

CAN'T LIVE IN ROUND HOUSES.

Shape Preys Upon Minds of Occupants and Many Go Crazy.

The Minot Ledge Light is famed for the number of men who have gone crazy in it, and for that reason it is an object of interest to students of mental diseases. It is, as everybody knows, a piece of engineering of the highest order being in that respect only second to the famous Eddystone Light. More than a year was consumed in getting a foundation for it, and so high are the tides and so terrific the storms that the

entrance to the light is more than forty feet above the water. Then, one above the other, come the five rooms occupied by the keepers and used for storage purposes, and then the watchroom, and, finally, the lantern. The tower being circular and space greatly in demand, naturally everything is made to conform, so that no room shall be lost. Even the beds on which the men sleep are curved, the tables against the walls are circular and the benches are half-moons. Everything is round. In this lighthouse there have been at least five well marked cases of insanity, and others in which madness has been suspected and the men relieved from duty. Experts in mental diseases who

have made a study of conditions at the Minot Ledge Light attribute the unusual prevalence of insanity there to its peculiar form of structure. There is no point, they say, on which the eye may rest, so it travels round and round in a maddening whirl. They therefore suggest that some means be devised for filling the curves and producing corners and angles. In support of their theory they cite instances of men who have lost their mental balance during long confinement in circular prisons, but have quickly regained it on being transferred to an ordinary room of corners and angles. Baron Trenck spent much of his time in prison making marks and corners to

break the circularity of his surroundings and keep his reason from slipping away on the mad whirl of encircling walls. Casanova, an Italian engineer, who was imprisoned in a round tower, gives much the same testimony. He says he felt great mental relief on being moved to an ordinary square room. As it is well nigh impossible to make much change in the form of the structure of the Minot Ledge Lighthouse, the number of men in charge of it has been increased to five, in order that they may have frequent leaves from duty and take turns in going ashore for a visit to family and friends. This system has resulted in a decrease in the number of cases of melancholia and more serious mental disorders.

In fact, but for the frequent changes made in the service by shifting men from one station to another the number of cases of this sort everywhere would be much greater than it is. In some cases a man is kept in a place for only a few months, and then sent to some less isolated station for a while. To give the men something to think of other than their loneliness, and to occupy the long hours during which they have nothing to do, circulating libraries of fifty books each are provided. The books are carefully selected and changed every three months when the inspector makes his visit. In the collection are biography, history, travel, fiction, poetry, illustrated magazines and in some cases newspapers. Also

medicine chests are provided for relief in cases of sickness and careful directions given for the use of their contents. Despite the dangers and hardships of lighthouse life there are many applicants for positions in them. Whenever a vacancy occurs in the service there is always a number of men to select from. And yet the pay is small. In fact, the law provides that the average compensation given keepers shall not exceed \$300 a year. Probably the best paid keeper in the service is the man at Hell Gate, who gets \$1200 a year.—Chicago Chronicle.

Swallow Caused a Drink. Dr. Swallow, prohibition candidate for president, was walking along a street in Harrisburg when he saw a street laborer eating his lunch and washing it down with an occasional sip from a pint bottle. The temperance advocate earnestly begged the man to stop drinking and picture the misery which resulted from drinking. The man was much impressed and broke the bottle. Then the overjoyed prohibitionist gave him half a dollar as a reward. The laborer crossed the street at once and entered a saloon. Swallow upbraided him, but the man replied: "Well, sir, you gave me half a dollar to get something better to drink—that's what ye said. So I went and took wan. That was coddle coffee in the bottle."

# THE FIRST OF THE NEW GOODS

## NEW SHEER GOODS.

Fancy mob voile in black, champagne, white, light blue, tans, browns, pinks, greens, etc., never sold less than 35c. Our new spring price .. 25c

Silk mouline in all the new colors in white, cream, pink, blue, mais, champagne, old rose, Nile and pearl gray. It is a fabric closely resembling silk but more durable. It will wash beautifully. It never sold less than 35c. We will sell them at.... 25c

Silk mouline dots in all of the above colorings. Sells regularly at 45c. Our new spring price.... 35c

Superfine organdies in charming floral effects. They are the most artistic effects and designs ever shown for the price. While others will naturally ask 35c, our spring price will only be... 25c

What styles will spring bring forth? Dear to the feminine heart are the first whisperings. It is revealed that the coming season will be one of sheer goods—filmy, airy and charming inexpensive weaves. This trend of fashion will be most welcome. It means beautiful raiment. At little expense, womankind may be exquisitely gowned. The dainty new creations are revelations. It does seem that the acme in rare and delicate designing has been reached. There is unanimity of opinion among our buyers that the new inventions surpass all previous manufacture. The incoming arrivals are marvels. And at such compelling prices! Importations which heretofore commanded exclusive place and first prices are this season so closely rivalled that discernment between the two fabrics is nearly impossible. We insist, therefore, that a surprise awaits our friends.

