

Monday is always a big shopping day. This store is the center of shopping. The articles advertised are from regular stock and desirable in every sense. Invariably the price is reduced.

Keith O'Brien Co

One day last week four different people, who looked at our grips, suit cases and valises, left to examine stocks and prices elsewhere. Each one finally returned, purchased and was fully satisfied.

THE VARIOUS ARTICLES ADVERTISED FOR MONDAY AND OTHER DAYS OF THE WEEK WILL BE WORTH TO THE SHOPPER MANY DOLLARS IN SAVING

\$1.25, \$1.50 and \$1.75 DRESS SILKS--75c

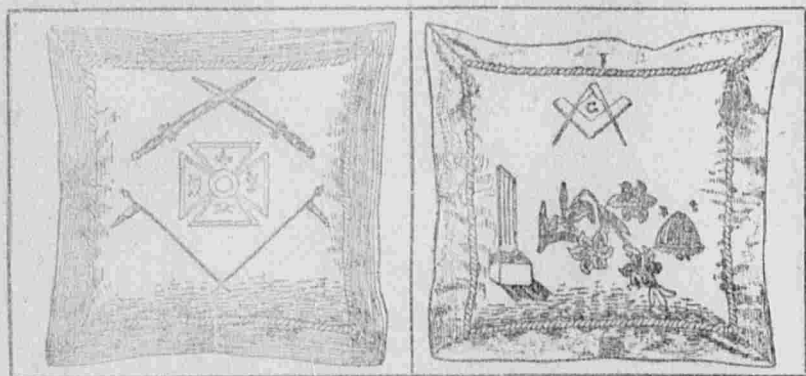
MONDAY WE WILL OFFER UPWARDS OF 5000 YARDS OF NEW FANCY DRESS SILKS AT ABOUT HALF OF THEIR VALUE

The style and wearing qualities we strongly recommend. These bargains would be unusual at the close of the season. To those wanting waists, gowns, shirt waist suits and petticoats, the news of this sale will be received with pleasure. We feel confident that you can apply the severest test to these values, as the majority of them are our \$1.50 and \$1.75 qualities. The lot comprises many of the season's most popular weaves and styles. Among them are shown innumerable stripes in monotone colorings, printed warps, etc., in taffetas, louisines, and messalines; French foulards in hair line stripes interwoven with dots and neat effects; Bagdad and rough silks. These are not shopworn fabrics of bygone days, but new, fresh designs and colorings.

THOSE REST ROOMS WERE SURELY A HAPPY THOUGHT. AFTER THEIR STRENUOUS SHOPPING THE WOMEN DELIGHT TO GO TO THEM AND REST

A STIRRING WEEK IN ART SECTION

Quite a fad to have a pillow bearing emblem of favorite lodge. | They will be sold the entire week at less than wholesale prices.



Bargains in New Embroideries

Package No. 89—Contains slip over corset cover, stamped on fine French nainsook, with sufficient embroidery floss to complete the work. All for 50c.

Package No. 156—Contains stamped and tinted pillow top, with back and sufficient embroidery floss to complete the outline design; also diagram showing arrangement of colors. All for 50c.

Package No. 131—Contains combination work bag and apron, stamped and tinted on fine linen with embroidery floss; selected colors and quantities sufficient to complete the embroidery; diagram showing arrangement of colors. All for 50c.

Package No. 235—Contains collar bag, stamped and tinted on dark linen, with floss to finish, and diagram showing arrangement of colors. This article is entirely made, requiring only the embroidery to complete it. All for 50c.

Piano Scarfs—Velour with silk fringe, extra wide and long. Regular \$8.00, for \$4.25.

It is the best lighted, and the best ventilated store in the whole country.

This page is strictly one of business. It will pay to read the items. They represent unparalleled bargains.

This store has made rapid advance because of its uniformly reasonable prices for merchandise of reliability.

The saving on a go-cart, purchased on the floor below, is quite a pick up. Well worth a trip down stairs.

A good trunk is a source of satisfaction for years. When contemplating buying, it is a pleasure to visit a store where every make of trunk is shown. One can get a better idea than what to buy. Sold at prices less than elsewhere. Floor below.

Women take to the two new elevators quite naturally and do not mind going up stairs for millinery, suits, skirts and jackets, waists, boys' and girls' apparel, draperies, rugs and carpets.

Examine our rugs, compare prices with prices elsewhere. Others come back; we believe you will.

A trip to the floor below for kitchen utilities means a saving on each item.

Hand Embroidered Lodge Sofa Cushions

Nearly every lodge is represented in showing. The pillows are clever conceptions—attractive and unique.

The workmanship is of the highest grade of colored hand-embroidery. While close attention has been given to a reproduction of lodge colors. These handsome billows comprise the following fraternal designs:

| | | | |
|-------------------|--|------------------|-----------------------|
| Elks. | Y. M. C. A. | Royal League. | Eastern Star. |
| Forresters. | K. of P. | Masonic. | Modern Woodmen. |
| Loyal Americans. | M. C. Travelers. | Shriners. | Odd Fellows. |
| Epworth League. | A. O. U. W. | B. of R. T. | G. A. R. |
| Redmen. | Royal Arcanum. | B. of L. E. | D. A. R. |
| L. O. T. M. | Maccabees. | Knights Templar. | Daughters of Rebecca. |
| Tribe of Ben Hur. | Eagles. | Consistory. | Woodmen of the World. |
| | Knights and Ladies of the Golden Precepts. | | |

