

Glove Certificates.

As they greatly facilitate the selection of gloves for holiday gifts, we issue special glove certificates which can be brought to the store by recipient and exchanged for gloves equal to their face value.



If you buy your Christmas presents NOW, we will be very glad to hold them and send them to their destination at any date you may specify.

THERE IS EVERY ADVANTAGE IN SHOPPING EARLY.

Keith-O'Brien Co.

We carry a large line of the finest trunks manufactured. Every kind. We believe we can save you some money.



Rubbers for Men.
Rubbers for Women.
Rubbers for Boys and Girls
We Have Them
—Prices Very Low

December Robe Sale

Fortunate indeed will be the lady who buys one of them at Half Price—Closing out entire stock

We are going to tell about these robes in good faith. There's quite an assortment of them. There's quality, beauty, daintiness, style. They are dreams of the designers' art—a most superb collection. At half price—what a magnificent bargain for the woman who can afford an exquisite gown.

Beautiful imported robes in black and white lace and net and colored spangled effects, together with our exclusive line of sheer fabrics for dinner and evening gowns, in embroidered effects in the newest colorings, a special opportunity to buy your Christmas gowns at a fraction of their real value. Regular price range from \$20.00 to \$165.00. Sale prices from \$10.00 to \$82.50.

Gift Suggestions.

Children's Alligator Bags—moire and leather lined—75c
Ladies' and Misses' Hand Bags—most of them are moire lined; all colors—\$1.48.
Collar Bags for Men—in pin seal, mat seal, tans, browns and black—\$1.45 and up.
Hat Pins—jets, crystals, cameos, brilliants and enamel—25 cents.
Lavalliers—jades, colored crystal settings—Special at 50c.
Belt Pins—every style—oxidized, gilt, stone settings—75 cents.

Dear to the Feminine Heart.

Big rush for ruffles, laces, handkerchiefs, ribbons and dainties.

Dresden ribbons in newest designs for Christmas novelties. Then there is interest in the wide taffeta hair bow ribbons; all colors; 45c values for 25c. All colors, too, in narrow ribbons—10 yards for 10c. Desirable widths in holly and yuletide patterns.

Princess lace edged handkerchiefs, very sheer and dainty, an exceptional value—Special 20c. 3 for 50c.
Box ruffling, six assorted ruffles—Special 50c box.

A special line of laces in appliques, insertions, edgings and medallions, both cream and white and in all widths, at a discount of 25 per cent.

GIRL'S WINTER COATS.

Another shipment of Girl's Long Coats just received. Sizes are 4 to 14 years. Colors—red, cardinal, blue, brown, and green. The price range is from \$6.00 to \$15.00 for the all-wool grades. Some union cloths and beavers at \$3.95.

He Loves the Morris Chair.

Give him a Christmas present that will always be a part of the home?

He will enjoy royal comfort in a good old Morris chair. Talking, reading, smoking, dosing—a pleasure to see him there. Oak and mahogany—and modest prices.

Cowan's furniture is admittedly the finest by reason of beauty and dignity of line. It has the distinctive heirloom character—that rich, simple, graceful quality, we so much revere. We are exclusive agents for these handsome novelty pieces. Priced as cheap as though you were right in Chicago.

RUG SPECIALS.

9x12 Wiltons, \$85.00 for ..\$55.00
9x12 Wiltons, \$37.50 for .. 27.50
9x12 Axminsters, \$32.50 for 22.50

CARPET SPECIALS.

Axminster, \$2.25, for\$1.50
Axminster, \$1.75, for 1.20
Velvets, \$1.65, for 1.15

A Word About Fine Silk Petticoats

Why not one for Christmas when the price is way under normal?



