

BIG REDUCTION IN BOYS' CLOTHING

The Bone of Contention



This Store is a Representative Public Institution—for the People are with us. This latter statement was not made until it could be made as a fact. There has been a change of sentiment in favor of This Institution. The whole people are Trading with the Store now—All classes. Our increasing Trade tells the story.

OUR ENTIRE STOCK of \$4.50, \$4.75, \$4.95, including many \$6.00 Suits, are arranged on one table and will be sold at the uniform price of **\$3.95**

OUR ENTIRE STOCK OF \$3.50, \$3.75, AND \$4.00, WILL BE DISPLAYED ON ONE TABLE AND SOLD AT THE ONE PRICE OF **\$2.95**

NORFOLK STYLES are included and single and double breasted Reefers; satin lined; best make; fancy mixtures, domestic and foreign weaves; medium and dark colors. Peculiar style distinguishes this fashionable and perfectly tailored clothing for Youths, Boys and Juveniles. The maker has stood at the head of this branch of the high-class industry for almost a quarter of a century. Never has he been approached for beauty and exclusiveness of styles and superb tailoring. These suits, splendid in point of materials, striking in their tailored effects, represent the fullest measure of value for the money.

We can buy cheaper clothing—in which case equal wear and style cannot be given. Each suit holds its shape—it is for these corresponding features that we pay the very highest prices.

When style is retained to the last day of the usefulness of a suit—long and satisfactory service—then it is that mothers appreciate most the superiority of our lines—at a cost no more than usual makes.

It is from these reasonable prices the reductions are made—lines and prices with which hundreds of mothers are cognizant.

School is long past now at the opening of which buying is strongest. Then a prolonged warm spell. These facts force this sale.

The entire lines are included in the sale.

Sale begins Monday morning. Large assortments. Excellent selections. Participate in this magnificent opportunity.

MOST BOYS WEAR OUT A SUIT. OUR SUITS OUTWEAR THE BOYS.



Ladies' Walking Skirts \$4.95.

It is a varied presentation of the latest styles. Our exhibit of attractive individual walking skirts from the simplest, most practical styles to the finer one has elicited much comment among shoppers.

The lines set aside for this sale are exceptional values. The skirts are made of fancy mixtures in stripes and checks of mannish suitings. The yards are bound. All garments are tailor made.

The regular selling prices are \$7.50 and \$8.75 for—\$4.75.



Nazareth Waists.

They are winter waists for little boys and little girls. They are shown in all sizes; double striped; hose supporter attachment—25c.

The E. P. Waist is washable and has Jersey stitching and bone buttons. All sizes for boys and girls up to 10 years of age 25 cents.

Infants Rubber Specialities.

Stockinette diaphers—absolutely waterproof. Sizes for 1 to 4 years—50c. Empire feather weight diaphers. Waterproof and seamless. Price 50c.

Sateen Petticoats.

Black sateen petticoat with two ruffles. Made in our store. Regular \$1.40. Special—75c.

Dressing Sacques.

Full line of house dressing sacques and jackets made of fleece lined outing flannel. All colors. Sizes from 34 to 42. Prices—85 cents and \$1.00.

House Gowns.

Oriental colors; fleece lined. Light fitting back. All sizes. \$2.50.

85c Corset 50c.

Star corset; long hip with front and side supporters; in white and drab; sizes 18 to 24.

Keith-O'Brien Co.

The People Are With Us

A REAL DRESS GOODS SALE.

WE SHALL INAUGURATE ON MONDAY MORNING A SALE ON DRESS GOODS DECIDEDLY OUT OF THE ORDINARY. IN POINT OF DESIRABLE WEAVES, STYLES AND COLORINGS IT WILL STAND ALONE. THE CUT PRICES MENTIONED BELOW MAKE STRONG BARGAINS. STRANGE AS THE DIFFERENCE SEEMS BETWEEN THE SPECIAL PRICE AND THE INDICATED VALUES, THE VALUES ARE EXACTLY AS STATED.

