

# Keith-O'Brien Company

## Domestics.

North side of basement. No such department west of Chicago. We intend to make this department a special feature in our house.

It is not our wish to present prices at this time. We prefer that the present week be a continuation of acquaintance-making.

Come and visit us, enjoy sight seeing, find the interesting nooks and sit down and rest awhile. We are glad to make sales, but we are more anxious that our friends—the whole people—feel welcome to come and inspect our new store and tarry with us.

**ALL STATEMENTS ARE DEPENDABLE.**

We propose to sell goods at reasonable prices. Our relations to the factories will warrant it. We present a few prices today for your consideration. They are worthy attention, for the prices are way down—in some specialties as low as wholesale prices.

- FANCY PRINTS—Immense assortment, full standard, embracing all the latest weaves.....5c
- PERCALES—Special bargains. These are the principal Persian patterns.....10c
- TYPHOON SILK EFFECTS—Choice, full, odd patterns, blue, red heliotrope and lavender—all guaranteed fast colors.....6 1-4c
- SIMPSON MOURNING PRINTS—This is cheaper than ever sold before.....5c
- HAMILTONS linen finished prints, awfully low.....6 1-4c
- AMERICAN INDIGO—No off brands. Ticket on every piece. Special sale, elsewhere 7 and 7 1/2.....5c
- CALETS FANCY PERCALES—Something swell. This is one of the bargains we are anxious to have you ask for. Nothing like it. What do you think of.....6 1-4c
- DUNEDIN PERCALE—Spring is here with her tempting fabrics. We expect this line to go fast at the very low price of.....6 1-4c
- We invite you to examine our GENUINE GENEVAS, Turkey Red, Merrimack Brazilians; exceptional bargains, the uncommon sort.....1 1-2c
- GENUINE RANCHMAN TWEEDS—In blacks and blues. Every housewife knows what these are. We are positive these goods were never bought under 12 and 15 cents. Special price.....10c
- ARCADIA PERCALES—It is a line of stripes and dots in light and dark. Just the thing for shirts and children's waists. Regular price 12 1/2c.....8 1-2c
- SHIRTING PRINTS—American and Merrimack, the very choicest line. These goods are established brands. At the unusual price of.....5c
- SEA ISLAND PERCALES—We have concluded to lower the price. Women being familiar with these goods will be surprised at such bargains. The daintiest of patterns are shown.....12 1-2c
- AVALON TAPESTRY—A beautiful line of extra wide crumple in patterns of choicest flowers and in shades from light to deepest blues and green. Special price for this sale only.....12 1-2c
- LAZARRE ZEPHYRS—Not ordinary apron gingham but real zephyr patterns. It is an exceptional line and a splendid bargain.....6 1-4c
- NAOMI PERCALES—Genuine book fold and in blue and red. Standard fast colors.....6 1-4c
- CHARMONT BASTISTE—Choice lot in cream, pink and other beautiful soft shades.....8 1-2c
- MARCHMONT ZEPHYRS—The manufacturers sold these gingham at a very low price because of quantity. Ask for these bargains, worth 12 1/2c.....8 1-2c
- NEWPORT ZEPHYRS—An elegant line of shirtings and excellent for children's dresses. Special price for a few days.....12 1-2c
- NEWPORT CHEVIOTS—Lowest prices known.....12 1-2c
- EVERETT CHEVIOT—Is another rare offering.....6 1-2c
- TOILE DU NORD—Our gingham are all put up in short lengths. Exclusive designs. The variety is so large that there is no danger of seeing the same designs and colors worn by others. We ordered variety from the mills so that there would be no duplication of dresses on the street. These splendid values are an opportunity at.....10c
- GOSSELLE—Put up in silk packages, choicest foulard patterns. You never saw the like.....5c

## LINENS.

Right of Main Aisle, North Entrance.

Our buyers spent months in the market. The finest productions of Irish and German looms are shown. All of our finer patterns are made to order and are exclusive.

### TABLE LINENS.

- Full 72 inch bleached, \$1.50 value for.....\$1.15
  - Full 72 inch cream unbleached damask \$1.50 value.....70c
  - Full 70 inch cream damask. Very low at.....45c
  - Irish satin damask napkins, \$1.50 value.....\$2.50
  - Irish linen napkins, 1/4 size, \$3.75 value.....\$2.85
- WE ARE THE SOLE AGENTS FOR THE FAMOUS STILLERS' LINENS. HERE ARE A FEW SPECIALS:
- Beautiful satin damask easily worth \$1.50.....\$1.25
  - \$1.35 value.....\$1.00
- Other items of equal value are shown.

### BATH TOWELS.

Extra heavy, full bleached and unbleached. No such towels have been sold at.....20c

### QUILTS.

Fringed satin quilts in colors. The kind which retail at \$2.75. While they last.....\$2.00

Extra wide 1 1/2 inch fringed quilts with cut corners for metal beds. These will sell fast.....\$2.55

## Shoe Department.

South entrance, To the left.

A splendid business is being enjoyed. The line comprises fine shoes in all the latest and leading styles.



Everything in the picture above is ours except the girl herself—and she works for us. The hat was sketched from a Paris pattern and the gown from an importation displayed in one of the windows.

## FURNISHINGS FOR MEN.

Left of south entrance.

Our outfitting department is pre-eminently a store for correct shapes in men's attire. Nowhere in America is there a finer line of goods carried. Critical attention has been given to selections. We expect this department to lead in Salt Lake. Our prices are as they should be—reasonable.

SHIRTS—Men are now looking for new things in shirts. In stock are extensive selections, but if you wish them made our shirt factory will accommodate you. Leave orders with the outfitter.

