

Keith O'Brien's Annual Round-Up Every article at 10 to 50% Less all fresh

Fifth Annual Round-Up

Where Your Dollar Will Do Nearly Double Duty

A Week of Magnificent Reductions—10 Per Cent to Half Price—Mostly Half Price! Partly Due to Havoc Bad Weather Has Wrought

It is the purpose to make the round-up an annual feature of this store—to make it so attractive, so unusual in money-saving that it will grow year by year. The Fifth Annual Sale is now scheduled. That the occasion

shall eclipse in popularity, in volume of business, and in splendid values the biggest of all former sales,

conducted by this or any other store in Salt Lake, there has been great preparation for months. Our buying force has gone direct to manufacturers, to the leading markets, to the style centers. The stocks are replete with the best and the finest of merchandise. The assortments are bewildering, the displays beautiful. All are this season's goods. No shelf-worn articles. Everything is bright and fresh and new. Quality and foremost styles. The sale is awaited with keenest interest by thousands of women who buy necessities and comforts of dress. Regular selling prices are quoted; reduced prices reveal marvelous bargains.

The saving to purchasers during the momentous week will aggregate fully \$25,000! Based on big growth of business this year, that amount will be exceeded.

Sale Starts Monday July 8th. '07

Dainty Fabrics

Cool and Neat

Including Linens and Domestics.
The Biggest Savings of the Year.
Every Article a Drawing Power.

Reductions on Staple Goods! Familiar with domestics, linens and wash material values, customers are quickly attracted by big discounts. Every item is a feature to draw customers, for the prices are lower than we can afford to sell the goods—lower than our own buying prices. But other goods are sold at the same time, and then the Round-Up doesn't come but once a year.

2,500 yards 30-inch wide, Figured Batiste, regular 15c, Round-Up price..... 6 1-4c. yd
5,000 yards 36-inch wide Manchester English Figured Batiste, Regular 25c, Round-Up..... 10c yd
2,500 yards French Voile Tissues in all the plaid styles, Regular 50c, Round-up..... 16 1/2 yd
10,000 yards of choicest, the most exclusive Wash Fabrics, EXACTLY HALF PRICE.
Silk Foutards, Tokio Figured Silks, Yokohama Plain silks, Arnoldé silk Tissues, 50c for..... 25c yd

Every Yard of White Wash Fabrics Reduced 25 to 50 Per Cent.

India Linens, Persian Lawns, Dotted and Figured Swisses, Dimities, Nainsooks, Long Cloths, French Batiste, French Lingerie. Follows a sample of the reductions: 40-inch wide India Linen, 18c grade, for..... 8 1/2c yd
And one more effort, Lonsdale Bleached Muslin, Fruit of the Loom Bleached Muslin, Hill Bleached Muslin; 15c regular, for..... 10c yd

Linen Round-Ups

64-inch wide, all linen Cream Damask; 65c grade for..... 39c yd
72-inch wide, all linen Bleached Damask; \$1.15 grade, for..... 69c yd
72-inch wide, all linen Bleached Damask; \$1.50 grade for..... 95c yd

25 Per Cent Reductions on all Towels

Napkins, Table Linens, Table Cloths. Keith O'Brien guarantees every yard of linen to give satisfaction or money is refunded. Plain White Sailing Linens, every yard guaranteed pure Irish linen.
45c grade for..... 27c yd. 65c grade for..... 40c yd.
50c grade for..... 33c yd. 75c grade for..... 55c yd.
25c grade for..... 16 2/3c yd. all sizes.

Our Entire Line of Japanese Drawn Work Linens at Exactly Half Price. Doilies, 20-inch Squares, 20-inch Center Pieces, Scarfs

Our Entire Line of Japanese Drawn Work Linens at Exactly Half Price. Doilies, 20-inch Squares, 30-inch Center Pieces, Scarfs all sizes.

Initial Handkerchiefs

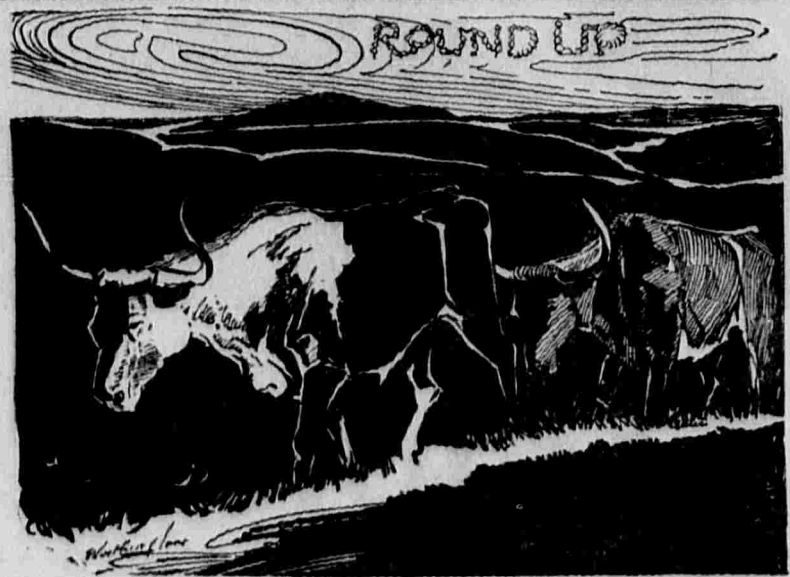
Unlaundered Initial Handkerchiefs, all pure linen—special each..... 12 1/2c

