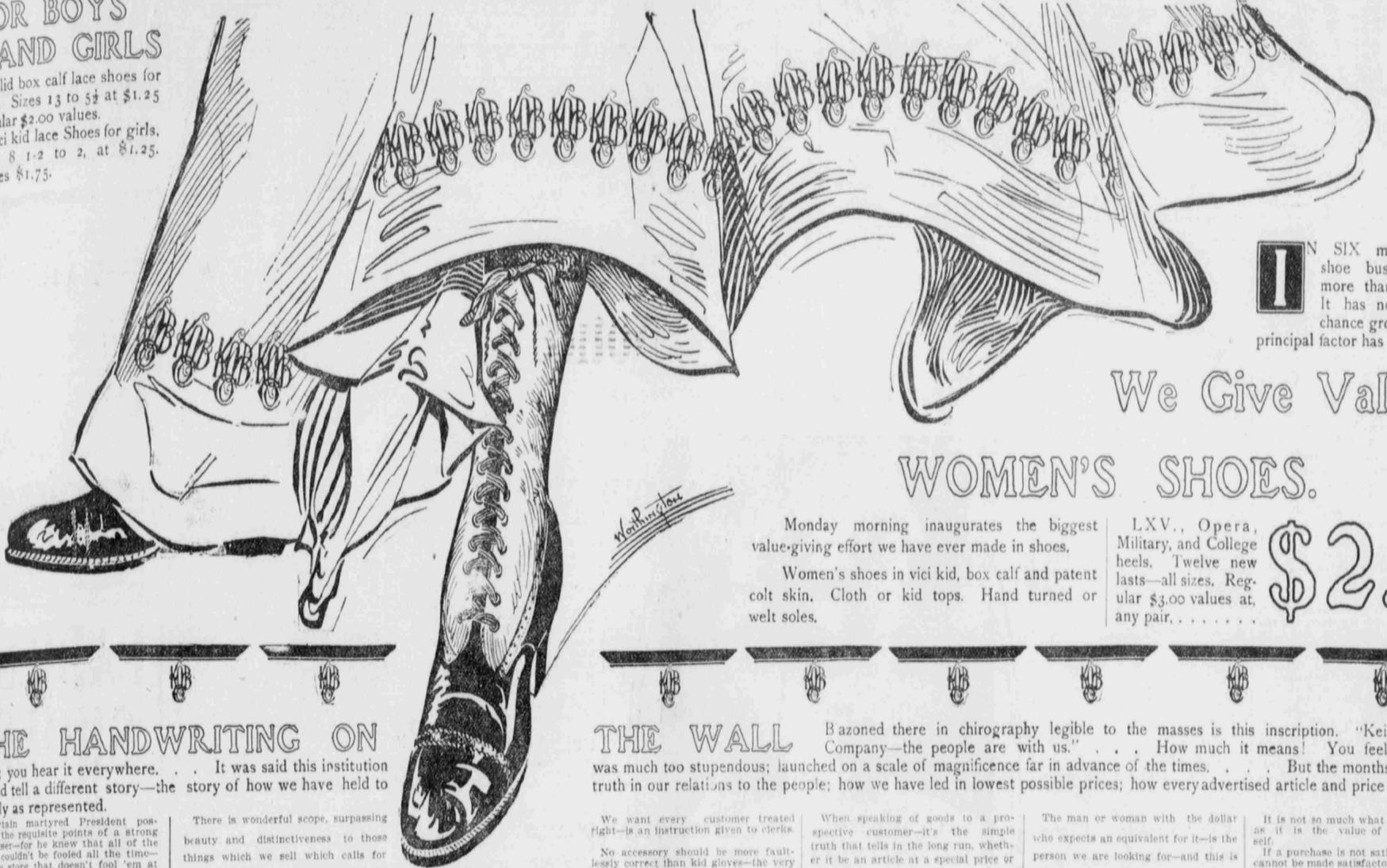


SHOE ANNOUNCEMENT.

FOR BOYS AND GIRLS

Solid box calf lace shoes for boys. Sizes 13 to 5 1/2 at \$1.25 Regular \$2.00 values.
Vici kid lace shoes for girls. Sizes 8 1-2 to 2, at \$1.25. Values \$1.75.



IN SIX months our shoe business has more than doubled. It has not been a chance growth. The principal factor has been

We Give Values.

WOMEN'S SHOES.

Monday morning inaugurates the biggest value-giving effort we have ever made in shoes.

Women's shoes in vici kid, box calf and patent colt skin. Cloth or kid tops. Hand turned or welt soles.

