

Keith O'Brien Company

Our Long Expected Removal Sale Becomes Salt Lake's Greatest Sale

\$400,000 Worth of High Quality, Beautiful Merchandise to be Disposed of Regardless of Cost!

FROM HERE



All Salt Lake is waiting!
 What pent-up enthusiasm these words imply!
 All Salt Lake is waiting--waiting for the lowest prices ever recorded in a tremendous, genuine Sale—comprising Keith-O'Brien's entire beautiful stock.
 It means a major part of Salt Lake's stupendous buying power is to be centered at Keith-O'Brien's store during the days of this extraordinary event.
 It means much to every home--for the economic benefits of it will be far-reaching.
 Housewives are saving--and waiting. They know what such an unusual sale means--conducted by a house whose word is as reliable in advertisements as it is in matters of finance.

So, all Salt Lake is interested, waiting! Every home will enjoy the benefits of prices sufficiently low to move the greater part of all stocks.

Housewives are saving; women who are dependent upon their own labors have been setting aside money for needed and future needed articles of wear.

Hundreds of men, catching the spirit, will come in numbers--men who are not in the habit of responding to sales.

Everybody is talking about Keith-O'Brien's big Removal Sale--in the homes, on the cars, at gatherings, on shopping jaunts. Even our salespeople have been besieged for information as to the date.

No local merchandising event ever aroused such widespread interest.

And the important occasion becomes an opportunity for Keith-O'Brien Co. to measure up to the fullest expectations of the buying public: to dispose of nearly a \$400,000 stock irrespective of cost.

Suits, Dresses, Coats and Skirts

Entire Stock Cloth Suits at Half and Less

The assortments comprise handsome novelty suits in all white, white and black and tan whipcord, imported novelties, plain tailor-made styles, Norfolk styles, new cut-away models; all new and up-to-the-minute models, stunning plain blue serge suits and beautifully tailored. A splendid assortment.

\$18.50 Suits for	\$8.50	\$32.50 Suits for	\$16.25	\$55.00 Suits for	\$27.50
\$22.50 Suits for	\$11.25	\$35.00 Suits for	\$17.50	\$65.00 Suits for	\$32.50
\$25.00 Suits for	\$12.50	\$39.50 Suits for	\$19.75	\$75.00 Suits for	\$37.50
\$27.50 Suits for	\$13.75	\$45.00 Suits for	\$20.00	\$85 up to \$97.50 Suits...	\$42.50
\$29.50 Suits for	\$14.75	\$47.50 Suits for	\$23.75	\$125.00 Suits for	\$50.00

All alterations extra.

All our entire stock of silk jacket suits, including novelty and plain tailored suits at half price.

Our Entire Stock of Coats
 Including motor coats, street coats, changeable silk wraps, handsome charmeuse coats, evening coats, pongee coats, white serge coats, navy blue serge tailored coats. This is all new, fresh stock and the season's latest models.

\$18.50 coats for	\$9.25	\$45.00 coats for	\$22.50
\$25.00 coats for	\$12.50	\$55.00 coats for	\$27.50
\$20.50 coats for	\$10.25	\$65.00 coats for	\$32.50
\$35.00 coats for	\$17.50	\$75.00 coats for	\$37.50
\$30.50 coats for	\$15.25	\$85.00 coats for	\$42.50

TUB DRESSES
 Chambray tissues and fancy lawns, all the new shades and all smart new styles, values up to \$13.50 for \$4.95.

Chambray and Linene dresses in white, pink, light blue and tan--values up to \$16.50 for \$6.75.

LINEN DRESSES
 Pink, light blue, white and cadet blue; made on the Russian coat order; very smart; regular \$18.50 dress for \$9.25.

Our Gown and Dress Section Is Too Well Known to Need Comment

Handsome silk frocks for afternoon and street wear. Evening gowns, tailored serge dresses, handsome lingerie dresses, imported models from Paul Poiret, Druet, Calliot and Martial Armand will be put in this sale at one-half and less than one-half price.

\$25.00 dress for	\$10.00	\$85.00 dress for	\$30.50
\$35.00 dress for	\$15.00	\$95.00 dress for	\$47.50
\$30.50 dress for	\$11.50	\$125.00 dress for	\$55.00
\$45.00 dress for	\$22.50	\$135.00 dress for	\$60.50
\$47.50 dress for	\$23.75	\$150.00 and \$175.00	
\$55.00 dress for	\$27.50	dresses for	\$75.00
\$65.00 dress for	\$32.50	\$225.00 and \$250.00	
\$69.50 and \$75 dress...	\$35.00	dress for	\$95.00

All alterations extra.

