



## Two Splendid Special Prices in Suits and Dresses.

Isn't it wonderful the progress that has been made in late years in women's suits?

The underlying reason is this: The materials are better, they are better made, there is more style and snap, a more graceful fit to them, and they are not so expensive as suits made to order.

*The Highest-Priced Ability Is back of These Suits.*

There are scores of manufacturers—but only a few whose output combines all the good points. It is with these that Keith-O'Brien deals. Therefore the suits which we sell are—of choicest materials—of graceful, flowing lines—scientific cut—of charming fit.

And these points give individuality to a Keith-O'Brien suit—regardless of price.

**250 Handsome \$22.50 and \$25.00 Suits for Women at \$15.95—Just for Tuesday**

They have the effective style features so much admired this season. The charm of the general effect of these suits is such as to appeal to women in quest of modes that are both distinctive and refined. The colors and shades are immensely pleasing. Fashion never planned simpler, more graceful suits.

All the leading shades and styles are shown. The coats are 36 inches long, hipless and semi-fitting and the skirts of the new gored style. Navy, rose, black, reseda, tan, wisteria, gray and stone.

Alterations extra.

**A Tempting Price of \$19.75 for a Charming Dress or One-Piece Style**

These are strikingly handsome models, which women of keen sense of preference will appreciate. Shown in Taffeta, mesaline and foulards, in rose, black, navy Copenhagen, reseda and black and white. These are smart dresses for street and afternoon wear. Tuesday—\$19.75.



**The Ladies Are Enthusiastic over Our Millinery**

The big opening afforded you a peep at our beautiful millinery. You must acknowledge the efforts are quaint. No doubt Parisian masters drew inspiration from the tall "flower pot" crown and the scoop brims, from the styles of a hundred years ago. Of course they are different but certainly those fashions were the source of the present modes. But all of our hats are not extreme. Some of the more modest are delightfully wearable. Our immense stock embraces a wide range of styles at prices down to \$5. We never carried prettier millinery and never sold it at a price so reasonable. New shipments are regularly coming in.

Among the effective styles is a medium hat in tones of reseda green with facing of white crepe straw, black velvet crush band full depth of high crown finished with large buckle of white marguerites with yellow centers.

Another hat has large navy blue silk fish net with drooping brim and high crown, draped in serpentine coil. The trimming is two shades of imported violets on side front.

**A Separate Department for Popular-Priced Millinery Has Been Opened on the Third Floor.**

In this section will be displayed hats ranging in price from \$5. to \$7.50. In order to popularize the department the hats will be sold on a close margin. These hats are just as good style, having been bought from leading New York makers, as are found in the more expensive hats, with these exceptions: The trimmings are not elaborate—quills, wings and ribbons in tailored effects and less expensive flowers used in the dressy effects.

## Come Down Tuesday and See the Beautiful Linens and White Goods and Domestic!

Come with purse well filled, for it's bargain day. Not ordinary reductions which are satisfactory when you want to buy, but the sort of bargains which make you feel you must buy—which compel you because the prices are so much lower than usual.

This is going to be a big sale. Ordinarily it occurs before the "Opening"—but we had to hold it off on account of certain shipments, goods bought under market price.

The importance of the sale justifies the store in pushing it at this particular time between the "Opening" and Easter, when spring trade is at its height.

The linens are quality every inch—the kind that gives splendid service. In selling linens quality is the first consideration—quality every time.

The reason for India linens, Persian lawns, lingers, swisses and other summer fabrics is at hand—dainty, choice materials. The new patterns are certain to please you.

**EVERY PRICE IS AN INDUCEMENT**

### WHITE GOODS, LINENS and DOMESTICS.

**32-INCH INDIA LINON.**  
12 1-2c grade for ..... 19c yard  
15c grade for ..... 11c yard  
20c grade for ..... 14c yard  
25c grade for ..... 19c yard

**45-INCH PERSIAN LAWNS.**  
50c grade for ..... 33c yard  
75c grade for ..... 50c yard  
\$1.00 grade for ..... 69c yard

**One thousand yards of genuine Scotch and St. Gall Embroidered Swisses—values up to 75c and 85c—in this sale 33c a yard**

**WHITE DIMITY CHECKS.**  
For shirt waists and children's dresses, 39c values, special 25c yard.

**ENGLISH NAINSOOK.**  
36 inches wide, 12 yards to the piece.  
\$2.00 grade for ..... \$1.59  
\$3.00 grade for ..... \$2.39  
\$3.50 grade for ..... \$2.69

**5,000 YARDS GENUINE BERKLEY CAMBRIC SLIGHTLY DAMAGED.**  
20c grade for ..... 15c yard  
25c grade for ..... 19c yard  
30c grade for ..... 24c yard

**BLARNEY LINEN**  
The new cutting, in plain white and colors—sale 16-20c yard.

**WHITE IRISH LINEN SUITINGS.**  
1,000 yards 36 inches wide—  
60c grade for ..... 49c yard  
75c grade for ..... 69c yard  
85c grade for ..... 89c yard  
\$1.00 grade for ..... 75c yard

**LINGERIE NAINSOOK.**  
40 inches wide, 12 yards to the piece.  
\$2.50 Grade ..... \$2.75 piece  
\$4.00 grade ..... \$4.00 piece  
\$1.50 grade ..... \$2.50 piece

**LINEN SHEETING.**  
66 inches wide  
\$1.75 grade for ..... \$1.25  
\$2.50 grade for ..... \$1.75

**TABLE LINENS, BLEACHED AND UNBLEACHED.**  
To make shopping easy we have decided to cut up almost our entire stock of table linens into desirable lengths from 1 1-2 to 3 1-2 yards long, prices from 75c to \$3.75 each.

