

# Keith-O'Brien's Early Spring Sale of Linens, White Goods and Domestics

We Will Sell These Goods Less Than the Price at Which They Can Be Replaced Again. The Story Will Tell You Why

It was a lucky, heavy purchase we made a year ago in linens, white goods and domestics.

Of course, everything was advancing, but we couldn't foresee that factory prices would jump beyond all reason.

Still, we bought heavily—the merchandise has just reached here; and now market prices are considerably above our regular selling prices.

"Then why don't you raise retail prices correspondingly instead of reducing?"

Not much.

We are satisfied with a slight profit—and customers are more than pleased because we are underselling the others.

Linens cost in the New York market one-fourth more right now than a year ago.

The spinners get 15 per cent more for labor, and flax—well, shortage of crop makes it nearly impossible to be had at any price.

White goods—beautiful white dress materials: Swisses, India linens, Persian lawns, long cloths, nainsooks, French lawns, Alpine muslins, French mercerized batiste—what a fine array—the best there is in point of reliable makes. White dress materials for all occasions—airy, dainty stuffs for the spring and June brides; for party dresses—just as fine as fabrics of any kind—and fine materials for underwear at less prices.

And when it is a fact, as is this statement, no wonder there is some tall thinking and a scurrying of feet to this store.

Bed linens—sheets, pillow cases, everything—way under.

Take Pepperells, Pequot, Fruit of the Loom and Lockwood—they can hardly be had even if a buyer offers a bag of gold and then salaams.

Each name is indicative of highest standard.

Prices have soared and deliveries are not promised—no telling when.

Many houses are out of these fine staples. Therefore the sale presents strong, attractive features.

The stocks are new, the patterns new, the qualities reliable. A choice of spring goods—wide range of assortments—a first pick.

The sale means ladies turning out in numbers—bargains, real bargains.

First comes an announcement of a sale; subsequently the store must "prove it," as one would "prove" an example—back up every statement.

We "prove" every sale.

Each department is proud of the fact that its sales are genuine—and in this store salespersons are enthused on the subject and are always among the shoppers who first respond.

Keith-O'Brien has made great strides—won out as it were through adherence to square and generous dealings.

## Bleached Table Linen

64 inches wide, 60c grade, for .....55c  
72 inches wide, 60c grade, for .....55c  
72 inches wide, 1.00 grade, for .....75c  
72 inches wide, 1.15 grade, for .....85c  
72 inches wide, 1.50 grade, for .....1.10  
72 inches wide, 2.00 grade, for .....1.35

## Unbleached Table Linen

64 inches wide, 60c grade, for .....40c  
72 inches wide, 75c grade, for .....50c  
72 inches wide, 1.00 grade, for .....75c  
72 inches wide, 1.50 grade, for .....1.00

## Pattern Cloths.

24 and 27 Napkins to match, all priced, per set.

Size 2-3 by 2-2 1/2.

2-3 by 2 1/4-2 1/4.

2 1/4-2 1/2 by 2 1/4-2.

At a discount of 25 per cent—one-fourth less than regular prices.

It means almost one-half price because all our linens were bought last August for spring delivery—and prices have soared since then. These lines of merchandise are easily worth 25 per cent more today on market.

## 200 Odd Table Cloths

No Napkins to match at the following prices:

1.50 grade, for .....50c each  
2.00 grade, for .....1.35 each  
2.50 grade, for .....1.65 each  
3.00 grade, for .....2.25 each

## 500 Odd Napkins

1/2 Dozen of a kind.

50c grade, for .....30c  
1.00 grade, for .....60c  
1.25 grade, for .....75c  
1.50 grade, for .....1.15  
2.00 grade, for .....1.35  
2.50 grade, for .....1.55  
3.00 grade, for .....2.00

## Hemmed and Hemstitched Huck Towels

10c grade, size 17-34, for .....61c  
12 1/2 grade, size 18-36, for .....1.00  
20c grade, size 20-38, for .....1.40  
22 1/2 grade, size 20-38, for .....1.62-3c  
25c grade, size 21-39, for .....2.25-0c  
25c grade, size 19-38, for .....2.25-0c  
45c grade, size 19-38, for .....3.25-0c  
50c grade, size 21-40, for .....3.90-0c  
55c grade, size 22-42, for .....4.70-0c  
75c grade, size 23-44, for .....5.50-0c  
85c grade, size 23-44, for .....5.50-0c  
1.00 grade, size 23-45, for .....5.50-0c  
1.25 grade, size 24-48, for .....1.00

## Special for Hotel Use

81-inch Bleached Linen .....1.35  
81-inch Bleached Linen .....1.55  
90-inch Bleached Linen .....1.50  
90-inch Bleached Linen .....1.80

## FRINGED AND HEMSTITCHED DAMASK TOWELS.

35c grade, for .....25c  
45c grade, for .....35c  
65c grade, for .....45c  
75c grade, for .....55c  
1.00 grade, for .....75c

## Bath Towels

Bleached and Unbleached.

