



## Santa Claus is a Jolly Old Soul.

His life is given unreservedly to making little children happy.

Christmas is designated as the day in which their cup of joy shall be full.

Throughout the year he makes presents for the little ones.

Where his workshop is no one knows.

But we do know that when snow-time comes and the weather grows cold railway trains come tooting into Salt Lake City carrying cars of playthings to the big store of Keith-O'Brien Company.

There they are arranged in displays for good children to inspect.

There Santa Claus greets the little tots.

Then the parents visit the toys.

Then comes Christmas.

Santa Claus is happy; the children are happy; the parents are happy—and because parents know what to do under such circumstances Keith-O'Brien Company become happy.

Christmas cups and saucers at prices lower than they usually sell at.

The basement is full of inexpensive presents. The display of silverware in the center of the first floor is very attractive—but no more so than the reasonable prices which are cut in twain.

The handkerchiefs are now located in front, directly before you if you enter at the south door.

Real cut glass at half price, and just before Christmas, too. Quadruple silverware, exquisite goods, at half prices. Well, well, who would think it, and at this time of the year!

A practical Christmas present for the boy is a suit of splendid clothes, those that are reduced to \$2.95 and \$3.95.

A most excellent line of artistic combs is always tempting shoppers. A daintily ornamented comb is always desirable.

## Important Sale of Fine Crepe Costumes.



All of these are copied after the finest and latest domestic models. They were made to sell at about half the price of the original gowns the price of the original gowns from which they were copied. The colors are light delicate shades for evening wear, also in black and practical dark colors.

Some are designed with entire lace yokes; others are elaborately trimmed with lace applique. Colors: White, Brown, Light and Dark Blue; the new Browns, Green and Beak. Sizes 34 to 40.

\$125.00 for \$100.00.  
\$75.00 for \$60.00.  
\$65.00 for \$52.50.  
\$49.50 for \$39.00.  
\$37.50 for \$30.00.

Evening wraps, very fashionable and ideal for the purposes for which they were created; made of light and colored light weight material, cloth lined with white satin; handsomely embroidered with silk; trimmed with lace.

\$50 FOR \$40.00  
\$65 FOR \$52.50  
\$75 FOR \$60.00

## Xmas Handkerchief Sale Monday.

CHILDREN'S COLORED BORDER HANDKERCHIEFS. Sale Price 1c Each.

REAL LACE IN DUCHESSE AND POINT. Prices to insure a big trade. Beautiful stock. Prices: \$2.50, \$3.00, \$3.75, \$4.00, \$5.00, \$7.00, \$8.00, \$9.00, \$10.00, \$20.00 to \$30.00 each.

HAND EMBROIDERED IMPORTED HANDKERCHIEFS. Prices: 75c, 80c, 90c, \$1.00, \$1.25, \$2.00, \$3.00, \$4.00, \$5.00 and up to \$20.00 each. We never carried such a superb line before.

AN ELEGANT LINE OF HEM-STITCHED, EMBROIDERED, EMBROIDERED EDGES AND LACE EDGES.

Prices—12½c, 15c, 20c, 25c, 35c, 50c, 75c, \$1.00, \$1.25, \$1.50 and \$2.00 each.

INITIAL HANDKERCHIEFS, hand embroidered initial and design in the corner, hand hemstitched—50c each.

Hand Embroidered Initial and design in corner—40c each.

HAND EMBROIDERED INITIAL. Prices 25c and 35c each.

PLAIN SHEER LINEN HEM-STITCHED, regular 45c each. Sale price, 35c—3 for \$1.00.

Plain Linen Hemstitched. Sale price, 3 for 25c.

KIMONO HANDKERCHIEFS, in all the new patterns, 3 for 25c.

FANCY BOX HANDKERCHIEFS, 6 in box, \$1.95 box; six in box, better kind, \$4.00 box.

Children's Handkerchiefs.

BOX OF HANDKERCHIEFS. Initial in the corner in colored and white, 3 in a box. Special, 24c a box.

Children's plain White and colored borders. Special sale, 1c each.

## Keith-O'Brien Co. The Christmas Store.



## Useful Christmas Gifts.

Oh, that the clink of the coin could always be heard; that the bottom of the purse would never be felt.

Christmas hosiery is now selling fast. Exquisite patterns in silk and lisle are shown in splendid variety. A box of dainty hosiery becomes a most appreciable gift. One likes to have something nicer given her at Christmas than she feels she can afford herself.

You can't fool the people.

When it comes to buying—people know prices pretty well before they decide to purchase. This is shown particularly on Saturday evenings. In all directions the remark can be heard that toys are sold the cheapest at Keith-O'Brien's. And we believe it, too.