THE VARIETY IS LARGE AND CHOICE. THE LOT CONSISTS OF 60 YARDS OF FINE WOOL DRESS GOODS IN ALL LENGTHS FROM 2 TO 9 YARDS, WITH FROM 4 TO 6 INCHES WIDE AND INCLUDE THE FOLLOWING WEAVES: PANAMAS, SCOTCH SUITINGS, MOHAIR, FANCIES, BASKET WEAVES, TAILORED SUITINGS, CHEVOTS, SERGES AND GRANITE CLOTHS AND A LARGE VARIETY OF FANCY WEAVES. ABSOLUTE VALUES FROM \$1.00, \$1.25, \$1.50, \$1.75 AND \$2.00.

69 cts.

BLACK DRESS GOODS.

LAST WEEK'S SALE WAS SUCCESSFUL IN EVERY SENSE OF THE WORD. ALL THAT'S LEFT OF THE UNSOLD LINES, THE VALUES FROM WHICH RUN FROM \$1.25 TO \$2.50 A YARD, WILL BE SOLD AT—

75 cts.

SHORT CORSETS

Odd and ends in colors. Regular prices 75c and 85 cents—for 35c.

Art Suggestions.

The section was never more interesting with its varied assortments of new goods.

Attention is directed to a beautiful line of new centers and dusters which are embroidered in white. You must be sure and see them. They are splendid for gifts.

New stamped pieces are shown in pillow and center patterns.

New things in pyrography. The \$2.00 sets are still a special at \$1.50.

Special in Gloves.

A splendid Pique Kid glove, in broken lots—two clasp, lay seam, black, white, modes, tan, gray and brown. An excellent \$1.00 value for 60c.

Ladies silk lined taffeta gloves in all sizes. Black only. It is the kind you pay 95 cents for—special 75c.

Bulgarian Hand Embroidery.

An important sale for three days only—Monday, Tuesday and Wednesday—will arouse attention. This very artistic and attractive work is suitable for presents and Christmas gifts. Many of the ladies will buy at the reduced prices and lay away the goods until the holidays.

35c for 17c. \$2.00 for \$1.00. \$1.00 for 50c. \$2.50 for \$1.25. \$1.50 for 75c.

Other reductions at half price.

Hemstitched Table Sets.

The sets consists of one cloth and one dozen napkins. The sale on these goods last week was very successful. Instead of 25 per cent deduction which was made, the remaining 25 sets will be sold at these special prices.

\$4.95 for \$3.30. \$6.50 for \$4.34. \$5.50 for \$3.67. \$15 for \$10.00. \$6.00 for \$4.00. \$21 for \$14.00.

Other proportionate reductions.

The result of last week's selling in table linens and crashes leaves a number of remnants. You can get your choice of these at a further reduction. The lengths are from 1 1/2 yards to 3 yards. The prices are little ones now as compared to the selling values regularly.

Dress Sateens.

Navy and black grounds with neat white figure effects. A 25 cent value for—

19 cts.

Scotch Outing Flannel.

Suitable for Children's skirts and night dresses. Regular 50 cent values. To close out—

29 cts.

FALL OPENING IN SECTION FOR LACE CURTAINS, PORTIERES AND COUCH COVERS.

Our new Fall stock is one of great extent and variety. The stocks are drawn from European and American productions. Complete new styles are shown. The variety of assortments is so pronounced that selection can be made with entire satisfaction. The field of prices enables one to find within her means just what is wanted. Quality and materials are important factors in these home accessories. More comprehensive lines are shown nowhere in this western country.

QUALITY, DESIGNS, COLOR COMBINATIONS AND PRICES.

Strong Points. These facts, customers recognize. No last season's patterns or seconds have been bought.

The showing of Portiers include best makes and styles in Matalasse, Rep. Armure and Velour in single faced and two color combinations, fringed or corded, hand embroidered or galleoned. Many new colors and styles at reasonable prices will delight the ladies. More than 100 different styles are presented.

Portiers in oriental designs are to be had at from \$4.00 to as high a price as one wishes to consider.

A couch cover is always needed. It brightens the room. Your choice of designs at \$3.95—and up to the more expensive.

Our stock comprises everything for decorating the home. Any of the various style-periods will be reproduced accurately.

Our salespeople are experienced,

obliging and frequently offer valuable help where doubt exists.

Nottingham Lace Curtains 75 cents and up.

Brussels Lace Curtains \$3.95 and up.

Irish point Lace \$3.95 and up.

