

Waists.

LADIES' WAISTS in light and dark gingham, oxford, pink, blue and gray, with white stripes in them, tucked back and front.

35c now 18c.

ANOTHER GINGHAM waist, but in better quality with stock collar.

50c now 25c

CHAMBRAY WITH white stripes, the celebrated Knickerbocker waist, the best fitting waist made.

\$1.25 now 63c

WHITE FANCY madras, with blue and black dots; stock collar; stitched with black.

\$1.25 now 63

OUR BETTER grades are made of sheer lawn, white muslin, chambray and imported gingham. These are trimmed with fancy laces, antique lace and embroidery. Stock collars, in striped and plain colors, green and oxford, blue, cadet, tan and pink.

\$1.50	now 75c
\$2.00	now \$1.00
\$2.50	now \$1.25
\$3.00	now \$1.50
\$3.50	now \$1.75
\$4.00	now \$2.00
\$4.50	now \$2.25
\$5.00	now \$2.50
\$5.50	now \$2.75
\$6.00	now \$3.00
\$6.50	now \$3.25
\$7.00	now \$3.50

White Lawn and Pique Waists.

ALSO THE new butchers' linen, white cheviot. These goods are trimmed with Val, lace, tulle, cluny and antique lace.

\$1.50	now 75c
\$2.00	now \$1.00
\$2.50	now \$1.25
\$3.00	now \$1.50
\$3.50	now \$1.75
\$4.00	now \$2.00
\$4.50	now \$2.25
\$5.00	now \$2.50
\$5.50	now \$2.75
\$6.00	now \$3.00
\$6.50	now \$3.25
\$7.00	now \$3.50

Imported Pongee Waists.

FULL SLEEVES, fancy stock collars, some are piped with white and blue taffeta; fancy buttons and unlined. Summer wear.

\$6.00	now \$3.00
\$7.00	now \$3.50
\$8.00	now \$4.00
\$9.00	now \$4.50
\$10.00	now \$5.00

Black and White Jap Silk Waists.

GATHERED SHOULDERS, hem-stitched and trimmed with lace medallions.

\$1.50	now \$2.25
\$2.00	now \$3.00
\$2.50	now \$3.75
\$3.00	now \$4.50
\$3.50	now \$5.25
\$4.00	now \$6.00
\$4.50	now \$6.75
\$5.00	now \$7.50

Silk Lace Waists.

MADE OF cluny, antique, chantilly; all Japanese silk lined. They come in black, white, cream and blue.

\$2.75	now \$4.87
\$3.25	now \$5.62
\$3.75	now \$6.37
\$4.25	now \$7.12
\$4.75	now \$7.87
\$5.25	now \$8.62
\$5.75	now \$9.37
\$6.25	now \$10.12

Imported Novelty Waists

MADE OF chiffon, mousseline de sole, taffeta, peau de sole and fancy silks. All creations. French dressmakers.

\$20.00	now \$10.00
\$25.00	now \$12.50
\$30.00	now \$15.00
\$35.00	now \$17.50
\$40.00	now \$20.00
\$45.00	now \$22.50
\$50.00	now \$25.00

White Lawn Waists.

THESE WAISTS are generally sold at \$5.00. We lowered the price to \$3.75 as a special. We cut that special price in two.

\$1.95 now 98c

TRIMMED WITH linen tenth wheels, medallions on front of waist and cuffs; also on collar. Buttoned on side with small pearl buttons.

Everything in the department is HALF PRICE except the Foreythe Waist. Our contract with the manufacturer is such that we are prohibited from reducing the price of the garment. We sell them at the same price for which they are sold in New York City.

Imported Novelty Gowns.

Half Off

The ladies of Salt Lake City, as a whole, are always well dressed—indeed, it is a city of style, where the elite keep pace with Fashion's changes. For those ladies who observe correct dressing we offer exceptional advantages in Imported Novelty Gowns. These beautiful productions of Parisian art are made of embroidered lawns, voiles and fancy London twine cloth. The garments have been the rage this spring and were considered reasonable in price. Those prices which were recognized as being low have been cut in two.

Made of embroidered lawns, voiles, fancy London twine cloth.	\$85.00 now \$42.50.	\$185.00 now \$92.50.
	\$125.00 now \$62.50.	\$225.00 now \$112.50.
	\$150.00 now \$75.00.	

Fine Swiss Organdies.