You might buy him one of those English new pattern vests. Nothing more stylish. Up to \$8.00 vests for \$4.00, just to make Christmas buying easy. They are swell.

All of the latest designs in bracelets.

A myriad of beautiful belt buckles, may contain just what would please her.

Pres-cut glassware makes a splendid, inexpensive present.

The handkerchief section is now in front, south entrance, main aisle. We believe more handkerchiefs than ever will be given away Christmas.

The glove section is stocked heavily. But such magnificent lines! Already the Christmas buying has begun.

Umbrellas make nice presents. Every kind of handle you can think of is shown in our striking stock.

Brice-a-Brace in the Basement offers opportunity for choice selections of gift-articles at compelling prices—lower prices by a fourth to a half less than high grade goods sell at usually.

## BATH ROBES AT HALF PRICE.



Here is a splendid Christmas bargain. The bath-robe is imported; all-wool fancy elderdown; sailor collar; tucked back; girldies to match; red, pink, green and blue. The near approach of Christmas makes the bargain all the more attractive, as fine bath robes make an ideal present. As long as they last they will be sold:

\$8.75 bath robes for—

\$4<sup>38</sup>

\$9.75 bath robes for—

\$4<sup>87</sup>

## Artistic Novelties

New ideas in kid and suede belts.

New and artistic novelties in hat pins for presents—with toques, amethyst, pearl, crystal, agate and rhinestone settings.

Elegant back and side combs in the newest shapes and settings.

A new idea in picture frames—gold mounted on ivory and tortois shell set with turquoise, rhinestone and topaz ornamentation. They will never tarnish.

Innumerable Artistic Gift Goods at Moderate Prices.

## Smokers' Sets.

Card and chip sets, in burnt wood, burnt leather, etc.

Fancy hair brushes, military hair brushes in Ebony, Coca Cola, Stag Horn and Sterling Silver—\$1.00, \$1.50, \$2.00, \$3.00, \$3.50, \$4.00, \$5.00.

## Shaving Sets.

In stag horn, ebony, coca cola wood, etc., in two, three, four and five-piece sets, at \$1.50, \$1.75, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00.

## Umbrellas.

An umbrella is always an acceptable present to give. We have the best line that has been shown at any time. Umbrellas made of the best of materials.

The very newest of handles, such as Pearl, Gun Metals, Box and Furze Woods, gold and silver mounting, Ivory and walrus tooth. Prices ranging from \$1.00 to \$20.00. A fine showing of separate handles.

## Novelties in Hand Bags.

Every desirable style; all kinds and colors of leather, from \$1.00 to \$20.00 each.

Artistic novelties in Belts, Hat Pins, Chains, Necklaces, Bracelets, Buck and Side Combs, Lockets, Brooches, Opera Bags.

## Stationery Novelties.

You cannot afford to pass up by on stationery; the greatest collection of artistic stationery ever shown in the west at prices to suit everybody.

## Xmas Gifts.

We are certainly headquarters for everything suitable for Xmas presents. Every member of every family has been thought of. It would be impossible to enumerate everything. This collection must be seen to be appreciated. The following are a few of the durable Xmas articles:

## Xmas Novelties in Ladies' Neckwear

Just received for the holiday trade the latest ideas in up-to-date neckwear; handsome lace jabot effects, chiffon designs, stylish tailor effects—very desirable color. The handsomest collection of the season.

## HOLIDAY GOODS Toilet Sets.

Handsomely boxed, made in Ebony, Coca Cola Wood, Stag Horn, Pyralis, Oriental Pearl, Celluloid and Sterling Silver, etc., at \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00 up to \$25.00.

## Manicure Sets.

Put up in handsome boxes to match all sets. In Coca Cola Wood, Ebony, Stag Horn, Ebony and Sterling Silver, at \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00 up to \$20.00.

## Fans.

Elegant Lace Fans, spangled fans, hand painted fans, fans with carved ivory handles, pearl handles and fancy wood handles, from 50c, 75c, \$1.00, \$1.50, \$2.00, \$3.00, \$4.00, \$5.00 up to \$20.00.

## Boxes.

Collar and Cuff Boxes, Glove Boxes, Handkerchief Boxes, Photo Boxes and Work Boxes are in endless variety.

## Christmas GIFTS.

In all directions are exquisite displays. While a thousand things tempt you, reasonable prices everywhere prevail, impressing, convincing prices.

Five and six piece chateaux in dull roman and burnished gold, oxidized silver and gun metal with appropriate settings.

New ideas in necklaces with gold chain set with turquoise, amethyst and topaz, jade aquamarine and crystal.