Cable Net Curtains \$2.50 and up.

Arabian Curtains \$2.00 and up.

Battenberg Curtains \$2.00 and up.

Louis XIV \$3.00 and up.

Bonne Femme \$7.50 and up.

What about your single windows?

We have left over from last season a large quantity of odd pairs of lace curtains, some few of which are a particle soiled. ALL ARE OFFERED AT HALF PRICES.

\$1.00 for 50 cents.

\$25.00 for \$12.00.

These prices give an idea of the reductions.



Jet Trimmings.

2 PER CENT DISCOUNT WILL BE GIVEN ON ALL JET TRIMMINGS AND ALLOVER JET SPANGLES. Reductions are along this line:

\$4.00 for \$3.20. \$5.00 for \$4.00. \$3.35 for \$2.68. \$6.50 for \$5.20.

Asplique jets run in price from 50 cents to \$1.00—20 per cent discount.

Good jet ranges in price from 20 cents to \$2.50 which will be discounted 20 per cent.

Narrow edges are priced from 15 cents to \$1.00—20 per cent discount on the yard.

JUBY RUCHING in Black and white for trimming dresses. Worth 15 cents a yard for 10c.

KITCHEN UTENSILS.

Japanese Crash and Brush Tray, 15c. Nickel Tray, 15c. 25c. 35c. 45c. 55c. Japanese Trays, 10c. Cutlery, 10c. and 15c. 10c. 15c. 20c. 25c. 30c. 35c. 40c. 45c. 50c. 55c. 60c. 65c. 70c. 75c. 80c. 85c. 90c. 95c. 1.00. 1.05. 1.10. 1.15. 1.20. 1.25. 1.30. 1.35. 1.40. 1.45. 1.50. 1.55. 1.60. 1.65. 1.70. 1.75. 1.80. 1.85. 1.90. 1.95. 2.00. 2.05. 2.10. 2.15. 2.20. 2.25. 2.30. 2.35. 2.40. 2.45. 2.50. 2.55. 2.60. 2.65. 2.70. 2.75. 2.80. 2.85. 2.90. 2.95. 3.00. 3.05. 3.10. 3.15. 3.20. 3.25. 3.30. 3.35. 3.40. 3.45. 3.50. 3.55. 3.60. 3.65. 3.70. 3.75. 3.80. 3.85. 3.90. 3.95. 4.00. 4.05. 4.10. 4.15. 4.20. 4.25. 4.30. 4.35. 4.40. 4.45. 4.50. 4.55. 4.60. 4.65. 4.70. 4.75. 4.80. 4.85. 4.90. 4.95. 5.00. 5.05. 5.10. 5.15. 5.20. 5.25. 5.30. 5.35. 5.40. 5.45. 5.50. 5.55. 5.60. 5.65. 5.70. 5.75. 5.80. 5.85. 5.90. 5.95. 6.00. 6.05. 6.10. 6.15. 6.20. 6.25. 6.30. 6.35. 6.40. 6.45. 6.50. 6.55. 6.60. 6.65. 6.70. 6.75. 6.80. 6.85. 6.90. 6.95. 7.00. 7.05. 7.10. 7.15. 7.20. 7.25. 7.30. 7.35. 7.40. 7.45. 7.50. 7.55. 7.60. 7.65. 7.70. 7.75. 7.80. 7.85. 7.90. 7.95. 8.00. 8.05. 8.10. 8.15. 8.20. 8.25. 8.30. 8.35. 8.40. 8.45. 8.50. 8.55. 8.60. 8.65. 8.70. 8.75. 8.80. 8.85. 8.90. 8.95. 9.00. 9.05. 9.10. 9.15. 9.20. 9.25. 9.30. 9.35. 9.40. 9.45. 9.50. 9.55. 9.60. 9.65. 9.70. 9.75. 9.80. 9.85. 9.90. 9.95. 10.00. 10.05. 10.10. 10.15. 10.20. 10.25. 10.30. 10.35. 10.40. 10.45. 10.50. 10.55. 10.60. 10.65. 10.70. 