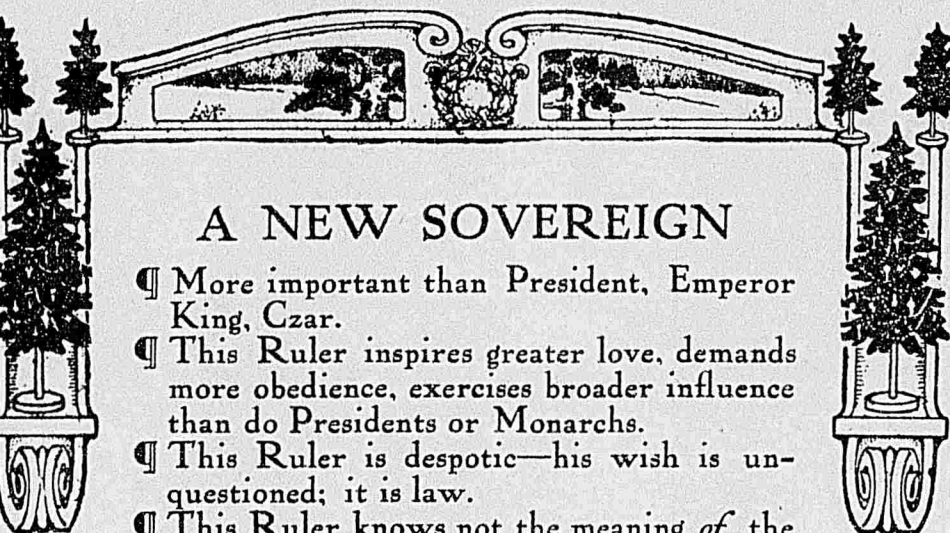
By the way, where did the name "petticoat" spring from? Away back in 1400 it was a short coat or garment worn by men under the long overcoat. Later, about 1625, the name was applied to the skirt of a woman's dress or robe.

Now these particular petticoats possess three important requisites—quality, width, style.

These skirts are admirable for gifts. There is no extra price tacked on—we don't even hold to the regular price—rather, that early shopping may be pushed, the price is \$5.95 instead of \$7.75.

A big value, therefore.

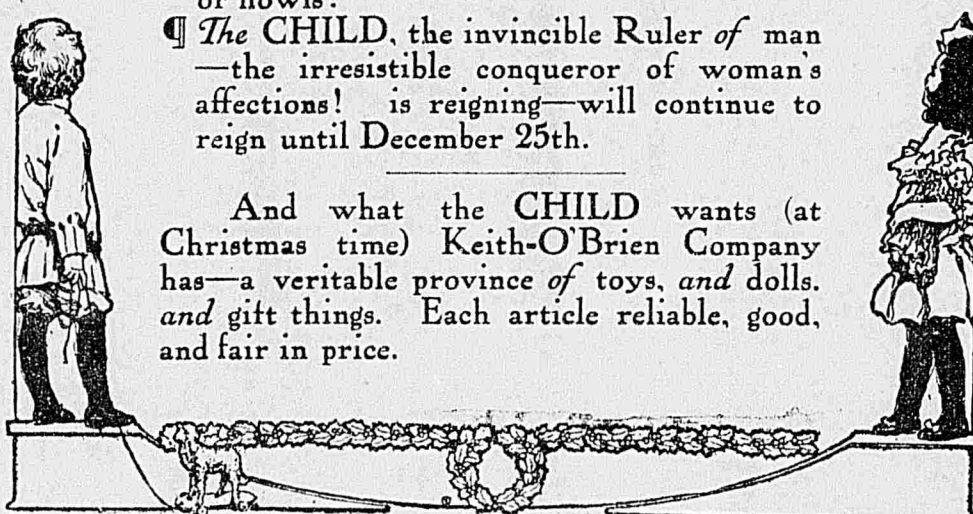
One style has an accordion plaited flounce, with rose plaiting on the edge; another desirable style is a tailor-made skirt, 18-inch sectional flounce, 5 straps; red, pink, light blue, yellow, green, emerald, brown old rose, gray, Alice blue, cumard and black; also changeable colors; \$7.75 value for \$5.95. We will lay any of these away for Christmas delivery, upon a deposit being made. In the department are shown kimono, dressing gowns, and numerous articles suitable for Christmas.