LXV., Opera, Military, and College heels. Twelve new lasts—all sizes. Regular \$3.00 values at, any pair.

\$2.00

THE HANDWRITING ON

store; you hear it everywhere. . . It was said this institution passed tell a different story—the story of how we have held to exactly as represented.

A certain martyred President possessed the requisite points of a strong advertiser—for he knew that all of the people couldn't be fooled all the time—and the store that doesn't fool 'em at all—will get there. We know.

There is wonderful scope, surpassing beauty and distinctiveness to those things which we sell which calls for style.

THE WALL

Bazoned there in chirography legible to the masses is this inscription. "Keith O'Brien Company—the people are with us." . . . How much it means! You feel it in the truth in our relations to the people; how we have led in lowest possible prices; how every advertised article and price have been

We want every customer treated right—is an instruction given to clerks. No accessory should be more faultlessly correct than kid gloves—the very kind we sell.

When speaking of goods to a prospective customer—it's the simple truth that tells in the long run, whether it be an article at a special price or one selling regularly.

The man or woman with the dollar who expects an equivalent for it—is the person we are looking for—and this is the store that's being sought.

It is not so much what is said of it—as it is the value of the article itself. If a purchase is not satisfactory—and cannot be made satisfactory—the money is refunded.

Colored Wool Dress Goods.

Popular prices for the popular trade—to really mean it—to convince—to hold a place in the good graces of the whole people—tell the story of the up-building of the silk and dress goods section. And carried in connection with popular goods at popular prices are lines of fabrics as fine as money can buy. It is an assortment at popular prices seldom seen in even larger cities—in- viting, stylish and a myriad of tempting colorings—the equal certainly has never been offered for inspection in Salt Lake. Examination is urged.

- A handsome assortment of plain and fancy weaves—75 pieces to choose from in granite, Henrietta serges, chevots, fancy checks, stripes and neat mixed effects. Not a cheap fabric but one of unusual value. . . . **50 cts**
- An exceptional line of fancy mixtures in browns, blues, greens, grays, plain granites, chevots, albatros, batistes volles, basket weaves, etc. One of the best values you ever saw at . . . **75 cts**
- A splendid showing of broadcloths, Panamas, wool crepes, armures, serges, volles, etc., in the season's most desirable colorings. Popular price . . . **\$1.00**
- The best values in crepe de Paris, browns, blues, greens, onion, mahogany, garnet, etc., will be found in our \$1.25 line. Ladies' familiar with weaves inform us that these are the equal of many \$1.50 and \$1.75 values. There is also an elegant line of plain and fancy weaves in all colors . . . **\$1.25**
- Crush velvets in the popular colors, \$1.25 is an inducement at . . . **98 cts**

Keith O'Brien Co
The people are with us



Suits, Costumes and Walking Skirts.

Competent critics pronounce our displays the most perfect and comprehensive ever made in Salt Lake.

Ladies' Walking Suits. \$16.75 Suits for \$4.95.

The mild weather incites us to attract trade. Big reductions are made in this line. The suits are of plain chevots in black, blue and brown; also in fancy mixtures; long, medium and short jackets; full kilted skirts. \$16.75; \$18.75 and \$22.50 for. . . **\$12.75**

A strong price-concession. In the lot are 13 suits of dark brown mixtures; 7-gored skirt; trimmed with braid. Eaton Jacket. For some reason the Eaton Jacket, so popular in the east, is not taking well this fall—hence the sweeping reductions. Sizes: 34, 36 and 38. Special price. . . **\$4.95**

Fine Costumes.

Our showing of imported and domestic costumes is magnificent—embodiment of the latest fashion. If you paid \$150.00 you could not obtain more exquisite workmanship or later styles. . . **\$49.50**
\$67.50 and \$75.00, for . . .

Walking Skirts.

A most excellent bargain. The skirts are made of fancy mixtures and tweed suitings; kilted effect; strap seams; inside seams bound. . . **\$3.95**
Values from \$4.95 to \$7.50 for . . .

BOYS' CLOTHING.

There is a swing and a style to our clothing for boys that is found usually only in tailor made garments for men. They wear; they hold their shape; the workmanship is splendid.

Right now two lines are being sold at a decided reduction.
\$4.50, \$4.75, \$4.95 and \$5.00 . . . **3.95**
Including many \$6.00 suits for . . . **2.95**

20 Per Cent Discount Off Entire Stock Of Val Laces With Insertions to Match

These laces are new and are used for trimming handkerchiefs and making the handkerchief corset covers.

Handkerchief Centers from 10c to 30c Each.

