Keith O'Brien Company

Where Your Dollar Will Do Nearly Double Duty

REDUCTIONS RANGING FROM 10 TO MORE THAN 50 PER CENT DISCOUNT—THE LATTER IN MOST INSTANCES

A Sale *of* strong values--remarkable for the wide scope *of* Bargains--a sale that will be memorable in the annals *of* merchandising in Salt Lake. No misrepresentations--every transaction carrying our guarantee *of* satisfaction or a refund *of* purchase money. *The* energy *and* thought *of* months, culminate in this great effort--for management *and* department managers have united in an earnest endeavor to make the Round-Up surpass in importance *and* matchless values all previous Sales in this city. *The* stocks have been carefully inspected. NO MISREPRESENTATIONS IN PRICES.

Lovely Suits

Exquisite modes, design, style and workmanship the very finest—Suits, Dresses, Skirts and Jackets.

WASH SUITS

Special bargains in Wash Suits in French, Percale, Mercerized Material and Chambrey. This line to be closed out at $1.05 a suit. Former prices $3.95, $4.95 and up to $6.50..... **$1.95**

WHITE ETON SUITS.

Good quality of linen finished duck; skirt full width; short sleeve coat. A splendid style; $6.75 and $8.75 Suits for..... **$3.95**

Alterations extra.

WHITE LINEN DUCK SUITS

White linen finished Duck in 22-inch coat; half fitted; and some loose styles trimmed with blue cuffs and collars; gored circular skirts (fan plaited front), $9.75 Suit for..... **$4.95**

BEAUTIFUL ETON SUITS

Eton Suits in pale blue grass linen, and also green grass linen braided in white; skirt trimmed; coat made with three-fourths sleeve; $12.50 Suit for.... **$4.95**

PRINCESS GOWNS.

White dotted Swiss Princess Gowns—handsomely trimmed with Val .lace and insertion, at.. **$16.50**

SLIGHTLY SOILED SUITS.

All slightly soiled linen Jacket Suits at greatly reduced prices.

SHIRT WAIST DRESSES.

White Persian lawn Shirt Waist Dresses, trimmed with eyelet embroidery, for..... **$3.95**

WALKING SKIRTS.

Gray mixtures, all-wool Novelty Cloths, handsomely tailored, stitched and self strapped. Regular $8.75 Skirts for..... **$3.95**

WOOL CLOTH SKIRTS.

All Wool Cloths in white with black hair line stripe, $9.75 Skirts for..... **$3.95**

BLACK TAFFETA SKIRTS.

Made with tucked flounce, good quality taffeta, perfect fitting Skirt, $9.75, for..... **$4.95**

Navy blue and black Panama and black Panama Cloth Skirt, gored circular skirt, $8.75, for..... **$4.95**

White Swiss Dresses, trimmed with val. lace and insertion; round yoke of val. insertion. $16.50 and $18.50 dresses for $9.75
Also white princess dress in this lot.

White Bobinette Dresses and white Swiss Dresses, elaborately trimmed with val. lace and insertion and medallions of lace. $29.50 and $32.00 values for $16.50

Covert Jackets

Our Entire Stock of Covert Jackets at HALF THEIR ORIGINAL PRICES

$10.00 Coats for . . $ 5.00	$22.50 Coats for . . $11.25
$12.50 Coats for . . $ 6.25	$25.00 Coats for . . $12.50
$16.50 Coats for . . $ 8.25	$27.50 Coats for . . $13.75
$18.50 Coats for . . $ 9.25	$35.00 Coats for . . $17.50

Also some very handsome Top Coats in gray mixtures—
$18.50 Coats for $9.25

Belts

Round up of Our Entire Stock of Ladies' Belts.

Silk Belts, all kinds and every shade. Values from 75c to $2.50. To close out the entire stock..25c

Ladies' Leather Belts, all sizes—blacks, whites and all colors. Values from 50c to $1.75. Your choice of the stock during the Round-Up .....25c.

Entire stock of BUSTER BROWN BELTS. Regular 25c, 50c and 75c. Round-Up price....15c.

A handsome assortment of ladies' Belts—your choice of either wash, silk or leather. Values up to 50c. Round-Up closing out price...10c.

Ladies' leather handbags, about 75 in all. Values from $1.00 to $10.00, at .....HALF-PRICE

Toilet Soap 3 cakes in a box—all odors; Rose Violet Carnation and the genuine Cosmo Buttermilk, regular 25c a box for 10c a box.

In The Men's Corner.

Our regular 75c and $1.00 underwear garments—pink, blue, lavender — basket-weaves, all sizes, per garment .....50c.

Regular $1.50 union suits, elastic ribbed, for $1.15

Men's regular 75c Belts, for .....29c.

Terry robes, in all colors. Regular $6.00, for $4.50

Regular 2 for 25c white hemstitched handkerchiefs, four for ..... 25c.

White and fancy vests, slightly soiled, at ..... HALF PRICE

Men's Pajamas—all colors; $2.00 values, for $1.25

A broken line of Bathing Suits, $6.00 values, for..... $1.25

Men's 75-cent Ties—all the popular shades—for .....50c.