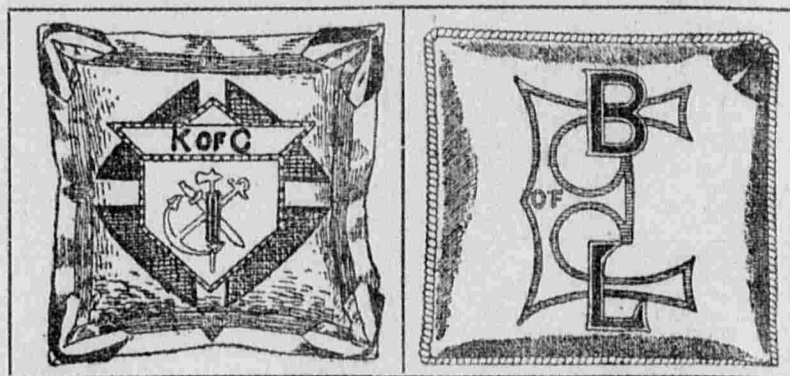
Regular \$10.00 values for - - \$2.95

Regular \$11.00 values for - - \$3.95

Regular \$15.00 values for - - \$4.95

Hand Made Cluny Laces

Consisting of centerpieces, lunch cloths and scarfs. These are all the very finest. No reservation. Half Price.



Bargains in New Embroideries

Package No. 150—Contains stamped pillow top, with back on black huck, and embroidery floss selected in colors and quantities sufficient to complete embroidery; also instructions showing just how to do this simple and beautiful needlework. All for 50c.

Package No. 226—Contains three piece corset cover for French embroidery stamped on fine French nainsook with embroidery floss, sufficient to complete the embroidery; full sized paper pattern for cutting in sizes 34, 36, 38, 40. All four patterns—all for 40c.

Sofa cushion stamped and tinted in beautiful design for embroidery regular 75c for 50c.

Package 245—Contains shadow effect centerpiece, stamped on tan lawn and tinted, with sufficient floss to embroidery design. All for 50c.

School Pennants—U. of U., S. L., H. S., L. D. S. U., A. C. U., R. H., B. Y. U., LODGE PENNANTS AND EASTERN COLLEGE PENNANTS—These range in prices from 25c to \$1.50

Easter Week Now at Hand

The new suit with its harmonizing and complement colors has already been selected.

The most interesting, the most difficult problem now confronts her. For the selection of an appropriate hat, which will charmingly match, or becomingly contrast with, the new suit and the accessories, is not easy.

Our stock is so large this season, so diversified in assortment, that we believe every woman can be suited.

Sales ladies trained in matter of style and effect, will give to each visitor to the department, painstaking and courteous assistance.

Types of the most beautiful creations shown anywhere are to be seen in the department—Parisian models, the leading American conceptions—and handsome, inexpensive hats.

The department carries this season a splendid showing of moderately priced millinery. Individual style, no two alike, all becoming, each a copy of either an expensive pattern or built on ideas gleaned from style-features different hats possess. This class of millinery \$3.95, \$5.50 and \$7.50.

Big Ribbon Sale.

One of the best ribbon bargains the store ever offered—Must come early, though, for first selection.

Cheaper than a wholesale price! Warp print ribbons in floral designs and stripes, including Dresden effects.

3 1-2 to 7 inches wide—25c, 35c and 49c.

Splendid for Easter gifts, very popular for hair bows and desirable for sashes. The ribbons are beautiful. We sell these widths at about twice these special prices. See window—for the values are unusual.

Hair dressing, manieuring and chiropody—nice, airy rooms on third floor. New location.

Only reliable articles are permitted to go out of this store.



Street Suits for Easter Week

Charming, up-to-date models in Prince Chap, Madame Butterfly, Fifth avenue walking suits; fitted and semi-fitted, hip length styles, shown in wool rajahs, chiffon serges and panamas, novelty mixtures, and rajah silk. Complete assortment of 1908 shades.

Values up to \$25.00, special \$14.75
Values up to \$35.00, special \$19.75
Values up to \$49.50, special \$35.00

Exquisite assortment of princess and two-piece costumes, in pretty figured and polka-dot foulards, rajahs and taffetas. Shown in navy, brown, Copenhagen, tan and black. Values upward to \$37.50—special for Easter Week—\$25.00.

Skirt Specials

Altman voile skirts, made in full plaited styles, with silk fold trimmings; black only. Formerly \$15.00. Special \$9.75.

Splendid assortment of skirts in panamas, serges and novelties, plaited or gored models, with self fold and button trimmings. Colors: navy, brown, gray, plaid, green and also black. Values up to \$22.50. Special \$9.75.

The Dainty New Parasol.

Spring like days suggest its use. Many an Easter raiment otherwise not complete. Most beautiful showing.

The parasol has many new features this season. All styles and a price for every style. One tailored make is in brown, green, and navy with polished handles tipped with gold and silver. Another style is in black and white, brown and white checks, in a silk case with natural wood handles, with silk rosette.

Pongees promise to be a prime favorite. We are showing them in red, green and brown, plain, in checks and embroidered.

Other kinds are white, brown and green, in checks, stripes and Dresole bands.

Easter shipments are here in force.

Considering the standard of merchandise our prices are reasonable beyond criticism.

The fountain furnishes light lunches, place to meet friends

Deposits in our savings bank draw 4% interest quarterly. This is better than other banks offer because they do not compound interest quarterly.

There is nothing like taking pains in fitting shoes. One of the features of the department.

The new rug rack is quite a convenience. Takes no time at all to show the 120 rugs which the rack holds.

Veilings were never more fashionable. The department is now located on the left of the north entrance.

The shipment of Easter ribbon got here just in time

Prices on rugs are often lower than equal grades can be had for.

Prices on the floor below, next week, will break records: That's the time to buy little furnishings, chinaware, cut glass, enamelware, cooking utensils, and a thousand other things at little prices specially reduced.