A nice line of linen handkerchiefs hemstitched and embroidered, used for making corset covers—12 1/2c, 15c and 25c.

Burning the Wick Low in Price.

It is a magnificent line of goods, but slow sellers. Damascus Electric Standard lamp and shade. Regular \$30.00; for one . . . **\$17.50**

Decorative lamps and shades, elaborately embossed in bronze and colors. Regular \$17.50 \$30.00; for the week . . . **\$17.50**

One Mardabat lamp, engraved brass, colors, scarlet, green and oriental blue—an elegant lamp \$17.50 and shade, cheap at \$30.00; for the week . . . **\$17.50**

Just one Jeygare Hegar Pot—an altar lamp 5 feet high silk fringe; bronze shade, hammered brass bronze, with antique engraving. We have sold similar lamps at \$30.00, a very reasonable price. It can be had at the closing out price . . . **\$17.50**

of . . . **\$17.50**

An Egyptian enameled bronze lamp, enameled in blue and white, including shade. The for \$17.50 mer price was \$30.00. Special price . . . **\$17.50**

Box couches are not only ornamental but are convenient receptacles for apparel. The ones to be sold during the week at reduced prices are six feet long by thirty inches wide. They have a spring top and are upholstered in denim and burlap; spring top and wire spring edges. They are durable. The price has always been \$12.50. For one . . . **\$10.75**

week . . . **\$10.75**

Remnants at Half Price

All Week.

You will find many bargains in velours, cretonnes, demins, burlaps, satens, silkolines, and all kinds of assorted draperies.

Underwear and Hosiery.

The manner in which this section is forging ahead is due to the fact that the right goods are carried.

- Children's cream cotton fleeced vests and pants—regular 35 cents qualities—Monday only **25c**
- Children's two and one ribbed heavy cotton hose in fast black—50 cent quality becomes an inducement for Monday, two pairs being offered at . . . **25c**
- Ladies' fast black hse hose, full fashioned foot, double heel and toe—including odds and ends in white foot and split sole—in small sizes. A regular 25 cent quality will be sold Monday . . . **25c**
- Ladies' ecru cotton fleeced vests and pants—regular 35 cent quality—at . . . **25c**



Silver Plated Ware. \$5.00 Goods for \$3.75.

The set is guaranteed for 15 years. It consists of half-dozen knives, half dozen forks, half dozen table spoons, half dozen tea spoons, one butter knife, one pickle fork, one sugar spoon.

LITTLE HOUSE FURNISHINGS.

- The glass washboard, glass rubbing surface, will never wear out, tarnish or corrode. . . **50c**
- Best made fine polished clothes pins, dozen. . . **10c**
- 100 feet wire clothes line, will not rust. . . **25c**
- Rustless sink strainers. . . **20c**
- Floral, best furniture polish, one-half gallon cans. . . **50c**
- Blue-Kan floor wax and furniture polish. . . **25c**
- Our Good Luck clothes wringers, steel ball-bearing, solid white rubber rollers vulcanized on shaft inclosed double cog wheels, \$3 wringer for. . . **\$3.25**
- Kitchen looking glasses, frames in gilt, white enamel and oak. . . **15c, 20c, 25c and 35c**
- Domestic scouring soap for general house-cleaning, cake. . . **5c**
- Mrs. Potts' iron handles. . . **10c**
- Fancy decorated tin stops. . . **5c**
- Genuine W. A. Rogers silver-nickel tea spoons, each. . . **5c**
- Extra heavy bright wire coatroom steel hang-ers. . . **5c**
- Angora wool piano and furniture dusters. . . **10c**

LITTLE HOUSE FURNISHINGS.

- Fancy Japanese toothpick holders. . . **5c**
- Scientific coffee pots (The Gem), makes delicious coffee. . . **75c**
- Oak towel rollers, nickel mounted. . . **10c**
- Wire tea balls, each. . . **5c**
- Nickel electric call bells, each. . . **12c**
- White embossed lace shelf paper (5 yards). . . **5c**
- Trays (assorted). . . **10c**
- Knife board cleaner and sharpener, each. . . **5c**
- 10-quart Dish Pans, best Enamelled Ware. . . **50c**
- 10-quart Seamless Water Pails, best grade. . . **45c**
- 3-quart Tea or Coffee Pots, best grade. . . **45c**
- 5-quart Preserving Kettles, best grade. . . **30c**
- 3-quart Lipped Saucepans, best grade. . . **30c**
- 2-quart Covered Buckets, best grade. . . **25c**
- The Genuine Labriere French Butcher Knife, regular \$1.00. . . **45c**
- Pot Knobs, good chance to repair, 4 for. . . **5c**
- Cut Glass Salt and Pepper Shakers, Sterling Silver Tops. . . **set 65c**
- Fill every housekeeping need during this sale at a substantial saving.
- Full nickeled cuspidors, each. . . **25c**
- Waste Baskets, strong, well made, each. . . **40c**

LITTLE HOUSE FURNISHINGS.

