

Keith-O'Brien's Annual Muslin Underwear Sale!

Muslin Underwear has increased in prices. Every year we pay an advance. Our selling prices for this sale are lowered---the best possible bargains for new lingerie



Children's Drawers.

Children's muslin drawers with hemstitched ruffle--sizes from 1 to 8 years--at 2 pair for 25c.
Children's muslin drawers with a tucked hemstitched cambric ruffle--sizes from 1 to 10 years--25c each.
Infants' short dresses.
Infants' bishop dresses, made of fine nainsook, hemstitched ruffle, neck and sleeves.
Sizes from 6 months to 3 years.
Special for the sale--50c.
Infants' mother Hubbard dresses, made of nainsook, tucked yoke, back and front; embroidery insertion; hemstitched lawn ruffle neck and sleeves. Special for this sale--75c.

We are also showing a number of infants' new hand made long slips and short dresses.

Beautiful White Petticoats.

This being a white dress season, it behooves every woman to have a number of white petticoats. This sale affords an opportunity to get a large selection at the lowest prices.

Muslin top, tucked cambric ruffle, edged with open embroidery--95c.
Cambric top, tucked lawn flounce, with two rows of fancy torchon insertion and deep edging--\$1.75.
Another style with deep embroidery flounce.

Cambric top, deep lawn flounce; pin tucks, four rows of fancy cluny insertion, edged with the same--\$2.75.

Another with wide Swiss open embroidered.

We are showing five styles of lace or embroidery trimmed petticoats with extra deep flounce; lawn dust ruffle; extra good values--\$3.75.

An extra effort has been made to give the public a fine Swiss Skirt for \$5.00--shown in a number of different styles.

Buster Brown and French Dresses.

CHILDREN'S FRENCH DRESS--28--Made of fine lawn, hemstitched tucks and embroidery insertion down the front, neck and sleeves; finished with Val. lace. Special for the sale at \$1.25.

Many other dainty little French dresses--Dutch neck and short sleeves; also high neck and long sleeves--\$1.25 to \$3.50.

Boys' and Girls' little pen striped madras, cloth dresses in white--three plaits down the front and back; embroidery insertion down the plait; special at \$1.95.

Many other pretty Buster Browns in lawn, figures and fancy madras--\$1.95 to \$3.75.

Newest Style Chemise.

We are showing a new style short chemise which promises to take the place of the knit summer vest. It is a soft, sheer material, lace trimmed and drawn with ribbon--\$1.25.

Plain cambric chemise--special for the annual sale--35c.

Sixty-inch chemise, made of soft, long cloth, finished at the bottom with lawn ruffle, edged with lace; also finished at top with lace and drawn with ribbon; extra for the sale--\$1.25.

We have many other styles in the long or short chemise from \$1.75 to \$5.00.

Lovely New Gowns.

Five styles are shown in muslin gowns--high neck, lace and embroidery trimmed; also V neck, lace and embroidery trimmed. Extra value for the sale--50c.

Five styles low neck, short sleeves, empire style, and the slip-over all; lace or embroidery trimmed. Extra value for the sale--75c.

Ten very pretty styles--Val. or torchon; plain hem drawn with ribbon or narrow embroidery edge. Special for the sale--\$1.00.

Fifteen styles of gowns in cambric or long cloth and nainsook. Empire style chemise style buttoned down the front and slip-over gown; also high neck and long sleeve gown. These run long and wide; extra well made; fine trimmings. Special for the sale--\$1.25.

Five very pretty styles with low necks and the new short sleeves; some with hemstitched embroidery or lace drawn with wash ribbon. Extra value for the sale--\$1.50.

These are only a suggestion of what you will see in the display of the finer gowns. Many have embroidery and lace medallions, daintily trimmed in all the new laces and embroideries--\$2.50 to \$18.75.

Dainty Cambric Drawers.

Cambric drawers; open or closed; tucked cambric ruffle. Special for annual sale--25c.

Cambric drawers with hemstitched tucked lawn ruffle; also one embroidery trimmed. Special for annual sale--50c.

Many other styles in the daintily trimmed effects from 65c to \$5.00.

Everyone is asking for the vassar drawers--made very wide. It takes the place of a short skirt; trimmed in Val. or torchon lace; also embroidery--\$1.25, \$1.75 to \$3.75.

