

Visitors Come in and See the Store
Orchestra Music Saturday Evening

KEITH O'BRIEN Co.

The Farmer Paintings Today and Next Week
Orchestra Music Saturday Evenings

JOIN US IN SAVING A BIG PART OF YOUR EXPENSE TO THE CITY

When Visitors Come to Town

- ☞ --certain purchases must be made
- ☞ --they seek the store they have heard about
- ☞ --which brings them to Keith-O'Brien's
- ☞ --the finest department store in the intermountain West
- ☞ --the store that sells quality merchandise at fair prices
- ☞ --whose enormous purchasing power enables it to sell on close margin
- ☞ --to see how cheaply it can dispose of goods
- ☞ --not how much profit it can make on an individual article
- ☞ --depending rather on volume of business
- ☞ --on treating customers right
- ☞ --in making them feel at home when within the portals
- ☞ --and satisfying them so well that they will return again.
- ☞ Hundreds of stores do business.
- ☞ Nearly all of them succeed.
- ☞ But the store that best succeeds is the store that caters to the masses.
- ☞ Not for the dollar alone,
- ☞ But for that trade today which will bring business tomorrow.
- ☞ Having done these things in the past
- ☞ Continuing them through the present
- ☞ This store is getting a hold on the people
- ☞ Cementing a relationship between customer and store
- ☞ That augurs well for this institution.



Visitors will be charmed with our windows. They will be delighted with the interior decorations. But that which will impress them most will be the exceeding low prices, the very reasonable prices throughout the store.

We tell the simple truth about the things we sell. In that way we win confidence.

Three Big Specials in Ladies' Suit Section

Women's tailored suits, in all-wool fancy striped worsteds, broadcloths, chevots and two-toned diagonals; all colors coats, 36 and 38 inches long, handsomely tailored, strapped and trimmed with buttons. Special price for Saturday, \$25.00.
Cravensette coats—proofed cloth; full, loose coats; tan, mode, gray and oxford broadcloth coats in taupe, navy, wine, brown, black and green; Nippon styles and long semi-fitting and tight-fitting styles. Special, \$19.75.
Broadcloth jumper dresses; also nun's veiling in light shades. Saturday special, \$25.00.

A Few Items from Our Notion Section

- 4-yard rolls of cotton tape 1c
- 2e ironing wax 1c
- 5e wire hair pin 1c
- 5e Swan hooks and eyes 1c
- 5e Paper belt pin 1c
- 10c cube pin, 100 count 5c
- 5e asbestos iron holders 4c
- 15c hair pin cabinets 10c
- 10c dozen snap fasteners 5c
- Madam Louie lead hair wavers 5c
- 19c tape measures 5c
- Capehead safety pin, all sizes 5c
- Black, white and tan darning cotton, regular 2 for 5c 1c
- Shoe laces 5c dozen
- "Our Own" sewing silk, 100-yard spools, in all the leading colors 5c spool
- Adjustable sleeve protectors, regular 10c 2c pair
- An odd lot of hair rolls, worth from 15c to 35c; special 10c
- Tan and black oxford laces 8c
- 15c box bone hair pins 5c box
- Tomato cushions 10c
- Sheaf ribbon hair ribbon holders 10c
- Emblems for Peter Thompson suits, all colors—regular 15c sets for 10c; regular 25c sets for 15c 15c
- Extra long hat pins, jet heads, 3 for 5c 10c
- Regular 10c dozen pearl buttons 5c dozen
- 7-inch and 8-inch shears 25c
- Shirt markers for home dressmakers \$1.75

Linens, Domestics, Wash Goods and Blankets

This is a big sale that takes in the entire department. Every item is a stirring reduction. The stock is new and clean and desirable. No old stock.
The sale is important in more ways than one—for the tendency of the market is downward. Therefore all regular prices are lowered accordingly. From these lowered prices reductions are made.
Women familiar with the prices which have been prevailing for the last few years, because raw materials kept going up, will be surprised and delighted at these extremely low prices.

500 remnants of cotton goods and domestics, outing flannels, ginghams, percales, challies, etc., while they last, 5c a yard.