This well-nigh perfection has been attained by the genius of one individual mill. For the first time in its history, this mill has consented to sell direct to certain large retail houses, usually one to a city, instead of jobbers controlling its output. For Salt Lake City, Keith-O'Brien Company will sell the portion allotted it. This will mean a clear saving of one-fourth—which we yield graciously to our trade. The range of magnificent weaves comprises Etamines, Voiles, Organdies, plain and fancy Mulls, fancy Crepes, Mouselines, Poplin effects and Jacquards, so soft and beautiful.

Importations are conceded to be beyond ordinary reach. But these desirable and dainty new patterns easily take rank with high-grade foreign goods of similar patterns.

### Etamine

Mixtures and dots, in navy, browns, blacks and tans, cream, champagne, old rose and green. A positive 18-cent bargain. Our spring price, only—

12 1/2 cents.

### A Beautiful Crepe Novel.

With self-colored silk polka-dot. Light, airy material, and splendid texture. Light blue, tan, black, red, cream, Nile, champagne and old rose. A new novelty, only—

35 cents.



These exceptional wash goods will be placed on sale Monday. We urge inspection. If possible, take advantage of forenoon shopping. We are not so busy then, and it will be a pleasure to leisurely show the new pieces.

### Plain Voile.

Equal in texture to a fine wool. A beautiful fabric, in all the choice colorings. Worth 35 cents; new spring price—

25 cents.

### New Imported Novelties

In printed fancy silk effects and beautiful Jacqueline crepes, in the most artistic designs and colorings. These goods will readily bring 75 and 85 cents, but our new spring price is—

65 cents.

## NEW SPRING SUITINGS.

The first suggestions which reflect Fashion's latest caprice are here. It is a pleasure to be the first house to show new goods. The choicest plain and fancy weaves and colorings now await inspection. Our old stock is all cleaned up and only new goods displayed.

50 PIECES OF FANCY MIXTURES in neat checked effects, genteel striped mixtures, fancy mohair effects, fancy Scotch mixtures, etc. Every one of them are a good 65c value. Our method is sell quickly and often, therefore our spring price will be ... 50c

NEW PANAMAS—beautiful colorings in plain, checked and striped effects. 45 and 50-inch stuffs. A splendid choice of designs and colorings. All new and most desirable.

GENTEEL MOHAIR CHECKED EFFECTS—this season's novelty—stylish, up to date and very pretty. Plain mohair scilians, mohair serges, neat shepherd's plaids—all desirable colorings are shown in the above lines.

# Sale in Waists, Jackets, Petticoats, Boys' and Girls' Wear

## Big Sale in Flannel Waists—Half Prices

In these lots are included garments from our entire lines—some of the numbers being from the finest lines. Every price shows an extraordinary reduction—one of the heaviest we have ever made in these clearance sales.

Odds and ends of novelty waists in light and dark colors, at 1/2 the original prices.

\$3.50 for ..... \$1.75 \$6.50 for ..... \$3.25  
\$4.50 for ..... \$2.25 \$8.50 for ..... \$4.25  
\$5.00 for ..... \$2.50 \$10.00 for ..... \$5.00

## Reductions in Boys' and Girls' Wear.

TAKING IN GIRLS' COATS, BOYS' SUITS AND OVERCOATS AND BOYS' AND GIRLS' SWEATERS.

A prominent gentleman was in the store the other day buying boys' trousers. Said he: "I know materials and am conversant with the stocks of boys' clothing carried at the different stores. I must say that your lines offer the best bargains in the city. You really sell better values for less money than any of them."

TRousERS. \$1.00 for ..... 80c  
85 cents for ..... 68c  
BOYS' OVERCOATS. \$6.50 for ..... \$5.20  
\$7.50 for ..... \$6.00  
BOYS' SUITS. \$6.50 for ..... \$5.20  
\$7.50 for ..... \$6.00  
\$8.50 for ..... \$4.40  
GIRLS' COATS—25 per cent discount.

### BOYS' AND GIRLS' SWEATERS.

95 cents for ..... 75c  
\$1.35 for ..... \$1.10  
\$1.50 for ..... \$1.20  
\$1.95 for ..... \$1.55  
Girls' sweater jackets, Norfolk styles, in red, green and white, for ages from 2 to 6 years.  
\$2.75 for ..... \$2.20  
\$3.50 for ..... \$2.80

## KEITH-O'BRIEN COMPANY

There isn't one bit of the "quitter" about us. That's why we keep on advertising so extensively. We believe in our methods and in our goods—and by everlastingly telling the people so—and sustaining every claim—we will steadily forge ahead. We shall stick to this principle like a barnacle to a boat's bottom. We can't hope to reap results commensurate with the heavy expense in the beginning. But by determinedly holding to the rigid truth in our relations to the people we will gradually obtain their full confidence. And ultimate confidence means that there will be no heading us off. The pulling power of public confidence is irresistible. It simply takes time. We feel the steady pull already.

