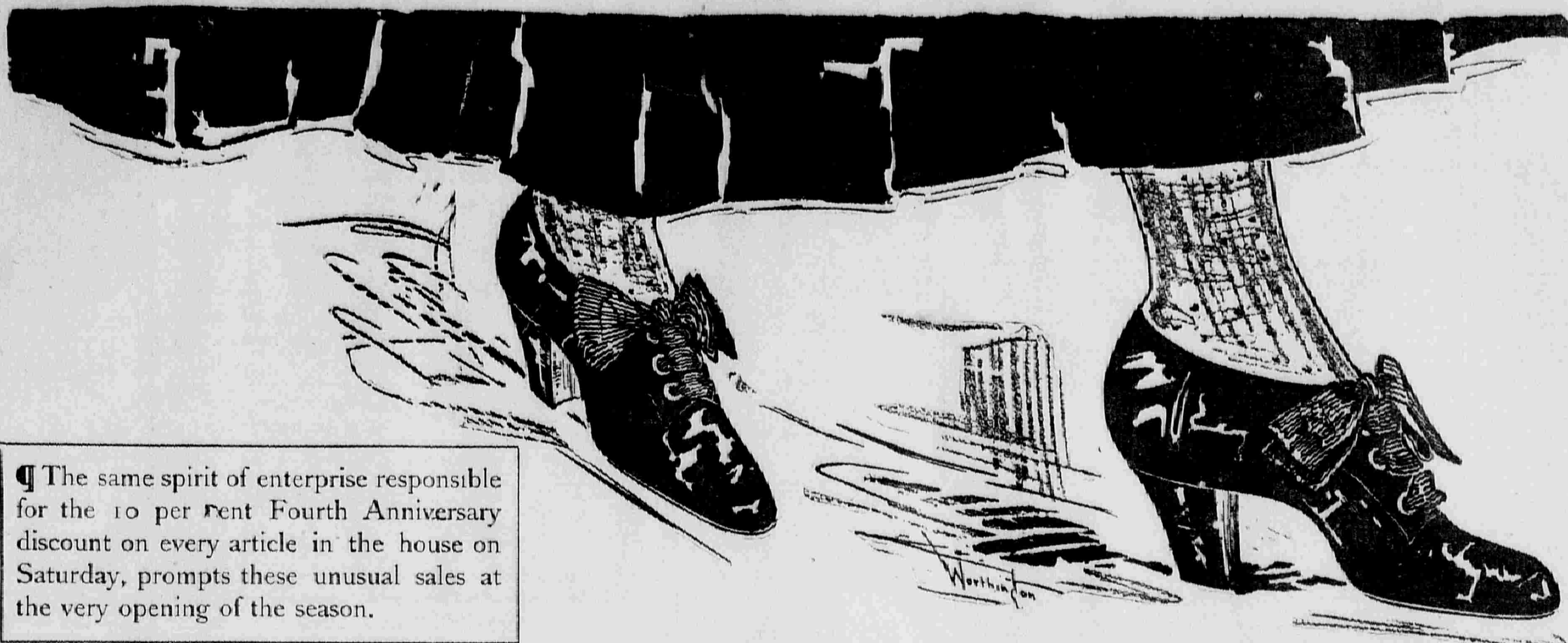


# KEITH - O'BRIEN CO.



The same spirit of enterprise responsible for the 10 per cent Fourth Anniversary discount on every article in the house on Saturday, prompts these unusual sales at the very opening of the season.

## Oxfords Reduced For One Week Hosiery Cheaper Today and Tuesday

### Special Sale of Easter Hosiery Monday and Tuesday-- 65c and 75c Lines at 59c

Handsome Patterns—High Standard  
Qualities—Regular Stock—No Seconds

Ladies' lisle or cotton, colored or self embroidery, boot or all over  
laces, in black, pink, light blue, brown, green, red and white, in varieties.

*Notwithstanding manufacturers' advanced prices, these goods are reduced at the opening of the season.*

The purpose of the unusual selling event is to attract attention to regular lines.

#### The Opportunity is Yours to Lay in Your Needs

All along the line manufacturers are advancing prices. With that fact in mind we bought heavily and do not propose to raise prices until forced to.

The line of hosiery is standard in every sense of the word. The styles are dainty, the assortment large and well selected.

Such a splendid value at regular prices. The sale will stimulate steady demand for the hosiery.

**59 cts**

### Boys' and Girls' Spring Hosiery.

Boys' 2 and 1 ribbed and Misses' fine ribbed fast black hose, double heel and toe. Special, 2 pairs for 35c.

Boys' 2 and 1 and 1 and 1 ribbed, also Misses' fine ribbed fast black cotton hose, double heel, toe and sole. The kind that boys and girls going to school ought to wear—the K. O. B. Special at 25c.

