

The Keith-O'Brien Conference Sale

ACQUAINTANCE-MAKING PRICES FOR OUR VISITORS.

Last Conference we were honored with the presence of thousands of visitors and were the recipient of kind words relative to the beauty of the store and the special prices arranged for the occasion. We respectfully request the honor of your presence again, even should you care to make no purchase.

REMNANTS IN DAMASK TOWELING.
SUITABLE for towels, dresser covers, making of napkins, etc., an especial offering—worth 20 and 25 cents a yard. Remnant price 15 cents. Lengths: 2, 3, 4 and 5 yards.

SPECIAL CONFERENCE PRICES. Stationery Special.
WE OFFER good qualities in writing stationery in note, packet and letter sizes, and ruled and unruled, 15 and 20 cent qualities for10c
STATIONERY IN BOXES—Rule and unruled in pink, Le Waise, Swiss blue, orange, heliotrope and white. 5 cent quality for12c

HANDKERCHIEFS.
CHILDREN'S school handkerchiefs, worth 10c for10c
ALL LINEN handkerchiefs for50c
KINGONA handkerchiefs, 5 for25c

SPECIAL CONFERENCE PRICES. Linen Reductions.

FANCY KOREAN broche embroidered scarfs and 36 inch square pieces are shown in red, blue and yellow.

\$1.50 value for90c
10 PIECES of all-linen brown crash—the celebrated Stevens make—reduced from 11 cents a yard to8c
50 DOZEN all white Turkish towels—good size—worth 15 cents—for 10c.

TABLE LINEN SPECIAL.

3 PIECES of the justly celebrated Stillier damask—noted for its excellent wearing and laundering qualities—38 inches wide.

75c value for50c

NAPKIN ARGUMENT.

200 DOZEN all spot pattern, 21 inch square, full bleached—worth \$2.75—for Monday only\$2.39

SPECIAL CONFERENCE PRICES. Beautiful Laces.

A VERY large and attractive line of all-over laces in ecru, white and cream is made an inducement for the week. A special price of 98 cents will prevail.

VAL LACES and insertion for trimming, worth up to 35c a bolt for21c
APPLIQUE lace trimming in band and medallion designs in ecru, cream and white is another valuable inducement for the week.

The trimming is much in demand for the new spring goods. Worth from 25 to 50 cents, the trimming will be sold while it lasts at only 18c a yard.

IMITATION TORCHON LACES with insertions to match, used on children's dresses and underwear, 1 to 4 inches in width, and worth up to 20 cents a yard will be sold at the inducement price of5c

EMBROIDERY REMNANTS—big line—all widths and lengths—from 5 cents to\$3.45

Silks and Dress Goods.

Many Bargains are to be had this week, but space prohibits descriptions and prices.

White Lawn Waists.

THESE ARE MADE of a good quality of lawn, tucked back and front, trimmed down the front with three rows of insertion; full puff sleeves and tucked cuffs. Sizes: 34 to 42. \$1.25 for85c

SPECIAL EASTER PRICE.

\$1.50 GLOVES for \$1.05

THREE CLASP kid glove, newest stitching and latest shades in all sizes. \$1.50 value for \$1.05.

SPRING GLOVES—We show the prettiest and newest shades in the most desirable spring gloves at \$1.00 to \$2.50

SPECIAL CONFERENCE PRICES. Notion Section Little Prices.

Children's bags, 35c quality for24c
Hand bags, assorted colors, 65c for40c
Hand bags, assorted colors, 75c for54c
Hand bags, assorted colors, \$1.09 for79c

Hand bags, assorted colors, \$1.35 for99c
Hand bags, assorted colors, \$1.49 for99c

Ladies' pocket books, 35c for19c
Men's coin purses, 35c for24c

Shirt waist sets, pearl, 15c for12c
Shirt waist sets, pearl, 20c for12c

Hat pins, extra long, 2 for5c
Head chains15c

Gold-filled chains, bracelets, \$3.50 for\$2.25

SPECIAL CONFERENCE PRICES in scissors and shears—all kinds and sizes up to 8 inches long. Your choice while they last25c

Thimbles, aluminum4c
Ironing wax, 2 for10c

Twilled tape, 10 yds, 12 and 15c for10c

Twilled tape, 10 yds, 6, 8 and 10c for5c

Skirt supporters, 15c for10c

Pearl buttons, assorted sizes, 10c doz for6c

Silk finish, crochet cotton, 5c, 2 for 6c

Curling irons, ebony and natural wood handles, folding or straight, 25c for16c

Stocking darners, 5c, 2 for5c

Ironing wax, 2 for5c

Curling irons, ebony and natural wood handles, folding or straight, 25c, for16c

Carpets, Domestic Rugs and Linoleum Sale.

Extraordinary values, all of the qualities are shown and the prices are, without exception, far below the usual selling mark.

Home furnishings should not overlook this opportunity.

90c yard Tapestry Brussels Carpets, with and without borders, extra heavy quality, chamber effects, also hall and dining room patterns, this season's newest, 90c a yard from \$1.10.