Gowns--Extra sizes for stout ladies in high or low necks from \$1.00 to \$3.35.

Drawers--In plain or embroidery trimmed; umbrella style--from 50c to \$2.75.

White shirt, extra size, from \$1.50 to \$2.75.

THE PRINCESS DRAWER AND CORSET COVER COMBINATION--A very pretty, plain style, with narrow lace trimming; the drawers are extra wide--\$4.25 and \$6.75.

The all-over eyelet embroidery in same style at \$7.50.

Pretty Corset Covers.

Full front corset covers with lace edging around the neck; drawn with ribbon. Sale price--25c.

Full front lace or embroidery edging--sale price--35c.

Ten very pretty styles of full front corset covers. A pretty style is trimmed in fancy cluny lace; two rows of insertion in the front and one row in the back; drawn with ribbon. Annual sale price--50c.

Every one of these corset covers are extra full front and very long. You will like the plain, neat styles with fine edges of lace or embroidery; others with more trimming; some running around the cover and others trimmed up and down. Prices ranging from 75c to \$3.95.

A New Shipment of Gowns, Corset Covers, Drawers and Chemises. The entire line will be placed on sale at--
25% DISCOUNT.

FINE FRENCH UNDERWEAR.

KEITH-O'BRIEN'S Annual LINEN SALE!

Bleached Table Linen.

64 inch wide, 75c grade for, yard55c
72 inch wide, 85c grade for, yard59c
72 inch wide, \$1.19 grade for, yard89c
72 inch wide, \$1.50 grade for, ard\$1.09
72 inch wide, \$2.00 grade for, yard\$1.49

½ Bleached Table Linen.

64 inch wide, 60 grade for, yard50c
72 inch wide, 85c grade for, yard65c
72 inch wide, \$1.00 grade for, yard75c
72 inch wide, \$1.50 grade for, yard\$1.09
72 inch wide, \$1.75 grade for, yard\$1.39

Pattern Cloths.

Pattern Cloths, 24 and 26 inch Napkins to match.

Our stock is comprised of linens that are sold by the two greatest and largest retailers in this country, Marshall Field & Co., Chicago, James McCutcheon, New York.

Nothing but the best, the American people demand Irish linens.

Price Per Set.
Size 2x2.
\$3.00 regular for.....\$5.50
\$10.00 regular for.....\$7.00
\$12.50 regular for.....\$8.75

Size 2 1/2 x 2 1/2.
\$10.00 regular for.....\$7.00
\$12.50 regular for.....\$8.75
\$15.00 regular for.....\$10.50
\$20.00 regular for.....\$15.50
\$25.00 regular for.....\$18.50

Size 2 1/2 x 2 1/2.
\$10.00 grade for.....\$7.00
\$12.50 grade for.....\$8.75
\$15.00 grade for.....\$10.50
\$20.00 grade for.....\$15.50
\$25.00 grade for.....\$18.75
\$35.00 grade for.....\$26.75

Size 2 1/2 x 2 1/2.
\$20.00 grade for.....\$16.00
\$50.00 grade for.....\$28.00
\$40.00 grade for.....\$50.00
\$50.00 grade for.....\$57.50

Hemmed and Hemstitched Huck Towels.

Size 17x34, 10c grade for, each64c
Size 18x36, 12 1/2c grade for, each10c
Size 19x38, 16 2-3c grade for, each12 1/2c
Size 20x40, 20c grade for, each15c
Size 19x38, 22 1/2c grade for, each16 2-3c
Size 20x40, 35c grade for, each25c
Size 20x38, 45c grade for, each30c
Size 20x40, 50c grade for, each30c
Size 21x43, 75c grade for, each50c
Size 22x44, 85c grade for, each50c
Size 22x45, \$1.00 grade for, each75c
Size 23x46, \$1.50 grade for, each\$1.00

Fringed and Hemstitched Damask Towels.

Size 22-44, 35c Regular for, each25c
Size 23-44, 45c regular for, each33c
Size 23-45, 65c regular for, each50c
Size 24-48, \$1.25 regular for, each83c

Toweling.

