

Ladies' Hand Bags, Chatelaines, Card Cases, Music Rolls, Roll-ups Card Cases—Values up to \$12.75 Choice
\$1.45

Keith O'Brien Co.

Silk and Leather Belts for Women, all sizes and all prices—Values from 75c to \$2.25. Choice of the entire lot
49c.

Conference Shopping Week and What it Means to the Visitor from a Money-Saving Standpoint at this Store.



The wife is perfectly happy when she is lost in the tempting bargain meshes at Keith-O'Brien's inviting store—for getting even, her husband who is patiently waiting—waiting.

Wife: "See that man over there waiting— isn't that just like a man?"

Cloth Suits Reduced.

A splendid opportunity for visitors to obtain Stylish Suits, a decided saving.

Newest styles, graceful in fit, choicest materials, expertly made, mark these special inducements. Style and quality in every Suit. The designs are the very latest. Desirable in every particular.

Cloth Suits in Scotch Suitings.

Plain Gray and Black and White Checked. Made in the charming Prince Chap styles, especially advertised at \$12.75.

This is a splendid value and up to date in every particular

200 Different Styles to Choose from at \$20.

Cloth suits, Eton and tailored styles, 22 inch fitted coat; also half fitted pony. Stripes shadow checks and plain colors in blue, black, and brown. More than 200 styles to select from.

We are Able to Show the Best Suits in the Market for \$25.

We are showing handsome styles, in Eton Coat Suits; 22 inch hip length; fitted jacket suits. The new Poneta suit is a splendid style for small women. Wide range of materials and colors.

Extraordinary Values in TOP COATS.

All wool novelties in stripes, shadow checks, handsomely tailored; collar and sleeves strapped with broadcloth; full 50 inch garment, specially priced, \$4.75.



Worthy the Attention of Visitors.

Visitors will be impressed with these facts when they come to the Store.

- ☛The pleasure and convenience of shopping.
- ☛Good service to customers.
- ☛Large assortments of merchandise.
- ☛Attractive new goods at reasonable prices.
- ☛Many special reductions.

Throughout the Store are many moderately priced articles. We mention especially Millinery (and direct attention to \$5 to \$8.50 Hats, very stylish). Tailored Suits, Jackets, Lingerie Dresses, Waists, Kid Gloves, Hosiery, Underwear, Silk Petticoats, Infants' Coats and Bonnets, Girls' Dresses, Boys' Suits, Silks and Dress Goods, Men's Furnishings, Oxfords and Shoes for Women and Children, Lace Curtains, Carpets, House Furnishings.

Big Reductions in Stationery and Toilet Goods

\$1.50 and \$2.50 hair brushes for 75c.

25c Sozodont tooth wash for 15c.

25c tooth paste for 15c.

50c face powder for 25c.

25c Talcum powder for 15c.

10c smelling salts for 5c.

10c Williams' shaving soap for 5c.

10c Sachets for 5c.

35c and 45c sponge bags for 25c.

25c tooth brushes for 15c.

35c hand brushes, 25c.

Benzo Buttermilk toilet

Ready this morning—an hundred delightfully pretty, summery hats, light and beautiful as a misty cloud. Each superb creation is distinctly different—there's never that sameness to the Keith O'Brien millinery.



The popular ideas come in Tuscan, burnt, reds, greens, champagne and apricot; all very daintily trimmed with marguerites, daisies, roses, extremely large wings, coque plumes, etc.

Among the many clever new shapes are the small drooping brim the new French sailors and the coquettish turbans. You will, without doubt, pronounce it the most beautiful collection of \$5 to \$10 hats you ever saw.

Extraordinary Waist Sale. New Spring Waists in Latest Designs and Styles at Interesting Reductions

Most women come first to look and later to make purchases, if favorably impressed.

But they will buy as soon as they see these waists, for the styles are attractive and the values decidedly out of the ordinary.

A handsome white lawn waist with yoke, made of fine pin tucking and Val. lace, elbow sleeves with pin tucked cuffs, edged with Val. lace. A good value for 75c—regular price \$1.25.

We also show a fine line of tailor-made waists at this price.