LINGERIE AND VOILE DRESSES
 About 50 different styles; regular \$18.50 and \$22.50 dresses for \$8.75.

SEPARATE SKIRTS—Black, navy blue, tan and gray novelty skirts--values up to \$12.50 for \$4.95.

Navy blue serge Peter T. Imp on suit--one piece styles--misses' sizes, regular \$12.50 suits, for \$3.95.

SHOES

What do you think of our finest footwear for \$3.35--any pair of oxfords, pumps, colonials and slippers in the store?

In like manner all stocks are marked down--the lowest prices in the history of the store.

Remember all footwear is the best made, the most fashionable. All stocks are complete, all new this season.

Women's Oxfords, Women's Pumps, Women's Colonials, Women's Slippers--\$3.35
 Your choice of any pair in our entire stock, worth \$5.00 and \$6.00, made by--
 Wright & Peters, Wichert & Gardner, Edwin C. Bur, Murray Shoe Co., H. B. Goodrich Co.

\$1.85--Women's Oxfords, Pumps, Shoes
 We have nearly 1000 pairs of these, that sold from \$3.50 to \$6.00. Many samples and many pairs left from our best selling lines. They all go at this price--and such a bargain!

\$1.35--Misses' and Children's Oxfords and Pumps
 You will find hundreds of pairs that sold for \$2.00 to \$3.00 in all leathers.
 Footwear that will fit the feet properly and that will give splendid wear.

Millinery

A few of the French models left--will be sold at less than half price:

1 table patterns	\$10.00
1 table patterns	\$ 5.00

Untrimmed shapes, Milan hems, best quality--half price All trimmings reduced. French flowers half price. Os-trich feathers, best grade, third off. Aigrettes, paradise, fourth off. Everything in department at special prices.

QUALITY OF MERCHANDISE MUST BE CONSIDERED IN THIS UNUSUAL SALE. WHAT YOU BUY IS WORTH BUYING, AND PRICES ARE THE LOWEST SALT LAKE EVER SAW. THIS STATEMENT IS NOT A MERE EXPRESSION--IT IS A FACT.

Notions

Almost Giving Them Away
 In all of your experience did you ever know of actual notion prices to equal these? The truth is, notions are seldom lowered in price (except at Keith-O'Brien's) and we never dared sell

Corsets

All Redfern Corsets at One-Half Price

\$3.75 Model	\$1.88
\$5.00 Model	\$2.50
\$6.00 Model	\$3.00
\$6.50 Model	\$3.25
\$8.00 Model	\$4.00
\$10.00 Model	\$5.00
\$12.00 Model	\$6.00

Italian Silk Underwear
 The entire stock of women's Kayser, Venetian silk vests, union suits and tights at \$2.50 at \$1.25 \$5.00 at \$2.50 \$4.50 at \$2.25 \$6.75 at \$3.38

19c Table in the Knit Underwear
 Will Include Some Very Good Bargains
 Reg. 65c black tights... 19c Reg. 75c out size tights... 19c
 Reg. 95c Swiss ribbed tights... 19c Reg. 35c out size tights... 19c
 Reg. 75c high neck...

Muslin Underwear
 Our entire stock of muslin underwear placed on sale; not one piece will be reserved out. This means ONE-THIRD OFF, the price of regular stock.

Silk Petticoats
 \$3.49 for Our \$5.00 and \$6.75 Lines
 Women's silk messaline, soft taffeta, and crepe angelus; the petticoats are in the new-est shades, emerald green, Alice blue, pearl gray, changeable silk, black, brown, blue, maize, rose and white. These are our \$5.00 and \$6.75 skirts, at--\$3.49.

Flannelette gowns and kimonos for sale at--Half Price.

Women's Hose
 All our Women's Black, Pure Thread Silk Hand Embroidery--Values from \$2.75 at \$1.80.

All our women's black and colored hose; hand and machine embroidery; regular \$2.50 value, at--89c.

Women's and Children's Colored
 Some of our regular 15c to 35c value at pair.

them so cheap before. And the selling of these needed articles are but a criterion is being offered all over the store.

10c paper pins	20
10c paper safety pins	20
25c spool darning cotton, 2 for	30
10c cube toilet pins	20
5c spool linen finish thread for	20
10c belt bias lawn for	20
5c spool basting cotton for	20
10c hair nets for 3 for	10
5c package of wire hair pins for 5 for	10
25c box of bone hair pins for	10
25c pair of silk oxford laces for	10
25c a dozen shoe laces for, a dozen	10
10c cabinet wire hair pins for	10

There are only thirteen Notion items mentioned there are thirteen hundred more items that you can save a saving of 20 per cent.