

Keith O'Brien Company

Where Your Dollar Will Do Nearly Double Duty

REDUCTIONS RANGING FROM 10 TO MORE THAN 50 PER CENT DISCOUNT—THE LATTER IN MOST INSTANCES

A Sale of strong values—remarkable for the wide scope of Bargains—a sale that will be memorable in the annals of merchandising in Salt Lake. No misrepresentations—every transaction carrying our guarantee of satisfaction or a refund of purchase money. The energy and thought of months, culminate in this great effort—for management and department managers have united in an earnest endeavor to make the Round-Up surpass in importance and matchless values all previous Sales in this city. The stocks have been carefully inspected. NO MISREPRESENTATIONS IN PRICES.

Lovely Suits

Exquisite modes, design, style and workmanship the very finest—Suits, Dresses, Skirts and Jackets.

WASH SUITS

Special bargains in Wash Suits in French, Percalé, Mercerized Material and Chambray. This line to be closed out at \$1.95 a suit. Former prices \$3.95. \$4.95 and up to \$6.50.

\$1.95

WHITE ETON SUITS.

Good quality of linen finished duck; skirt full width; short sleeve coat. A splendid style; \$6.75 and \$8.75 Suits for.

\$3.95

Alterations extra.

WHITE LINEN DUCK SUITS

White linen finished Duck in 22-inch coat; half fitted; and some loose styles trimmed with blue cuffs and collars; gored circular skirts (tan plaited front). \$9.75 Suit for.

\$4.95

BEAUTIFUL ETON SUITS

Eton Suits in pale blue grass linen, and also green grass linen braided in white; skirt trimmed; coat made with three-fourths sleeve; \$12.50 Suit for.

\$4.95

PRINCESS GOWNS.

White dotted Swiss Princess Gowns—handsomely trimmed with Val lace and insertion, at.

\$16.50

SLIGHTLY SOILED SUITS.

All slightly soiled linen Jacket Suits at greatly reduced prices.

SHIRT WAIST DRESSES.

White Persian lawn Shirt Waist Dresses, trimmed with eyelet embroidery, for.

\$3.95

WALKING SKIRTS.

Gray mixtures, all-wool Novelty Cloths, handsomely tailored, stitched and self strapped. Regular \$8.75 Skirts for.

\$3.95

WOOL CLOTH SKIRTS.

All Wool Cloths in white with black hair line stripe, \$9.75 Skirts for.

\$3.95

BLACK TAFFETA SKIRTS.

Made with tucked flounce, good quality taffeta, perfect fitting Skirt, \$9.75, for.

\$4.95

Navy blue and black Panama and black Panama Cloth Skirt, gored circular skirt, \$8.75, for.

\$4.95

White Swiss Dresses, trimmed with val lace and insertion, round yoke of val. insertion. \$16.50 and \$18.50 dresses for. \$22.50 and \$22.00 values for.

Covert Jackets

Our Entire Stock of Covert Jackets at HALF THEIR ORIGINAL PRICES

\$10.00 Coats for . . . \$ 5.00	\$22.50 Coats for . . . \$11.25
\$12.50 Coats for . . . \$ 6.25	\$25.00 Coats for . . . \$12.50
\$16.50 Coats for . . . \$ 8.25	\$27.50 Coats for . . . \$13.75
\$18.50 Coats for . . . \$ 9.25	\$35.00 Coats for . . . \$17.50

Also some very handsome Top Coats in gray mixtures—\$18.50 Coats for . . . \$9.25

Belts

Round up of Our Entire Stock of Ladies' Belts.

Silk Belts, all kinds and every shade. Values from 75c to \$2.50. To close out the entire stock. 25c Ladies' Leather Belts, all sizes—black, white and all colors. Values from 50c to \$1.75. Your choice of the stock during the Round-Up . . . 25c.

Entire stock of BUSTER BROWN BELTS. Regular 25c, 50c and 75c. Round-Up price . . . 15c.

