

GREAT ROUND

50^{Per} Cent, 33¹/₃ Cent, 25^{Per} Cent, And Other Little Prices

UP

A year has passed since our first great Round Up Sale--memorable because it stands without parallel--because half-prices prevailed throughout the store which had been opened but three months previous--a store magnificent in appointments and its merchandise most desirable. . . . Peculiar conditions made the sale necessary. It seemed beyond comprehension that a store so far ahead of the times could be modern and yet popular-priced. Thousands of people were even afraid to investigate prices. However, that sale largely changed sentiment. The financial loss which it occasioned was the people's gain--yet indirectly it gained us the confidence of the public--making possible a business the first year exceeding \$559,000.00--accounting for the present enormous trade which promises to reach greatly beyond those figures. . . . Today it is recognized that nowhere in Salt Lake is merchandise sold at such reasonable prices--on such close margin. Today no house is more popular--closer to the hearts of the people--the pride of the whole people.

Our Entire Stock of Neckwear, Veilings, Parasols and Umbrellas at One-Third off.

Entire Stock of Ribbons
ONE-THIRD
Less than Regular Prices.

Especially this week could your shopping be done in the forenoon. Every statement we make as to a bargain is a fact.
What do you need this week? It will be sold you cheaper than you are used to paying--anything you need. Every article on the first floor at reduced prices!
Our stock is all new. You can depend upon the qualities and styles. Everything we have is bright and new. Every article reliable.

SALE

CLOAK AND SUIT SECTION

ALL GARMENTS REDUCED FROM 25 PER CENT TO 50 PER CENT

Exceptional Reductions in Millinery
One-Fourth to One-Half

Lawn Waists
Ladies' or Misses' lawn waists, with the New bertha effect, lace and embroidery trimmed, \$1.75 and \$2.00 for **95c**

Others trimmed with dainty lace and embroidery, divided into three lots.
Odds and ends in broken sizes at One-half Price.

\$1.75, \$2.00 and \$2.50 for \$1.35
\$2.75, \$3.00 and \$3.50 for \$1.95
\$4.00, \$5.00 and \$6.50 for \$2.95

Wrappers
Made of Lawn and Percale, light and dark colors, neatly trimmed, all sizes; \$1.25, \$1.50, \$1.75, for **85c**

Our Entire Stock of the Following Garments will be sold at a Reduction of 25 per cent.

Shirt Waist Suits.
Skirts of Mohair, Panama, Silk and Cheviots.
Rain Coats. Silk Jackets.
Organdie and Lawn Dresses.
Wash Skirts and Dresses. Which means
\$6.00 for \$4.50
\$8.00 for \$6.00
\$10.00 for \$7.50
\$15.00 for \$11.25
\$20.00 for \$15.00

Linen Dusters
Made of Irish Linen with and without capes; finely tailored for traveling and driving. These dusters \$4.95 cannot be equalled; \$6.50, \$7.50 for **\$4.95**

Spring and Summer Suits
Made of domestic and imported materials such as Voiles, Cheviots, Fancy Mixtures and Panama Cloth.
\$17.50, \$20.00, \$22.50 for \$9.75
\$25.00, \$30.00, \$35.00 for \$16.75
\$40.00, \$55.00, \$65.00 for \$24.75
\$75.00 and \$85.00 for \$36.00
Shirt Waists Suits
Made of Cotton Voile and Ducking in light and dark colors; \$4.95 to \$7.50, for **\$3.65**

Every article in the department included with the exception of feathers. Twenty per cent discount on the entire flower stock.
All trimmed hats one-fourth to one-half reduction.
These hats include the finest Parisian importations and the excellent product of our own workroom.

A THOUSAND BARGAINS NOT ENUMERATED HERE WILL DELIGHT YOU.

MEN!

MEN'S SUMMER UNDERWEAR.

Men's French Bathing regular \$1.00 garment, now 50c.
White and Blue Ribbed, regular \$1.25 garment, now 85c.
White and Blue Ribbed, regular \$1.00 garment, now 70c.
Blue Ribbed, regular \$1.50 garment, now \$1.00.
White Ribbed with a Silk Blue stripe, regular \$2.50 garment, now \$1.75.
Men's Silk Ribbed Underwear in Blue and Pink, regular \$1.50 garment, now 85c.
Regular Linen Men's Underwear, \$6.00 suits, now \$5.00.

MEN'S NEGLIGEE SHIRTS.

In Madras, Bedford Cord, White Pique, and Oxfords, all the latest colors and stripes and figures in blue, greys, champanagnes and gun metals.
\$1.50 grade, \$1.00.
\$2.00 grade, \$1.40.
\$2.50 grade, \$1.75.
\$3.00 grade, \$2.25.
\$3.50 grade, \$2.60.

MEN'S HOSIERY.

All the latest colors and shades in Men's Half Hose in Tans, Greys and solid effects:
\$1.50 grade, \$1.00.
\$2.00 grade, \$1.40.
\$2.50 grade, \$1.75.
\$3.00 grade, \$2.25.
\$3.50 grade, \$2.60.

MEN'S SUSPENDERS.

All the latest patterns and webs in Men's Suspenders will go at the prices quoted below:
\$1.50 grade, 75c.
\$2.00 grade, 1.00.
\$2.50 grade, 1.25.
\$3.00 grade, 1.50.

