

Big Carpet Sale Under
Headway

Keith-O'Brien Company

Big Sale of Lace
Curtains

WHAT WE OFFER YOU IS WORTH WHILE--- IN QUALITY AND IN PRICE

Saturday is the big shopping day—the biggest day of the week. More people come out—more cash is taken in—therefore it is the BEST value day. Tempting things are offered all along the line—which YOU should take advantage of. These inducements are conducted on a high plane—being reductions on clean, fresh, desirable merchandise—**RELIABLE IN EVERY SENSE!**

Boys' and Girls' Apparel Department

The displays in our Juvenile division show exceptional merit, being the production of the leading manufacturers of America.

We cordially invite all the parents of Salt Lake to a personal inspection of our fall and winter apparel. We ourselves take more than ordinary pride in this stock. Both materials and making are of the better kind; the styles the cleverest, and the prices are very moderate, considering the quality.



Boys' Two-Piece Suits

The two styles illustrated are the most popular models for boys—The Norfolk coat is considered the more artistic for small boys, ages 7 to 11, although we have both models in those sizes. The double breasted coat without belt is now the accepted favorite for boys from 11 to 17 years of age. We show an immense assortment of fabrics in those two styles, gray shades of chevots and the new dark shades in serges and worsteds, complete range of prices—

\$3.00 to \$15.00

Boys' Russian and Reifer Overcoats.

We are now showing a vast display of boys' overcoats in these styles. They are the only models now selling for boys from 4 to 12 years of age. We show several models in both styles. The long reifer style is splendid school coat for boys up to 14 years. Our stock contains a wide variety of fabrics in the new gray shades as well as the dark mixtures and plain colors. We are selling a number of these long reifer coats for girls—Priced for—

\$3.00 to \$12.00



Girls' and Junior Misses' Coat Suits—

Girls' and Junior Misses' winter suits in plain color broadcloth, serge and wide-wale chevron; long coat, semi-fitted back, single breasted front, all satin lined, new plaited skirts; girls' sizes, 9, 10, 11 and 12; junior sizes, 13, 15 and 17. One of the new models is a girls' "shot-top" suit in sizes 10, 12 and 14 years. Girls' Suits \$8.75 to \$15.00.

Girls' Full Length Winter Coats

In plain color chevots and broadcloth, new seamed backs, double and single breasted fronts, elegantly trimmed in bone, fancy or gilt buttons, high toradown or lapel collars, self or braid trimmings; sizes 6 to 14 years—\$5.00 and up.

Girls' and Junior Misses' Long Coats—

Two different models will be shown here this season, each in wide variety of fabrics. A new model for Junior Misses is designed and cut on the lines of the young men's overcoats and is strictly man tailored; the materials are new shades in fancy mixtures and plain cloths, yoke lining of Skinner's fancy silks; sizes 12 to 17 years—\$8.75 to \$25.00.



Girls' One-Piece Dresses

FALL AND WINTER MODELS. We place on sale today the most extensive line of girls' one-piece wool dresses we have ever shown, and we solicit the mothers' critical inspection. They are the product of the same maker as the beautiful wash dresses we have been selling during the past season. In fact, the leading retail stores in America consider this line of children's dresses the best in the country. You'll find them neater and better made than your seamstress can produce at home, and the cost is not any greater.

Little Girls' Winter Coats

Complete and desirable assortment for the little girls from 2 to 6 years of age. Materials of broadcloth, plush, chevots, opossum and genuine furs, in new and fashionable colorings—

\$2.50 to \$22.50

CORSET SPECIALS

We have a broken line of corsets, which we are obliged to get out of stock. They range in price from \$1.75 to \$3.75, but we will give our patrons the benefit of some quick selling prices. \$1.39 for any of these corsets. They are all good models and if you come early we can give you your right size. We also have a very good dollar corset in all the new models.

Bargain Basement Specials for Saturday and All Next Week

- Bleached Turkish Towels.....5c each; 55c dozen
- 18x36-inch fine huck Towels, seallaped ends10c each; \$1.00 dozen
- Remnants, Turkey red and bleached table damask, worth 50c yard; special, yard29c
- Austrian drawn work, scarfs and squares, all sizes19c to 69c each
- 72x90-inch hemmed sheets, 50c grade, for38c
- 42x36-inch Pillow Cases, each11c
- 45x36-inch Pillow Cases, each12c
- Full size Crocheted Bed Spreads, each50c
- Infants Cashmere Hose, silk heel and toe, all colors; the 25c kind for, pair19c
- Men's, Women's and Children's velvet and terry cloth house Slippers, special25c and 29c

Lily White Floating Soap for the Toilet and Bath Sold everywhere else for 5c cake. As long as 25 cakes last, our price—2 cakes for 5c. If you want a few cakes, come early. No telephone orders will be filled.

A Genuine Bag and Belt Sale

Genuine seal bags, all sizes; black only; values up to \$10.00; for—\$1.95.

About 25 bags, assorted leathers, in all colors and black, values up to \$6.50, for—\$3.45.

A beautiful 10-inch bag with a riveted frame; made of real leather and leather lined; this bag has three-piece fittings; worth \$2.75; for—\$1.25

Ladies' belts in silk, leather and elastic; all colors and all sizes; values up to \$2.00 each. The price for Saturday only is—25c each.

Our new button parts have arrived and we are prepared to make all kinds of silk, velvet, cloth and fancy buttons at New York prices—which are pretty cheap for Salt Lake.