A NEW SOVEREIGN

- More important than President, Emperor King, Czar.
- This Ruler inspires greater love, demands more obedience, exercises broader influence than do Presidents or Monarchs.
- This Ruler is despotic—his wish is unquestioned; it is law.
- This Ruler knows not the meaning of the word "diplomacy."
- This Ruler commands the homage of Sovereigns.
- And by the man of little education, the deep scholar, the absorbed scientist, the wizard of invention, the learned man—all men regardless of station or means—and all women, wherever the feminine heart throbs, is a devoted subject.
- This Ruler know no strife, no politics, affairs of state do not disturb him; man's ambition is of no more consequence to him than is the tiny whirlwind on the desert waste.
- This Ruler insists upon personal entertainment—til certain wants possess him—then, attention! And what he wants he gets—or howls!
- The CHILD, the invincible Ruler of man—the irresistible conqueror of woman's affections! is reigning—will continue to reign until December 25th.

And what the CHILD wants (at Christmas time) Keith-O'Brien Company has—a veritable province of toys, and dolls, and gift things. Each article reliable, good, and fair in price.



Blankets, Comforts, holiday Linens

Sale starts Monday—Every Item is staple and a strong bargain.

10-4 size Cotton blankets, white, gray and tan. Special 69c pair.

10-4 size cotton blankets, white, gray and tan. Special 85c pair.

11-4 size cotton blankets, gray and tan. Special \$1.00 pair.

12-4 size white cotton blankets. Special \$1.59 pair.

Fine quality German robe blankets. Regular price \$1.65 each. Special \$1.39 each.

Extra heavy German robe blankets. Regular \$1.75 grade. Special \$1.48.

11-4 size wool blankets, grey, and tan, assorted pink and blue borders, and fancy plaids. Worth \$5.95 pair. Special \$4.45 pair.

10-4, 11-4 and 12-4 size North Star and St. Mary's Fine grey blankets, values up to \$15.00 pair. Special \$8.95.

Extra size comforts, pure white, cotton filled. Special \$2.00 each.

Silkoline, cotton filled comforts. Extra fine. Special \$2.75 each.

Fine silkoline covered comforts, silk floss filled. Very fluffy. Something new. Special \$3.50.

Fine down comforts. Size 6x7 feet. Special \$6.25.

Fine down comforts, size 6x7 feet. Best quality satin cover, with plain borders. Special \$7.95.

Finest quality Down comforts, that sell regular at \$11.75, \$16.50 and \$25.00 at 20 per cent off.

Renaissance rounds and squares. Size 24 and 30 inches. Fine linen centers. Values up to \$1.25. Special 75c.

Another lot. Extra fine Japanese drawn work centers. Values up to \$1.50. Special \$95c.

Odd lot of Damask scarfs and squares. Scalloped rounds and squares, and lace scarfs and squares. Values up to \$1.00. Special 49c.

Fancy Huck toweling, 24 inches wide, with borders, for hemstitched and scalloped towels. \$1.00 values. Special 85c each.

Umbrella or Pair of Gloves, Which?

Either Makes a Most Desirable Xmas Gift—Get a Certificate

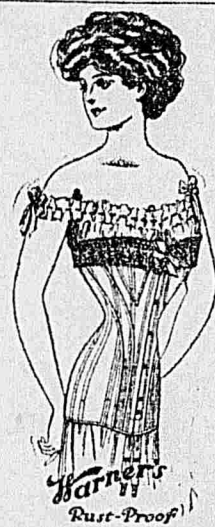
LADIES' UMBRELLAS—A particularly handsome line at \$4.00. The covers are of all silk and silk linen; the frame and rod of steel; the handle in natural wood, etched and engraved, silver saps, gun metal and boxwood.

LADIES' UMBRELLAS—An extensive variety of serviceable styles at various prices. The covers are of all silk and linens; steel frames and rods; an unlimited line of fancy and plain handles in gold, silver, boxwood, gun metal and burnt ivories; \$2.00, \$3.00, \$5.00, \$8.00, \$10.00, \$12.50 to \$25.00.

