

2ND ANNUAL

EVERY ARTICLE
FIRST FLOOR

REDUCED



We will inaugurate Monday our Second Great Round Up Sale: Half-prices, one-third, one-fourth, and substantial reductions throughout the first floor will be in force—every article reduced! In this latter respect, barring last year's Round Up, no sale in Salt Lake has approached in the sweeping character of its reductions that which we shall establish Monday and for the week. One can scarcely grasp the scope of this sale—to be able to purchase any article of merchandise on the first floor at a price much below its selling value. Think of silks and dress goods selling at one-third of their usual prices—summer wash fabrics at an equal reduction—linens and domestics, known to be sold at a margin of only a few cents, offered at one-fourth of their value—all notions and novelties reduced one-third—gloves reduced one-fifth of their usual selling value—ladies' neckwear reduced one-third—embroideries and laces at a fifth off. Many half-prices will effect nearly every section, especially will many of them be found in the section for ladies' suits, jackets and skirts. The muslin underwear and corsets contribute a saving from one-fifth to one-half. In boys' and children's apparel a fourth at one-half reductions will be in vogue. The Basement will vie with the other sections in the tremendous price-lowerings. Even the proportions of this advertisement are inadequate to clearly reflect the importance of the bargains and serve to give but a fleeting glimpse to what we have to offer. In whatever direction you turn you will be confronted with lowered prices. This week's sale will save the buying public thousands of dollars. No article of merchandise has been reserved; no prices have been advanced.

All Silks and Wool Dress Goods At One-Third Off.

This means that every dollar's worth of silks and wool fabrics in our store will be sold Monday and the balance of the week at a reduction of 33 1-3 per cent. Below we quote a few items in both black and colored silks, and dress goods, at regular retail prices, indicating the reduced prices simply to illustrate the importance such reductions mean.

85c Colored Taffeta (50 colors) . . . 57c	\$1.00 Colored Crepe de Chine . . . 66 2-3c	\$1.00 24-inch Black Taffeta . . . 66 2-3c	\$3.50 44-inch Crepe de Chine . . . \$2.33 1-3
\$1.00 Colored Taffeta, all colors . . . 66 2-3c	\$1.50 Colored Crepe de Chine . . . \$1.00	\$1.25 27-inch Black Taffeta . . . 83 1-3c	\$1.00 Black Satin Liberty . . . 66 2-3c
\$1.00 Colored Peau de Cygne, all colors . . . 66 2-3c	\$1.00 Colored Satin Liberty . . . 66 2-3c	\$1.50 38-inch Black Taffeta . . . \$1.00	\$1.50 Black Satin Duchesse . . . \$1.00
\$1.00 Colored Louisines, all colors . . . 66 2-3c	\$1.00 44-inch Chiffons, all colors . . . 66 2-3c	\$2.00 36-inch Black Taffeta . . . \$1.33 1-3	\$2.00 Imported Black Silk Grenadines . . . \$1.33 1-3
\$1.25 Colored Louisines, all colors . . . 83 1-3c	\$1.25 44-inch Chiffons, black and white . . . 83 1-3c	\$1.00 24-inch Crepe de Chine . . . 66 2-3c	\$3.00 Imported Black Silk Grenadines . . . \$2.00
60c 27-inch Jap Silks, all colors . . . 40c	\$1.75 44-inch Chiffons, black and white . . . \$1.18	\$1.50 24-inch Crepe de Chine . . . \$1.00	\$4.00 Imported Black Silk Grenadines . . . \$2.66 2-3
75c Fancy Taffetas . . . 50c	\$1.50 Fancy Grenadines . . . \$1.00	\$2.00 24-inch Crepe de Chine . . . \$1.33 1-3	ALL OTHER SILKS—EVERY KNOWN WEAVE AND COLOR—AT SAME SWEEPING REDUCTION—ONE-THIRD OFF.
85c Fancy Taffetas . . . 57c	60c 19-inch Black Taffeta Silk . . . 40c	\$3.00 44-inch Crepe de Chine . . . \$2.00	
\$1.00 Fancy Taffetas . . . 66 2-3c	75c 21-inch Black Taffeta Silk . . . 57c		
\$1.25 Fancy Taffetas . . . 83 1-3c	85c 21-inch Black Taffeta Silk . . . 57c		

All Imported Robe Portieres at Half Price.