Many of our customers have requested us to add the following items in our already complete stock of TOILET GOODS.

We assured them that if we did add these items the prices would be as reasonable as those which have made the department so popular.

- Riker's Compound Sarsaparilla75c
- Riker's Malt Extract with Cod Liver Oil and Wine60c
- Riker's Cough Remedy, large size60c
- Riker's Cough Remedy, small size25c
- Castoria19c
- Blood Tonic\$1.00
- Woman's Tonic and Nerve Remedy\$1.00
- Sal Hepatica, large size90c
- Sal Hepatica, medium size45c
- Sal Hepatica, small size20c
- Wampole's Formidol, large size38c
- Wampole's Formidol, small size19c
- Bromo Seltzer, very large80c
- Bromo Seltzer, large40c
- Bromo Seltzer, medium20c
- Bromo Seltzer, small8c
- Horlick's Malted Milk, large\$3.00
- Horlick's Malted Milk, medium75c
- Horlick's Malted Milk, small35c
- Dioxigen19c
- Peroxide of Hydrogen, 16-ounce size30c
- Peroxide of Hydrogen, 8-ounce size20c
- Peroxide of Hydrogen, 4-ounce size10c



White Goods and Domestics

White Madras and Dimity Waistings—50 styles in figures, stripes and checks, values up to 35c; sale Saturday, special, yard—19c.

28-inch Dundee Percales, new line of patterns, all colors, better than prints and cheaper—71-2c.

New line of velours and flannelettes, regular values 18c and 20c yard; Saturday, 12 1-2c.

One hundred new patterns in light and dark Punjab Percales, yard, 15c.

SATURDAY SHOE SPECIALS

85c—Infants' Shoes in button or lace, regular \$1.25 grade.

\$1.00—Infants' Shoes, in patent or vici kid, in button, lace or blucher, with red, tan, black, white or blue tops, splendid values.

\$1.25—Women's Warm Slippers

Fur trimmed Juliets, knitted bed slippers with high stocking leg, the low cut comfort slippers, many new styles and cuts.

MEN'S SHOES—We sell you the best made. We have over 20 styles and lasts at \$5.00.

\$3.15—Sample Line of Women's Shoes—

Tans, patents and calf, worth \$5.00 and \$6.00; your size no doubt among them.

\$5.00—Women's Shoes

The very best made, and your choice (with two exceptions) of any pair of our \$6.00 and \$7.00 grades.



\$2.00—Misses' and Children's Shoes— For school or dress. They will wear and they fit.

IF YOU ARE NOT GOING TO PUT A GREAT DEAL OF MONEY INTO A SUIT-- PUT THOUGHT

And these suits will put you to thinking, for they embody those very striking points which you have been turning over in your mind whenever you planned for the new suit. The styles are so modest, so much grace to every suit, you will not be content without one.

Tailored Cloth Suits

All wool materials; about 50 different styles; worsteds, serges and fancy weaves; coats 48 inch and 42 inch lengths. At \$25.00 the price would be cheap. Saturday special—\$15.00. Alterations extra.

200 Cloth Suits

Man tailored, handsomely lined materials of fine imported chevots, French serges and silk stripe; mannish worsteds, cloths; strictly tailored styles; correct coats; kilted and plain skirts. Saturday special—\$35.00.

Peter Thompson dresses in one-piece styles; white, navy, red, gray and black; also broadcloth princess dresses and co-ed styles; college dresses for girls. Saturday special—\$19.75. Alterations extra.

Come to our store Saturday evening and hear the splendid orchestra concert

Saturday Specials in the Men's Section

Saturday morning we place on sale a sample line of Hose—all the new shades and patterns; also neat stripes and plaids. These Hose sell for 50 cts. In sizes from 9 1-2 to 11 1-2. Sale price 35c or 3 pair for \$1.00.

We have just received a handsome line of Bags and Cases. The leather and workmanship is perfect. All the new shades of leather. Bags \$7.00 to \$25.00. Cases \$5.00 to \$15.00. We invite your inspection.

Large showing of Flannel Night Robes and Pajamas. The prices are very low this season.

Sweater Coats are popular for cold evenings. Trimmed in all shades, \$2.00 to \$1.25.

We have a new line of 25c Hose, fine gauge, newest colors. These Hose wear well.

Immense Sale of Furniture, Rugs, Carpets, Draperies, Portieres and Other Furnishings

Couch Covers \$3.50 A better grade, heavy, reversible Turkish and Persian patterns for \$2.75.

Couch Covers \$9.50 The heaviest made, in Kermanshah and Senaa patterns, the reverse showing totally different colorings, for \$7.50.

\$3.25—Heavy Armure Tapes- try, with Persian striped tapestry border, for \$2.75

\$5.25—Mercerized Armure Tapestry with borders of Gobelin Tapestry in soft beautiful Persian colorings, usual effects for \$4.25

Regular \$25.00—Splendid ten-wire Brussels Rugs, 9x12 sizes, superb patterns...\$18.75

\$34.00—Seamless Wilton Velvet Rugs, 9x12 size, heavy weave, rich colorings in Oriental styles. A Rug for a lifetime\$25.75

Our linoleums are of standard grade and the best known make on the market today. A carload just received. Our \$1.15 grade equals other \$1.25 grades; our \$1.35 grade equals other \$1.50 grades.

Inlaid Linoleums in Granites, Parquet and Tile patterns.