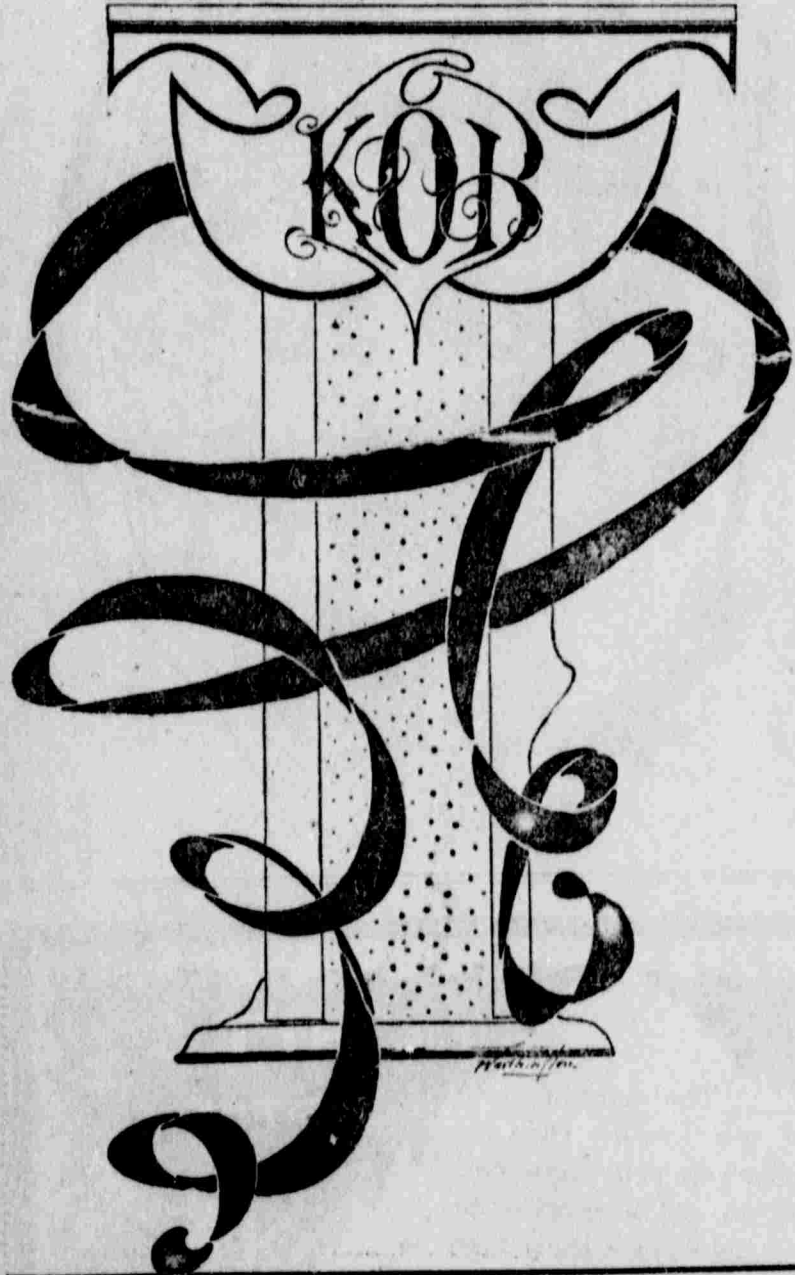


ANNUAL CLEARANCE SALE

10 TO 50 PER CENT
DISCOUNT



BOYS' SUITS

Cheviots, homespun and worsted. Sizes from 8 to 16 years. \$4.95 to \$8.50 for
Fancy mixtures. Sizes from 9 to 16 years. Regularly \$2.50 to \$4.50 for \$2.95

GIRLS' COATS

Odds and ends in mixtures and plain colors. Regular \$1.95 to \$6.00. Sizes 8, 10 and 12. \$1.95 to \$6.00 for \$1.95

Ladies' Gloves.

We sell more gloves than any other store. The best makes are carried, the leading shades.

Cashmere, 2 clasp silk lined, black and colors. 65c
Black silk wool lined mittens. \$1.00, \$1.50 and \$1.75 for 87c

Odds and ends in lined and unlined Mocha. Small sizes only. \$1.00 to \$2.00 for \$1.00
Misses kid sizes from 4 1/2 to 9 1/2. Tan, red brown and a few white. Always sell for \$1.00 and \$1.25—reduced to 75c

GLOVINE—The very best preparation for cleaning gloves, per bottle 25c

STATIONERY.

Eaton Hulbut's 25c and 50c bulk papers—24 sheets and 24 envelopes—all for 10c

Handsome Belts.