10.75. 10.80. 10.85. 10.90. 10.95. 11.00. 11.05. 11.10. 11.15. 11.20. 11.25. 11.30. 11.35. 11.40. 11.45. 11.50. 11.55. 11.60. 11.65. 11.70. 11.75. 11.80. 11.85. 11.90. 11.95. 12.00. 12.05. 12.10. 12.15. 12.20. 12.25. 12.30. 12.35. 12.40. 12.45. 12.50. 12.55. 12.60. 12.65. 12.70. 12.75. 12.80. 12.85. 12.90. 12.95. 13.00. 13.05. 13.10. 13.15. 13.20. 13.25. 13.30. 13.35. 13.40. 13.45. 13.50. 13.55. 13.60. 13.65. 13.70. 13.75. 13.80. 13.85. 13.90. 13.95. 14.00. 14.05. 14.10. 14.15. 14.20. 14.25. 14.30. 14.35. 14.40. 14.45. 14.50. 14.55. 14.60. 14.65. 14.70. 14.75. 14.80. 14.85. 14.90. 14.95. 15.00. 15.05. 15.10. 15.15. 15.20. 15.25. 15.30. 15.35. 15.40. 15.45. 15.50. 15.55. 15.60. 15.65. 15.70. 15.75. 15.80. 15.85. 15.90. 15.95. 16.00. 16.05. 16.10. 16.15. 16.20. 16.25. 16.30. 16.35. 16.40. 16.45. 16.50. 16.55. 16.60. 16.65. 16.70. 16.75. 16.80. 16.85. 16.90. 16.95. 17.00. 17.05. 17.10. 17.15. 17.20. 17.25. 17.30. 17.35. 17.40. 17.45. 17.50. 17.55. 17.60. 17.65. 17.70. 17.75. 17.80. 17.85. 17.90. 17.95. 18.00. 18.05. 18.10. 18.15. 18.20. 18.25. 18.30. 18.35. 18.40. 18.45. 18.50. 18.55. 18.60. 18.65. 18.70. 18.75. 18.80. 18.85. 18.90. 18.95. 19.00. 19.05. 19.10. 19.15. 19.20. 19.25. 19.30. 19.35. 19.40. 19.45. 19.50. 19.55. 19.60. 19.65. 19.70. 19.75. 19.80. 19.85. 19.90. 19.95. 20.00. 20.05. 20.10. 20.15. 20.20. 20.25. 20.30. 20.35. 20.40. 20.45. 20.50. 20.55. 20.60. 20.65. 20.70. 20.75. 20.80. 20.85. 20.90. 20.95. 21.00. 21.05. 21.10. 21.15. 21.20. 21.25. 21.30. 21.35. 21.40. 21.45. 21.50. 21.55. 21.60. 21.65. 21.70. 21.75. 21.80. 21.85. 21.90. 21.95. 22.00. 22.05. 22.10. 22.15. 22.20. 22.25. 22.30. 22.35. 22.40. 22.45. 22.50. 22.55. 22.60. 22.65. 22.70. 22.75. 22.80. 22.85. 22.90. 22.95. 23.00. 23.05. 23.10. 23.15. 23.20. 23.25. 23.30. 23.35. 23.40. 23.45. 23.50. 23.55. 23.60. 23.65. 23.70. 23.75. 23.80. 23.85. 23.90. 23.95. 24.00. 24.05. 24.10. 24.15. 24.20. 24.25. 24.30. 24.35. 24.40. 24.45. 24.50. 24.55. 24.60. 24.65. 24.70. 24.75. 24.80. 24.85. 24.90. 24.95. 25.00. 25.05. 25.10. 25.15. 25.20. 25.25. 25.30. 25.35. 25.40. 25.45. 25.50. 25.55. 25.60. 25.65. 25.70. 25.75. 25.80. 25.85. 25.90. 25.95. 26.00. 26.05. 26.10. 26.15. 26.20. 26.25. 26.30. 26.35. 26.40. 26.45. 26.50. 26.55. 26.60. 26.65. 26.70. 26.75. 26.80. 26.85. 26.90. 26.95. 27.00. 27.05. 27.10. 27.15. 27.20. 27.25. 27.30. 27.35. 27.40. 27.45. 27.50. 27.55. 27.60. 27.65. 27.70. 27.75. 27.80. 