

Keith O'Brien Company

The Christmas Store of Salt Lake

The daily shopping throngs which surge through the aisles of the new store emphasize it, our increased stocks attest it, and the largest business in the history of the store further augments it.

The reason: Our large buying organization enables us to deal direct with manufacturers with an economic view to *quantities*. In the eyes of the store, gift things are the same as other merchandise: the more we sell the less is the expense of handling them---subject to the same close margin of profit as governs in other merchandise. Our outlet is such that quick turn-overs of stock lessen operating expenses, bringing selling prices to a minimum.

When everybody is buying, *reasonable prices--extra reasonable prices, to popularize the new shopping district, are doubly appreciated.* Then, too, the quality of a Xmas remembrance is a factor. It becomes a decided satisfaction to know that a purchase at Keith-O'Brien's is indicative of absolute worth and newest ideas, insuring fullest pleasure to the recipient. The scope of our assortments is such that any requirement can be met, beginning with the most inexpensive expressions of good will. Our vast stocks are at their best, and afford the greatest advantages for quick selling.

It does one's heart good to pass leisurely from show-case to show-case noting the many tempting articles. *On every hand our complete stocks answer the ever perplexing question: "What to give?"*

Service, too, is most important these busy days, when every link in our perfect system is drawn taut. We have given much thought to Christmas service--no detail is too trifling to be overlooked--therefore we offer every assurance of satisfaction, both in the purchased article and the transaction attending it.

Naturally we urge the less busy hours of the day for comfort and thoughtful selection

FOR HER

Something in Jewelry

- Fountain Pens.
- Necklaces.
- Opera Glasses.
- Lorgnettes.
- Bracelets.
- Brooches.
- Rings.
- Barrettes.
- Pearl Collars.
- Combs.
- Festoons.
- Hat Pins.
- Bouquet Pins.
- Veil Pins.
- Bar Pins.
- Belt Buckles.
- Beaded and Silver Bags.
- Guards.
- Scarf Clasps.
- Cuff Sets.
- Collar Sets.

In Leather Novelties

- Hand Bags.
- Purses.
- Traveling Bags.
- Traveling Cases.
- Card Cases.
- Handkerchief Folders.
- Glove Boxes.
- Stationery Boxes.
- Calendars.
- Trinket Boxes.
- Memorandum Pads.
- Picture Frames.
- Music Rolls.

Toilet Accessories

- Hair Brushes.
- Combs.
- Hat Brushes.
- Puff Boxes.
- Jewelry Boxes.
- Trinket Boxes.
- Manicure Sets.
- Trays.
- Perfumery.
- Hand Mirrors.
- Hair Receivers.
- Powder Boxes.
- Pin Cushions.
- Belt Buckles.
- Hair Pins.
- Perfume Bottles.
- Toilet Sets.
- Filled Toilet Cases.
- Curling Irons.
- Vanity Boxes.
- Fans.

Dress Accessories

- Handkerchiefs.
- Neckwear.
- Gloves.
- Umbrellas.
- Laces.
- Ribbon Novelties.
- Slippers.
- Hosiery.
- Bath Robes.
- Lounging Robes.
- Veilings.
- Scarfs.
- Silk Underskirts.
- Kimonas.
- Aprons.
- Fine Lingerie.
- Silk Hose.

Art Work Novelties

- Decorative Linens and Tapestries.
- Pillows.
- Desk Sets.
- Bed Room Sets.
- Hat Holders.
- Jewel Boxes.
- Glove and Handkerchief Boxes.
- Trays.
- Pin Cushions.
- Mahogany Bamboo Baskets.
- Japanese Baskets.
- Work Baskets.
- Clipping Holders.
- Receipt Holders.
- Post Card Holders.
- Memo. Tablets.
- Whisk Brooms and Curling Iron Holders.

FOR HER HOME

- Writing Desks.
- Sewing Tables.
- China Closets.
- Hat Pins.
- Bouquet Pins.
- Veil Pins.
- Bar Pins.
- Belt Buckles.
- Beaded and Silver Bags.
- Guards.
- Scarf Clasps.
- Cuff Sets.
- Collar Sets.
- Magazine and Book Racks.
- Foot Rests.
- Sewing Tables.
- Telephone Stands.
- Tabouretts.
- Plant Stands.
- Stools.
- Umbrella Stands.
- Lamps.
- Dressing Tables.
- Rugs.
- Jardinieres.
- Chafing Dishes.
- Cut Glass.
- China.
- Vases.
- Pictures.
- Sewing Machines.
- Carpet Sweepers.
- O'Cedar Mop.
- Picture Frames.
- Photo Frames.
- Sterling Silverware.
- Work Boxes.

- Sewing Baskets.
- Needle Cases.
- Fancy Pillows.
- Dishes.



In Decorated China

- Tea Sets.
- Dresser Sets.
- Condiment Sets.
- Odd pieces in Cream Jugs
- Syrup Pitchers.
- Pepper and Salts.
- Relish Dishes.
- Bon Bon Dishes.
- Cups, Saucers and Plates.
- Steins.