Similar reduction in everything in the department: Traveling bags and suit cases, Neckwear, Fancy Vests, Umbrellas, Canes, Men's Belts, Gloves, dress or work, Night Shirts, muslin and Silk; Pajamas, Bathing Suits, Golf Clubs, Golf Vests, Golf Balls, Bath Robes, Bath Slippers, Lounging Robes, a few large sizes in Men's Flannel Outing Pants at half price.

WHITE GOODS, LINENS AND DOMESTICS AT 25 PER CENT DISCOUNT

Table Linens, Towels, Crashers, Art Linens, Linen Waists, and Suitings, Bed Spreads, Lunch Cloths, Damask Table Cloths, India Linens, Nainsooks, Long Cloths, Lawns, and in domestics all Gingham, Calicoes, Percales, Shirtings, Muslins, Sheetings, Pillow Cases, Sheets, Comforts, Blankets, Flannels, Etc.

Lawns, Dimities; Crepes, Organdies, Mercerized Waistings and Suitings, Fancy Cotton Grenadines, Lawns, Etc., **ONE-THIRD OFF.**

Entire Stock of High Grade

Oxfords and Slippers

Prices Below Cost

All \$6.00 and \$5.00 Grades at **\$3.00**
All \$4.00 and \$3.50 Grades at **\$2.00**
All \$2.50 and \$2.00 Grades at **\$1.00**

Full Lines--All Sizes While They Last

ALL KID GLOVES, SILK GLOVES, LISLE GLOVES, LACE MITTS, ETC., AT 20 PER CENT REDUCTION

A WEEK OF MAGNIFICENT BARGAINS!
A WEEK OF DEPENDABLE BARGAINS!

Keith-O'Brien Co.

Muslin Underwear and Corset Round Up Reductions.

ENTIRE STOCK REDUCED 20 TO 50 PER CENT.

BLACK AND WHITE SATEEN PETTICOATS--
Made of a good quality of sateen, with a deep flounce on the bottom, trimmed with two ruffles; \$1.00 for **65c**

CORSETS--
Made of a good quality of Batiste, lace trimmed, medium and short waist lengths; also tape and Batiste girdle; in white, blue, gray and pink; 50c and 65c for **35c**

SUN BONNETS--
Children's white and colored Sunbonnets, tucked and corded; all sizes; 25c and 35c for **10c**

LADIES' SUN BONNETS--
Made of the best Gingham and Percale, tucked and piped; 50c and 65c for **25c**

DRESSING SACQUES AND KIMONAS--
Made of Organdie and Lawn, trimmed with embroidery and lace; also with self colored lawn to match; sizes 32 to 44--
65c, 75c, 95c for 45c
\$1.25, \$1.50, \$1.75 for 95c
\$2.00 to \$3.50 for \$1.65

Art Goods, One-Third Round-Up Reduction

ALL PYROGRAPHIC WORK, STAMPED AND EMBROIDERED, WOOL, BATTENBURG, RENNAISSANCE, CLUNT AND DRAWN WORK, ETC. AT ONE-THIRD OFF.

25c. Pyrographic pieces, for 16 2-3c.
40c. Pyrographic pieces, for 30c.
60c. Pyrographic pieces, for 35 1-3c.
75c. Pyrographic pieces, for 40c.
85c. Pyrographic pieces, for 50c.
\$1.00 Pyrographic pieces, for 55 2-3c.
\$1.25 Pyrographic pieces, for 60 1-3c.
\$1.50 Pyrographic pieces, for 65 1-3c.
\$2.00 Stamped and Embroidered Pillow Covers, 23 1-3c.
40c. Stamped and Embroidered Pillow Covers, 36 2-3c.
60c. Stamped and Embroidered Pillow Covers, 43 1-3c.
75c. Stamped and Embroidered Pillow Covers, 50c.
\$1.25 Stamped and Embroidered Pillow Covers, 53 1-3c.
\$1.50 Stamped and Embroidered Pillow Covers, 60c.
50c. Battenburg and Renaissance pieces, 33 1-3c.
75c. Battenburg and Renaissance pieces, 50c.
\$1.00 Battenburg and Renaissance pieces, 66 1-3c.
\$1.50 Battenburg and Renaissance pieces, 83 1-3c.
\$2.00 Battenburg and Renaissance pieces, 100c.
\$6.00 Battenburg and Renaissance pieces, 14.00.
25c. Embroidered and Drawn work doilies, 16 2-3c.
35c. Embroidered and Drawn work doilies, 22 1-2c.
40c. Embroidered and Drawn work doilies, 27 1-3c.
50c. Embroidered and Drawn work doilies, 33 1-3c.
75c. Embroidered and Drawn work doilies, 50c.
\$1.25 Embroidered and Drawn work doilies, 83 1-3c.
40c. Pillow Girdles, 27 2-3c.
65c. Pillow Girdles, 43 1-3c.
75c. Pillow Girdles, 50c.
\$1.25 Pillow Girdles, 83 1-3c.
50c. Down and Feather Pillows, 33 1-3c.
75c. Down and Feather Pillows, 50c.
\$1.00 Down and Feather Pillows, 66 2-3c.
1.25 Down and Feather Pillows, 83 1-3c.
12.00 Down and Feather Pillows, 13.33 1-3c.

All Battenburg and Renaissance Braids, rings and materials, embroidery and knitting silks, cords and tassels, bullion braids and fringes, scarfs, table tops, doilies, spatchel work and art goods generally all at ONE-THIRD OFF.
A large stock of Pillow Tops, Burrt Leather Goods, ready-made pin cushions and cross-stitch work at HALF PRICE.