17 inches wide, 6 1/2c grade for, yard5c
20 inches wide, 7 1/2c grade for, yard6c
18 inches wide, 12 1/2c grade for, yard10c
18 inches wide, 15c grade for, yard12 1/2c
18 inches wide, 18c grade for, yard15c

Special.

100 Dozen Old Bleach Huck Towels. All pure linen. Cheap at 35c each. Sale price, each.....25c
Limit of 1 dozen to a customer.

Annual Silk and Dress Goods Sale continued one week.

Bath Towels. Bleached and Unbleached.

16 2-3 grade for, each.....14c
20c grade for, each.....16 2-3c
22 1/2c grade for, each.....19c
25c grade for, each.....22c
30c grade for, each.....26c
35c grade for, each.....28c
45c grade for, each.....37c
50c grade for, each.....44c
65c grade for, each.....50c

White Suiting Linens.

The following linens are guaranteed to be ALL PURE LINEN. White linens are it this year, so buy now at a saving of at least 25 per cent.

36 in. wide, 50c grade for, yard37 1/2c
36 in. wide, 65c grade for, yard48c
36 in. wide, 75c grade for, yard55c
45 in. wide, 90c grade for, yard69c
45 in. wide, \$1.00 grade for, yard75c
45 in. wide, \$1.25 grade for, yard89c

Japanese Drawn Linens.

In all sizes.
Size 6x6
Size 9x9
Size 12x12
Size 15x18
Size 20x20
Size 24x24
Size 30x30
Size 36x36
Size 45x45
Size 54x54
Size 18x37
Size 18x54

All go at exactly 1/2 Price

All Irish Hand Embroidered Linens.

All sizes from 6x6 up to 45 in. square 1-3 off.

Store closes half an hour earlier Saturday evenings during January--nine o'clock.

White Goods.

Owing to the crowds that have been buying these soft but beautiful sheer white fabrics many ladies have went away that we could not wait on, we have decided to give them one more chance to get near our crowded counters. One more week for our white sale.

40 in. White India Linen, 18c grade for, yard12 1/2c
45 in. Sheer White Persian Lawn, 45c grade for, yard25c
36c White Dotted Swiss, for, yard19c
Small Pin Dots in Abundance.
45c White Dotted Swiss for, yard29c

Fine English Long Cloth.

No. 700 bolt of 12 yards; \$1.85 grade for\$1.45
No. 800 Bolt of 12 yards, \$2.50 grade for.....\$1.75
No. 900 Bolt of 12 yards, \$3.00 grade for\$2.00

Fine English Nainsook.

No. 25 Bolt of 12 yards, \$2.50 grade for\$1.89
No. 45 Bolt of 12 yards, \$3.00 grade for\$2.50
45 inches wide, French Batiste for nice underwear, 50c grade for yard39c



When an annual sale reaches a point where women begin weeks in advance to make inquiry as to the date of it, there must be an underlying reason for that interest.
The reason is simple.
Each annual sale is based on two cardinal points: quality of linens and genuine reductions.
We believe this sale will be more successful than any of the preceding ones.
The stock is considerably larger, the selections are better, and the values offer more decided economic advantages.
The linens are beautiful. Prettier patterns were never shown--new ideas. Some of them awake keenest desire for possession. New patterns are always interesting and are eagerly sought. Then quality is to be considered. As to the latter we can only say that our purchases include the best grades manufactured.
Many of the lines are widely known. But there is not a piece of linen in stock that will not withstand the strongest test. Beautiful linen is the hobby of every good housekeeper. However well informed she may be as to qualities, she realizes that dependence must be placed in the house selling the linens and in the judgment of the salespeople. Often business mistakes are made right here. A management may be honest and yet careless to the extent that misrepresentations are made as to values. Such errors are not made at Keith-O'Brien's. Every salesperson knows that whatever qualifications they possess would stand for naught if the management detected intentional misrepresentation on their parts. They would be summarily discharged.

It's not today's business that is most important--it's tomorrow.
We build wisely today--the future will yield rich fruitage.

As regards prices for a sale it is only right that regular prices be reduced.

A sale should mean a bargain in the truest sense.

Delayed Shipments are just in. These goods were intended for the Annual Embroidery Sale. The goods will be placed on sale Monday. The sale will continue another week.