Embroidery Remnants

We have gone through our entire stock of Embroidery, and all remnants are less than half-price. These are in lengths from 1 1/2 to 4 1/2 yards.

HALF PRICE WAISTS ROUNDED UP.

A line of white linen Collage Blouses, made Peter Pan style with long or short sleeves; especially good styles for misses.
Our \$4.50 for..... \$2.25
Our \$2.50 for..... \$1.25
Our \$2.50 for..... \$1.25



All Our Irish Hand-embroidered Linens from the small Doily to the largest Center Piece EXACTLY HALF PRICE. No goods laid away before the sale for anyone.

Round-Up Domestics

All 10c Ginghams..... 5 3/4c yard
All 12 1/2c Ginghams..... 8 1/2c yard
All 15c Ginghams..... 11c yard.
All 15c Percales..... 10c yard.
All 20c Cambrics..... 15c yard.
All 7 1/2c Best Calico..... 5 1/2c yard
All 15c Madras Shirting..... 10 1/2c yard
All 20c Galatea Cloth..... 12 1/2c yard.

3000 Traveling Men's Samples of Fine Wool Dress Goods

good for Comfort Coverings values up to \$3.00 yard. Size run about 27 inches wide by 36 inches long. Choice for 5c each.



Laces at Attractive Prices

Trimming, Applique, Platt Vals.

Other Things Dainty and New.

One lot of trimmings in Taffeta Bands and Medallions in colors. Worth upward to \$3.50..... \$2.00
Special.....
Latest trimmings in Bands and Edges, suitable for Jacket and Jumper suits. Values from \$1.25 to \$1.65..... 79c
yard. Special.....
All of our fancy imported trimmings, from \$5.00 to \$10.00 a yard..... Half Price
Platt Val laces from 1 1/2 to 5 inches wide..... 10c
Worth 25c yard. Special yard.....
Another line of Platt Val Laces from 1 1/2 to 3 inches. Worth to 20c yard. Special price..... 5c

Branding New Laces

These are the linen finished Seville Laces used for Trimming, Underwear and Children's dresses 1 to 4 inches wide. Special yard..... 5c
Applique Laces in Medallions and Finished edge insertion, used for trimming Net Waists and Linen Suits. Worth to \$1.75 yard. Special..... 79c
Medium size heavy lace Medallions, in Ecru and white pretty trimmings for Pongee Suits, also Laces. Worth to \$2.50 yard for..... \$1.70
All fancy Ruffs at..... Half Price.
\$12.00 for..... \$6.00 \$4.00 for..... \$2.00
\$10.00 for..... \$5.00 \$3.00 for..... \$1.50
\$8.00 for..... \$4.00 \$2.50 for..... \$1.25
\$6.00 for..... \$3.00 \$2.00 for..... \$1.00

25% Discount on All Fancy Collars, Yokes, Chemisettes Coat Sets

Embroidered on linen—good value at 75c—special, a set..... 45c

Sheets and Pillow Cases Bleached

No. 1000. Size 81 x 90 regular 75c for..... 55c each.
No. 2000. Size 72 x 90 regular 79c for 59c each.
No. 3000. Size 81 x 90 regular 90c for..... 65c each
No. 100. Size 45 x 36 regular 12 1/2c for.....
No. 200. Size 45 x 36 regular 15c for.....
No. 300. Size 45 x 36 regular 18c for..... 14c each
No. 400. Size 45 x 36 regular 20c for..... 15c each.

An exquisite Waist with pattern embroidery, panels separated by a V-shaped front, made of baby Irish, cluny and German Val lace; handsomely trimmed sleeves and back; regular..... \$9.75
Round-Up.....

One-Fourth Reduction on Ladies' and Children's Fancy Parasols.

Round-Up Sale of Ladies' Suits.

Most handsome summer apparel.

Newest ideas in dainty dresses.

Stirring reductions at half price.

Linen Jacket Suits, Silk Jumper Suits, White Silk Waist Suits, Cravenette Coats, Top Coats and Wash Skirts—dear to the heart of the neat dresser. The first prices immediately give evidence of the worth of these charming suits and garments. All that expert workmanship can accomplish has been embodied in the designing, making and finishing. Mail orders for any of these suits or garments will be carefully filled.

