

On Account of Monday Having Been a Holiday This Store Will Remain Open Wednesday Afternoon.

During the Round-Up Sale Ice Cream Soda, Natural Fruit Flavors, will be sold at 5c. Every-where else, 10c.

KEITH O'BRIEN CO.

Orders from out-of-town will receive the greatest care. Write us fully, stating first and second choice.

Seventh Annual Round-Up Sale

Opened Tuesday morning and continues the rest of the week. The reductions average 25% to 50% discount. A sale reliable in every sense of the word. These unusual values are but a few of the many which will be announced from day to day during the Round-Up Sale.

Our Entire Stock of Skirts Will Be Sold at Half-Prices. Bargains in Summer Suits

One of the Most Remarkable Sale in Women's Apparel Salt Lake Has Seens. High-Grade Merchandise—Latest Styles—Extra Salespeople. Half Price the Order. Come Early and Enjoy First Selection. Immense Assortments, Popular Weaves

BEAUTIFUL NEW SKIRTS

The comprehensive assortments give opportunity to choose high-grade skirts at only half of their value. The quality of the material will impress you, being the kind that gives long service and looks nice to the day the skirt is discarded. You will observe the graceful lines, the careful workmanship and the snappy styles.

Our entire stock of skirts, consisting of voiles, panamas, serges, fancy weave materials and novelty cloths, made in the new gored and plaited styles; black, navy, brown, gray, black and white stripes.

Our Annual Round-Up at Half Prices.

This Is an Exceptional Opportunity to Purchase a Handsome Skirt, Suit or Dress

\$8.00 skirt for.....\$4.00
\$10.00 skirt for.....\$5.00
\$12.50 skirt for.....\$6.25
\$13.50 skirt for.....\$6.75
\$15.00 skirt for.....\$7.50
\$16.50 skirt for.....\$8.25
\$17.50 skirt for.....\$8.75
\$18.50 skirt for.....\$9.25
\$20.00 skirt for.....\$10.00
\$22.50 skirt for.....\$11.25
\$25.00 skirt for.....\$12.50
\$27.50 skirt for.....\$13.75
\$29.50 skirt for.....\$14.75

Suit Section Bargains.

Cloth Suits in all-wool serge, fancy weave panama, broadcloth, chevron, two-tone novelty cloth, and shadow stripes, to be closed out, regardless of cost, at our Annual Round-Up. \$25.00 and \$30.00 suits for.....\$10.00

All alterations extra.
\$37.50 suits for.....\$18.75
\$39.50 suits for.....\$19.75
\$42.50 suits for.....\$21.25
\$47.50 suits for.....\$23.75
\$55.00 suits for.....\$27.50
\$65.00 suits for.....\$32.50

All alterations extra.
Cloth dresses for girls and small women, blue, brown, black, white, in serge and prunella cloth, values up to \$32.50 for \$9.75.

Cloth and Silk Dresses.

The season's latest productions, consisting of taffetas, panamas, foulards, messalines and crepes; one-piece styles. This is our an-

nual sale, and we are closing out a season's stock. Nothing is carried over.

100 Dresses Will be Sold at \$7.95

Cloth and taffetas in all colors; one-piece styles in navy, green, tan, wisteria, rose, black, white and gray.

The balance of our stock of dresses at HALF PRICE.

Lingerie Dresses.

Made in Princess effects, exquisite waist of Val lace, Venice bands and real lace ornaments; pink, light blue, and white. Regular \$25.00 and \$27.50 for \$12.50. \$29.50 for.....\$14.75
\$32.50 for.....\$16.25
\$39.50 for.....\$19.75
\$45.00 for.....\$22.50
\$47.50 for.....\$23.75

Our entire stock of Lingerie Dresses at HALF PRICE, at our Annual Round-Up.

Linen Dresses.

Light blue, white, pink, tan and lavender, all styles, at HALF PRICE.

Tub Dresses.

Chambray, French percale and lawn; one-piece styles. A striking bargain at \$3.95, \$4.95, \$5.75 and \$6.75. Former prices from \$7.50 to \$15.00.

All alterations on sale garments extra.

Round-Up Sale of Dress Goods Half-Price

Cream mohairs, brilliantines and Sicilians, non-crushable fabrics, and very desirable for waists, skirts and dresses; 38 to 45 inches wide. Prices range from 65c to \$1.75. Half Price.

All other weaves of cream dress goods discounted 20 per cent. Tailor suitings, phantom checks and stripes, all-wool French voiles, silk Marquisesettes, and sheer exclusive dress patterns, in a good variety of shades and designs. Half price.

DEMI MADE ROBES—White French Batiste Robes, scalloped flouncing and insertion to match, \$8.00. Round-Up Sale, \$3.95 each.