Half Off

FINE SWISS ORGANDIES, summer dresses, lace trimmed and tucked; some embroidered; dotted swiss; dotted swiss trimmed with black and white lace, and swiss with the new butter-colored lace. Did you ever see such reductions? These bewitching summer dreams are within the reach of every woman who delights in becoming attire. You can't buy the goods and have them made at anything like the price. Be tickled when you read these prices, then hurry down to the store and have a first selection.

Colored Organdies.

Half Off

ALSO COLORED ORGANDIES and Dimities, trimmed in lace.

\$6.50 now \$3.25.	\$20.00 now \$10.00.
\$10.00 now \$5.00.	\$25.00 now \$12.50.
\$12.50 now \$6.25.	\$30.00 now \$15.00.
\$15.00 now \$7.50.	\$40.00 now \$20.00.
\$18.50 now \$9.25.	\$50.00 now \$25.00.

Linen Dresses.

Half Off

LADIES' LINEN DRESSES, embroidered and plain; also trimmed with lace in white, natural linen, cadet and navy blue. Most of them are hand embroidered.

\$20.00 now \$10.00.	\$40.00 now \$20.00.
\$25.00 now \$12.50.	\$50.00 now \$25.00.
\$30.00 now \$15.00.	\$65.00 now \$32.50.

HOW COOL and nice you will look in these popular, refreshing dresses if your fancy turns you to linens.

Imported Brilliantine Dusters.

Half Off

IN TAN, gray and blue; belt around the waist. Just the thing for driving coats.

\$12.75 now \$6.38.



“1/2 Price off”

Round-up Sale

--- In ---

READY-TO-WEAR GARMENTS

Consisting of Ladies' Suits, Skirts, Jackets, Dresses and Waists.

No Exchanges, Approvals or C. O. D. Orders.

SILK MONTE CARLO BLOUSE JACKETS.

Made of Taffeta and Peau de Soie; trimmed with lace and silk braid; collar and without collar; large flowing sleeves. Every fashionably attired lady feels that her wardrobe is incomplete without a Monte Carlo jacket—a jacket worn in every city in the country. One beauty of the reduction is that the better ones are now within the reach of those who have long admired but felt they could not possess one generally considered expensive.

\$4.95 now \$2.48	\$6.75 now \$3.38	\$10.00 now \$5.00	\$15.00 now \$7.50
\$20.00 now \$10.00	\$25.00 now \$12.50	\$30.00 now \$15.00	\$35.00 now \$17.50

Keith-O'Brien Co

Wash Skirts.

IN COTTON covers, denim, linen, linen crash, canvas, pique; the colors are tan, gray, blue, black and white and all white. Some are trimmed with lace, some are piped with canvas and pique, others strapped with the same goods to match goods.

\$1.50	now 75c
\$2.00	now \$1.00
\$2.50	now \$1.25
\$3.00	now \$1.50
\$3.50	now \$1.75
\$4.00	now \$2.00
\$4.50	now \$2.25
\$5.00	now \$2.50
\$5.50	now \$2.75

Brilliantine Walking Skirt.

NICE, LIGHT and airy for summer wear.

\$5.75 now \$2.87

Etamine Suits.

FLOUSE STYLE, trimmed with taffeta, lined jacket with lace collar, large swell, full sleeves and short skirt on jacket; skirt is unlined; trimmed like a jacket with taffeta strapping. This is a bargain at \$12.75.

now \$9.88

LADIES' STREET suit of Venetian and Cheviot, blouse style, and trimmed with taffeta; single and double-breasted jacket lined with romaine satin. Seven-gored skirt with flounce on bottom.

\$8.75 now \$4.38

Wrappers and House Dresses.

MADE OF Percales, Chambrays and Lawns, in light and dark colors. Some are trimmed with lace embroidery and flounce on bottom. All of our wrappers carry the union made label, showing they are not made in sweat shops, etc.

\$1.00	now 50c
\$1.25	now 60c
\$1.50	now 75c
\$2.00	now \$1.00
\$2.50	now \$1.25
\$3.00	now \$1.50

Skirts.

NOVELTY SKIRTS, made of crepe de cygne, voiles, canvas cloth, etamines, London twines, dotted nets, embroidered taffeta silks, lace chevrons, peau de sole; some are silk dropped skirts and some are unlined summer skirts.

