

ANNUAL JUNE SALE!

Mohair Shirt Waist Suits

Comfortable and Becoming—It Is the Swell Suit of the Season.



A cool and serviceable—that's why they are so much appreciated. The styles come from the most authoritative and highest salaried designers. Made of a fine quality of mohair; neatly tucked waists; skirt kilted; in blue, brown, black and cream. \$12.75 and \$13.75 for

\$8.75

RIBBONS!

A magnificent stock of newest ribbon, Dresden, Polkadot, Mouseline, Peau de Soie, Black Taffeta—indeed all colors. 1/2 to 1 1/2 inches in width. Worth from 60c to \$1.25 a yard, at **45c**

EVERY ARTICLE AT KEITH-O'BRIEN'S 10% to 50% Discount EXCEPT THE ITEMS DESIGNATED:

Shoes, Patterns, 5 cent lining Cambric, Remnants of Silks and Dress Goods, Rajah Silks.

In Art Section: Corticelli Silks, Thread and Spool Silk.

In Domestic Section: Common prints, Ladies' and Children's 25 cent hose.



WOMEN frequently say that goods which they want are never advertised, while those things which they don't want invariably are—when big sales occur. The general discount of 10% overcomes this obstacle. It means a saving whichever way you turn. It will be remembered that on the occasion of our last Anniversary, less than three months ago, a similar discount aroused enthusiasm, because it was a genuine discount. The advertised articles are among the best offerings we have submitted to our friends. The values at the reduced prices become strong bargains—reaching as low as 50% discount in many instances. Taken as a whole the June Sale is destined to be long remembered—because of the character of the merchandise—because of the reliable discount and the admirable reductions on many desirable articles—and because the sale is on the square.

Handsome Covert Jackets.

A Fine Jacket—Lowered To a Sale Compelling Price.

It is the very kind you are certain to find on the neatly dressed woman. The design meets the requirements of fashion. All the little details have been observed carefully. Made of extra good quality of covert tight back, collar and cuffs trimmed with buttons. \$12.75 and \$15.00 for



\$9.75

PARASOLS!

One line of ladies parasols HALF PRICE. Regular line 10 per cent discount. The assortment is magnificent—every desirable shade and style.

Linens and White Goods.

A Saving of 10c, 15c, 20c, 25c, 33 1/2c, and 50 cents on the Dollar.

All of our fine and well assorted regular stock of linens, including the following stocks:

Cream and bleached table linens by the yard, from 30c to \$2.50.

Cloths in all sizes from 2 yards square upward to 2 1/2 x 4 yds. long.

Napkins to match all cloths. Embroidered linen pieces in all sizes; round and square doilies, center pieces, scarfs, tea cloths, etc. Towels of all kinds: cotton, linen and Turkish. Bed spreads fringed and plain in crochet, marseilles, satin and dimity. Japanese drawn work in all sizes.

Wash Dress Goods.

Our entire stock of new and desirable wash goods: Figured silk mull, Figured lawns, Figured voiles, Dimities, Dotted Swiss, Mouseline de soie, Suiting and Waisting linen.

Handkerchief linen, Sheetting linen, Turkish bath mats, Table covers.

India linens, Persian Lawns, Batiste, French Lawns, Mazalia, Nainsook, Mercerized Waistings, Linen Scrim, Linen Crashes.

Specials in Linen.

Odd table cloths, 25 per cent reduction—saving of ONE-FOURTH. Hemstitched Table sets 33 1/3 per cent, saving of ONE-THIRD.

Cluny Lace Cloths (round) for dining tables 50 per cent reduction—saving of ONE-HALF.

Spachtel and cut out work in scarfs and centers, 50 per cent reduction—saving of ONE-HALF.

For Boys and Girls.

Mothers Will Be Especially Interested in These Prices.

Besides the 10 per cent discount, Mothers will find special bargains in boys' clothing, girls dresses, waists and hats.

Fine assortment of girls wash dresses in plain and figured gingham and percale. The lot includes a variety of styles in sizes from 6 to 14 years.

Special **95c**

Boys straw hats in all the new shapes. All 35 cent values

at **25c**

Odds and ends in Mothers Friend Waists and shirts. 65c values

for **45c**

Shirt Waists!



These are splendid waist bargains. Styles in white and colored have been selected from our stock. We have been selling these waists regularly 85c, 95c, \$1.00 and \$1.25. The sizes are from 34 to 44—

65 cts.

From our large stock of better grade waists we have selected ten styles which sold regularly at \$2.00, \$2.45 and \$2.75, for—

\$1.45

New Seasonable Silks.

Usual Reductions For the June Sale—Just What You Want.

Silks! Silks!

50c Corded Wash Silks **39c**
at
50c White Habutai, 27 inches, **39c**
at
50c All-silk Pongee, 19 inches **39c**
at
50c Black and colored Jap Silks, 24 inches, at **39c**

Plain and Fancy Dress Silks.

75c Plain Messaline, all colors, **59c**
at
85c White and Black India Silks, 27 inches, at **59c**
85c White Habutai, 27 inches, **59c**
at
\$1.25 to \$2.00 Fancy Silks, **90c**
at
\$1.50 Foulards (full line), **90c**
at
\$1.50 Pongee Crepe, **90c**
at
\$1.25 to \$1.50 Crepe de Chine, **90c**
at

Half Prices on Hand Embroidered Linen Waist Patterns and Robes.

Wool Dress Goods.