A handsome assortment of ladies' Belts—your choice of either wash, silk or leather. Values up to 50c. Round-Up closing out price . . . 10c.

Ladies' leather handbags, about 75 in all. Values from \$1.00 to \$10.00, at . . . HALF-PRICE.

Toilet Soap 3 cakes in a box—all odors; Rose Violet Carnation and the genuine Cosmo Buttermilk, regular 25c a box for 10c a box.



In The Men's Corner.

Our regular 75c and \$1.00 underwear garments—pink, blue, lavender—hankies, all sizes, per garment . . . 50c.

Regular \$1.50 union suits, elastic ribbed, for . . . \$1.15.

Men's regular 75c Belts, for . . . 25c.

Terry robes, in all colors. Regular \$6.00, for . . . \$4.50.

Regular 2 for 25c white hemstitched handkerchiefs, four for . . . 25c.

White and fancy vests, slightly soiled, at . . . HALF PRICE.

Men's pajamas—all colors; \$2.00 values, for . . . \$1.25.

A broken line of Bathing Suits, \$4.00 values, for . . . \$1.25.

Men's 75-cent Ties—all the popular styles—for . . . 50c.

Regular 50c Ties—all shades—the proper widths—all silk, for 25c.

We carry a complete line of suit cases at greatly reduced prices.

The best suspender 75c will buy, for . . . 45c.

Boys' suspenders, only . . . 9c.

Regular \$1.25 shirts—some have attached cuffs and others cuffs detached—made up in good style. Reduced to . . . 75c.

Black sateen shirts—regular 75c values—for . . . 50c.

Regular \$1.25 sateen shirts, for . . . 85c.

Fancy half-hose—regular 25c values—two for . . . 25c.

Men's balbriggan underswear—regular up in garment, 25c garment, or, per suit . . . 50c.

Dress Goods

Bargains in the Dress Goods Section for the Round-up Sale—Entire Stock Reduced for this Event—Not a yard remains at the Regular Price

65c India Crepes . . . 25c
27-inch Nun's Veiling . . . 25c
28-inch Satin Striped Challies . . . Plain and figured.

38-inch All-Wool Fancy Suitings . . . 39c
38-inch All-Wool Nun's Veilings . . . Values 50c to 65c.

\$1.50 grade Crepe De Paris . . . Half Price
\$1.65 grade Aeolionnes . . .
\$2.50 grade Aeolionnes . . .
50-inch fancy Cravenettes Mohairs . . .
\$2.00 grade Silk Warp Batiste . . . Grey, and Black and White Suitings.

25% DISCOUNT

On the Remainder of Our Magnificent Stock of Colored Dress Goods

Including plain and fancy Batiste, Taffeta Cloths, Panamas, plain and fancy Mohairs, Cravenettes, and all fancy mixtures.

20% DISCOUNT

Our beautiful stock of Black Goods, and the very desirable Cream Woollens worn this season. FRENCH DRESS PATTERNS. Beautiful Novelty Dresses; values up to \$25.00. Round up sale price . . . \$13.95

Another lot that sold, many of them, as high as \$50.00, round up sale price . . . \$19.50

Fancy Silk Voile and Radium Dress Patterns, ONE-HALF PRICE.

SILKS

\$1.25, \$1.50 and \$1.65 grades Fancy Silks, yard . . . 69c
27-inch All-Silk Suitings, \$1.25 and \$1.50 grade, Reduced to, yard . . . 75c
\$1.00 and \$1.25 Silk Crepes, for Round-up Sale . . . 75c
65c grade Plain Taffetas at . . . 48c
85c grade Plain Taffetas at . . . 65c
36-inch Black Taffeta, 85c grade, at . . . 69c
30-inch Black Taffeta, \$1.25 grade, at . . . 85c
\$1.00 and \$1.25 grade Taffetas and Peau de Cygne in changeable effects, round up sale price, yard . . . 75c
85c and \$1.00 grades Fancy Silks, yard . . . 59c

ROBES

Just a few Net, Lace and Linen Robes left that will be priced in this sale, regardless of cost or value. Some of them as cheap as ONE-THIRD THE FORMER PRICE.