Some 25 styles of white India linen waists—yoke made of all over embroidery, tucked with fine pin tuckings and Val. lace, others with entire front made of embroidery and Val. lace; cannot be duplicated at \$2.00. Special price, \$1.35.

A very handsome waist of all over eyelet embroidery—front trimmed with Val. lace and tucks. Worth \$3.00 to \$4.50. Special price, \$2.45.

Another splendid bargain is found in a fine assortment of India Linen and Batiste waists, trimmed with rows of cluny lace and panels of embroidery and small tucks, trimmed cuffs and collar of cluny lace. Special price, \$1.75.

A large assortment of Jap silk waists, handsomely trimmed with silk embroidery and Val. lace and pin tucking. Special prices for this week \$3.45, \$3.95, \$4.45, and \$5.75.



Sale of Little Notions and Dress-makers' Supplies.

- 10c Cube Pins for 8c
- 15c Cabinet Hair Pins 10c
- 10c Cabinet Hair Pins 10c
- 50c Hooks and Eyes 10c
- 2 for 5c Ironing Wax 10c
- 2 for 5c Needles 10c
- 10c Snap Fasteners 5c
- 2 for 5c Hair pins 10c
- 5c Toilet Pins 2 for 5c
- 5c lace pins (Pearl Heads) 10c
- 8c sheet pins 3c
- 50c 25c and \$1.00 Shields 25c
- 20c Oxford Laces 10c
- 5c Hat Pins, 6 on card 3c card
- 75c Pear Buttons 10c dozen
- 35c shell, back and side combs 10c
- 25c shell hair pins 10c box
- 10c shoe laces 5c doz.
- 10c silk Oxford laces 5c pair
- 25c hose supporters 15c pair
- 15c hat pins 5c
- 25c hat pins 10c
- 50c hat pins 10c
- 5c thimbles 2 for 5c
- 50c and 75c front pad supporters for 35c
- 25c scissors for 10c

Specials in Ladies' and Children's Hose.

Boys 2 and 1 and Misses 1 and 1 ribbed fast black hose at 2 pair for 35c.

Boys 2 and 1 or 1 and 1 ribbed and Misses fine ribbed fast black hose—K.O.B. special at 25c.

Ladies fast black cotton hose—special 2 for 25c.

Ladies black hose with colored embroidery or plain with stripes, and lace in pink light blue, red, pearl gray, white and black—25c.

Kimonas, Sacques, Etc.

Flannelette dressing sacques, kimonas and combing jackets. Regular 50 to 75c styles—at 39c.

Flannelette wrappers and long kimonas; all the best colors in dark red, navy blue, grey and black and white. Regular \$1.25 quality at 98c.

Ladies' and Misses' Tape Girdles.

Pink, light blue and white, with front supporters. Regular 50c model—39c.

Ladies' White Batiste Corsets.

Long hip, girdle or high bust, supporters front and side. Regular 50c models—at 39c.

Ladies' Knit Pants and Tights.

Knit pants umbrella style, lace trimmed, at 25c.

Knit pants and tights, umbrella style, lace or tight knee—3 pairs for \$1.00.

Wash Belts—Values are 50cts. Special price—

25c

Attractive Prices on English Long Cloth, Suitings, Bed Spreads and Percales.

50 bolts fine imported English Lingerie Long Cloth, bolt of 12 yards \$2.50 each. Limit of 1 bolt to a customer.

5,000 yards all linen suiting—colors: light blue, Alice blue, and pink—30c yard. 100 hemmed crochet bed spreads, special 50c each.

Limit of 1 to a customer. 5,000 36 Percale, all colors, 10c yard. Limit of 10 yards to customer.

Saturday Evening Specials.

From 7 to 9:30 1,000 yards, 45 inch wide, White Persian lawn, sold regularly at 50c. Special 29c yard.

Limit of 10 yards to a customer. 3,000 yards of colored dotted Swiss—cheap at 25c yard—special 12 1-2c yard. Limit of 15 yards to a customer. 25 dozen bath towels, size 20-48—special 15c each. Limit of 1 dozen to a customer.