Regular 50c Ties—all shades — the proper widths—all silk, for 25c

We carry a complete line of suit cases at greatly reduced prices.

The best suspender 75c will buy, for...45c.

Boys' suspenders, only ..... 9c.

Regular $1.25 shirts—some have attached cuffs and others cuffs detached—made up in good style. Reduced to .....75c.

Black sateen shirts—regular 75c values—for .....50c.

Regular $1.25 sateen shirts, for .....85c.

Fancy half-hose—regular 25c values—two for ..... 25c.

Men's balbriggan underwear—a regular 50c garment, 25c garment, or, per suit.....50c.

Round-Up Reductions Floor Below

THE DEPARTMENT FOR LITTLE FURNISHINGS FOR THE HOUSE HAS LATELY UNDERGONE DECIDED IMPROVEMENT. NEW FIXTURES HAVE BEEN ADDED WHILE THE DISPLAY OF STOCK HAS BEEN IMPROVED. THE DEPARTMENT HAS BEEN ENLARGED, THE STOCK IS CONSIDERABLY BIGGER THAN EVER BEFORE. THIS PORTION OF THE STORE IS UNDER THE DIRECTION OF A MAN LONG EXPERIENCED IN HIS SPECIALTY.

A 100-piece Set for $13.75
A 50-piece Set for $8.10
Johnson Bros.' English Porcelain Cobalt Blue or White and Gold.
A $4.95 Special 8-in. Cut Glass Bowl, now $3.75
Near Cut Glass at.....½ off
A fine line Cut Glass Vases.....½ off
A $1.25 Brass Clock, now.....95c
A line of Drummer Samples in fine Norse Pottery at a special reduction.
We have a big line of Hammocks AT CLOSING OUT PRICES.
A Set Cake Knives 25c
A Set 6 Knives, 6 Forks, 6 Tea Spoons, 6 Table Spoons, special $1.75
A 50c Set, Nut Crack and Pick, now 25c
A $1.25 4½x6 Brass Picture Frame, now 75c
A $2.85 2-qt. Peerless Freezer, now $1.70
A $5.75 6-qt. Peerless Freezer, now $3.80
A $3.25 2-qt. White Mountain Freezer,

A dozen ½ Jelley Glasses.....35c
A dozen Mason Pints 65c
A dozen Mason quarts.....75c
A dozen Mason two quarts.....$1.10
A dozen Economy pints.....95c
A dozen Economy quarts.....$1.20
A $1.20 6-gal. Jar, now.....60c
A $1.00 5-gal Jar, now.....50c
An 80c 4-gal. Jar, now.....40c
A 60c 3-gal. Jar, now.....30c
A 40c 2-gal Jar, now.....20c
A 20c 1-gal. Jar, now.....10c
No covers.
A 65c 21-quart Crock, now.....50c
A 30c Crock Pitcher, now.....20c
A 10c pkg hardwood Tooth Picks....5c
A 5c pkg hardwood Tooth Picks....2½c
A 25c 3-rolls Toilet Paper.....20c
A 25c 6-piece Plate Matts.....20c
A $1.25 Royal Double Drip pan, now $1.00
A $1.50 Royal Double Drip Pan,

A 50c covered Granite Bucket, now 25c
A 50c covered Granite Chamber, now 25c
A 40c Corn Popper, now.....15c
A 10c Hammer Handle, now.....5c
A 10c Hatchet Handle, now.....5c
A 25c Glass Lemon Squeezer, now ..10c
A 10c Glass Lemon Squeezer, now 5c
A dozen 8-in. Paper Plates, now....8c
A dozen 6-in. Paper Plates, now.....5c
A dozen 5-in. Paper Plates, now.....4c
A package of 40 Paper Napkins.....5c
A 25c Hammer, now.....10c
A 35c Hatchet, now.....15c
A 75c Slash Board, now.....45c
A 50c Bread Board, now 25c
A 15c Chair Seat, now.....8c
A 25c Whisk Broom, now.....15c
A 15c Whisk Broom, now.....5c
A $2.25 set of 6 Suit Hangers, now $1.75
A 15c Lunch Basket, now.....10c
A $1.25 Cloth Horse, now.....80c
A $1.00 Cloth Horse, now.....60c

A Fine Line of Messeline Ribbon, desirable for sashes, and Hair Ribbon, and Hat Bows---the newest shades and a splendid wash ribbon, 5 to 6½ inches wide. Regular 40c and 50 cent values **27c**

CUT PRICES on BOYS' *and* GIRLS' APPAREL

All thought of profit has been dismissed in this effort to clean out the last of our Summer Stock

BOYS' WASH LINEN SUITS—In white and colored—this complete line at half prices. These goods are the best values on the market, being the "Reggeta" make, which means second to none as to quality, fit, workmanship and style. Sizes 2½ to 9 years.

BOYS' WOOL SUITS—The entire stock of wool suits are included in this round-up sale. These suits will be sold at one-fourth of regular prices. The showing includes many well selected and snappy styles. Mothers who have bought the "Sampeck" suits for their boys will be glad to take advantage of this offer. Sizes 2½ to 16 years.