\$1.10 yard from \$1.25. Roxbury Brussels Carpets, parlor, hall and sitting room effects, excellent qualities, ten styles.

40c a yard Wool Ingrain Carpets, small designs in neat colorings, five styles.

SPECIAL CONFERENCE PRICES. REDUCTION IN HOSE.

THESE TWO ITEMS serve to attract attention to the low prices and splendid lines of hosiery, where many inducements exist.

FOR CONFERENCE and for all week we will sell children's one and one ribbed black cotton hose—the wear-well school hose; double knee, double heel and toe and full length.

15 cent quality for10c

LADIES' BLACK HOSE—double sole, high apitied heel, silk finish and guaranteed to be stainless.

15c quality for10c

SPRING AND SUMMER UNDERWEAR—New lines and full assortments for ladies and children.

Vests—12½ cents and upward.

SPECIAL CONFERENCE PRICES. Bargains in Domestic.

The lines which we offer Conference visitors and the trade are standard makes—which stand for quality. The exceptional reductions will therefore be appreciated when it is considered that the margin on standard domestics is very close.

HURON PERCALES—27 inch, patterns unsurpassed, colors most desirable for boys' waists, children's aprons and dresses, and ladies' waists and wrappers.

6½ cent values for 4½c a yard.

GINGHAMS—Roslyn zephyrs, 27 inches, representing well selected patterns for ladies' underskirts, children's dresses and boys' waists.

8 1-2 cent values for6½c

MUSLINS—Soft finish for the needle and adapted especially for family use. Owing to the quality and reduction only 12 yards can be allowed to a customer.

10 cent value for8 1-2c

FALL RIVER APRON GINGHAM—27 inches and shown in all of the amoskeag gingham patterns. Excellent values at 7½ cents. There will be a run on these.

7½ cent quality for5c

DOMESTIC TWILL SHIRTING—An opportunity no careful shopper can well afford to miss. The qualities and patterns are suitable for ladies' aprons, men's shirts, boys' waists and children's aprons. The reduction is sweeping.

8 1-2 and 10 cent values for6½c

Boys' Spring Suits.

THEY ARE MADE of all-wool cloth in fancy mixtures, well lined and finely tailored. The small sizes are in Norfolk style with high and low collars. The larger sizes have double breasted coats. All are knee pants suits. For boys from 5 to 13 years\$2.95

SPECIAL EASTER PRICE. Children's Jacketed.

THEY ARE MADE of all-wool ladies' cloth, in blue and red, and trimmed with white braid; also trimmed with cream lace, 2 to 5 years\$1.75

SPECIAL EASTER PRICE. BOYS' WAISTS.

THEY ARE MADE of a fine quality of percale, German percale and black sateen; box pleat, down the back and front; patent button belt; also found in the blouse style. 3 to 12 years25c

SPECIAL CONFERENCE PRICES. MEN'S CORNER.

OUR LINES comprise new Spring accessories to dress.

Men's halbrigan underwear, cream, white and black,60c each

One lot of the same underwear in large sizes in brown—a splendid 50c quality for25c

Basket weaves in blue, brown, and white—extra quality—55c a garment or \$1.25 a suit.

Men's half hose in fast black and brown colors—2 pair for 25 cents.

Handkerchiefs, 3 for 25c, 2 for 25c, 1 for \$1.0025c

Large assortment of men's suspenders, worth 35c for25c

Boy's suspenders, good ones, 15c and 2 pair for25c

Men's soft front shirts, 50c, 75c, and \$1.00—all extra good values and new Spring styles.

Black satin shirts, worth \$1.00 for75c

Heavy ribbed cotton underwear, 50 cents a garment.

We show the largest lines of 25 cent spring neckwear in the city.

SPECIAL CONFERENCE PRICES. Special Shoe Values For Conference Week.

LADIES' vic kid, patent tip, dull top, turn sole, lace shoes—\$3.00 value for\$1.95

LADIES' vic kid extension sole, lace shoes—\$3.00 value for\$1.95

BROKEN lot, ladies' oxfords, 12.50 and \$3.00 values, all sizes,\$1.50

BROKEN LOT, ladies' fancy slippers, 2, 3, and 4 strap and cross strap designs—\$2.50, \$3.00 and \$3.50 values, all sizes and widths,\$1.95

EIGHTEEN new spring lasts in ladies' oxford ties, comprising newest toe and heel shapes. Stocker: Ideal kid, corona colt, vic kid, light calf and tan kid, in welt and turn soles in all of the newest cuts and designs. All sizes from 2 to 8; all widths up to ee. It is the best lot we ever offered at\$3.00

TWELVE new Spring lasts in ladies' lace and button shoes. No better fitting or better wearing shoe made\$3.50

We lead in boys' shoes and oxfords. If by any chance you get a poor pair the purchase price will be refunded.

All of the newest shapes and designs are shown for Spring. Prices from \$1.25 to \$3.25.

OUR PEGGY FROM PARIS SLIPPER IS ALL THE RAGE.



SPECIAL CONFERENCE PRICES. ALMOST HALF PRICES IN VEILINGS.

