

# KEITH-O'BRIEN & CO.

In the forenoon when it is cool do your shopping.

## WEDNESDAY FORENOON FEATURES— The STORE CLOSSES IN The AFTERNOON.

Let us point out to you the advantages which these splendid forenoon specials present. They are timely; the values are good. Look over the items; they sparkle with cuts in price.

*First showing of advanced styles of early fall  
Millinery. Beautiful headwear: \$3.25 to \$10.50.*

## All Wash Jacket Suits, Jumper Dresses, Shirt Waist Suits, Skirts, Lingerie Dresses and Coats.

Closing out regardless of cost, to make room for fall stock, which will soon commence to arrive. Emphatic reductions on the entire balance of our summer apparel—Every garment seasonable, stylish merchandise. An opportunity you cannot afford to pass by.

### SALE COMMENCES WED- NESDAY MORNING.

Linen and Repp Jacket Suits, long or short jackets, with pleated or gored skirts—white, tan, pink, blue, lavender grey and champagne. Values up to \$20.00. Clearance price ..... **\$8.95**

Linen and Repp Jumper Dresses, those smart princess and blouse styles, selling formerly up to \$19.75. Clearance price ..... **\$8.95**

An assortment of dainty lace and embroidery trimmed Lingerie Gowns, in white, pink, lavender and blue. Values up to \$32.50. Clearance price..... **\$13.95**

Wash Skirts for women wearing extra sizes—bands 30 to 36; lengths 40 to 44, in white or tan repp, reduced from \$7.50. Clearance price..... **\$3.95**

Misses' Peter Thompson Dresses, in white, checked and tan linen: sizes 14, 16, 18, values up to \$14.50. Clearance price..... **\$6.95**

Three styles of white Shirt Waist Suits—extra fine quality of lawn, neatly trimmed in lace or embroidery. \$4.95 regular price. Sizes 34 to 42. Clearance price ..... **\$1.45**

Ecru Lace Coats in the chic "Butterfly Style." A regular \$10.50 coat. Clearance price..... **\$4.95**

## BOYS AND GIRLS APPAREL

Lowest sale prices in Salt Lake City today—Quality of merchandise considered.

A careful comparison will establish the correctness of this statement beyond argument. We mention below only the more prominent of the many real bargains for Wednesday A. M. and balance of week—

### Girls White Dresses

Every white dress in stock, none reserved—that sold during the season up to and including those sold for \$3.00. Choice 98c.

### Finer Grade White Dresses

All our finer quality white dresses, materials of linen and lawns. Trimmed in laces and embroideries. Your choice at just

**One Half Price**

### Girls Colored Dresses

Every colored dress in stock with the single exception of sailors at HALF PRICE.

### Boys Spring Suits

Choice of all our Boys' Spring and Summer wool suits. Knickerbocker and straight trousers—many of these are suitable for school wear all fall. Your choice at just ONE HALF PRICE.

### Boys Wash Suits

All new seasonable styles and patterns—Light and dark colors and whites—materials of duck, linen, galatias and chambras at

**33 1-3% Discount**

### Boys Khaki Knickerbockers

Regulation government weight the very best made. Now \$1.00.

## Waist Specials—Wednes- day Forenoon

About fifty styles in embroidery fronts; laced, trimmed and plain tucked fronts; three-quarter length sleeves. Regular \$2.00 values—Closing them out Wednesday morning at 57c.

Lingerie Waists—lace and embroidery trimmed.

Regular \$5.75 for \$3.85; \$6.75 for \$4.50; \$7.50 for \$5.00; \$8.50 for \$5.75; \$9.75 for \$6.50; \$11.75 for \$7.50; \$13.75 for \$9.17; \$15.00 for \$10.00.

### Baby Bonnets

Our entire stock at half price.

### Children's wash Sun Hats

Regular 50c to \$1.50 at 10c.

### Ladies Short Kimonos

Light and dark colors. Regular 75c to \$1.00 at 49c.

## Wednesday Forenoon Candy Specials

Assorted fruit drops in jars—sold regularly at 15c; Wednesday forenoon 10c. Assorted candies at 15c—cream, wafers, butter scotch, cream filled dates; assorted jellies and cocoanut caramels.

## Imitation Alligator Hand Bags at 60c

A close imitation of the genuine article. The average length is about 12 inches; of sufficient carrying capacity to hold all necessary articles of travel. Splendid for lake service—for lunch, bathing suits etc. Not many left, so come Wednesday forenoon.

## Ladies' White Muslin Gowns

Low neck and short sleeves; high neck and long sleeves; lace and embroidery trimmed. Regular \$1.00 and \$1.25 at 69c.