THE PEOPLE ARE WITH US

## Extraordinary Sale in Ladies' Jackets.

Our heavy sales indicate a careful representation of correct styles. The many beautiful garments displayed throughout the season are the result of careful forethought and skilled buying. Certainly these jackets reflect the best conceptions of the foremost designers.

COVERT JACKETS—Made of Domestic and English covert, strapped seams, box pleated, satin and taffeta lined, coat collar; also collarless.

\$18.50 for ..... \$14.75  
\$25.00 for ..... \$19.50  
\$35.00 for ..... \$29.50

## Silk Petticoats at Half Prices.

At this comparatively early time we have taken steps to carry out an invariable rule of this store to close out everything in season. Styles that are strongly in vogue are displayed. Every garment is this season's style. Every one has excellence and distinctive workmanship.

Mostly light colors for evening wear; some are lace trimmed, others trimmed with ruching.

\$6.00 for ..... \$3.00  
\$9.00 for ..... \$4.50  
\$15.00 for ..... \$7.50  
\$20.00 for ..... \$10.00  
\$25.00 for ..... \$12.50

## ART SECTION BARGAINS

SPECIAL SALE, ONE-FOURTH REDUCTION.

PILLOWS FOR CUSHIONS—DOWN PILLOWS. 14x14—50c for ..... 38c  
18x16—75c for ..... 57c  
20x20—\$1.25 for ..... 94c  
24x24—\$2.00 for ..... \$1.50  
PART DOWN AND FEATHER PILLOWS. 18x18—75c for ..... 50c  
22x22—\$1.25 for ..... 94c  
26x26—\$1.75 for ..... \$1.32  
ETC.  
FEATHER PILLOWS. 18x18—45c for ..... 34c  
22x22—75c for ..... 57c  
24x24—95c for ..... 72c  
28x28—\$1.35 for ..... \$1.02  
ETC.



## Remnants of Embroidery

In all lengths and widths; edges and insertions, cover embroidery. The prices range from 5c to \$2.50 a remnant. There are many remnants left from the big embroidery sale.

IMITATION TORCHON LACES AND INSERTIONS. Worth up to 20c yard.

4 Cts

# Here Are Some Remarkable Reductions in the Basement

## Ingrain Art Square

Large assortment of patterns and colorings, in large and small figures. 9x10.6, \$3.00, worth ..... \$7.00  
9x12, \$5.50, worth ..... \$7.50  
Come early and select.  
BIGELOW WILTON RUGS. 30x60, \$5.00, worth ..... \$7.50  
36x63, \$7.50, worth ..... \$9.50

## RUGS.

Blue, red and green Saratoga wash rugs—guaranteed washable. \$1.20, worth ..... \$1.55  
\$2.25, worth ..... \$3.00  
\$3.95, worth ..... \$4.50  
\$4.95, worth ..... \$6.00

## Window Material Muslins.

Red, blue, green and pink, 40 inches wide; sells regularly for 20c; reduced to 10c per yard.

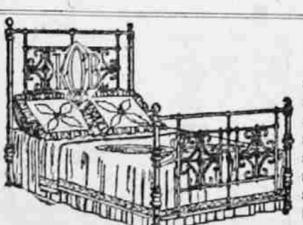
## Fine Tea.

We have on hand about 200 packages of tea which was left over from the time when we served tea in the basement. We intend selling this at half price. It is put up in 33-cent packages, which represents exactly half of the regular price. It is as fine a tea as is grown.

## Brass and Iron Beds.

We sacrifice these to make room for our large shipment for spring. The brass beds, 3/4 and full sizes; prices as follows.

\$20.00 reduced to ..... \$17.50  
\$25.00 reduced to ..... \$20.00  
\$30.00 reduced to ..... \$23.75  
\$40.00 reduced to ..... \$32.00



## Iron Beds.

\$3.75 Iron Bed reduced to ..... \$3.00  
\$5.50 Iron Bed reduced to ..... \$4.25  
\$7.50 Iron Bed reduced to ..... \$6.25  
\$10.50 Iron Bed reduced to ..... \$8.50  
\$12.50 Iron Bed reduced to ..... \$9.50  
\$15.00 Iron Bed reduced to ..... \$12.50  
\$17.75 Iron Bed reduced to ..... \$15.00  
\$20.00 Iron Bed reduced to ..... \$17.00

## Lattice Lace.

FOR DOORS AND TRANSOMS.

Beautiful designs; come 26 inches wide. Just the thing for doors, hall windows and transoms; 20c yard reduced to 10c yard.

Brass curtain rods, will extend 54 inches; 10c and 20c each.

## Fancy Colored Table Oilcloths.

1 1/4 yards wide; sells regularly for 20c and 25c; reduced to 15c a yard.

## Fancy Figured Silkoline.

Floral and Oriental effects; suitable for comfort covering and draperies; yard wide; worth 12 1/2c and 15c yard. Reduced to 9c yard.

## White Curtain Swisses.

Yard wide, with fancy embroidered figures, dots and stripes. Regular 20c for 15c, and 17 1/2c for 10c yard.

THE KEITH-O'BRIEN COMPANY.