**ODD NAPKINS IN HALF DOZEN LOTS.**  
Sizes from 18 inches to 27 inches, priced from 50c to \$2.45 each half dozen.

**CRASH TOWELING AND GLASS CLOTH.**  
1500 yards in desirable lengths from 1 1-2 to 7 1-2 yards. Remnant prices from 5c to 19c yard.

**ODD PATTERN CLOTHS.**  
Size 36x24 and 36x36, and nearly half price.  
\$5.00 cloth for ..... \$2.99  
\$6.00 cloth for ..... \$3.99  
\$10.00 cloth for ..... \$5.99  
\$12.00 cloth for ..... \$6.99

**HEMSTITCHED HUCK TOWELS.**  
Very fine quality, our regular 75c and 85c grade special—50c each.

**HEMME BED SPREADS.**  
Size 72x84, regular price \$1.25, sale price—89c each.

**FRINGED BED SPREADS.**  
With cut corners, size 72x84, regular price \$1.75, sale price, \$1.35.

**FRINGED BED SPREADS.**  
With cut corners, size 76x90, regular price, \$2.50, sale price—\$1.89.

**FRINGED BED SPREADS.**  
With cut corners, size 78x90, regular \$5.00 grade, for \$3.50.

**ONE LOT OF RENAISSANCE SCARFS, SQUARES AND ROUNDS, IN ALL SIZES.**  
Squares and rounds from 12-inch to 54-inch scarfs, from 20x30 to 30x72 inches, at a reduction of about one-third off for this sale.

**STANDARD APRON CHECKS.**  
Regular 75c grade; this sale—50c yard.

**BEST AMERICAN PRINTS.**  
In navy, indigo and black and white, sale—50c yard.

**36-INCH PERCALES.**  
Regular 12 1/2c and 15c grade, special—10c yard.

**HIGH CLASS DRESS GINGHAMS.**  
15c and 20c grades reduced for this sale to 11c and 12 1/2c yard.

**SCOTCH ZEPHYR GINGHAMS.**  
Special ..... 13c yard

**BLEACHED CANTON FLANNEL.**  
12 1/2c grade for ..... 9c yard  
15c grade for ..... 11c yard  
18c grade for ..... 14c yard

## Strong Features In Fine Dress Goods

We have room enough to enumerate only a few items in our dress goods stock. But we were never better prepared to supply your wants in new dependable fabrics. The enormous demand this season for high-class satin-finished cloths in wool and silk and wool has enabled us to offer for your inspection some of the most exquisite plain cloths suitable for the prevailing styles. Stylish cloths for dressy wear are all plain, the novelty being in the colors entirely.

### Colored Dress Goods

SOME SPECIAL OFFERINGS TUESDAY.

36 inches wide, fancy suitings in light and dark medium colorings, in mixed, striped and check effects, good value at 50c—sale 30c a yard.

36 TO 40 INCHES WIDE.  
Self colored stripe vigoreaux suitings, dust-shed mohairs, in plain colors, navy blue serges, brown and navy Panamas, and wool batiste, in a good variety of colorings, value 75c a yard—sale 55c yard.

### About 200 Remnants of Wool Dress Goods.

Ranging in lengths from 2 to 7 yards. In serges, Panamas, batiste, albatross, prunellas and fancy suitings and other weaves in good desirable colors, 25 per cent less than regular price.

**45 to 50 inches wide, Diagonals, Serges, French Twills, Fancy Prunellas, Plain and Striped Sicilians and Fancy Vigoreaux Suitings.**

In pretty mixtures, in a wide range of new tones and colorings, good value at \$1.35—sale \$1.00 a yard.

### Tailored Suitings from \$1.50 to \$3 yd.

Our line is very extensive and includes the late productions from French, German, and American manufacturers. The new styles characterized by lightness in weight, soft neutral colorings and indefinite stripes.

### Special Sale on Silk Floss Sofa Pillows

16x18, 20c; 18x18, 30c; 20x20, 40c; 22x22, 50c; 24x24, 65c; 26x26, 80c.

### Laundry Bags, 35c

Medium sized bags, made of figured cretons, bound and lined with plain colors, with white cord and tassels; also figured burlap bags very artistic, special 35c.

### Lodge Pillows

Sample line of beautiful hand embroidered sofa cushions. These are carefully embroidered in the correct lodge colors. If bought regular would cost you \$5.00 and \$10.00, this sale \$1.95. We are closing out the line.

### Free Instructions in China Painting

Monday, 2 to 6; Tuesday, 9 to 1; Wednesday, 2 to 4; Saturday, 2 to 6; note the change in time owing to the increase in the classes. A four hour instruction period will be given in both the free and pay classes.

### Private Class Lessons

75c or 9 lessons for \$5.00; Monday, 9 to 1; Wednesday, 9 to 1; Thursday, 2 to 6.

### New Spring Shoes?—Fine \$5 Line For Men.

**We Announce One Week's Exploitation of the Gossard Corset.**

You have heard of these famous corsets which have created a furor in France and America—the new idea in corset building. For a week you will have the pleasure of seeing them, of trying them on, of learning, first hand, from an expert corsetiere, all about them. She will explain the "New Art of Figure-Building."

**THE Gossard CORSETS**  
*They Lace Up Front*