Boys' fine ribbed heavy cotton hose and Misses' fine ribbed lisle hose, fast black, double heel toe, sole and knee. Extra values at 35c.

Misses' fine lisle ribbed hose, in pink, light blue and the new red—35c.

Misses' fine ribbed white lisle hose. All sizes at 25c.

Misses' fine silk lisle lace hose in blacks at 50c.

### Another Shipment of the Famous K. O. B. Silk Lisle Hose.

This line of hosiery is noted for its long wearing qualities. The silk finish is never lost in this class of goods.

### Ladies' Black Hose.

Fast black cotton hose, double heel and toe. Special, 2 pairs for 25c.

Cotton hose, reinforced heel and toe. Special at 15c.

Fast black hose, fine lisle, double heel and toe. K.-O.B. Special, 25c.

K.-O.B. fast black cotton hose, light and medium weight, or fine lisle hose, K.-O.B. Special at 35c.

Ladies' black hose, with colored embroidery; also black, pink, light blue and pearly gray, all-over or boot lace hose, at 3 pair for \$1.00.

### Infants' Fine Cashmere Hose.

A beautiful showing, in sizes from 4 to 6½—pink, light blue, red, brown, black or white.

K.-O.B.'s Infants' "Little Mischief Hose" are of silk inside and out, with a wool center, at 45c.

### Easter Hosiery.

Besides medium priced hosiery, we show the finest qualities in dainty patterns. All colors and shades, and at a variety of prices.

### Stirring Sale of Easter Oxfords and Boots This Week-- The Best Known Makes

Right When Spring Buying Begins—  
\$3.50 a Pair Instead of \$4.00 and \$5.00

To make the occasion noteworthy we are pleased to announce that more than forty different styles of oxfords are included.

*Every prominent style, last and pattern, as well as leading leathers.*

Can a better inducement be suggested for early and lively buying?

#### Twenty-five of the Styles are Wright & Peters'

No better makes—they enjoy highest reputation for style and long wearing qualities.

Can you recall when first-class grades of oxfords—\$4.00 and \$5.00 values—were sold before at \$3.50 in the very beginning of the season?

This week every pair of high shoes in stock—\$4.00, \$5.00 and \$6.00 grades—will be sold at \$3.50.

**\$3.50**

A Fine Lot of Plait Val Laces and Insertions to match, from 2 to 6 inches wide, worth to 35c a yard. Special, 10c a yard

Narrow Val Laces and Insertions to match, worth upward to \$1.50 a bolt. Special price for the week, 65c a bolt

### Fashionable Jacket Suits

The ladies will find these suits very pretty. Twenty-four-inch jacket suit, in black and white stripes, and checks; full plaited coat; tailored finish, with mannish collar and cuffs. These suits are also shown in Eton styles in invisible checks and stripes. **\$25.00**  
The best values of the season at .....

### Distinctive New Conceptions in Women's Easter attire

The exquisite Easter modes which we are now showing, reflect refinement. Exclusiveness is assured, not only in novelties, but in all apparel.

Seldom are prices reduced just before Easter, but a few specials are offered for the week.

### Some Smart Mixtures

Interesting showing of newest box coats, 22 inches in length—\$3.95, \$5.75, \$6.75, \$8.75, \$9.25, \$11.50, \$12.50 and \$14.75.

HANDSOMELY TAILORED COVERTS—These jackets are strictly man-tailored; good satin lining, strapped and stitched; new hip length ..... **\$8.75**

## A BEAUTIFUL SHOWING OF EASTER NECKWEAR AND HANDKERCHIEFS

A handsome line of fancy embroidered collars—35c to \$1.50.  
A lovely line of chemisettes in Irish, Princess, Val, and embroidery—35c to \$1.00.

Chemisettes in waist effects, made of lace and embroidery to be used with the tumber waists. Chemisettes and sleeves to match, in lace and hand embroidery.

Coat sets to be used with the suits and jackets in lace, embroidery and plain linen effects. Tabs, bows and lawn ties, collars in lace, embroidery and plain hemstitched, to be used with the stiff embroidery collars.

Handkerchiefs sleeves in lace and embroidery in black and white—35c to \$3.50.  
Collar and cuffs sets, edged in light blue, pink, tan and black, with hemstitched ruffles.

Tailored stocks, trimmed in buttons and straps—35c to 65c.  
A beautiful line of Persian scarfs from \$2.00 to \$10.00.  
Box ruffling, six assorted ruffles in a box—Special 25c.

Wash collars—worth up to 75c for 25c.  
Collar and cuffs sets—50c to 25c.  
Large colored handkerchiefs for fancy work—10c.