In Fine Linens

- Table Cloths.
- Pillow Cases.
- Napkins.
- Luncheon Sets and Luncheon Cloths.
- Breakfast Cloths.
- Guest Towels.
- Embroidered Doylies.
- Centerpieces.
- Scarfs and Squares.
- Lace Doylies.
- Table Covers.
- Bed Sets.

FOR HIM

Something to Wear

- A House Coat.
- Bathrobe.
- Slippers.
- Neckwear.
- Gloves.
- Hosiery.
- Handkerchiefs.
- Mufflers.
- Cuff Links.
- Scarf Pins.
- Lapel Chains.
- Fobs.
- Suspenders.
- Garters.
- Belts.
- Sweaters.

Something to Use

- An Easy Chair.
- Foot Rest.
- Smoking Stand.
- Humidor.
- Cellerette.
- Cigar Case.
- Umbrella.
- Cane.
- Traveling Bag.
- Suit Case.
- Traveling Cases.
- Trunks.
- Bill Folder.
- Pocket Books.
- Card Case.
- Collar Box.
- Cuff Box.
- R. R. Pass Book.
- Memorandum Books.
- Tie Rack.
- Pillows.
- Pennants.
- Pipe Rack.
- Pictures and Brass.
- Copper and Leather Novelties for HIS Den.
- Shaving Mirror.
- Ash Tray.
- Desk Sets.
- Desk Calendars.
- Match Safe.
- Paper Weights.
- Stamp Boxes.
- Memo Pads.
- Shaving Pads.
- Cigarette Cases.
- Letter Openers.
- Handkerchief Cases.
- Tourist Sets.
- Coin Purses.
- Glove Cases.
- Tourist Sanitary Cups.
- Cigar Lighters.
- Fountain Pens.

Excursion rates in force one week earlier this year. That means hundreds of out-of-town visitors to Keith-O'Brien's.

Have your packages wrapped in the store for expressage or mailing. Wells-Fargo first floor at the end of the aisle leading from State and Broadway entrance.

Novelties Reduced

Ribbon novelties, sewing boxes, pin cushions and favors--15c values reduced to 10c.

Ribbon novelties, sewing boxes, hair receivers, pin cushions, hatpin holders, talem holders and darning sets, 25c values reduced to 15c.
 Ribbon novelties, pin cushions, needle books and fancy cubes, 35c values reduced to 19c.
 Ribbon novelties, pin cushions and needle books, 50c values reduced to 35c.
 Ribbon novelties, manicuring sets, pin cushions, hatpin holders, sewing sets, darning sets, tale holders, needle books, coat hangers and hair receivers, 75c values reduced to 48c.
 Ribbon novelties, pin cushions, coat hangers, work boxes, sewing baskets, hair pin holders, hat pin holders and ribbon holders, \$1.00, \$1.25 and \$1.50 values reduced to half price.
 Vegetable pin cushions, potatoes, carrots, turnips, beets, chestnuts and lemons, 25c values reduced to 19c.
 Fancy boxes, pin cushions and work baskets, 50c and 75c values reduced to 25c. \$1.00, \$1.25 and \$1.50 values reduced to 50c.

Stationery

A combined desk blotter and yearly calendar, in red, black or blue, 13x15 inches, worth \$1.45, reduced to 98c. 17x19 inches, worth \$2.45, reduced to \$1.67.
 A 95c box of Xmas stationery for 71c.
 A \$1.25 box of Xmas stationery for 94c.
 A \$1.45 box of Xmas stationery for \$1.07.
 A \$1.75 box of Xmas stationery for \$1.31.
 A \$2.25 box of Xmas stationery for \$1.68.
 A \$2.75 box of Xmas stationery for \$2.07.

Holiday Showing of Masterpieces in Oriental Rugs
Special Holiday Sale.

The finest aggregation of Exquisite, Perfect Antique and Modern
 People who are furnishing houses or looking for appropriate Christmas presents will find a visit to the Rug Department, on third floor, interesting and profitable.

Trunks, Suit Cases and Hand Bags

Luggage with conveniences appeals to the experienced traveler--appearance can add much to their value as gifts.
 Just in time for Christmas we have opened a new shipment of very high grade goods of this kind; all are fitted with little conveniences and come with the toilet necessities wanted on the trip.
 Oxford bags, Gladstone bags, two-story bags, Oxford kit bags and over-night bags; in English grain leathers, cowhide, chrome calf, pigskin and walrus.
 Prices for bags without toilet accessories--\$4.50 to \$35.00. Bags with complete travelers' outfit--\$35.00 to \$65.00.
 Suit cases in great variety in same leathers; prices as little as \$1.50 to the finest and most expensive leathers at \$35.00.
 Standard dress trunks, wardrobe trunks, steamer trunks, Boston dress trunks and carriage trunks. In price from the cheapest guaranteed quality at \$9.00 to the finest made at \$90.00.
 Gift buyers, travelers and excursionists should by all means see our line before purchasing.