CHILDREN'S COATS—White serge, and white and colored fancy linens—all at half price. Sizes 2 to 5 years.

GIRLS' WHITE DRESSES—Every girl loves a new white dress, and especially for the Fourth. There is no reason why girls should not be able to have a pretty dress at prices within the means of parents. The prices run $1.95 to $8.00. Made with nice full skirts and wide hems; lace and embroidery trimmed. They are really cheaper than can be made at home.

All the black and white Pattern Hats, including our own beautiful productions . . . . . 10% DISCOUNT
All Colored Hats at . . . . . HALF PRICE
Lingerie Hats, worth up to $4.50, for $2.95

ROUND-UP PRICES ON UMBRELLAS *and* PARASOLS

Lot No. 1—One-Fourth reduction on all Ladies' Colored Umbrellas—Green, Brown, Red, Navy and Royal Blue, at .....ONE-FOURTH OFF
Lot No. 2—One line of Ladies' Parasols ranging in price from $1.95 to $4.55 to go at..... HALF-PRICES
Lot No. 3—Another line of beautiful colored Silk Parasols. .....TWENTY PER CENT DISCOUNT
Lot No. 4—Children's Parasols, All ..... HALF-PRICES

Dress Goods

Bargains in the Dress Goods Section for the Round-up Sale—Entire Stock Reduced for this Event—Not a yard remains at the Regular Price

65c India Crepes.....
27-inch Nun's Veiling.....
28-inch Satin Striped Challies.....
Plain and figured. **25c**

38-inch All-Wool Fancy Suitings.....
38-inch All-Wool Panamas.....
38-inch All-Wool Nun's Veilings.....
Values 50c to 65c. **39c**

$1.50 grade Crepe De Paris.....
$1.65 grade Aeoliennes .....
$2.50 grade Aeoliennes.....
56-inch fancy Cravenetted Mohairs.....
$2.00 grade Silk Warp Batiste.....
Grey, and Black and White Suitings. **Half Price**

25% DISCOUNT

On the Remainder of Our Magnificent Stock of Colored Dress Goods

Including plain and fancy Batiste, Taffeta Cloths, Panamas, plain and fancy Mohairs, Cravenettes, and all fancy mixtures.

20% DISCOUNT

Our beautiful stock of Black Goods, and the very desirable Cream Woolens worn this season. FRENCH DRESS PATTERNS. Beautiful Novelty Dresses; values up to $25.00. Round up sale price **$13.95**

Another lot that sold, many of them, as high as $50.00, round up sale price..... **$19.50**

Fancy Silk Voile and Radium Dress Patterns, ONE-HALF PRICE.

SILKS

$1.25, $1.50 and $1.65 grades Fancy Silks, yard.....69c
27-inch All-Silk Suitings, $1.25 and $1.50 grade, Reduced to, yard 75c
$1.00 and $1.25 Silk Crepes, for Round-up Sale 75c
65c grade Plain Taffetas at 48c
85c grade Plain Taffetas at 65c
36-inch Blach Taffeta, 85c grade, at 69c
36-inch Black Taffeta, $1.25 grade, at 85c
$1.00 and $1.25 grade Taffetas and Peau de Cygne in changable effects, round up sale price, yard 75c
85c and $1.00 grades Fancy Silks, yard 59c

ROBES

Just a few Net, Lace and Linen Robes left that will be priced in this sale, regardless of cost or value. Some of them as cheap as ONE-THIRD THE FORMER PRICE.

Remnants *of* Silk! Remnants *of* Wool!

A general clearing out of all Remnants. In marking these we have not thought of value, nor considered the cost. They must go in this Round-up Sale, and have been marked accordingly

Ladies' Gloves

Ladies' two-clasp, double-tipped silk Gloves. All sizes, in green, champagne, navy and brown. Size 5½ only in black and white and gray. Regular $1.00 quality. Special for the Round-Up.....73c.

A fine line of ladies' lisle suede Gloves, 3-pearl clasp, excellent quality. They wear well and launder beautifully. None better made. These have always been sold at $1.00 a pair. Special price.....69c.

Misses' silk lace Mitts, medium length; black and white. Special .....10c.

Ladies' silk lace Mitts, black and white.....25c.
A broken line of lisle Gloves for ladies, in white and colors, for .....27c.

We will close out the remainder of the Misses' two-clasp lisle Gloves. Closing them out at..... 10c.

Ladies' three-clasp suede Gloves, in white, gray, mode, brown and a few blacks. These sell regularly for $1.50. Round-Up Sale...$1.20

Our Nonpareil—the very best full Pique real kid, 2-clasp Glove made. Perfect fitting and warranted to wear. Our $2.00 Glove will be sold the Round-Up week at.....$1.55

Ladies' two-pearl clasp Novelty Glove, colored embroidery on the back—$2.00 a pair. Special price $1.47

Pocket Books and Coin Purses, including black; values 25c, 35c and 50c; special price 15c