- 36-inch bleached muslin; sells regular at \$ 1-3c yard; in this sale, 5c yard.
- 45-inch bleached pillow casing; regular 20c grade; in this sale, 13c yard.
- White India linen, 40 inches wide; regular 10c, sale 7½c; size 18x36, regular 15c, sale 10c.
- 18-inch Glass toweling; regular price 10c yard; special, yard, 6½c.
- Hemmed Huck towels, size 17x24; regular 10c, sale 7½c; size 18x36, regular 15c, sale 10c.
- Plain white shirt waist linen, 36 inches wide; regular price 50c yard; sale price, 35c yard.
- Bleached table napkins, size 18x18; regular price \$1.50 dozen; sale price, 95c dozen.
- Silver bleached table linen, 64 inches wide; sells regular at \$1.00 yard; special, yard, 69c.
- Hemstitched damask squares, size 26x32 inches; regular price 85c each; special, 59c.
- 11-4 size cotton blankets in whites, grays and tans; regular price, \$1.15 pair; special, 75c.
- 11-4 size white cotton blankets, extra heavy, some slightly soiled; regular price \$1.50 pair; sale price, \$1.00.
- Printed cambric comforts, size 70x80; regular price, \$2.00 each; sale price, \$1.25.
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- 36-inch Scotch zephyr gingham; regular 25c grade; special, 19c yard.
- Women's cream or natural vests, 50 per cent wool, tights to match, hand finished. Extra values at 85c per garment.
- Women's fleeced combed cotton union suits, hand finished. Regular \$1.25 values at 98c.
- Women's bleached cotton union suits, hand finished; high or low neck; long, elbow or sleeveless; knee or ankle length. Extra value at \$1.25 per suit.
- Women's white or natural union suits, 65 per cent wool, hand finished; \$1.95 per suit.
- Women's black cotton tights, fast color, ankle length; 85c per garment.
- Women's black three-quarters wool, Swiss ribbed tights, fast color; \$1.25 per garment.

Seasonable Offerings in the Blanket and Flannel Depts.

All-wool Tricot waistings, full line of shades; special, yard, 29c.
Beautiful new line of fancy washable flannel waistings for the new tailored waists; prices, 35c, 40c, 45c and up to 85c yard.
11-4 size gray cotton blankets; sell regular at 85c pair; special, 69c.
12-4 size brown mottled blankets, a bargain at \$2.00 pair; this sale, \$1.35.
11-4 size mottled blankets, sell regular for \$1.25 pair; in this sale, 90c.

The Candy Section During Visitors' Week

Reduced for the occasion: Chocolate creams, dutchess gum drops, cream wafers, cream-filled dates, figs and coconut caramels, and many other 25c and 30c confections—for 15c.
Rockwood chocolate wafers, 5c each—2 for 5c.
K-O-B. fine chocolates will prove a nice box souvenir for visitors to take home, or to mail.

In the Stationery and Toilet Section

Odd lot of tally and place cards—10c dozen.
Program pencils in blue, pink, red and white, special 10c dozen.
Bicycle playing cards 19c.
Congress playing cards 42c.
500 and bridge score pads. Saturday only 15c.
Tablets—letters, packet and note sizes, blue and white—12½c.
Envelopes to match the above 10c, 3 for 25c.
Ideal hair brushes for 73c.
Special on tooth brushes, 15c, 2 for 25c.
Carnation cream for chapped hands 25c.

New Line of Plaf Val. Laces

All new patterns, edgings and insertions to match and ranging from 1½ inches to 4 inches in width. Worth up to 25c per yard. Special 10c yard.

Filet Nets

A special line of silk Filet Nets in light blue and pink—navy, tan, brown and black. Special 98c yard.

Women's Underwear

Women's natural or bleached fleeced cotton vests or pants, high neck, long sleeves, pants, ankle length. Special at 25c per garment.
Women's fleeced vests and tights—regular fine combed cotton. Regular 75c values. Special at 59c.Women's bleached cotton vests, high neck, long or three-quarter sleeves, tights knee or ankle length equestrian top; 65c per garment.Women's cream or natural vests, 50 per cent wool, tights to match, hand finished. Extra values at 85c per garment.Women's fleeced combed cotton union suits, hand finished. Regular \$1.25 values at 98c.Women's bleached cotton union suits, hand finished; high or low neck; long, elbow or sleeveless; knee or ankle length. Extra value at \$1.25 per suit.Women's white or natural union suits, 65 per cent wool, hand finished; \$1.95 per suit.Women's black cotton tights, fast color, ankle length; 85c per garment.Women's black three-quarters wool, Swiss ribbed tights, fast color; \$1.25 per garment.

