

TWELVE SHOPPING DAYS

Are You Ready For Christmas?

This Store is ready to supply you in your yuletide buying. The crush will soon come--avoid it by enjoying leisurely shopping while you may. The store is filled with thousands of beautiful articles which it will be a joy and a pleasure to receive. KEITH-O'BRIEN'S IS THE LOGICAL CHRISTMAS STORE OF SALT LAKE. Dainty and exclusive gifts from the simplest to the most elaborate ideas.

\$95.00 TOY AUTOMOBILE GIVEN AWAY. WITH EVERY DOLLAR PURCHASE OF TOYS A TICKET IS GIVEN.

DRESS GOODS

300 DRESS GOODS REMNANTS--At 20 per cent to 35 per cent Discount. Skirt, Waist and Dress Lengths of the most desirable weaves and colorings of this season. Rainproof and Cravenette Suitings, Henriettes, Panamas, Mohairs, Crepes, Crepe de Paris, Aeoliones, Broad Cloths, Hard Twisted Worsteds (in mannish effects) Plaids, Checks, and in fact a showing of nearly all of the popular weaves of the day.

42-inch wool Crepes, values \$1.00 a yard, in cream, black and staple colors. Special selling price **69c**

44-inch Crepe de Paris, values \$1.25 a yard, in cream, black plain colors and chamelon effects. Special selling price **79c**

52-inch Broad Cloths, values \$1.25 a yard; greens, blues, reds, tans and brown. Special selling price **98c**

56-inch Cravenette Mohairs, in fancy mixtures at half price. Values \$2.25 and \$2.50 yard; special selling price \$1.25 and **\$1.12**

Goin' Some
to
Keith O'Brien's



MAIDS' APRONS

Full size lawn aprons, deep hem, bib with strap of embroidery. An extra value at **35c**

Maid's dainty fine lawn aprons with polka dot pattern, deep hem with strap and bib of embroidery. Special at **65c**

Women's Aprons.

Full sized apron with strings; deep hem and one row of embroidery insertion **35c**

Chafing dish aprons--a pretty round apron with a ruffle of polka dot embroidery, small bib with ruffle of embroidery around it; wide strings. ... **95c**

Other Handsome Styles
At Different Prices.

Wool Toggles or Stocking Caps Are
In Demand now for School Children.

Rugs Reduced.

The Stock is New, Attractive and
Consists of This Season's Patterns.

36x72 Smith's Axminster, value \$5.00, for **\$3.75**
27x60 Smith's Axminster, value \$3.50, for **\$2.65**
27x54 Bigelow Axminster, value \$5.50, for **\$3.95**
36x63 Bigelow Axminster, value \$9.50, for **\$7.00**
9x12 Axminster, value \$32.50, for **\$25.00**
9x12 Velvets, value \$32.00, for **\$25.00**
9x12 Wiltons, value \$45.00, for **\$37.50**
9x12 French Wiltons, value \$60.00, for **\$47.50**

One-Fourth Reduction on
All Eiderdown Bath Robes
And Dressing Sacques.

Xmas Handkerch'fs

Handkerchiefs make an appropriate present. The showing now ready for your inspection is the largest holiday stock we have ever offered the trade.

Special 6-inch HANDKERCHIEF CEN-TERS, regular 25c, for **15c**

HANDKERCHIEF CENTERS, 7 inches, em- brodered and drawn work **23c**

9-inch Centers, plain Linen **25c**

Ladies' fancy Box Handkerchiefs, 3 in box **49c**

Another lot of LADIES' FANCY BOX HANDKERCHIEFS **95c**

Hemstitched and embroidered edge HANDKERCHIEFS--special **10c**

Another line of HEMSTITCHED AND EM- BRODERED EDGE SWISS HANDKER- CHIEFS, regular 25c each **25c**

CHILDREN'S COLORED BORDER HANDKERCHIEFS, 3 in a box **15c**

CHILDREN'S HANDKERCHIEFS, 3 in a box **25c**

LADIES' PLAIN PINEN HANDKER- CHIEFS, regular 20 cents for **10c**

CHILDREN'S INITIAL HANDKER- CHIEFS, 3 in a box **35c**

LADIES' HAND EMBROIDERED INITIAL HANDKERCHIEFS, 3 in box **\$1.00**

LADIES' EMBROIDERED INITIAL HAND- KERCHIEFS, 3 in box **65c**

Boys' Sweaters Make a Useful Gift. "Buying Presents for Men is such a dreadful task," women declare. The Section for Men's Furnishings offers suggestions.