DEMI MADE ROBES—10 White Lingerie Robes, embroidered in small, neat designs, in colors of sky blue, pink, red, green, tan and helio. \$10.00. Round-Up Sale, \$3.95 each.

ROUND-UP SALE BLACK TAFFETA, 85c QUALITY—27 INCHES WIDE, 49c YARD; a good, firm silk with a soft, rich finish, extra good quality at 85c. Round-Up Sale, 49c yard.

45 TO 54-INCH SUITINGS—Fancy worsted Suitings, mixed effects, phantom and shadow stripes, and plain weaves, in Panamas, French twills, diagonals, serges, mohairs, etc., in all of the staple colorings 25 per cent off.

27-INCH ALL-WOOL FRENCH CHALLIES—In Persian and Dresden effects; also small, neat designs; very desirable for kimonos, house dress and children's wear; 65c quality. Round-Up Sale, 48c yd.

Entire stock of black and colored dress goods not especially discounted, 20 per cent off.

Ladies' Gloves Greatly Reduced for the Round-Up

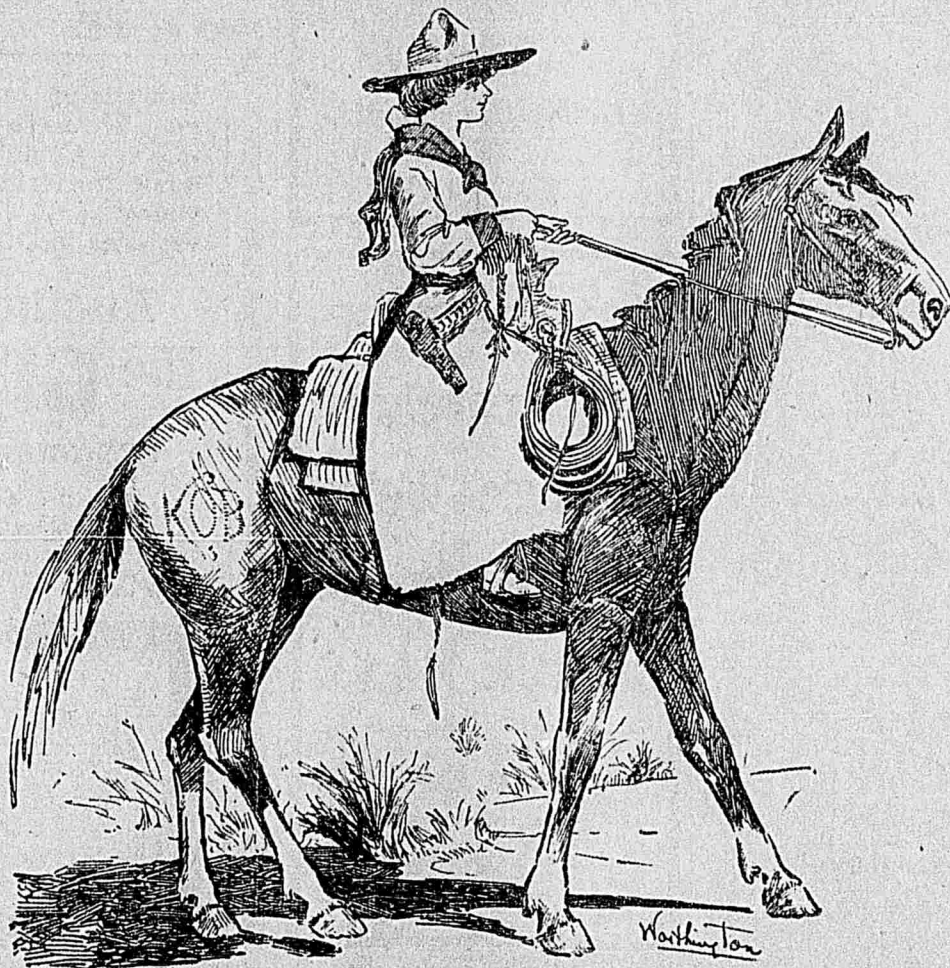
12-buttoned Suede, black and white, sizes 52 and 53—\$3.00 quality—for 95c.

12 and 16-button Lisle—white, gray and black—75c to \$1.00 gloves—for 59c.

12-buttoned silk gloves; white and black; \$1.25 quality for 95c.

12-buttoned Chamoisette glove; looks and washes like a real chamois. A good \$1.25 glove, for 85c.

LADIES' ALL-SILK UMBRELLAS—Black, green, brown and red; natural and wood handles; steel rod and paragon frame. A splendid \$5.00 umbrella for \$3.50.