Most extraordinary reductions. Belts of all kinds, styles, shapes, and of this season's latest shades. The price run from 15 cents to \$2.50 38c

Annual Clearance Sale of LADIES' SUITS.

The broad assertion is made with supreme confidence that our suit department enjoys the highest reputation in the inter-mountain country, for style, for wide ranged assortment, for reasonable prices, and for the satisfaction which every purchase gives.

\$17.50 to \$35 Suits, \$13.75

These are long Coat Suits, 24 inch Jacket Suits and Short Coat Suits—blouse and Eton Styles.

\$27.50 to 37.50 Suits, 19.75

Long Coat Suits and Short Coat Suits are included in this sale. Plain broad cloth mixtures, cheviots and fancy panamas.

\$40 to \$65 Suits, 29.50

The admirable showing includes Long Coat Suits, Jacket Suits, Eton and Blouse Coat Suits.

Soiled Shirt Waists.

Brilliantine Mercerized cotton, worth up to \$4.50 for 95c
Bobinnets, silk lined, lace yokes, new Short Sleeves, \$8.75 for \$4.95

Annual Clearance Of Ladies' Coats.

The stock is divided into three lots:

\$17.00 to \$25.00 for \$13.75
\$27.50 to \$37.50 for 19.75
\$40.00 to \$65.00 for 29.50

In our coat stock are three-quarter length Coverts, fancy mixtures, full length tailored Coats, and a few fur-lined coats.

Entire Stock of Fur Muffs and Scarfs.

In our stock of furs are Eastern Mink, Ermine Scarfs, Blended Mink Scarfs, Siberian Squirrel Scarfs, Isabella Fox Scarfs and black lynx.

\$3.00 for \$1.50 \$15.00 for \$7.50
\$4.50 for \$2.25 \$25.00 for \$12.50
\$6.00 for \$3.00 \$40.00 for \$20.00
\$10.00 for \$5.00 \$65.00 for \$32.50

MONDAY begins our Third Annual Sale. Each year we have one Big annual event. Inducements are offered right along, and sometimes the sales are large and important. But OUR ANNUAL CLEARANCE SALE stands in a class to itself. So often the public is fooled. Often indeed big occasions are marred by reductions being on undesirable goods—and to respond is simply to be disappointed. The question is frequently asked: "Why is not the class of goods we want marked down?" We have never fooled the people—that's why we grow. Never attempted to inveigle shoppers into buying goods that would later prove a disappointment. On the contrary we say to every spender of money: "Whatever you buy at Keith-O'Brien Company's you can rely upon—and return it if you want to." What can be fairer? In order that every shopper, every friend, may participate in this remarkable Annual Clearance Sale and profit by the pleasing experience, Every Article in the Store (except a few reservations) will be discounted 10%, while the specials (only a few of which are enumerated in this advertisement) carry sweeping reductions as low as 50%. And the beauty of the sale is that the merchandise is new and beautiful, full of style and character. At this sale you will get more than your money's worth. You can't ask more? Not only more than your money's worth, but nice, clean, seasonable goods. Anything in the store at a special price. Except: Spool Silk and Cotton, Embroidery Silk, Men's Collars.

KEITH-O'BRIEN COMPANY

SHOES!

Misses' and Children's Shoes.

\$1.95

Shoes that will wear—Shoes with style and fitting qualities.

\$1.45

Splendid values—nothing to equal at the price. Buy them and you will buy again. They make friends.

50 cts.

Soft sole shoes for Infants. Excellent quality; excellent make; all styles.

\$1 and \$1.25

Infants' Shoes—new lines—new lines—new styles. The kind of Baby Shoes that pleases the mother.

Every Pair of Our Boys' Shoes Reduced

As Boys go, every boy has a reputation—but don't ask the neighbors about it. But these Shoes have reputation. The wearing qualities—make them talked about.

BOYS—Sizes 2 1/2 to 6; value \$2.25 to \$3.50. Special prices \$1.75 to \$2.45

YOUTHS—Sizes 1 1/2 to 2; value \$1.75 to \$3.00; special \$1.45 to \$2.25

LITTLE GENTS—Sizes 8 to 13; value \$1.75 to \$2.50; special \$1.35 to \$1.95

They Will Wear.

Every Pair of Our Ladies' Shoes Reduced

Just as pretty as pretty can be—every last, every leather, every style—at the same time combining grace and comfort—fashionable effects.

All \$5.00 and \$6.00 Shoes for \$3.95

All \$4.00 and \$4.50 Shoes for \$3.45

All \$3.25 and \$3.50 Shoes for \$2.95

All \$2.50 and \$3.00 Shoes for \$1.95

There will be a splendid assortment of ladies' shoes on the Bargain Tables. They are worth \$3.50 to \$5.00 for \$1.45. The lines which are reduced to \$2.95 are exceptional. Variety of styles and lasts.