Reduction On Suits

Suggestions For Christmas

Presents in Household Helps

Cliffing dishes, 5 o'clock teas, hand-painted lemonade pitchers, hand-painted sug- ars, bowls and vases, dainty china cups and saucers, hand- some jardiniere, set of Hav- land china, set of silver knives and forks, candle sticks and a thousand other presents.

Something For The Babies.

BONNETS AND HOODS-- Crochet and-plaque slippers; machine and hand made bibs; dainty long or short Kimonos; crochet Sacques; hand-made pillow cases; hand-made dresses.

In The Shoe Section.

Men's house slippers, wo- men's fancy slippers, women and children's felt Juliettes, children's leggings and rubber boots.

Ladies' Handkerchiefs.

Hand embroidered, 50 cents to \$20 each; fancy box hand- kerchiefs, three in a box, 49 cents to \$4; fancy ones from 5 cents to \$12.

LADIES' GLOVES.

Novelty Kid Gloves, fancy plaid stitchings--special for Christmas--\$2 a pair. All shades and colors from \$1 to \$2.50, long monochromatic, a very popular glove for short sleeves, \$2.50 to \$4. Ladies' and children's Golf Gloves and Silk Mittens.

LADIES' UMBRELLAS

Elegant stock of holiday umbrellas with gold and sil- ver handles, plain, natural wood handles, \$1.50 to \$20.

Christmas Waiets.

New Messaline SU, chif- fon, lace and taffetas, \$4.25 to \$25.

Basement Christ- mas Presents.

Rugs, hassocks, leather por- tiers, oriental lamps, lace cur- tains, pictures, pillow tops, shoe boxes, screens, brass and iron beds.

Art Presents.

Sweet grass baskets and birch wood articles; fancy lined handkerchief boxes. HAND MADE LACE PIECES--Center pieces, Scarfs, Doylies and Lunch Cloths, in Brazilian point lace, Battenberg and Cluny. HAND EMBROIDERED PILLOWS--soft Cushions embroidered in roses, autumn leaves, Fleur de Lis, Holly, Violets and Conventional de- signs. Lithograph, velvet and Tapestry tops.

Ladies' Hose.

SILK HOSE--Plain, in all shades; all over laces; blacks with colored embroidery.

LISLE HOSE--Plain, lace and blacks with colored em- broidery.

Ladies' Underwear.

ITALIAN SILK VESTS--Pink, light blue and white. SWISS RIBBED--Plain Lisle, Mercerized or Silk, with fancy hand crocheted yokes. MUSLIN UNDERWEAR--Pretty French hand-made ar- ticles. White aprons, chafing dish aprons, nurse aprons, maid's aprons. PETTICOATS-- Handsome silk patterns.

DRESSING SACQUES and KIMONAS--Silks in pink and light blue in flower designs.

SILK SHAWLS--In ice wool and zephyr.

LADIES' APPAREL

Top coats, rain coats, even- ing wraps, suits and skirts.

On Our Entire Stock
of Suits, Consisting of
500 Suits to Select From



The latest styles and
Materials, Including Velvets.

\$16.50 for	\$12.38
\$18.50 for	\$13.88
\$20.00 for	\$15.00
\$25.00 for	\$18.75
\$27.50 for	\$20.63
\$35.00 for	\$26.25
\$40.00 for	\$30.00
\$45.00 for	\$33.75
\$50.00 for	\$37.50
\$65.00 for	\$48.75

Suggestions For Christmas

LADIES' FANCY NECK WEAR.

Collars ranging in price from 25 cents to \$5.00. Opera scarfs from \$5.50 to \$10.00.

LADIES' VEILS.

Fancy finished veils from 75 cents to \$10.00.

SILK AND DRESS GOODS.

Dress patterns in both silk and wool materials. Embro- dered waist patterns, fancy silks for hand bags.

PRESENTS IN LINEN GOODS.

Japanese hand drawn work, all sizes for dining tables, dressers and sideboards. Irish hand embroidered pieces in rounds, squares and oblongs. Table cloths, napkins, etc. Banquet sizes a specialty.

CHRISTMAS RIBBONS.

For neckwear, fancy belts and hand bags. Holly ribbons in all widths for tying pack- ages.

