art Section Announces a Sweeping 20% Discount

The sale is for the purpose of closing out old stock because shipments of new goods are arriving. No old stocks are merged with new ones—each season must stand for itself.

Adhering rigidly to this rule an accumulation of old stocks is avoided, and merchandise is always fresh and clean and nice.

The lines included in the sale have been in the store just one season and are in good condition.

All fancy glove and handkerchief boxes—one-fifth less.

India linen baby pillow slips, trimmed with val. lace—one-fifth less.

Entire stock of finished pyrographic panels—one-fifth less.

Opera and work bags, stamped on white and blue Moire Silk—one-fifth less.

Entire stock of hand made Battenberg lace pieces—one-fifth less.

Pure linen scarfs and lunch cloths, hemstitched with drawn work, stamped for colored or white embroidery—one-fifth less.

Pocketbooks, card cases and other leather goods, ready to burn—one-fifth reduction.

Indian heads, hand painted on leather—one-fifth less.

Peerless luster—a white mercerized cotton used for embroidery—one-fifth less.

White basswood stamped, ready to burn—one-fifth less.

Stamped sofa cushions to be embroidered—one-fifth less.

Keith O'Brien & Co.

TO OUT-OF-TOWN VISITORS.

WE extend cordial invitation to visitors to Salt Lake during Conference week to make this store their headquarters. The beauties of our Spring displays will charm every one, for the store was never more inviting. Although we have made extensive preparation for the occasion in the way of special reductions throughout the store, all are welcome—whether you buy or not.



Big Waist Sale Continued Each Waist is a Bargain.

It is always a pleasure to give the shopper an extra value and the big waist sale last week was marked by unusually good ones. It has been a long time since values of equal merit were offered.

The counters were lined with customers—delighted customers, too.

The special purchase included a large stock—enough for all the ladies to share in the sterling bargains.

This week the same unmatched prices, the same strong values will be in vogue.

When a shopper goes up to the counter and says, "Mrs. Blank told me of these waists—she is so delighted with her purchases that I want some myself," it means something. And similar expressions were heard every few hours of the last days of the week.

The India linen waist at 95 cents will sell readily at \$1.50. The beauty at \$2.45 is exceptional.

The tailored waist of fine batiste at \$3.47 is seldom duplicated at \$5.00.

The lingerie waist of Persian lawn at \$4.95 was eagerly sought. It is as pretty as pretty can be.

The higher-priced waists are equally as attractive.

Some of the exquisite hand embroidered waists ranged in price upward to \$50.00.

Among other new features we are showing the Bachelor Girl waist and the Marie Antoinette. The latter is trimmed with knife-plaited ruffles on front and on cuffs.

Some Beautiful Headwear and Popular Priced Effects

The array of beautiful dress hats is the very finest. They are New York's most correct shapes. The patterns are exclusive and will not be duplicated.

We are showing a special line of nobby flower hats made of hyacinths and lilacs, with trimmings of coque feathers and stylish grasses. These are without question the best hat offered for the money in Salt Lake—\$10.00.

A nobby dress hat in colored chips, trimmed with handsome flowers of lilacs, roses, with full ribbon trimming on the back.

This our own special make and cannot be duplicated at the prices—\$7.50, \$9.00, and \$10.00.

Another feature of millinery is a splendid line of turban and medium black hats in new and up-to-date trimming effects—\$6.00, \$7.75 and \$8.75.

Our strongest effort is centered in \$5.00 hats.

They come in navy, browns and champagne, and are trimmed with wings and ribbons. It is not easy to grace a \$5.00 hat with style, but we believe a vexing problem has been solved at this store by the introduction of these stylish, quality-looking hats.

We are offering for children very pretty cloth and silk hats in reds, blues and grays trimmed with rosette of ribbon and quills. A stylish and serviceable hat for \$2.50 and \$3.00.

For the lady of taste and deft fingers who wishes to trim her old hat herself, we offer a lovely line of flowers, quills, wings and ornaments.

Beautiful Frocks for Spring

We have assembled vast displays of exquisite Gowns, Costumes, Suits, Wraps, French Lingerie, Millinery, Shirt Waists, Corset and Negligees, the beauty of which reflects authoritative styles.

A decidedly effective Costume, among other styles, is made of veiling, in black and white stripes, over white taffeta; the Gibson shoulder, with Irish lace and Madarin sleeves, made of tucked veiling and cuffs trimmed with lace. The model is direct from Paquin.

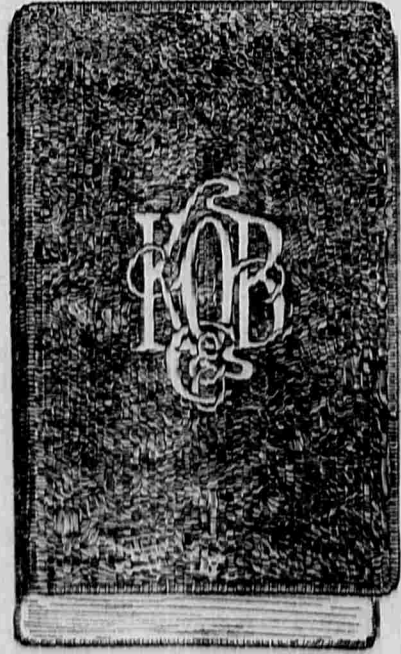
Silk Suits with Bretelle effects, in plain taffeta and the new embroidered coin spots.