- Wash Board's, zinc, rubber, each. . . **20c**
- Floor and Wall Dust Brushes, 14-inch, with handles, each. . . **7c and \$1.00**
- Coal Hoek, strong and lasting, each. . . **25c**
- 2-minute bread mixer, mixes and kneads the bread in 2 minutes. Hands do not touch the flour; Kneader, Mixer and Raiser, all in one, each. . . **\$2.25**
- No. 8 heavy copper rim and copper bottom Wash Boilers. . . **\$1.15**
- Ice Cream Freezers, best makes. . . **\$1.95**
- 24-inch Japanned Trays. . . **35c**
- Oak Towel Rings (6-inch). . . **5c**
- Crumb Trays, with Scraper. . . **13c**
- Japanned Dust Pans. . . **10c**
- Russian fibre, table, stair and furniture Brushes. . . **15c**
- 5-hook wall or door clothes racks. . . **5c**
- Nickel 3-prong Towel Racks. . . **5c**
- 24-inch Japanned Trays. . . **35c**
- Hard Wood Rolling Pins, well polished. . . **10c**
- Turkey feather Dusters, full stock. . . **25c, 30c and 40c**
- Toilet Paper Racks, each. . . **10c**
- Never Slip Can Openers, cuts square or round. . . **5c**
- White Metal Forks, will not tarnish. . . **5c**
- Malleable plated Steel Knives. . . **10c**
- Hand or Vegetable Brush, best stock. . . **3c**

LITTLE HOUSE FURNISHINGS.

- Paper Mache Wash Bowels, strong and durable. . . **25c**
- No. 8 Galvanized Boilers, strong, well made. . . **90c**
- Tack Hammers, extra fine polished heads. . . **7c**
- Lemon Squeezers. . . **10c**
- Japanned Folding Lunch Boxes. . . **15c**
- Double Combination Vegetable & Food Graters. . . **25c**
- Coffee Strainers (wire) black enameled handles. . . **5c**
- Sput Tea Strainers, each. . . **5c**
- Combination Funnel and Strainer, each. . . **20c**
- Blue and White China Mustard Jars. . . **10c**
- Blue and White Teapot Tiles, each. . . **15c**
- Knife Board Cleaner and Sharpener. . . **5c**
- Blue and White China Salt Boxes and Cereal Jars. . . **25c**
- White Maple Tooth Picks, per box. . . **5c**
- Dish Mops, each. . . **5c**
- Nickel Electric Call Bells, each. . . **25c**
- Alcohol Lamps, self generators. . . **40c**
- "Bon Ami," cleans brass, nickel, polishes. . . **12c**

A splendid reason for the increasing interest in the House Furnishing Sale; the advertised goods are necessities. The prices are marked to the lowest notch. You are sure of saving. Don't overlook the prices quoted on Granite Ware. Read every item.

LITTLE HOUSE FURNISHINGS.

- Nickel Strainer, black enameled handle, family size. . . **10c**
- Extra fine forged steel paring or kitchen knives 10c
- Four-quart Galvanized Pails, each. . . **20c**
- Extra strong, well made Copper Bottom Wash Boilers, No. 9. . . **\$1.10**
- "The Brass King" Wash Board, best made. . . **40c**
- Double coated gray enameled ware, guaranteed perfect, and prices one-third below value:
- 10-quart Dish Pans. . . **40c**
- No. 5 Tea Kettles. . . **75c**
- Three-quart Coffee Pots. . . **25c**
- Five-quart tipped Saucepans. . . **25c**
- Soap Dish with Drain. . . **15c**
- Wash Basins with eyelets. . . **5c**
- Oil Stove Tea Kettles. . . **15c**
- One-gallon galvanized Oil Cans. . . **20c**
- Extra Strong Stove Pokers. . . **5c**

Get our prices. Chaffin Dishes, with wrought iron stands, asbestos packed lamps, hot water pans, lamp and cover, nickel plated, guaranteed, \$2.75, \$4.25, \$6.00, \$9.00 and \$10.00.

Nickel Alarm Clocks, guaranteed time keepers 50c Malleable Iron Hakes. . . **25c**