THE NECKWEAR line affords selections from good values at low prices to good values in expensive ties. Or we will make your neckwear to order.

Do you know what a quarter-size collar is? It is between a half and the regular number. Quarter-size collars are just out. We have them and can fit you. Come in and see them.

WELECK GLOVES—A reddish tan and the Noisette in light tans are the sweetest things out for Easter.

Call in and see our neck scarfs with broad imperial ends, so tucked as to be nicely tied into four-in-hand or the puff shape. White and grey effects prevail.

## MILLINERY.

Rear of north entrance.

This department has already won a place in the hearts of women. Exquisite creations direct from Paris are shown. America's leading patterns delight the eye. Our own make, modelled after the patterns are dainty enough to thrill the neatest of dressers. The selections embrace beautiful goods and at reasonable prices. Easter is coming.

## Lace Goods.

South Entrance, Main Aisle.

- A fine line of applique laces, 1 to 2 inches, cream and ecru.....25c
- Mediums, 3 inch, ecru at.....\$1.00
- 1 inch, 30c; 1 1/2 inch, 50c; 4 inch, 80c; 5 1/2 inch, \$1.00; 2 inch, medium, 1 1/2 cream; 2 1/2 inch medium, 65c; 4 inch, \$1.25; 3 inch, 80c in ecru and cream; 2 inch, cream medallions, 85c, 90c; 2 inch in 15c, 18c and 20c. In ecru and cream; 2 inch at 70c in white; 4 1/2 inch, \$1.85 in ecru; 1/2 inch, cream and ecru at 15c.

## Drapery, Upholstery And House Furnishing Goods.

Basement North Stairway.

This is large and important. It occupies the greater part of the basement. We intend to push this division, which means that low prices will prevail. Odd pieces in furniture, rugs in vast quantities, in all grades and at all prices are being offered at astonishingly reasonable figures.

### LACE CURTAINS.

From the inexpensive rough muslin at \$10 a pair to the genuine hand-made Arabian which sells at \$150 a pair. Point lace, Renaissance, Hattenberg, Brussels, Cluny are hand made goods and will be sold at close figures.

### DOOR DRAPERIES

At \$4.50 a pair to the most expensive silk colour hand embroidered, at \$75.00. We make draperies to order to match any shade of tinting. Orders executed in our drapery department.

### RE-UPHOLSTERING.

And recovering of furniture a specialty. Any odd pieces needing covering will receive careful and prompt attention. Estimates given.

### SLIP COVERINGS.

We cut and make to order at moderate cost slip covers for furniture.

### ORIENTAL BENS.

We send competent men to give ideas and estimates for the furnishing of dens, corners, or oriental rooms.

### RUGS.

From \$2.95 to \$250.00. The Anatolian is the cheapest of all rugs. These are single door rugs and come in all colors. The Shirvan is a classic parlor rug in modern and antique colors. The Hamadan ranges from \$7.50 to \$15.00. All sizes, all colors. The Karabagh, Ivan, Shiraz are carried in prayer rugs and hall sizes, or runners. These rugs vary in price from \$15 to \$50. The carpet rugs are Gulestan, Cashmere, Afghan, Bokhara, Beloochistan and come in parlor, library and dining room effects. These rugs vary in price from \$75 to \$200.

### METAL BEDS.

All combinations of colors, apple green and white, red and white, olive and white, black and white; also the new Eastern finish in brass beds, the Pollett and Escutcheon. These finishes are entirely new and pleasing to the eye. All the necessary accessories such as box springs, hair mattresses, patent felt mattresses, odorless feather pillows, to the open dress bolster are carried.

These beds were bought in carload lots at figures which enable us to sell them at 25 per cent lower than prices heretofore.

THE SHIRT WAIST BOX—Is a decided novelty. They are mounted with brass hinges, handles, etc., and come in all colors. They are practically indispensable in a lady's boudoir. They are also serviceable as a seat. These goods are down in price. The boxes are going fast. Prices range from \$2.25 to \$5.50.

ODD PIECES OF FURNITURE—The Mission they are called, are the new productions and are much sought after. These odd pieces are the newest novelties of the arts and craft.

We offer rattan rockers at \$2.95 and have also chairs and sofas in the same material. A party in the store Wednesday remarked that he recently paid \$4.75 for a similar rocker.

## Novelty Grass Furniture.

Location—Basement floor.

Offered in the different stains. Especially unique. Selling cheap.

Pictures—Photo frames at 25 cents; carbon, photographs in elaborate frames; the subjects are all modern.

## Art Dept.

South Entrance, Left of Main Aisle.

- Hemstitched and drawn work dresser scarfs, worth \$2.25 for.....\$1.50
- Plain Hemstitched tray cloths.....50c
- Plain Hemstitched center pieces.....50
- Hand Embroidered dresser scarfs, worth \$2.00 for.....\$1.25
- Hem stitched center pieces, 20 inch, for.....30c
- Tray cloths.....40c
- Hemstitched and Drawn work lunch cloths, worth \$3.00, for.....\$1.80
- 36 inch, worth \$4.50, for.....\$3.00
- Hemstitched center pieces, 24 inches, worth 70c for.....40c
- Dresser scarfs, worth \$1.00, for.....65c
- Hemstitched and Drawn work dresser scarfs, worth \$2.25, for.....\$1.50
- Hemstitched and Drawn work tray cloths.....\$1.00
- 30 inch hemstitched lunch cloths, \$1.50, for.....85c

## Suits and Cloaks.

Location—South entrance Rear of Main Aisle.

Our cloak and suit department is overrun with business. Customers express surprise and appreciation at our reasonable prices and exquisite styles.

# KEITH-O'BRIEN COMPANY.