Silk Jacket Suits in russet, navy and champagne—in fact, all the new ideas.

Our showing of beautiful Frocks is unexcelled. Special preparation make it possible to offer a wide range of Suits at \$25.00 and \$35.00. The finer ones run from \$35.00 to \$125.00.

KEITH-O'BRIEN & CO.

PRIVATE BANKERS.



Actual size of bank.

4 PER CENT

Per Annum, Payable Quarterly

To those of our customers and others who will agree to open an account within thirty days, by depositing contents of Pocket Bank. You cannot realize the convenience of having a bank at your shopping center, until you have opened an account here.

"Deny Yourself Small Wants Today to Insure Yourself Great Needs in the Future"

Keith-O'Brien

Special Inducements at the Silk Counter This Week.

The important weeks of the spring season are here. We are fully prepared to show a large and exclusive assortment of silk and wool materials.

Among the many desirable weaves offered for your inspection are the popular black and white hair line stripes and checks, shadow spots and handsome plaid effects, including a complete assortment of shepherd checks, so popular this season.

All are high-class and of the best French, Swiss and American manufacture. We offer them at prices often quoted on inferior goods.

Our special display this week will afford you splendid opportunity to make selection. Prices are as follows: \$1.05, \$1.45, \$1.25, \$1.00, 60c per yard.

Special Prices on Plait Vals.

Another shipment of Plait Vals. has arrived. The patterns are different from the lines shown last week. Splendid value 10c for

Latest Novelites in Neckwear.

A beautiful assortment of Dainty Lace Collars, hand-painted in the most delicate colors; guaranteed to wash; worth \$1.25; special 75c

White Goods.

New Arrivals Dotted and Figured Swisses.

40c grade for, yard 29c
50c grade for, yard 39c
65c grade for, yard 50c
75c grade for, yard 65c
\$1.00 grade for, yard 75c

Persian Lawns.

32 inches wide.
25c grade for 20c
35c grade for 25c
40c grade for 30c
Special, 45 inches wide.
1,000 yards 50c grade, for yd. 35c

Mercerized French Batiste.

45 inches wide.
50c grade for, yard 35c
75c grade for, yard 50c
\$1.00 grade for, yard 75c

Silk Foulards, Silk French Tissues, Tokio Silk.

Exclusive designs, choice of our entire stock of 75c values, for, yard 45c
FRENCH ORGANDIES—All the new Rosebud effects, 65c grade, for, yard 50c

English Nainsook

36 inches wide.
35c grade for 25c
45c grade for 35c
50c grade for 40c

81-inch Wide Bleached Sheetting

Best grade, Monday only, yd. 30c

100 Dozen Hemmed Linen Huck Towels

Size 19-38.
20c grade for, each 15c
LIMIT OF 1 DOZEN TO A CUSTOMER, DOZEN \$1.75
100 1-2-Bleached Damask Pattern Cloth.
Size 8-4, \$1.50 grade for each \$1.00

Linen Department

White Linen Suiting, medium weight, yard 22 1-2c
36-inch all linen, Old Bleach brand White Suiting, 65c grade for, yard 50c
45-inch Old Bleach brand white linen suiting, \$1.00 grade, for yard 75c
90-inch Old Bleach brand white linen suiting, \$1.50 grade, for \$1.00

72-inch Old Bleached Table Linens

Manufactured by Hand Looms in Germany; the quality that never wears out.
\$1.75 grade for \$1.25
The world-renowned No. 805 Damask.

\$3.50 Women's Oxfords.

That appeal to the sensible woman, the fastidious woman and the woman who wishes styles, wear, fit and also comfort.

Pumps, Christie Ties, Oxfords, Gibsons, in buttons, Blucher, lace and all leathers. Over forty styles to select from at \$3.50.

Domestics

Fancy Dress Gingham, 10c value, for, yard 8 1-2c
Orwell Zephyrs, 12 1-2c value, for, yard 10c
A. F. C., Red Seal, Barnaby, Tul de Nord, the best Domestic Gingham, choice of 500 styles, values up to 18c yard, choice for, yard 12 1-2c

Colored Waist Goods

5000 yards Egyptian Batiste, all the new dots, figures and scrolls, 20c value, for, yard 15c
McBride's Irish Dimities, sold exclusively by K-O-B, the best washing fabric, 35c value, for, yard 25c
The real Japanese Crepes, all colors, for kimono, 39c value, for, yard 27c
Yokohama Silk, all the new evening shades, 50c value, for, yard 27c