Special Wash Goods and Domestic Specials for the Round-Up Sale

Dress Prints, Shirting Prints, Apron Checks, Dress Gingham, yard.....5c

36-in. French Percales, Red Seal Dress Gingham, 36-in. Madras Shirtings, 27-in. Printed Lawns, yard.....9c

Printed Batistes, value 18c; 28-in. Cheviot Shirtings, 36-in. Oxford Suitings, Fancy Dress Gingham, yard.....12 1/2c

40-in. Lawns, 25c grade; 35c Zephyr Gingham, 29c Printed Swisses, 35c Egyptian Tissues, Fancy Crepe, Plisse, yard.....18c

Printed Serpentine Crepes for Kimonos, per yard.....10c

12 1/2-c Bleached Shaker Flannel, special, per yard.....9c

Hyde Grade Galatea Cloths, the best made; special, per yard.....16 2/3c

50c grade Fine French Dress Sateens, per yard.....29c

Imported Madras Shirtings, Bordered and Satin Striped Gingham at HALF PRICE.

Printed Irish Dimities, 35c grade; special, per yard.....25c

Plain Seco Silks, per yard.....25c

Dotted Seco Silks, per yard.....29c

Printed Jacquard Silks, per yard.....39c

Fancy Dress Linens, Stripes and Checks, HALF PRICE.

Five Hundred Cotton Goods Remnants, HALF PRICE.

Table Linen, Napkins and White Goods

Fifty Odd Pattern Cloths, no Napkins to match, values \$3.75 to \$6.00; special, each.....\$2.95

Fifty dozen Spot Napkins, 22 x22 inches, \$3.50 value; special.....\$2.59

72-in. Bleached and Cream Table Damasks, beautiful new designs, \$1.25 values; special, per yard.....89c

72-in., \$1.50 grade, per yard.....\$1.19

White Dress Linens

36-in., 49c grade, per yard.....33c

36-in., 59c grade, per yard.....44c

36-in., 65c grade, per yard.....50c

Beautiful assortment of tea Napkins, fringed and hemstitched, 20 PER CENT OFF.

Full Size Bed Spreads

\$1.00 grade, hemmed, crocheted.....79c

\$1.25 grade, hemmed, crocheted.....\$1.00

\$1.50 grade, hemmed, crocheted.....\$1.25

Towels

Bleached and brown Turkish, Huck and Damask. A thousand dozen manufacturer's samples. They will only cost you a trifle over HALF PRICE.

Sheets and Cases

72x90 sheets, 59c grade.....44c

81x90 sheet, 65c grade.....59c

81x90 sheet, 85c grade.....69c

81x90 sheet, 90c grade.....75c

45x36 case, special.....11c

45x36 case, special.....15c

45x36 case, special.....18c

45x36 case, special.....21c

Plain and Fancy White Goods

We have no room to enumerate in detail the beautiful things in an entire new, fresh stock, which you can select from at the usual Round-Up reductions.

Dress Trimmings.

25 per cent discount on all dress trimmings—such as beaded trimmings, spangled embroideries, bands, Persian bands, braids and cords.

All remnants at half price!

A lot of narrow braids and guimps, suitable for trimming children's dresses, etc. Worth up to 20c; special, 1c yard.

These are all found at the Trimming Section.

Torchon Laces.

Our usual splendid line of imitation torchons in all widths from 1-2 to 4 inches. These laces are exceptionally good for children's gingham dresses and aprons; values up to 20c yard; special, 4c yard.

Black Nets.

Black, figured nets—large and small dots and floral designs—in fillet and round mesh; 45 inches in width; 25 per cent discount.

Val Laces.

A special line of Val laces, edgings and insertions, from 3-4 inch to 11-2 inches in width—worth up to \$1.00 per bolt—special, 50c bolt.

Platt Val Laces.

A new assortment of Platt Val laces—all new patterns, in both round and square mesh; edgings and insertions to match; from 2 to 5 inches in width—special, 8c yard.

A Round-Up of Leather Goods, Little Notions, Toilet Goods and Candies

Leather Goods So Attractive That They are Worth Buying and Laying Away for Christmas

The tone of a store is largely gauged by the class of Novelty Goods which it carries. Keith-O'Brien Co. is pre-eminently a leader in fine goods. And fine goods do not mean high prices. The stock of leather goods is choice; the favorite leathers are used; the newest styles are shown. Keep this fact in mind: Each article is the best on the market at the price. We carry exclusive novelties in leather goods—selected with care.

Patent mole skin hand bags, regular \$1.75, for.....98c
Same bag, larger size, regular \$2.25, for.....98c
Grained patent mole skin hand bag, regular \$3.00, for.....\$1.45
Imitation seal hand bags, regular \$4.00, for.....\$1.95
Wash belts, values up to 50c, with beautiful pearl buckles, for.....25c

Little Notions.