12 1/2c grade, for .....10c each  
15c grade, for .....14c each  
20c grade, for .....16-20c each  
22 1/2c grade, for .....18c each  
25c grade, for .....21c each  
35c grade, for .....25c each  
50c grade, for .....40c each  
65c grade, for .....50c each

## Bath Mats.

75c grade, for .....45c  
1.00 grade, for .....55c  
1.25 grade, for .....80c  
1.50 grade, for .....1.10

## Plain White Linens for Shirt Waist Suits

All weights from the sheerest to the heaviest.

Every yard is included in this sale.

Nothing reserved. We guarantee every yard pure linen.

36-inch wide, 30c grade, for .....25c  
36-inch wide, 45c grade, for .....35c  
36-inch wide, 50c grade, for .....40c  
36-inch wide, 60c grade, for .....50c  
36-inch wide, 75c grade, for .....60c  
45-inch wide, 85c grade, for .....85c  
45-inch wide, 1.00 grade, for .....90c  
45-inch wide, 1.25 grade, for .....90c  
45-inch wide, 1.50 grade, for .....1.00

## 90-Inch Linen Sheeting

Every thread pure linen.

1.50 grade, for .....1.70

2.00 grade, for .....1.90

We limit the above sheetings to 12 yards to a customer. As we only have 10 pieces.

## Bed Spreads

Plain hemmed or fringed, with or without cut-out corners.

HEAVY CROCHETED.

85c grade, for .....50c  
1.00 grade, for .....70c  
1.50 grade, for .....1.10  
2.00 grade, for .....1.50  
2.50 grade, for .....1.90

## Satin Marseilles

32.00 grade, for .....32.45  
33.50 grade, for .....32.75  
34.00 grade, for .....33.25  
34.50 grade, for .....33.65  
35.00 grade, for .....34.00  
35.50 grade, for .....35.00

## White Goods

### INDIA LINEN.

10c grade, for .....75c  
12 1/2c grade, for .....1.00  
15c grade, for .....1.25  
18c grade, for .....1.50  
20c grade, for .....1.62-3c  
25c grade, for .....2.00-0c  
30c grade, for .....2.50-0c  
35c grade, for .....2.80-0c

### PERSIAN LAWNS.

32 inches wide.  
20c grade, for .....15c  
30c grade, for .....25c  
40c grade, for .....31c  
45 inches wide.  
40c grade, for .....30c  
50c grade, for .....37 1/2c  
65c grade, for .....50c  
75c grade, for .....60c  
5,000 yards Fine Checked Nainsook.  
20c grade, for .....15c

### Dotted Swiss

English manufacture, small pin dots.  
30c grade, for .....19c yard  
45c grade, for .....29c yard

### Fine Swisses

Manufactured in St. Gall, Switzerland.

### DOTS AND FIGURES.

65c grade, for .....50c  
75c grade, for .....50c  
85c grade, for .....65c  
1.00 grade, for .....75c  
1.25 grade, for .....1.00  
2.00 grade, for .....1.50

## English Long Cloth

No. 700, bolt of 12 yards, \$1.75  
grade, for .....1.39  
No. 800, bolt of 12 yards, \$2.50  
grade, for .....1.65  
No. 900, bolt of 12 yards, \$3.00  
grade, for .....1.89

## English Nainsooks

Manufactured at Manchester, England, and sold only by Keith-O'Brien in this city.

36 inches wide, bolt of 10 yards.  
\$2.00 grade, for .....1.50  
32 inches wide, bolt of 12 yards.  
\$2.00 grade, for .....1.89  
36 inches wide, bolt of 12 yards.  
\$2.00 grade, for .....2.50  
36 inches wide, 35c grade, for .....25c yd.  
36 inches wide, 45c grade, for .....33c yd.

## French Lingerie

36 inches wide, 35c grade, for .....20c  
36 inches wide, 50c grade, for .....30c  
45 inches wide, 75c grade, for .....50c

## Alpine Muslin

For Graduating Costumes.

45 inches wide, 50c grade, for .....40c  
45 inches wide, 65c grade, for .....50c  
45 inches wide, 75c grade, for .....55c  
45 inches wide, 1.00 grade, for .....75c

## Sheets and Pillow Cases

Hemmed ready for use.

No. 1000, size 81-90, 65c regular, for .....50c each  
No. 2000, size 72-80, 75c regular, for .....50c each  
No. 3000, size 81-90, 80c regular, for .....60c each  
No. 4000, size 81-90, 85c regular, for .....60c each

## Pillow Cases

Hemmed ready for use.

No. 150 size 45-58, 10c grade, for .....1.30 each  
No. 160 size 45-58, 15c grade, for .....1.30 each  
No. 190X, size 45-58, 15c grade, for .....1.10 each  
No. 200, size 45-58, 15c grade, for .....1.10 each  
No. 300, size 45-58, 15c grade, for .....1.40 each  
No. 400, size 45-58, 20c grade, for .....1.50 each  
No. 500, size 45-58, 25c grade, for .....1.50 each  
No. 600, size 45-58, 25c grade, for .....1.50 each

## PALMA HEMSTITCHED PILLOW CASES.

Size 42-56, worth 30c each, for .....25c  
Size 45-58, worth 35c each, for .....27 1/2c  
Size 50-60, worth 40c each, for .....30c  
Size 54-70 1/2, worth 45c each, for .....32 1/2c  
\$3.55 dozen.