\$1.25 French Voiles, 45 in., **75c**
at
\$1.50 Crepe de Paris, 44 in., **95c**
at
Up to \$2.00 values, Fancy Mohairs, 44 and to 54 in., at **90c**

\$20.00 and \$25.00 Imported Novelties in Dress patterns. Special **9.75**

500 yards of short lengths and broken lines of colored taffeta silks. Worth 85 and \$1.00 a yard. Special **69c**

One Fourth Reduction

On Our Entire Stock of Guaranteed Black Taffeta Silk.

19 inch, \$1.00 grade, **75c**
at
\$1.25 grade, 21 inch, **94c**
at
\$1.35 grade, 23 inch, **1.00**
at
\$1.50 grade, 27 inch, **1.12**
at

Ladies' Night Gowns.

Half Prices For Those Which Are Mussed and Slightly Soiled.

The entire stock of gowns has been carefully inspected. Every mussed and slightly soiled garment has been laid to one side—to be sold below cost. You may find the very style you want—on the stock in new and first class save those which show the effects of handling.

Low neck and short sleeves; high neck and long sleeves; high neck and elbow sleeves—some embroidery trimmed; some lace trimmed. Every garment made of fine material.

\$1.75 quality for **85c**
\$2.00 quality for **1.00**
\$2.50 quality for **1.25**
\$3.00 quality for **1.50**
\$3.50 quality for **1.75**
\$4.00 quality for **2.00**
\$4.50 quality for **2.25**
\$5.00 quality for **2.50**
\$5.50 quality for **2.75**
\$6.00 quality for **3.00**
\$6.50 quality for **3.25**
\$7.00 quality for **3.50**
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\$8.00 quality for **4.00**
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\$9.00 quality for **4.50**
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\$16.00 quality for **8.00**
\$16.50 quality for **8.25**
\$17.00 quality for **8.50**
\$17.50 quality for **8.75**
\$18.00 quality for **9.00**
\$18.50 quality for **9.25**
\$19.00 quality for **9.50**
\$19.50 quality for **9.75**
\$20.00 quality for **10.00**

LADIES CORSET COVERS—Broken sizes; some slightly soiled; some are lace and others embroidery trimmed. Former prices averaged from \$1.50 to \$2.00. The whole lot is included—

at the one price **75c**

LADIES DRAWERS—In preparing for this sale and in sorting the stock of drawers many garments, used for display purposes, are the least bit mussed. Umbrella styles mostly; some are trimmed in lace and insertion; some embroidery trimmed.

\$2.75, \$3.00, \$3.25, \$3.50, **\$1.95**

at **\$1.50**

for **\$2.95**

for **\$1.50**

for **\$1.50**

for **95c**

for **95c**

for **95c**

for **95c**

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for **95c**

for **95c**

for **95c**

Little Prices in Gloves.

Ladies lace hosiery gloves and mitts in elbow length, 35 and 50 cent values for **15c**

Children's lace thread gloves **10c**

reduced to **5c**

Ladies fine lace thread gloves on and 55 cent values **37c**

reduced to **37c**

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Clearance of Ladies' Hose.

Two Out-of-the-Ordinary Bargains Priced Very Low.

Plain black gauge hosiery, medium weight cotton black lace hose with white stripes and fancy colors. 50 cents to \$1.00 a pair. 2 for \$1.00, 50 pair **35c**

Plain black hosiery and cotton hose with double heel and toe. These are seconds from one of the large mills. It is simply an opportunity to buy full fashioned hose at a bargain. Regular 25 and 35 cent quality. Two pair **25c**

Summer Veilings.

Beautiful veilings of all kinds, all colors. Plain and dotted mesh—worth up to 75 cents a yard—out 35c.

Finished chiffon veils in all colors with plain and fancy borders. Worth up to \$1.25—

for **69c**

WALKING SKIRTS.

For usual wear these skirts will prove a worthy bargain. They are splendid for canyon trips, outing and vacation wear. Made of light, medium and dark mixtures, including full effects. Sold regularly at \$3.95, \$4.95 and \$6.50.

2.95

WALKING SKIRTS OF HIGHER GRADE.—In order to give strength to this sale we have selected about seventy skirts from our handsome stock, consisting of Panama, Brilliantine and Cheviots. Suitable for summer wear. Black, blue, brown, cream and mixtures. Values \$6.50 to \$9.75, for

4.95

Keith-O'Brien

Handsome Embroideries.

Every piece New and Pretty—Represents a Stirring Bargain

A beautiful showing of silver net lace in cream, white and white. Values upward to \$1.25 a yard. Sale price, yard **55c**

Corset cover and skirt flouncing embroidery—worth upward to \$1.00 a yard **59c**

A lovely assortment of val lace with insertion to match. Worth upward to \$1.00 a dozen **49c**

Swiss corset cover pieces with embroidery, medallion and lace **\$1.50**

One lot of embroideries, 2 1/2 to 14 inches in width, with insertion to match, including embroidery medallion and heading, worth up to 90 cents a yard, special sale **12c**

A lovely line of corset cover embroidery and skirt flouncing, Swiss, marseilles and cambrie, worth 50 and 75 cents a yard. Special **27c**

Embroidery Strips.

A better lot than the above of embroidery for corset covers, including cambrie, worth up to \$1.10 a yard, for **59c**

4 1/2 YARD STRIPS.

\$1.25 for **85c**

\$1.75 for **1.10**

\$2.00 for **1.25**

\$2.50 for **1.50**

\$3.00 for **1.75**

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\$20.50 for **10.50**

\$21.00 for **10.75**

\$21.50 for **11.00**

\$22.00 for **11.25**

\$22.50 for **11.50**

\$23.00 for