CHRISTMAS HEADWEAR.

What is nicer for a present than a handsome plume? A pretty little evening hat for the theater or reception.

CHRISTMAS FURS

Furs for infants from \$1.25 to \$4.95. Children's sets, \$2.50 and up.

CHILDREN'S Christmas Wear.

Suits and dresses; girls' coats, sweaters and caps for boys and girls.

CHRISTMAS STATIONERY.

Fancy box papers, calen- dars, Christmas cards and pos- ters.

CHRISTMAS TOILET ARTICLES

Brush and comb sets, fancy box perfumes, toilet cases, in- fant's sets, sachet bags, toilet- tain pins, hand mirrors, and traveling cases.

Christmas Leather Goods and Jewelry.

Pocket books, hand bags, card cases, bill books, music rolls, cigar cases, opera bags, chetelaine bags, brilliant brooches, hat pins, buckles, combs, fancy belts, necklaces, ebony, stag horn and silver brush, comb and mirror sets; silver jewel boxes, glove and handkerchief boxes; fancy stag horn ornaments, collar boxes, shaving sets, separate manicure plucks in sterling silver; jewelry supporters.

Christmas Corsets.

Fancy braides in white, pink and blue.

Christmas Pyrography.

Ready to burn; dresser, handkerchief, glove, card and jewel boxes. Pieces already burned. Burnt leather pillow covers; decorated linen novel- ties; address, telephone, need- le and recipe books; pencil and thread boxes.

PRESENTS FOR MEN.

The ladies are anxious to know what to buy men. Here are a few suggestions which the section for Men's Furnish- ings offer.

Smoking jackets, bath robes, gloves, golf gloves, handker- chiefs of all sorts, hand bags and suit cases, night shirts, pajamas, hosiery, neckwear, jewelry, umbrellas, mufflers, mufflers for dress suits--and numerous other articles.

Ladies' Underwear.

A special price will be made all week on Merode Vests, Pants and Tights in heavy weight, fleece combed cotton. Hand finished. An extra special at, a garment **65c**

Ladies' Royal union white suits, wool and cotton mixed. Buttoned across the shoulder; very warm and made to fit. Suit **\$3.25**

Household Helps ONE-FIFTH REDUCTION.

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 Jardiniere, Vases, etc.

20 per cent discount on all fancy art goods, consisting of ash trays, pin trays, candle sticks, etc., in the art bronze, old gold, etc.

This discount is on every thing in china and art goods, excepting stock patterns in china and porcelain and such goods as have already been reduced.

Rain Proof Cloths.

HEAVY WINTER COATINGS--Ker- seys, Tibbet and Heavy Rain Proof Cloths suitable for Winter Coats. Regular prices up to \$3.50 yard. These lines show re- ductions from 25 per cent to 33 per cent, 1-4 to 1-3 off.

Men's 25c Hose.

We are making a run on a good hose--a bet- ter hose than you are in the habit of getting for a quarter. It is a special make, a more ex- pensive hose than is the regular 25-cent value.

Ribbon Sale.

Beautiful new stock of satin taffeta and plain taffeta in all colors, values 25c and 40c a yard. Special **17c**

A very handsome stock of shaded and polka dot ribbons, 6 and 7 inches wide, regular 50c and \$1.25 a yard. Just the ribbon for fancy work **29c**

Showing of Christmas evening Hats--New Duchess Satin, Ma- lines and Chiffons, trimmed in new, tiny rosebuds, furs and plumes.

THE SUCCESS OF THE FUR SALE FRIDAY AND SATURDAY PROMPTS US TO CONTINUE IT FOR A FEW DAYS. FURS MAKE NICE XMAS PRESENTS.



Many Scarfs and Muffs are Specially Reduced. Except on such articles as are already reduced, a SWEEPING REDUCTION of 25 PER CENT Will Be Extended on the Entire FUR STOCK.



OUR BOYS' SHOES WILL STAND ROUGHEST USAGE.

Every pair is guaranteed; every pair has solid leather soles and counters; the uppers are the best that money can buy for school boys. The aim is to impress upon you that you can buy better shoes for less money here than elsewhere.

Boys' 2 1/2 to 4	\$1.75, \$2.25, and \$2.45
Youth's 13 1/2 to 2	\$1.45, \$1.95, and \$2.25
Little Gents' 8 to 13	\$1.25, \$1.50, and \$1.95

These value reach to \$2.50.