\$22.50 Cream Net Robes . . . \$11.25
\$35.00 Spangled Mousseline de Soie . . . \$17.50
\$45.00 Spangled Mousseline de Soie . . . \$22.50
\$50.00 Voile Robes with Lace Insertion . . . \$25.00
\$75.00 Net and Lace Robes . . . \$37.50
\$85.00 Crepe de Chine and Lace Robes . . . \$42.50
\$125.00 Beautiful Spangled Robes . . . \$62.50
\$150.00 Spangled Net and Chiffon Robes . . . \$75.00

Embroideries and Laces—Fifth Less

Twenty per cent discount on all laces, dress trimmings, embroideries and handkerchiefs.
Twenty per cent discount on all applique lace in Medallion and Band designs in cream, white, ecru and black. Prices range from 15 cents a yard to 20c, 25c, 35c, 75c, \$1.00, \$1.25, \$2.00, \$3.00 and upward to \$10.00.
Twenty per cent discount on all dress trimmings in jet, Persian, bead, all-over jet and spangle.
Twenty per cent discount on all val. laces and insertions.
Twenty per cent discount on all embroidered edgings and insertions and all-over embroidery.
Twenty per cent discount on all ladies' handkerchiefs. The prices range from 4c each to \$1.3c, 10c, 15c, 25c and upward to \$20.00 each. They are plain linen hemstitched and fancy embroidered.
The reductions are a saving of 20 cents on the dollar.

Colored Dress Goods—One-Third Less.

50c Granite Cloths, all colors . . . 33 1-3c	50c Albatross, evening shades . . . 33 1-3c	\$1.50 Voiles, all colors . . . \$1.00	\$2.50 Crepe de Paris, all colors . . . \$1.66 2-3
75c Granite Cloths, all colors . . . 50c	75c Albatross, evening shades . . . 50c	50c Nuns' Veiling, all colors . . . 33 1-3c	All Mohairs, Henriettes, Nappes Voiles, Etamines, Canvas Effects, Organelle and everything in dress goods department, nothing reserved all go at one-third off.
85c Granite Cloths, all colors . . . 57c	65c Voiles, all colors . . . 43 1-3c	75c Nuns' Veiling, all colors . . . 33 1-3c	
50c Serges, all colors . . . 33 1-3c	55c Voiles all colors . . . 37c	\$1.25 Crepe de Paris, all colors . . . 83 1-3c	
75c Serges, all colors . . . 50c	\$1.00 Voiles, all colors . . . 62 2-3c		
	\$1.25 Voiles, all colors . . . 83 1-3c		

All Tortoise Shell Goods

One-Third Off

Such as shell hair pins, shell back combs, shell side combs and shell ornaments generally. AT 1-3 OFF.

BLACK WOOL One-Third Reduction DRESS GOODS

85c 42-inch Black Voiles . . . 57c	\$1.75 44-inch Black Voiles . . . \$1.18	\$1.25 42-inch Black Crepe de Paris . . . 83 1-3c	65c 42-inch Black Wool Granite . . . 43 1-3	60c 40-inch Black Henriettes . . . 40c
\$1.00 42-inch Black Voiles . . . 66 2-3c	50c 38-inch Black Albatross . . . 33 1-3c	\$1.50 44-inch Black Crepe de Paris . . . \$1.00	75c 42-inch Black Wool Granite . . . 50c	85c 44-inch Black Henriettes . . . 57c
\$1.25 44-inch Black Voiles . . . 83 1-3	50c 38-inch Black Nuns' Veiling . . . 33 1-3c	\$1.75 44-inch Black Crepe de Paris . . . \$1.18	85c 44-inch Black Wool Granite . . . 57c	\$1.00 46-inch Black Henriettes . . . 66 2-3c
\$1.50 44-inch Black Voiles . . . \$1.00	75c 42-inch Black Nuns' Veiling . . . 50c	\$2.50 44-inch Black Crepe de Paris . . . \$1.66 2-3	\$1.25 46-inch Black Wool Granite . . . 83 1-3	All other weaves in Black Goods too numerous to mention at like reductions. Nothing reserved.

All Notions and Fancy Goods One-Third Off

All 5c pins, safety pins, hook s and eyes, hair pins cube pins, braids curling irons and finish ing braids, cotton tapes etc., 3 1-3c.

All 10c Notions at . . . 6 2-3c	All 35c Notions at . . . 23 1-3c
All 15c Notions at . . . 10c	All Fancy Goods and Notions—too numerous to mention at one-third off.
All 25c Notions at . . . 16 2-3c	

All Jewelry such as Hat Pins, Buckles, Brooches, Chains, Watch Fobs, Necklaces, Locketts, Shirt Waist Sets, also all Fans at 1-2 Price

Toilet Articles and Stationery at 25 p. c. Reduction.