## 12 SHOPPING DAYS.

It means that you must decide and decide quickly. Beginning Monday morning the Christmas rush opens. In all directions the people will come. Before that rush is fairly at its height let us suggest early and leisurely shopping. Begin in the morning. The displays are practically unbroken; the attention will be most courteous. And if in doubt ask some of the salesgirls. They are familiar with the general run of gift-articles—those clerks in their respective departments are capable of imparting valuable information.

## BASEMENT BARGAINS.

At no time of the year is the Basement more inviting. In every direction tempting things allure you. There are three things that stand out in the foreground: The beautiful aspect of the Basement; the thousand attractive Christmas suggestions; the very reasonable prices.

What is nicer for a Christmas gift than a bed-set? Three quarters and full sizes.

\$5.50 real Battenberg lace bed set for \$4.00.  
\$2.50 Real Battenberg lace bed set reduced to \$1.50.  
Colored novelty bed sets, with curtains to match, \$25.00 and \$30.00, reduced to \$15.00 and \$19.00.

## CURTAIN RODS.

Brass extension curtain rods with silver fluted ends; can be extended 34 inches. Sells regularly for 25c; reduced to 12½c each.

Remnants of drapery materials, cretonnes, denims, silkaines, taffetas, white and figured swisses, Velours, furniture covering, all lengths ranging from 1 to 3 yards. The entire lot marked one half price.

Door panels, beautiful designs, size 36x44, suitable for any door, 25c, 25c, 50c, 75c and \$1.00.

ORIENTAL HALL RUNNERS.  
Guinje 3-2x7-11, \$25.00 for \$12.50  
Iran 4-6x11-1, \$50.00 for \$25.00  
Muskat 5-7x3-10, \$40.00 for \$20.00  
Kharassen 4-6x3-5, \$10.00 for \$5.00  
Massoul 3-6x5-10, \$20.00 for \$10.00 (These at half price.)

Saddle bags, oriental drapes, armor, heads, shields, Indian pouches, fans, suggestive for cozy corners.

See Oriental rugs. Must go at half price. These rugs are absolutely real Oriental and Antique; imported from the Orient by the largest importers in America. We invite the public to inspect our magnificent stock.

A FEW EXAMPLES.  
Razak 3-6x4-2, \$30.00 for \$15.00  
Arakhan 3-6x4-5, \$10.50 for \$5.25  
Bhochehan 3-6x2-9, \$11.50 for \$5.75  
Iran 3-2x4-2, \$13.50 for \$6.75  
Bokhara 3-4x1-1, \$17.50 for \$8.75  
Muskat 2-10x5-1, \$16.50 for \$8.25  
Cashmere 4-8x3-0, \$25.00 for \$12.50

## MORE BARGAINS.

Table oilcloth, 15c, fancy colored table oilcloth, 1¼ yards wide, fine white embroidered curtain swiss, in dots and jacquard patterns, beautiful designs; worth regularly 17½c and 20c, reduced to 12½c

FIGURED SWISS, suitable for dresser scarfs, fancy bed sets, lambrequin curtains, etc., yard wide, reduced from 25c to 12½c.

EMBROIDERED MUSLIN, by the yard, suitable for bed room, dining room, and bath room curtains, sells regularly for 25c, reduced to 17½c.

BUNGALOW CLOTH, suitable for cushion tops, also draperies, sells regularly at 25c, reduced to 17½c.

ENGLISH BOBBINET, Arabian and white, 24 inches wide, sells regularly at 40c, reduced to 25c.

## DOMESTIC RUGS.

BEST QUALITIES FROM BEST MAKERS.  
\$18.00 for Brussels rugs, size 8-2x10-8, reduced from \$25.00.  
\$22.50 for Royal Wilton, size 9x12, reduced from \$40.00 and \$45.00.

\$28.00 for Royal Wilton rug, size 8-3x10-6, reduced from \$35.00 and \$37.50.  
\$21.00 for Royal Axminster rug, size 8-3x10-6, reduced from \$27.50.  
\$5.50 for Royal Wilton rug 36x63, reduced from \$9.50 and \$10.50.

\$7.50 for Royal Wilton, 36x72, reduced from \$11.50 and \$12.50.  
Afghanistan, 7-6x9-10, \$7.00 for \$12.00.

Cashmere, 5-2x11-2, \$60.00 for \$30.00  
Kis Kilim, 5-2x10-2, \$25.00 for \$12.50  
Muskat, 7-9x9-0, \$25.00 for \$12.50  
Kharassen, 8-1x12-4, \$22.50 for \$11.25

for \$11.25  
Sparta, 9-10x12-7, \$22.50 for \$11.25  
Muskat, 8-10x10-10, \$17.50 for \$8.75

for \$8.75  
Sullivan, 11-1x14-9, \$22.50 for \$11.25  
Muskat, 10-10x13-4, \$22.50 for \$11.25