Staples are seldom reduced in price. It is not often that you see them advertised. The reason is because they are sold on a close margin. But we have included them in the Round-Up Sale to show that we are determined to make this event notable each year—to cause customers to talk—and look for it again next year.

10c Reversible tape measures.....5c
10c and 12c bias lawn.....7c
10c doz. shoe laces for, a doz.....5c
15c pair Oxford laces.....5c
2 for 5c white cotton tape.....1c
15c yard black silk feather-bone.....5c
10c cube toilet pins, 100 count.....1c
2 for 5c ironing wax.....1c
15c diamond fasteners.....8c
10c box swan-bill hooks and eyes.....1c
50c and 75c guaranteed shears.....25c
10c box bone hair pins.....5c
3c safety pins.....1c
10c paper best nickel plated safety pins.....5c
10c paper best English pins.....5c
10c dozen pearl buttons, all sizes.....5c
10c sleeve protectors.....5c
5c basting cotton.....3c
15c wool braids, all colors.....5c
Spool silk, all colors and black, 2 for.....5c
75c cabinet wire hair pins.....10c
75c silk front pad supporters.....25c
35c waist supporters.....25c
50c set trouser and coat hangers.....25c

Dainty Candies.

During the Round-Up our 49c box of hand-dipped chocolates will be 25c a box.

All the standard, chewing gums will be 3c a package in place of 5c.

The 25c box of "U. All No Mints" will be 15c a box.

Toilet Goods.

It will be observed that these toilet requisites are standard. Each article enjoys widespread reputation. Many of them are advertised in the current magazines. Physicians endorse them. In all instances our regular prices are a little less than usual selling prices. The reductions, therefore, are tempting.

35c domestic face powders.....25c
50c imported face powders.....25c
10c Sanitol tooth paste.....15c
19c Sanitol face cream.....15c
50c Sanitol toilet water.....25c
38c Hinds honey and almond.....33c
75c bar domestic castile soap.....25c
50c box Dr. Graves' tooth powder.....25c
15c jar valsaline.....10c
Buttermilk toilet soap, 7 cakes for.....20c

25c Emerson's Bromo Seltzer.....25c
25c Boraxo.....18c
25c Borax.....18c
Bicycle playing cards.....10c
Congress playing cards.....38c
10c 1-oz. highest grade sterilized absorbent cotton.....5c
15c 2-oz. highest grade sterilized absorbent cotton.....10c
30c 4-oz. highest grade sterilized absorbent cotton.....20c
50c 8-oz. highest grade sterilized absorbent cotton.....35c
75c 16-oz. highest grade sterilized absorbent cotton.....48c
\$1.00 sizes Newbro's Herpicide.....58c
50c sizes Newbro's Herpicide.....28c
\$1.00 an oz. Pinaud's perfume, Banzai.....75c
\$1.00 an oz. Pinaud's Violet de Parme.....75c
\$1.00 an oz. Pinaud's White Violet.....75c
\$1.00 an oz. Violet's Farnese.....75c
\$1.00 an oz. Piver's Saffron.....75c
\$1.00 an oz. Roger and Gallet's Robidia.....75c
\$1.00 an oz. Roger and Gallet's Jockey Club.....75c
\$1.00 an oz. Roger and Gallet's Indian Hay.....75c
\$1.00 an oz. Bourjois's Prima Rosa.....75c
\$1.00 an oz. Bourjois's Peau d'Espagne.....75c
\$2.00 an oz. Bourjois's Manon Lescart.....75c

Less Than Half-Prices in This Stirring Waist Sale

500 Waists in Lingerie

Lace trimmed, fine tucking, beautifully made, long sleeves. Our Annual Round-Up. Values up to \$6.75, to close at \$1.95.

Lingerie Waists.

Fine Mull and Persian Lawn—handsomely trimmed with Val. Lace and Baby Irish band trim-

ming. One hundred different styles to choose from. Our annual Round-Up, \$7.50 and \$8.00 Waists at \$3.95.

Colored Tailored Waists.

Chambray, madras and linens; smart styles. Values up to \$2.95, at 69c. No exchanges made on sale goods.

We Love Exquisite Collars, Delight in Trimmings, Laces and Embroideries So Dainty

It is the little touch so tasty, so deftly applied that it leaves in one's mind a suggestion of quality, that gives charm to the costume. And what an important place collars and trimmings and laces and embroideries occupy in the make-up of mi-lady's wardrobe. And how these accessories have been selling this year! And such stocks, such varieties, such conceptions!