All talcum powders, toilet soaps, shaving soaps, face powder, tooth brushes, emery boards, hair brushes, whisk brooms, chamois, perfumes, toilet waters, face creams, sachets, rubber goods and toilet articles generally, such as Rubi-foam, Sozodont, tooth powders, tooth pastes, witch hazel household ammonia, listerine, manicure articles, etc., at 25 per cent reduction.

All Eaton Hulbert's stationery—as box papers, tablets, pound papers, envelopes, etc., 25 per cent discount.
All sea sponges—half prices, retailing from 5c to \$1.75.

Basement Section

Carpets \$1.25 yard for \$1.50 and \$1.65 Axminster Carpet. \$1.20 yard for \$1.50 Wilton Velvet Carpet. \$1.50 yard for \$2.00 Savonnerie Carpets. \$1.75 yard for \$2.25 and \$2.50 Bigelow Axminster Carpets.	Rugs 30c each for 75 and 90c Carpet Samples. 75c each for \$1.50 Carpet Samples. \$1.25 each for \$2.00 and \$2.50 Carpet Samples. 45c each for 75c Crex Grass Rugs. 50c each for \$1.45 Crex Grass Rugs. 95c each for \$1.25 Bath Room Rugs. \$1.05 each for \$3.50 Bath Room Rugs. \$5.55 for \$8.50 Royal Wilton Rugs, 30 x 63 inches.	Brass Beds--Iron Beds \$30.00 for \$45.00 Brass Beds. \$50.00 for \$75.00 Brass Beds. \$6.50 for \$9.50 Iron Beds, full size. \$9.50 for \$12.50 Iron Beds. \$10.75 for \$13.75 Sanitary Couches. \$12.75 for \$17.50 Sanitary Couches, with mattress.	Lace Bed Sets \$7.50 for \$15.00 Lace Bed, sets for full size bed. \$10.00 for \$20.00 Lace Bed, sets for full size bed.	Linoleums Inlaid Linoleums, Granites, Tiles, Carpet Patterns, Mosaic and Wood Grain Effects. \$3.25, \$3.50 and \$4.00 qualities all one price, 2 yards wide, running yard, \$3.00.	Little House Furnishings Mason Fruit Jars, pints 55c dozen; quarts, 65c dozen. Best make Jelly Glasses, tight fitting covers, 30c dozen. Lawn Mowers to close out, 12, 14, 16 inch. Best and only reliable Ice Cream Freezers, White Mountain, \$2.25 up. Three and Four Sewed Carpet Brooms 15c up. Extra good value in Whisk Brooms, 5c. Best Graniteware in Preserving Kettles and Sauce Pans, 25c up. Wire Cloth in Black and Green, 24, 26, 28, 32 inch, 12c yard. Fruit Jar Rubbers 2 dozen for 25c. Four large rolls fine Toilet Paper 25c.
In looking through our stock of Ladies' Hosiery in black and fancies, we find that we have about 1,500 pairs of odds and ends, all good colors, and made by the Onyx brand manufacturers; regular prices run from 25c to 50c a pair; round-up price, 35c.					
HOSIERY UNDERWEAR LADIES' UNDERWEAR—Made of fine white cotton, trimmed with lace; also plain trimmed with ribbon, 35c and 45c, for . . . 25c LADIES' UNDERWEAR—Made of silk finished like, trimmed with lace and ribbon, full size, 50c and 65c, for . . . 35c					
DURING OUR ROUND UP SALE ALL OF THE FOLLOWING WILL BE REDUCED 25 PER CENT: SILK AND LISLE UNION SUITS, VESTS AND PANTS, BLACK FANCY SILK STOCKINGS, INFANTS' AND CHILDREN'S VESTS AND PANTS, INFANTS' AND CHILDREN'S STOCKINGS.					

Keith-O'Brien Co.

Boys' and Children's Section

STRAW HATS—
With a large and small brim, suitable for boys and girls; made of a good strong straw, just the kind for hard wear such as the children give them every day when playing; 25c to 35c for . . . 10c

STRAW HATS FOR THE BIG BOYS—
Made of the very finest straw, straight brims, leather band inside, in the fine and rough straw; \$1.50, \$1.75 and \$2.00 for . . . 75c

GIRLS' DRESSES—
Made of fine Percale and Chambray, neatly trimmed with white and colored tape; sizes 6 to 12 years; \$1.25 \$1.95, for . . . 95c

During this Sale All Articles Not Mentioned Above Will Be Reduced 25 Per Cent.

Including Boys' Clothing Boys' Waists Boys' Shirts Boys' Hats and Caps Girls' Jackets Girls' Dresses Girls' Skirts

First prices are reasonable ones; the reductions are dependable.