

Two-Clasp Silk Gloves.

White, black, green, navy, brown, mode and gray, \$1.00 and \$1.25 values, for 55c.

Keith O'Brien Co.

Sixteen-Button Silk Gloves.

White and black only, \$2.25 for \$1.65. 16 button suede in black, white and gray, \$3.50, for \$2.75.

SUIT SPECIALS FOR SATURDAY!

\$19⁷⁵ Popular and leading styles including the smart Prince Chap, Fifth Avenue Walking Suit, fitted and semi-fitted models in hip-length jackets. Skirts made in the new flare, gored or plaited effects, with self-fold and button trimmings. Strictly 1908 weaves in such desirable materials as chiffon panamas, serges and wool rajahs; shown in navy, brown, cream, copenhagen, porcelain, tan; green and two-toned stripes. Values upward to \$35.00.

Fancy weave panamas and taffeta silks in blue, brown and black. Handsome white serge suits and rajah silk suits in butterfly and coat styles in tan, copenhagen blue and brown. A most complete showing of suits in all varieties of styles and colors. Special \$35.00. All alterations extra.

Extraordinary Sale---Floor Below---Important to Every Housewife

- ☐ The stock embraces nearly every household utility.
- ☐ Everything in that department reduced in price.
- ☐ Takes in chinaware, baskets, cooking utensils, etc.
- ☐ Tinware, brooms, enamel and granite ware, etc.
- ☐ Baskets, tubs, wash boards, mops, flower pots, etc.
- ☐ Hand painted chinaware, cut glass, carving sets etc.

There is one convincing fact as regards sales which this store inaugurates; they count! They count in savings in dollars and cents.

KEITH-O'BRIEN IS ON THE SIDE OF THE CUSTOMER EVERY TIME! BIG SALES. A PUSHING BUSINESS. SMALL PROFITS! SOME STORES. SMALL SALES. BIG PROFITS! BUT WHAT A DIFFERENCE TO THE CUSTOMER!

Japanese Plates, Cups & Saucers.

A pretty stock. Many like the unique patterns. Plates: Values upward to 35c for 16c; Cups and saucers, Values upward to 75c, for 38c.

Enamel and Graniteware.

Every article in these two lines reduced ONE THIRD. These articles in the beginning are marked lower than usual selling prices elsewhere. The reductions therefore mean bargains.

Dinner Sets One-Fifth Reduction.

Twenty per cent on the dollar on dinner sets already closely marked is a splendid inducement. The stock is standard and the patterns dainty.

Fancy Hand Finished China.

The stock is large and the assortment comprise many exquisite patterns. From these prices birthday and wedding presents are regularly chosen. A discount of 33 1-3 per cent—one-third—prevails.

Beautiful Cut Glass.

Goods of this character are sold on the floor below at inside prices. Further reductions of one-fourth to one-fifth are inducements entirely out of the ordinary.

Diabolo—the Latest Game.

It is a craze everywhere. Every child wants it. A fascinating and exhilarating game.

Baskets of All Descriptions.

One wouldn't imagine there are so many different kinds of baskets made until the handsome stock is seen. There is every kind; hamper, clothes baskets, waste baskets, lunch baskets—every kind you can think of.

The above sweeping reductions touch only some of the principal lines. One begins to appreciate the scope of the savings the sale affords when the multiplicity of small utilities are considered. Clocks, vases, ironing boards, brooms, mops, tubs, buckets, wash boards, cooking utensils, tinware, jars, crocks, flower pots, garden hose, curtain stretchers, cuspidors, nickel plaited ware, fancy clocks, hammers, hatchets, clothes pins, wringers, flour and sugar cans, bread and cake boxes, gardeners, table mats, toilet papers, spice cabinets, chopping bowls, towel racks, flour sieves, curns, garden hose, rakes, table glasses, earthen tea pots, hammocks, combination fruit and ouch bowls and cups, etc., etc.

Toys of All Kinds.

Dolls, games, wagons, handcars, velocipedes, coasters, juvenile books, jumping ropes, old apple tree swings, mechanical trains, mechanical toys, base ball goods, masks, catching gloves, bats, balls, Teddy bears, wheel barrows.

The other side of the Floor Below.

Large stock of go-carts, priced lower than similar goods are sold elsewhere. Complete stock of trunks. Priced very low—considerable saving.