WHITE GLOVES.—popular glove for all occasions. All styles for street and evening wear. The heavy kind with strictly tailored finish and one large pearl button. A fine real French kid with one kid covered clasp for afternoon wear, and the 8, 12, 16 and 20 button mousquair for evening. \$1.25 to \$4.50.

Some Things About Warner's Corsets that are Not Found in Other Makes

After recognizing the style perfection, note the details of construction, which are without parallel in corset making. The bones are as unbreakable as they are Rust-Proof—each bone is celluloid tipped and rounded so that it cannot punch through the fabric. To every Warner's Corset is attached the famous Security Rubber Button Hose Supporters. The metal parts of which are as rust-proof as the corsets—\$1.00 to \$3.75 per pair.



What Can I Give Her for Xmas?

Perhaps solved right here. Keith-O'Brien's big Pyrography sale has just started. With every \$5.00 Pyrography Outfit we give one glove and handkerchief box. : : : : :

This outfit consists of
1 large basswood box with compartments.

4 practice pieces.
6 bottles of stains and gloss.
1 alcohol lamp with glass top.
1 benzine bottle.
1 union cord.
1 large red double rubber bulb.
1 long red double tube.
1 genuine platinum point, No. 20.
This makes a very useful and acceptable Xmas gift.

OTHER SALE OUTFIT.
\$1.85 value for\$1.50
\$3.00 value for\$2.50
These bargains will last for three days only—Monday, Tuesday and Wednesday.

RACKS.
Book racks, reg. \$1.25, for75c
Book racks, reg. 85c, for75c
Tie racks, reg. 85c, for75c
Tie racks, reg. 65c, for60c
Tie racks, reg. 35c, for25c
Pipe racks, reg. 75c, for40c
Pipe racks, reg. 35c, for25c
Elkhorn rack, reg. \$1.15, for85c

STEINS.
Regular \$2.50 for\$2.25
Regular \$1.75 for\$1.50
Regular \$1.25 for\$1.10

MATCH SAFES.
35c value for25c
30c value for25c

NOVELTIES TO BURN.
20c Stamp Boxes18c
25c Napkin Rings20c
15c Tooth Pick Holders10c
75c Spool Boxes65c
\$1.25 Inkstand95c
40c Match Safe35c
75c Ash Trays65c
25c Ash Trays25c

PICTURES WITH GLASS.
Regular \$2.25 for\$1.25
Regular 60c for35c

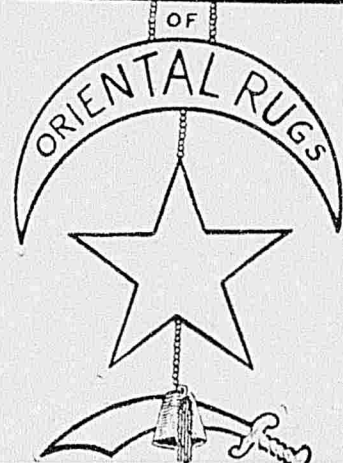
MOUNTED PICTURES.
Regular 35c for25c

FOOTSTOOL.
Regular \$1.50 for\$1.25

MIRRORS.
Regular 45c for35c
Regular 65c for55c
Regular \$1.75 for\$1.50

Ourfalian's annual sale of Oriental Rugs for Xmas will begin Monday.

OURFALIAN'S COLLECTION



Ourfalian's special reductions are always interesting because they represent actual savings; \$15.00 to \$40.00 saved on a rug which sells at from \$110 to \$175 is no small matter.

Our rugs running to higher prices like reductions.

And then there is another important fact, the reliability of the rug he sells you; the reliable selling price.

Mr. Ourfalian's own reliability, which safeguards every transaction.

As a rug expert Mr. Ourfalian visits the rug markets and selects for the tastes of Salt Lake.

In no sense is it stock that has been gathered up from stores in different cities and displayed here and there—instead it is clean and fresh and worthy.

Russian and oriental brass ware very cheap.

MEN'S FINE SHOES \$5.00