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Keith-O'Brien Co.

Cost and Near-Cost

The exhilaration of coasting is not to be compared to the thrill of satisfaction one feels in buying an article at cost or near cost—and right in the middle of winter too.

In considering a sale a few points must be considered: the reliability of the store conducting the sale; the character of merchandise, assortment, quality, style. Now comes Keith-O'Brien's big January sale—all over the store. When we say women and children's winter underwear at 25% discount, a fact is stated. And then many broken lines at half-price—this season's first class stock too. Queen quality and money-back Tattetas, carrying an absolute guarantee, 25% discount, 250 remnants of dress goods, 50% discount. Exclusive dress patterns, \$27.50 for \$9.75. Think it over. \$1.50 wool suitings for 83c. there's a bargain for you. Fine lines of silks at nearly half prices. Like reductions on other desirable fabrics.

If ever there was a time to buy blankets it's right now.

Other bargains take in outing flannel, velour, percale, apron checks, American prints, table linen, bed spreads, pillow cases, sheets, waistings, etc.

KEENESE INTEREST CENTERS IN WOMEN'S COATS,
DRESSES, SUITS AND FURS AT HALF-PRICE.

Impossible to enumerate—for similar bargains are everywhere. BOYS' & GIRLS APPAREL, CARPETS, RUGS, DRAPERIES, LEATHER GOODS, LACES, RIBBONS, NECKWEAR, GLOVES, UMBRELLAS, SHOES, JEWELRY, DRUG ARTICLES, CANDIES, SILK PETTICOATS, NOTIONS, INFANTS HEADWEAR, MILLINERY, FURNITURE, TRUNKS, SUIT CASES, LITTLE HOUSE FURNISHINGS, BEDS, MEN'S FURNISHINGS, ART SECTION GOODS, PYROGRAPHY—
NO END TO THE PICK-UP VALUES.

*Altogether it is the most intensely interesting Sale
Keith-O'Brien ever inaugurated*

The Floor Below Carpets, Axminsters and
When it comes to bargains you will find Wiltons

these ones. Our sale this week comprises every article in stock—every thing discounted. Fancy Vases in both hand-finished and hammered brass discounted from 25 to 50 per cent. Fancy Berry Sets, berry bowls, celery trays, bon bon, fern dishes, cracker jars etc. in fact every thing in the

Best quality \$2.25 value for	\$1.60
Axministers \$1.75 value for	\$1.20
Velvets \$1.65 value for	\$1.15
Velvets \$1.25 value for	95c

Best Quality Tapestry
Brussels, Floral and
Oriental Patterns.

Regular	\$1.20 to 95c for50c
Ingrains	all wool very best quality suitable for any room—	
Regular 95c	for75c
Remnants of Carpet—Values	from \$1.65 to \$1.00 for 85c yd.	
All Carpets sewed and lined and laid at these prices.		

Clothes baskets, value	\$2.00	sale,	\$1.60
Clothes baskets, value	\$2.25	sale,	\$1.80
Clothes baskets, value	\$2.50	sale,	\$2.00
Square and round clothes hampers—			
Value \$2.50, sale			\$2.00
Value \$3.00, sale			\$2.40
Value \$4.00, sale			\$3.20
Value \$4.50, sale			\$3.60

Fancy Waste Paper Baskets		
All sizes, etc., at Reduced Prices.		
GRANITE AND ENAMEL WARE SALE.		
Gray Granite 25 per cent. cost less		
Snow flake blue 35 1-3 per cent less		
White enamel 25 per cent less.		
		KA.
		LACE BED SETS.
		\$25.00 for \$18.00
		\$20.00 for \$15.00
		\$15.00 for \$10.00
		\$ 8.00 for \$ 5.00
		\$ 7.00 for \$ 4.75
		All Samples at
		One-Half Price.

Special Prices on Galvanized Ware.

8 qt. Galv. buckets sale	14c
10 qt. Galv. buckets sale	20c
10 qt. Galv. buckets sale	26c

Couch Covers--Oriental Designs

REGULAR--	
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14 qt. Galv. buckets sale.....	20c	\$2.00 for.....\$3.50	\$3.50 for.....\$3.00
16 qt. Galv. buckets sale.....	35c	\$2.00 for.....\$7.00	\$5.00 for.....\$2.50
Garbage cans value \$3.50 sale.....	\$2.25	\$7.00 for.....\$9.75	\$2.75 for.....\$1.00
Garbage cans value \$7.00 sale.....	\$4.75		
No. 0 Galv. wash tubs.....	15c		
No. 1 Galv. wash tubs.....	55c		

Wilton Rugs--The Very

Best Quality, All New Patterns.					
9x12 Rugs—Wilton.	\$85.00	\$65.00		
9x12 Rugs—Wilton.	\$75.00	\$55.00		
Colored Swiss, 36 inches wide, suitable for sash curtains, also Bed Rooms.					
4in. frs.			3in. silkings		

9x12 Rugs—Wilton, \$50.00	\$38.00	35c for	25c
9x12 Rugs—Wilton, \$37.50	\$27.50	25c for	20c
9x12 Axminster velvet and Tapestry Rugs—		20c for	15c
the best of patterns, suitable for dining room, sitting room.			
\$32.50 for	\$22.50		
Velvets \$32.50 for	\$22.50		
	TAPESTERY.		
	\$25.00 for		
	\$13.75		
		Cretons—	
		Regular 15c	12 1-2c
		China Silks—	
		Regular 55c and 75c	
		for	40c
		Plain Regular 50c	

Velvets \$27.50 for \$20.00 \$20.00 for \$15.00 Regular 29c for15c | for 29c

The Limit of Low Prices is Reached
In This Sale of Boy's and Girl's Apparel

Women's and

The successful merchant takes advantage of every discount because he figures it as so much clear profit on the goods he must buy.

For the same reason, every parent, every buyer of boys' or girls' clothing will take advantage of the

Children's Shoes
Reduced

big discounts now offered in this department; because, deducted from regular prices, IT IS JUST SO MUCH CLEAR PROFIT on the goods you must now or soon provide for your family.

ITEMS

Boys' Overcoats—\$31-3 to 50 per cent discount.	Women's low heel shoes in nobby styles—shoes that wear—regular
Boys' Suits—20 to \$31-3 per cent discount.	
Boys' Sweaters—\$31-3 per cent discount.	

Boys' Recifers—\$3 1-2 per cent discount.
Girls' Winter Coats—50 per cent discount.
Misses' Winter Coats—\$3 1-3 per

Men's Suits and Dresses—59 per cent discount.
 Misses' Jackets—33 1/3 per cent discount.
 Many small items also at reductions of one-third to one-half.

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