## NO 450 HEMSTITCHED PILLOW CASES.

Size 45-56, 25c grade, for .....1.16-2-3c each  
\$1.55 dozen.

## Our entire stock of Japanese Drawn Work Linens.

Hand Embroidered Irish Linens, consisting of Scarfs, Squares, Dollies of all descriptions, at a discount of 25 per cent—one-fourth less.

## Mohawk Hemmed Sheets

Size 63-80, 75c regular, for .....60c each  
Size 72-80, 80c regular, for .....65c each  
Size 81-90, 90c regular, for .....75c each

## Sheeting Bleached

### PEPPERELL BRAND.

42 inches wide, 18c regular, for .....14c  
45 inches wide, 22c regular, for .....16-2-3c  
54 inches wide, 25c regular, for .....20c  
63 inches wide, 27 1/2c regular, for .....22c  
72 inches wide, 30c regular, for .....26c  
81 inches wide, 32 1/2c regular, for .....28c  
90 inches wide, 35c regular, for .....30c

### PEQUOT BRAND.

42 inches wide, 30c regular, for .....16-2-3c  
45 inches wide, 24c regular, for .....20c  
54 inches wide, 27 1/2c regular, for .....22 1/2c  
63 inches wide, 30c regular, for .....25c  
72 inches wide, 32 1/2c regular, for .....28c  
81 inches wide, 35c regular, for .....30c  
90 inches wide, 40c grade, for .....36c  
5000 yards Lockwood 81-inch sheeting, bleached, 37 1/2c grade, for .....36c yd  
3000 yards Fruit of the Loom, 81-inch sheeting, 40c grade, bleached, .....32 1/2c yard

## Palma Hemstitched Sheets

The best and finest sheets manufactured.

Size 81-90, worth \$1.15, for .....95c each  
\$10.50 dozen.

Size 81-90 1/2, worth \$1.25, for .....1.00 each  
\$11.25 dozen.

Size 81-90, worth \$1.40, for .....1.15 each  
\$13.00 dozen.

Size 90-99, worth \$1.50, for .....1.30 each  
\$14.50 dozen.

## Wash Goods Department

Princess Batiste .....10 1/2c yd  
Holly Batiste .....15c yd  
Kensington Dotted and Figured Colored Swiss .....16-2-3c yd  
Mercerized Taffeta Checks, all colors, black and white, blue and white, 25c grade, for .....18c yd  
Yokohama, Silk, all colors, 50c grade, for .....35c yd  
Silk Foulards, all colors, 50c fabric, for .....44c yd  
Tokio Silk, in all the new Jacquard effects, 50c fabric, for .....44c yd  
Opera Batiste, a beautiful fabric for evening dresses, washes perfectly .....30c yd  
French Zephyr Gingham in all the plaids, 50c fabric, for .....30c yd  
Bangie Silk, in all the new evening shades, 50c fabric, for .....42c yd

## Domestic Specials.

Standard Apron Gingham .....6 1/2c yd  
Dress Gingham, 10c grade, for .....7 1/2c  
Dress Gingham, 12 1/2c grade, for .....10c  
Dress Gingham, 15c grade, for .....12 1/2c  
36-inch Percale, 12 1/2c grade, for .....10c  
36-inch Percale, 15c grade, for .....12 1/2c  
Standard Seersucker Gingham, 12 1/2c grade .....10c  
38-inch Fancy Cretonne, 10c grade, .....8 1/2c  
30-inch Cretonne, 15c grade .....13 1/2c  
32-inch Cheviot Shirting, 15c grade .....12 1/2c  
36-inch English Madras Shirting, 20c grade .....20c

## A Few Style Suggestions in Early Spring Suits

FANCY PLAIDED ETON SUITS made of plaids, checks, and mixtures—trimmed in taffeta silk and fancy braid; Skirts in the new plaided effects; extra full, \$19.75 to \$17.50.

TAILORED JACKET SUITS—Medium colors and light mixtures—tailored strapping on the front; cross straps and buttons; back strapped and trimmed to correspond; skirts in very pretty plaided effects, \$22.50 to \$17.50.

JUMPER SUITS—Made of plaids, stripes, fancy and plain silks; trimmed with stitched bands, velvet ribbon, cord and braid; Skirts, knife and accordion pleated, \$19.75 to \$39.50.

NEW SPRING SKIRTS of Voile, Pataama, Serge and light-weight novelty goods. In the new plaided effects. Prices from \$1.95 to \$32.50.

The Shoe Section has just received a shipment of sixteen new styles of Spring Oxfords.

## Dress Goods Offerings for This Week.

An enormous showing in Novelty Suitings in stripes; checks, broken plaids, etc., in the new colorings for spring, 44 to 54-inch materials, at the very special price of, yard, \$1.00.

SPECIAL FOULARD SALE—Dainty Silk Foulards in the popular spring colorings and new designs. Monday and Tuesday Special, 50c.

Allover Net Laces for making waists, in cream and white, 44 inches wide. \$3.00 yard—Special \$1.49.