Remnants of Silk!

Remnants of Wool!

A general clearing out of all Remnants. In marking these we have not thought of value, nor considered the cost. They must go in this Round-up Sale, and have been marked accordingly.

Ladies' Gloves

Ladies' two-clasp, double-tipped silk Gloves. All sizes, in green, champagne, navy and brown. Size 1 1/4 only in black and white and gray. Regular \$1.00 quality. Special for the Round-Up . . . 75c.

A fine line of ladies' lisle suede Gloves, 3-pearl clasp, excellent quality. They wear well and launder beautifully. None better made. These have always been sold at \$1.00 a pair. Special price . . . 69c.

Misses' silk lace Mitts, medium length; black and white. Special . . . 10c.

Ladies' silk lace Mitts, black and white . . . 25c.

A broken line of lisle Gloves for ladies, in white and colors, for . . . 27c.

We will close out the remainder of the Misses' two-clasp lisle Gloves. Closing them out at . . . 10c.

Ladies' three-clasp suede Gloves in white, gray, mode, brown and a few blacks. These sell regularly at \$1.50. Round-Up Sale . . . \$1.20

Our Nonpareil—the very best full Pique real kid, 2-clasp Glove made. Perfect fitting and warranted to wear. Our \$2.00 Glove will be sold the Round-Up week at . . . \$1.55

Ladies' two-pearl clasp Novelty Glove, colored embroidery on the back—\$2.00 a pair. Special price . . . \$1.47

Pocket Books and Coin Purses, including black; values 25c, 35c and 50c; special price . . . 15c

Round-Up Reductions Floor Below

THE DEPARTMENT FOR LITTLE FURNISHINGS FOR THE HOUSE HAS LATELY UNDERGONE DECIDED IMPROVEMENT. NEW FIXTURES HAVE BEEN ADDED WHILE THE DISPLAY OF STOCK HAS BEEN IMPROVED. THE DEPARTMENT HAS BEEN ENLARGED, THE STOCK IS CONSIDERABLY BIGGER THAN EVER BEFORE. THIS PORTION OF THE STORE IS UNDER THE DIRECTION OF A MAN LONG EXPERIENCED IN HIS SPECIALTY.