27.85. 27.90. 27.95. 28.00. 28.05. 28.10. 28.15. 28.20. 28.25. 28.30. 28.35. 28.40. 28.45. 28.50. 28.55. 28.60. 28.65. 28.70. 28.75. 28.80. 28.85. 28.90. 28.95. 29.00. 29.05. 29.10. 29.15. 29.20. 29.25. 29.30. 29.35. 29.40. 29.45. 29.50. 29.55. 29.60. 29.65. 29.70. 29.75. 29.80. 29.85. 29.90. 29.95. 30.00. 30.05. 30.10. 30.15. 30.20. 30.25. 30.30. 30.35. 30.40. 30.45. 30.50. 30.55. 30.60. 30.65. 30.70. 30.75. 30.80. 30.85. 30.90. 30.95. 31.00. 31.05. 31.10. 31.15. 31.20. 31.25. 31.30. 31.35. 31.40. 31.45. 31.50. 31.55. 31.60. 31.65. 31.70. 31.75. 31.80. 31.85. 31.90. 31.95. 32.00. 32.05. 32.10. 32.15. 32.20. 32.25. 32.30. 32.35. 32.40. 32.45. 32.50. 32.55. 32.60. 32.65. 32.70. 32.75. 32.80. 32.85. 32.90. 32.95. 33.00. 33.05. 33.10. 33.15. 33.20. 33.25. 33.30. 33.35. 33.40. 33.45. 33.50. 33.55. 33.60. 33.65. 33.70. 33.75. 33.80. 33.85. 33.90. 33.95. 34.00. 34.05. 34.10. 34.15. 34.20. 34.25. 34.30. 34.35. 34.40. 34.45. 34.50. 34.55. 34.60. 34.65. 34.70. 34.75. 34.80. 34.85. 34.90. 34.95. 35.00. 35.05. 35.10. 35.15. 35.20. 35.25. 35.30. 35.35. 35.40. 35.45. 35.50. 35.55. 35.60. 35.65. 35.70. 35.75. 35.80. 35.85. 35.90. 35.95. 36.00. 36.05. 36.10. 36.15. 36.20. 36.25. 36.30. 36.35. 36.40. 36.45. 36.50. 36.55. 36.60. 36.65. 36.70. 36.75. 36.80. 36.85. 36.90. 36.95. 37.00. 37.05. 37.10. 37.15. 37.20. 37.25. 37.30. 37.35. 37.40. 37.45. 37.50. 37.55. 37.60. 37.65. 37.70. 37.75. 37.80. 37.85. 37.90. 37.95. 38.00. 38.05. 38.10. 38.15. 38.20. 38.25. 38.30. 38.35. 38.40. 38.45. 38.50. 38.55. 38.60. 38.65. 38.70. 38.75. 38.80. 38.85. 38.90. 38.95. 39.00. 39.05. 39.10. 39.15. 39.20. 39.25. 39.30. 39.35. 39.40. 39.45. 39.50. 39.55. 39.60. 39.65. 39.70. 39.75. 39.80. 39.85. 39.90. 39.95. 40.00. 40.05. 40.10. 40.15. 40.20. 40.25. 40.30. 40.35. 40.40. 40.45. 40.50. 40.55. 40.60. 40.65. 40.70. 40.75. 40.80. 40.85. 40.90. 40.95. 41.00. 41.05. 41.10. 41.15. 41.20. 41.25. 41.30. 41.35. 41.40. 41.45. 41.50. 41.55. 41.60. 41.65. 41.70. 41.75. 41.80. 41.85. 41.90. 41.95. 42.00. 42.05. 42.10. 42.15. 42.20. 42.25. 42.30. 42.35. 42.40. 42.45. 42.50. 42.55. 42.60. 42.65. 42.70. 42.75. 42.80. 42.85. 42.90. 42.95. 43.00. 43.05. 43.10. 43.15. 43.20. 43.25. 43.30. 43.35. 43.40. 43.45. 43.50. 43.55. 43.60. 43.65. 43.70. 43.75. 43.80. 43.85. 43.90. 43.95. 44.00. 44.05. 44.10. 44.15. 44.20. 44.25. 44.30. 44.35. 44.40. 44.45. 44.50. 44.55. 44.60. 44.65. 44.70. 44.75. 44.80. 44.85. 44.