\$70.00	now \$35.00
\$80.00	now \$40.00
\$90.00	now \$45.00
\$100.00	now \$50.00
\$110.00	now \$55.00
\$120.00	now \$60.00
\$130.00	now \$65.00
\$140.00	now \$70.00
\$150.00	now \$75.00

Ladies' Walking Dress Suits.

EXCEPTIONAL VALUES, calculated to impress shrewd shoppers. Correct judges of dress will instantly see their style, characteristics and admit the excellence of these garments. The half prices will draw throngs of anxious buyers.

MADE OF etamines, voiles, chevrons, covers, wool crash and fancy mixtures. Jackets trimmed with silk braid; some with lace collar and collarless; full new sleeve and short skirt on waist. Foulard back, skirts flounce, flannel and knit effects; trimmed with braid and taffeta strapping to match jackets. Come in black, white, navy and royal blue, gray, tan and fancy mixtures.

\$7.50	now \$3.75
\$8.75	now \$4.38
\$10.00	now \$5.00
\$11.25	now \$5.62
\$12.50	now \$6.25
\$13.75	now \$6.87
\$15.00	now \$7.50
\$16.25	now \$8.12
\$17.50	now \$8.75
\$18.75	now \$9.37
\$20.00	now \$10.00
\$21.25	now \$10.62
\$22.50	now \$11.25
\$23.75	now \$11.87
\$25.00	now \$12.50

Imported Novelty Jackets.

OF ALL INDUCEMENTS our imported Novelty Jackets will occasion greatest appreciation. There is nothing natter; nothing more in demand. Only those ladies who have been fortunate in examining the line can fully appreciate the one-half prices which place these fashionable jackets within the reach of all careful dressers. They were popular sellers at regular prices. They will go rapidly now—and happy will be the fortunate purchaser.

In taffeta, voiles and pongees, trimmed with fine imported laces and fringe.

\$40.00	now \$20.00
\$50.00	now \$25.00
\$60.00	now \$30.00
\$70.00	now \$35.00
\$80.00	now \$40.00
\$90.00	now \$45.00
\$100.00	now \$50.00

Dress Walking Skirts.

Half Off

A SKIRT is always a desirable accessory to the wardrobe. How jaunty and bewitching is the maiden in a stylish skirt relieved by a cool shirt waist. We have a line that will thrill you—and though papa squirms, you will do him proud when you bob into his presence in raiment becoming.

Now we are talking to the girl that works—the deserving girl that knows the value of a dollar.

OF CHEVIOTS, homespun, covers, covert cloths, fancy mixtures.

Some have braid trimmings, tucked yoke, strapped seams, tunio effects and flounce.

\$3.95 now \$1.98.	\$10.00 now \$5.00.
\$4.50 now \$2.25.	\$15.00 now \$7.50.
\$6.00 now \$3.00.	\$20.00 now \$10.00.
\$8.50 now \$4.25.	\$25.00 now \$12.50.

More Skirts.

Half Off

BRILLIANTINES AND ALPACCA SKIRTS—tucked and knit effects, yoke tops, others trimmed with four and five rows of tucks on bottom; some also accordion pleated.

\$5.75 now \$2.88.	\$15.00 now \$7.50.
\$8.75 now \$4.38.	\$20.00 now \$10.00.
\$7.50 now \$3.75.	\$25.00 now \$12.50.
\$10.00 now \$5.00.	

Ladies' Jackets.

Half Off

FLY FRONT and double breasted, made of broadcloths, chevrons, covers and fancy mixtures; silk lined and coat collar; tight fitting and loose effects.

These Jackets stylish. You admire them on others; your friends will be delighted with your appearance if you wear one. The half-off prices make it possible for you to possess one. It is a charming line in black, blue, gray, tan and white and pongee colors. Walking lengths; all unlined.

\$7.50 now \$3.75.	\$20.00 now \$10.00.
\$10.00 now \$5.00.	\$25.00 now \$12.50.
\$12.50 now \$6.25.	\$32.50 now \$16.25.
\$15.00 now \$7.50.	

Foulard Dresses.

Half Off

WE SHOW a diversified assortment—style vying with style in beauty of design. The values are such that women, having purchased themselves, will send their friends in to examine the line—and we know what that means.

IN BLUE, white dot, gun metal and black and white dot, full sleeves; skirts trimmed with plain taffeta binding.

\$17.50 now \$8.75.

\$20.00 now \$10.00.