Linen Jacket Suits in blue, white and pink; Eton jacket, handsomely trimmed with heavy medallions; \$18.50 value for..... \$9.75
White Wash Skirts in rep and linen, handsomely tailored; finished with strap of material; \$6.75 value for..... \$3.95
White Shirtwaist Suits—good quality French lawn, handsomely trimmed with embroidery; 8-4 sleeves; trimmed; \$5.75 value for..... \$2.95
Cravenette Coats in Oxford, tan and olive, 52-inch coats, plaited back, belted at waist; collars and cuffs in laid with silk; \$15 coat for..... \$9.75
White Wash Skirts in linen-finished duck, man-tailored; \$4 values for..... \$1.95
Topcoats in Dublin-twist covert; 3/4 length, full loose back—\$10 coat for..... \$5.00
Silk Jumper Suits in fancy and plain taffeta in navy brown and novelty stripes; \$22.50 values for..... \$13.75

Girl's White Dresses Ten Per Cent Discount

White Swiss Lawn Dresses, embroidered with high neck and long sleeves. From 6 to 14 years, \$3.75, \$4.50, \$6.50 to \$10.00

\$9.75 VALUES—ROUND-UP. \$6.45—This number is a handsomely embroidered dotted Swiss; yoke made of dainty pattern of embroidery to match Swiss; sleeves and back trimmed.

A beautiful Waist, with entire front and back made of baby Irish, pin tucks and German Val lace; finished with handsome medallions of fillet lace; kimono style; sleeves elaborately trimmed with same laces; fancy collar and cuffs; regular \$12.00. Round-Up..... \$8.50

Round-up Silks and Dress Goods

Attractive feature of the Sale

Season's Most Tempting Bargains

Beautiful High Quality Fabrics

The season for unloading surplus stock in this department has arrived. Owing to weather conditions throughout May and June we find our stock entirely too heavy. By carefully noting the prices below you will readily see that we mean to move the stock quickly. An investigation of the values offered will convince anyone.

New High Class Silks in Waist, Dress and Skirt Lengths

The most attractive feature at the silk counter is this showing. Left from this season's purchase which includes many of the popular weaves and designs from Wash Habitués to Fine Taffetas and Messelines, Poulards, Louisines, Tusshas, etc. \$1.00, \$1.25 and \$1.50 values. Round-up sale price, yard..... 50c

Here We Give You a Few of the Special Dress Goods Items for the Round-Up Sale.

Novelty Spring Suitings in checks, stripes and fancy mixtures. The kind that we should have sold for 75c and \$1.00 a yard only for the unfavorable weather conditions. Special..... 35c
yard.....
Fancy Mohairs and Imported Worsteds, 44 to 56 inches wide. Values range from \$1.35 upward to \$1.75. Round-up price, yard..... 85c

Pattern Dresses

Exclusive Pattern Dresses in Tailor Suitings and Fancy Voiles. A beautiful collection. Your choice at HALF PRICE.
27-inch Black Taffeta, 56c grade, special..... 55c
35-inch Black Taffeta, \$1.35 grade, (12 yards to customer), special, yard..... 98c
15 handsome Lingerie and Net Robes at ONE-HALF PRICE.
Five very exclusive hand-made Dresses and Coats; these were manufacturers' samples:
\$250.00 hand-embroidered Dress..... \$85.00
\$150.00 hand-embroidered Dress..... \$75.00
\$135.00 hand-embroidered Dress..... \$50.00
\$175.00 hand-made lace Coat..... \$75.00
\$125.00 hand-made lace Coat..... \$50.00

Cut Lengths and Remnants

For quick selling, along with the natural accumulation of remnants, we have prepared lengths suitable for skirts and children's and ladies' dresses. We will offer these in this sale at far less, in many cases, than the actual cost of making. Look on the Remnant Table for what you want.

Aside from items mentioned here our entire Silk and Dress Goods stock will show liberal reductions. No goods will be shown at the original prices.

Gloves

Ladies' \$3 and \$3.25 black and white double tipped, embroidered arm, 12-button 1 length Silk Gloves \$2.70 for.....
Damaged and resewn Kid Gloves, 12 and 16-button lengths; sell at \$3.50 and \$4.00 a pair—\$1.15 for.....

Lovely Waists Cheap

Yes, the decided savings extend throughout the entire stock. To local shoppers little more than this announcement is necessary for they are familiar with the scope and merit of this large collection. It is a most comprehensive exhibit of seasonable styles and quantities.
White Waist of fine quality of lawn—entire yoke of fine tuckings, finished with Val lace insertion; tucked back; collar and cuffs; regular \$1.00 quality. Round-Up..... 49c
White lawn of very fine quality; yoke of English eyelet embroidery, finished with heading; fine tuckings below yoke; tucked collar and cuffs edged with Val lace; regular \$1.50. Round-Up..... 95c

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