A 100-piece Set for . . . \$12.75	A dozen 1/2 Jelly Glasses . . . 35c	A 50c covered Granite Bucket, now 25c
A 50-piece Set for . . . \$9.10	A dozen Mason Jars . . . 50c	A 50c covered Granite Chamber, now 25c
A Johnson Bros' English Porcelain Cobalt Blue or White and Gold . . . 75c	A dozen Mason two quarts . . . 75c	A 40c Corn Popper, now . . . 25c
A 4 1/2 Special 5-in. Cut Glass Bowl, now . . . \$4.75	A dozen Economy pints . . . 95c	A 10c Hammer Handle, now . . . 5c
Neat Cut Glass at 1/2 off	A dozen Economy quarts . . . \$1.20	A 10c Hatchet Handle, now . . . 5c
A fine line Cut Glass Vases . . . 1/2 off	A 1 1/2 5-gal. Jar, now . . . 60c	A 25c Lemon Squeezer, now . . . 10c
A 1 1/2 5-gal. Jar, now . . . 50c	A 1 1/2 5-gal. Jar, now . . . 60c	A dozen 5-in. Paper Plates, now . . . 4c
A line of Drummer Samples in fine Horse Pottery at a special reduction.	A 8 1/2 4-gal. Jar, now . . . 40c	A dozen 6-in. Paper Plates, now . . . 5c
We have a big line of Hammocks AT CLOSING OUT PRICES.	A 4 1/2 3-gal. Jar, now . . . 30c	A dozen 5-in. Paper Plates, now . . . 4c
A Set Cake Knife . . . 25c	A 2 1/2 2-gal. Jar, now . . . 20c	A package of 40 Paper Napkins . . . 4c
A Set 4 Knives, 4 Forks, 4 Tea Spoons . . . 25c	A 2 1/2 2-gal. Jar, now . . . 20c	A 25c Hammer, now . . . 15c
6 Table Spoons, special . . . \$1.75	A 2 1/2 2-gal. Jar, now . . . 20c	A 25c Hatchet, now . . . 15c
A 10c Set, Nut Crack and Pick, now 25c	A 2 1/2 2-gal. Jar, now . . . 20c	A 75c Slash Board, now . . . 45c
A 1 1/2 4 1/2 Brass Picture Frame, now . . . 75c	A 2 1/2 2-gal. Jar, now . . . 20c	A 50c Bread Board, now . . . 25c
A 12 1/2 2-qt. Peerless Freezer, now \$1.70	A 2 1/2 2-gal. Jar, now . . . 20c	A 15c Chair Seat, now . . . 5c
A 15 1/2 2-qt. Peerless Freezer, now \$3.90	A 2 1/2 2-gal. Jar, now . . . 20c	A 25c Whisk Broom, now . . . 15c
A 18 1/2 2-qt. White Mountain Freezer, now \$4.90	A 2 1/2 2-gal. Jar, now . . . 20c	A 15c Whisk Broom, now . . . 15c
	A 2 1/2 2-gal. Jar, now . . . 20c	A 12 1/2 set of 8 Suit Hangers, now \$1.75
	A 2 1/2 2-gal. Jar, now . . . 20c	A 15c Lunch Basket, now . . . 10c
	A 2 1/2 2-gal. Jar, now . . . 20c	A 1 1/2 Cloth Horse, now . . . 50c
	A 2 1/2 2-gal. Jar, now . . . 20c	A 1 1/2 Cloth Horse, now . . . 50c

A Fine Line of Messeline Ribbon, desirable for sashes, and Hair Ribbon, and Hat Bows—the newest shades and a splendid wash ribbon, 5 to 6 1/2 inches wide. Regular 40c and 50 cent values **27c**

CUT PRICES on BOYS' and GIRLS' APPAREL

All thought of profit has been dismissed in this effort to clean out the last of our Summer Stock

BOYS' WASH LINEN SUITS—In white and colored—this complete line at half price. These goods are the best values on the market, being the "Regatta" make, which means second to none as to quality, fit, workmanship and style. Sizes 2 1/2 to 9 years.

BOYS' WOOL SUITS—The entire stock of wool suits are included in this round-up sale. These suits will be sold at one-fourth of regular prices. The showing includes many well selected and snappy styles. Mothers who have bought the "Samprich" suits for their boys will be glad to take advantage of this offer. Sizes 2 1/2 to 14 years.

CHILDREN'S COATS—White serge, and white and colored fancy linens—all at half price. Sizes 2 to 5 years.

GIRLS' WHITE DRESSES—Every girl loves a new white dress, and especially for the Fourth. There is no reason why girls should not be able to have a pretty dress at prices within the means of parents. The prices run \$1.55 to \$3.50. Made with nice full skirts and wide hems; lace and embroidery trimmed. They are really cheaper than can be made at home.

All the black and white Pattern Hats, including our own beautiful productions . . . 10% DISCOUNT
All Colored Hats at . . . HALF PRICE
Lingerie Hats, worth up to \$4.50, for . . . \$2.95

ROUND-UP PRICES ON UMBRELLAS and PARASOLS

Lot No. 1—One-Fourth reduction on all Ladies' Colored Umbrellas—Green, Brown, Red, Navy and Royal Blue, at . . . ONE-FOURTH OFF
Lot No. 2—One line of Ladies' Parasols ranging in price from \$1.50 to \$4.50 to go at . . . HALF-PRICES
Lot No. 3—Another line of beautiful colored Silk Parasols . . . TWENTY PER CENT DISCOUNT
Lot No. 4—Children's Parasols, All . . . HALF-PRICES