Saturday Special

Perhaps you need something warm these dull days. We have nice wool sweaters, in all colors, red, black, white and white and black; values up to \$5.00 for \$1.45.
LACE WAISTS—We are showing a very pretty line of lace waists—long sleeves, beautifully trimmed with Val. lace, also with a touch of color such as Persian, blue and brown, very nobby.
TAILORED WAISTS—Linen collars and cuffs, wide plaits, plain blacks, also fine tucked front and back. Special value for Saturday, \$1.35.
SILK WAISTS in plain colors, also stripes and Persian designs. Prices from \$3.95 up to \$15.00.
LAWN WAISTS—Embroidery fronts, long and short sleeves, values up to \$2.00 for 57c.Manicuring, hair dressing, scalp treatment, chiropody, etc.—first-class work—third floor—take elevator.

Women's Flannelette Gowns

Extra well made—a very good quality of material, pink or light blue striped, all sizes, one with lay down collar and one with a military collar. Good values at 75c.
Women's white flannelette gowns, military collar, bishop sleeve with band, at \$1.00.
A number of different styles in pink and blue stripes, at \$1.00.

Ladies' Handsome Umbrellas

Fancy Umbrellas, 26 inches; handles in gold and pearl, silver and pearl, paragon frame and steel rod. A splendid \$2.00 Umbrella for \$1.50.
Ladies' 26-inch natural handle umbrella, paragon frame with steel rod. Excellent \$1.25 umbrella for 85c.

Ladies' Gloves

The Keith-O'Brien glove department is showing the newest ideas in gloves. Attention is directed to a few of our specials for Conference and Fair Week.
12-buttoned glove, in blue, black, green, red, brown and gray; the newest styles, in black quality for \$2.45.
16-buttoned glove, in blue, white, red, green, navy, gray, brown and tan. Special \$3.75.
"Tampa"—a 2-clasp overseas in German lambskin. A very pretty and stylish glove. \$1.25 quality for 98c.
5-buttoned gauntlet—suede finish, cotton, tan, black and brown—\$1.00 and \$1.25.
2-clasp cashmerette glove, black, blue and brown—35c, 50c and 65c.

For Saturday Only--

Fancy filled, ribbon trimmed side elastic supporters for ladies, 19c
Fancy filled side supporters for misses. Regular 20c for 15c.
In black only—children's regular 15c side supporters 10c.
25c regular front pad, ladies' hose supporters 19c.

In Our Jewelry Section

75c gold-filled beauty pin, plain and fancy, 48c.
75c brooches and veil pin, gold filled and jewel trimmed, 48c.
Some fancy hat pins. Regular 25c for 10c.
Our complete line of bead necklaces, one-third less regular prices

The Montgomery Collection of Farm Paintings Will Be on Exhibit Saturday at the Foot of the Main Stairway on the Floor Below

Farmer Montgomery is an eccentric individual in speech, mannerisms and dress—but not in the expression of his art. It is true to nature, unhampered by no school. The collection is interesting—for the farmer artist is one of the big men in art. His \$20,000.00 corn picture, found place in the great Paris art galleries; two of his subjects were bought by two of our presidents; other paintings are conspicuous in American art galleries.

Visiting Ladies Will Be Interested in Our Beautiful \$5.00 Millinery

Our millinery department is showing the newest ideas in hats. Attention is directed to a few of our specials for Conference and Fair Week.
12-buttoned glove, in blue, black, green, red, brown and gray; the newest styles, in black quality for \$2.45.
16-buttoned glove, in blue, white, red, green, navy, gray, brown and tan. Special \$3.75.
"Tampa"—a 2-clasp overseas in German lambskin. A very pretty and stylish glove. \$1.25 quality for 98c.
5-buttoned gauntlet—suede finish, cotton, tan, black and brown—\$1.00 and \$1.25.
2-clasp cashmerette glove, black, blue and brown—35c, 50c and 65c.