Ladies' Corsets.

Fine coutil, Princess hip, high or low bust, lace trimmed at the top, white or drab. 50 and 75 cents for 39c

Broken styles and sizes—Lily of France, Venice and C. B. Makes. White and drab. \$1.75 to \$4.00 for \$1.00

Children's coutil corset waists with or without hose supporters. From 1 to 6 years. From 25 cents to 19c

Children's fleeced lined cotton vests, pants and drawers; broken lines, gray, 35c and 45c values, garment 25c

Ladies' Underwear.

Muslin drawers, deep tucked, lawn ruffle, edged with wide embroidery; open or closed, 65c quality, for 49c

ALL INFANT AND CHILDREN'S SILK BONNETS AND POKES AT HALF PRICES.

Fleeced vests and pants in gray, cream, and bleached; well made and full sized garments. 65 cent value for 39c

IMITATION TORCHON LACES AND PLATT VAL AT, PER YARD 5c

Hand-bags—regular \$3.00 to \$25.00, at half prices.

Calling Your Attention To

INDIA LINONS, FRENCH NAINSOOKS, NAINSOOKS, BATISTE, MERCERIZED WAISTINGS, MADEIRA CAMBRIC, DOTTED SWISS, MAZALIA, BED SPELDS, HATH MATS, TURKISH TOWELS, LINEN TOWELS.

10% Less.

MILLINERY

End of the season opportunities: Hats up to \$10.00, for \$2.95

Hats up to \$5.00, for 95c

All the latest styles in untrimmed felt shapes, worth up to \$2.00, for 25c

Children's Sailor Hats, worth up to \$1.75, for 45c

Children's Napoleon hats, worth up to \$3.00, for 75c

This is unquestionably the biggest millinery inducement that has been offered.

Persian Band Trimmings.

All colors. Worth up to 50 cents a yard for 25c

All colors. Worth up to \$1.00 a yard, for 50c

PLATT VAL LACES WITH INSTRUCTIONS TO MATCH. WORTH UP TO 35 CENTS A YARD, FOR 10c

50-cent and 75-cent Combination Card and Pocket for 25 cents.

Big Reductions in Dress Goods Section.

Unusual Prices for High Grade Goods During Our Annual Sale.

\$1.25 and \$1.50 broad cloths reduced to 98c

\$1.25 and \$1.50 Crepe de Paris, for 79c

300 dress goods remnants at one-third less than regular prices.

Colored Taffeta and Fancy Silks—85c to \$1.25 special for this sale 59c

1,500 yards are in this lot. The most popular conceptions of the season are shown.

During this sale all of our Women's first grade rubbers only 50 cents.

Linen and White Goods!

25%, 33% and 50% Reduction—Exceptional Inducement.

During the Holiday Season Liberal Reductions Were Made on Table Linens, Napkins, Japanese Hand Drawn Work, Irish Hand Embroidery. From these already reduced prices, extra discounts are offered.

NAPKINS, TEA CLOTHS, Etc.

Two broken lines extra fine cloths and napkins 25% Off

Hobain colored embroidered tea cloths 36x36 in. Half Off

Hemstitched and fringed Colored Damask Cloths, 48x4, 68x4, 78x4 sizes 33 1/3% Off

DOMESTICS.

SHEETS, PILLOW CASES, WOOL BLANKETS, DOWN COMFORTS, SCOTCH FLANNELS, FRENCH FLANNELS, PRINTED FLANNELETTES, ETC.

10 Per Cent Off.

BLEACHED COTTONS.

Four strong specials because they are already reduced. During the sale a reduction of 10 per cent will be taken off of these special prices.

1 yard wide 8 1/3c

1 yard wide 9c

1 yard wide 10c

1 yard wide 11c

WOOL BLANKETS.

Next season wool blankets will be higher in price. And as there is something about the present weather that suggests wool blankets, the discount will make them appreciated all the more.

The prices run from \$5.00 to \$33.50. The higher priced ones are finer—very much finer—but what's the difference after you go to sleep?

Embroidery Remnants, all lengths and widths, from 10 cts. to \$4.25.

Extra Specials on Black Taffeta Silks.

Values From 60 cents to \$1.40 a Yard for 44 cents to 98 cents.

From 60 cents to 44 and like reductions from \$1.40 to 98 cents on staple goods are most unusual. It is not a reduced price from a given price that makes a bargain; rather a bargain becomes a bargain only when the reduction is from an honest first price.

This sale includes our special K. O'B. guaranteed, and popular Queen quality which are the best black taffetas on the market.

These prices show a reduction from regular prices of from 25 per cent to 33 per cent.