FOR ONE WEEK Chiffon veils for the hat will be reduced to nearly half prices and, where purchase is made the veil will be pinned on free of charge. Fashion elects that the veil shall be an essential trimming to the hat, whether it be a stylish conception or a plain, modest effect. Certainly it is a source of economy as well as a creation of beauty. The trade in general is invited to participate in these Conference reductions which are most unusual considering the exquisite assortments. The window display will give a clearer idea of the beautiful veillings.

75 cent quality for25c
95 cent quality for60c

Stock Collars.

LAUNDRY STOCK COLLARS—The lady visitors to conference and our friends here in the city will be interested in a new lot of these pretty and stylish collars, of new design, some in military effects, some in cross-stitched patterns in both Hungarian and Persian colors, as well as real Hungarian embroidered designs. This handsome line at the special prices will be a big feature. Your choice for23c

See the window display.

SPECIAL CONFERENCE PRICES. Art Section Attractions.

SCARFS, squares and center pieces of Roman cut work, is made an interesting inducement to visitors in which the trade generally is invited to take advantage of.

Values from 75c to \$1.50 for65c

FULL LINE of Indian beads and looms for head work.

PRETTY DESIGNS in crepe paper.

NEW LINE of stamped lunch cloths and scarfs at reasonable prices.

PILOW RUFFLING in all shades and qualities.

Little House Furnishings.

KITCHEN UTENSILS—At the Littlest prices you ever paid for similar articles.

The department is an acquisition to the basement section.

Drapery Yard Goods.

9c yard from 12½c, dotted and figured drapery muslin.

9c yard from 12½c, figured and plain silklines.

17½c yard from 25c, figured art drapery muslin, 36-in. wide.

For \$8.75

These suits can scarcely be made for this price. Opportunity purchase and a drawing card for Conference, makes it possible for you to get a real bargain.

Ladies' Spring Suits

THEY ARE MADE of all-wool canvas cloth, in navy, blue, brown and fancy mixtures. The jackets are lined with satin radame and trimmed with white braid down the front; counters, eon style, gauntlet cuff. The skirt is unlined and of walking length. Sizes, 34, 36 and 38 only, \$13.75

A Practical Demonstration, Showing How Skirts Are Made—A Most Interesting Exhibition.



Messrs. Greenwald Bros. of New York and Philadelphia have established a complete, modern, miniature petticoat factory, which will be in operation in our undermuslin section during the entire week. A practical demonstration will be given of how petticoats are made complete in every detail in the marvelously short time of eight minutes. You can order a petticoat and have it made while you wait. This demonstration will conclusively prove to you how it is possible for us to sell such good petticoats at such little prices. While they are made in a wonderfully short time, every garment is perfect down to the last stitch. In no way is the work slighted.

PETTICOATS OF BLACK MERCERIZED SATEEN—Made with double ruffle flounce, tucked, or with three gathered ruffles, each trimmed with double rows of hemstitched effect, finished with full dust ruffle, all seams strapped, new fitting shaped top. Skirts like these you'd consider excellent value at \$1.45. Factory price,90c

HEAVY MERCERIZED SATEEN PETTICOAT in all the new effects, such as circular flounces, strap-stitched, or trimmed with ruffles, tucks and knife pleated effects, finished with strap seams and perfect fitting shaped top. Regular price, \$1.85. Factory price, \$1.59.

During the entire week there will be a general reduction on all cotton and silk petticoats. Our silk skirts comprise a splendid assortment of styles and colors, and are divided into the following lots:

Lot 1. Regular price, \$9.00 and \$9.25 for \$6.75. Lot 3. \$12.00 to \$12.75 for \$9.75.

Lot 2. Regular price, \$10.00 for \$7.75. Lot 4. Regular price, \$14.50 to \$15.00 for \$11.75.

Lot 5. Regular price, \$16.75 to \$18.50 for \$13.75.

CORSET SPECIALS

GIRDLE CORSETS, made of good quality tape, well stayed, colors: white, pink and blue. Special price39c

BATISTE GIRDLE, well boned with steel stays. Colors: pink, blue, and white. Regular price, 55c. Special 49c

SPECIAL LOT AT HALF PRICE. \$3.00 and \$3.50 corsets, straight front, odd sizes, for \$1.50 and \$1.75.



SPECIAL CONFERENCE PRICES.

THE SALE of a few weeks ago was a remarkable event. For a whole week the RIBBON SECTION was crowded. The Conference ribbon sale will offer bargains equally as strong.

RIBBON—Silk, satin and all shades—4 to 5 inches wide—30 cent quality—15c.

ANOTHER LOT—Same as above—worth from 7 1-2 to 12 1-2 cents for 5c. Remarkable values.

Special Conference Prices Popular Priced Millinery.

WE have arranged a big Conference sale. The hats are for dress and street wear—possessing daintiness, becomingness and style. Prices from \$3.00 to \$5.00

Isn't she sweet, airy and neat. With soulful eyes and jet black curls? A girl to meet, a girl to greet. Is the typical Easter girl!