

DOWN AT KEITH-O'BRIEN'S WHERE SANTA CLAUS HOLDS SWAY--Where the great crowds go to buy the best, the very best---Where the tempting things of Christmas are revealed to eager eyes.

TWENTY PER CENT DISCOUNT ON OUR ENTIRE STOCK OF FURS.

Christmas Goods

A Box of Gloves is always dear to her heart. A well dressed hand is an index of neatness. The lines which we carry are the very same that are in the greatest demand in the fashion centers. A box of gloves is always acceptable.

Xmas Stationery--Fancy Xmas Boxes--Two quires--Two colors--50c
Perfume in fancy baskets for Christmas tree decorations. Large assortment. Regular 35c and 50c baskets for 25c.

The Art Section offers many appropriate presents--Beautiful Pillows--Fancy Work--Fancy Baskets--Burnt Wood Designs. So many pretty things that's dear to a girl's heart.

Just a suggestion--Umbrellas for Men, for Women

Christmas Presents for Men.

BATH ROBES
PAJAMAS
NIGHT SHIRTS
UNDERWEAR
SUSPENDERS
JEWELRY
UMBRELLAS
SLIPPER SETS
SHAVING SETS
SCARF PINS
HAND BAGS
SUIT CASES
TOILET SETS
CANES

SIX MORE DAYS! then the gladdening of hearts. It is a time when we are all children. The little ones are growing so fast but that their hearts are kindled to a glow when their Christmas Gift has been opened.

Household Helps

A discount of 20 per cent is offered for the week on all Fancy China Plates, Cups and Saucers, Salad Sets, Tea Sets, Chocolate Sets, Nappies, Bowls, Bon Bon Dishes, etc.

20 per cent discount on all Fancy Art Goods, consisting of Ash Trays, Pin Trays, Candlesticks, etc., in the art bronze, old gold, etc. Also Jardiniers, Vases, etc.

This discount is on everything in China and Art Goods, excepting Stock Patterns in China and Porcelain and such goods as have already been reduced.

NOSELOGY--A gift for men. Buy him a volume--a book--of Handkerchiefs. Looks like a book--and when he opens it--it is--just filled with lovely handkerchiefs.

Another Suggestion--Men's House Slippers.

THE ONLY Exclusive Wholesale House between Omaha and San Francisco. Orders filled from our quarter-million-dollar stock same day as received and at eastern prices plus freight to Salt Lake City.

STREVELL-PATERSON HARDWARE COMPANY, 124, 126 and 128 S. West Temple Street, and 117, 119 and 121 W. First South St., Salt Lake City, Utah

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EIRCE'S POLICIES PROVIDE POSITIVE PROTECTION

ESTABLISHED 1878.

LEADING FIRE AGENCY OF UTAH
THE NON-BOARD OFFICE.
IF I CAN'T SAVE YOU MONEY I DON'T WANT YOUR BUSINESS.
234 Main. Phones 208. E. H. PEIRCE, State Agent.

VICTOR TALKING MACHINE for Christmas Gift is the very best present that you can buy. Sold on easy terms. Daynes & Romney Piano Company, 26-27 East 1st South.

THE BEST OF ALL PRESENTS

is a diamond for Christmas, bought from the largest jewelry store in Utah, surrounded by an unexcelled guarantee of quality.

Established 1862
Park's JEWELRY STORE 170 MAIN ST.
REASONABLE PRICES.

Our delivery service will be saved to the utmost consideration.

Every letter the little "change" in the store will treat you right.

It will be a hard week for the stores will therefore keep their doors open Monday and Tuesday, 3:30 to 6:00 p.m. Wednesday, Thursday, and Friday, 10:00 a.m. to 6:00 p.m. Saturday, 10:00 a.m. to 5:00 p.m. The store will remain open until 5:30.

We smooth out every wrinkle in the matter of the matter.

If I only knew what to do to save you the trouble of the matter.

If you have a kick coming in the matter of the matter, we will treat you right.

Don't show in the store. But if you show in the store, we will treat you right.

We have a way of treating you that they become our friends.