Saturday Waist Special on second floor.



Regular \$1.95 Waists for \$1.35 —a good variety to select from, in many different styles and patterns.

A dainty white lawn pattern, front of val. lace; hemstitching, embroidery and fine tucks; collar and cuffs to match. Regular \$1.95 for \$1.35.

A beautiful white mercerized mull; yoke made of linen cluny and German val. lace; all over embroidery front, fine pin tucks in back. Special value \$4.95.

Saturday Shoe Sale.



\$3.95 WOMEN'S OXFORDS tan or black, twenty styles, every pair worth \$5.00. Today only.

\$3.50 Women's Oxfords, pretty tans, dainty patents, snappy lasts, all leathers. A very large assortment.

\$1.00 Infants' Shoes on bargain table for easy selection.

\$1.45 Little Boys' School Shoes.

\$1.45 Misses' and Children's School Shoes.

\$1.95 Misses' School Shoes, a large assortment of shoes that will wear.

Our complete stock of new oxfords and slippers for misses and children are now here.

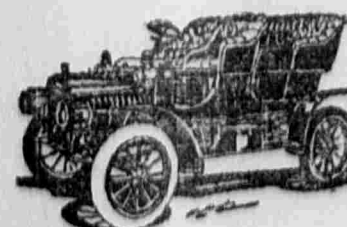
Children's Wash Suits.

New and pretty styles in boys' Buster Brown and Sailor Suits, in wash materials, gingham, madras, galatea, pique, Indianhead, sousette, duck and linen. The "Cadet Brands" insure satisfaction, ages 2 1-2 years to 10 years. Prices 75c to \$12.00.

The boys' Easter suit is a question that should interest you at present. We have received another shipment of Norfolk and knee pants suits, to meet an increasing demand for our suits at our prices.

Boys' Suits.

Boys' Buster Brown, Sailor, Norfolk and knee pants suits, ages 2 1-2 to 17 years, \$2.95 and upwards.



View of the North Main Aisle, showing enlarged departments: Hosiery, Underwear, Corsets and Underskirts.



Ladies' and Boys' Hosiery, Ladies Knit Underwear, Gowns, Children's Bonnets, Ladies' Sacques, C. & B. Corsets at Half Price.

Now that the Formal Opening is over and Conference has passed, attention is being given to pushing Merchandise, at prices that influence buying.

The Main South aisle, reaching to the rear of the store, where Cloaks & Suits were formerly located, will be a busy scene Saturday because of splendid specials.

Boys' K.O.B. fast black cotton hose

One and one ribbed, double heel, toe and sole. The kind that wears. K.O.B. special—25c.

Misses' K.O.B. fast black cotton hose, fine ribbed; double heel, toe and sole. K.O.B. special 25c.

Misses' fine ribbed hse, fast black hose, double heel toe and sole. K.O.B. special 25c.

Knit Underwear

Ladies' low neck and sleeveless vests, some with very narrow strap over the shoulder; plain or fancy ribbed. Extra good quality, at 3 for \$1.00.

Ladies' light knee (umbrella style) knit pants. Very special at 3 for \$1.00.

Ladies' high neck and long or short sleeve, bleached cotton vests. Special—25c.

Also pants to match in the light knee or umbrella lace trimmed, at 25c.

Ladies' fast black hose

Boot or all over lace, in fine, dainty patterns, at 50c.

Ladies' Silk hse, absolutely stainless black hose, double heel, toe and sole. K.O.B. special at 50c.

We are showing all the new shades of hose—black, pink, light or navy blue, and brown, with white dot, and white with black dots. These are very nobly for the low shoes. 65c.

Ladies' extra size black lace hose, double heel, toe and sole, 65c.

Infants Headwear

Infants' lawn caps, with fine tucks and hemstitched around the face. Special at 25c.

We are showing a number of very pretty ones at this price. One has a turn back, with 5 small hemstitched tucks; val lace around the face; lawn ties, at 50c.

A very dainty style, with turn-backs, eyelet embroidery; ruching of German val. lace; satin ribbon ties.

Many other very pretty styles, from \$1.00 to \$3.50.

A fetching little bonnet, made of tuck and shirred mull, trimmed in pink, white or light blue satin ribbon. Special at \$3.95.

Another is a very French cap, is made of embroidery insertion and imitation of baby Irish lace; band around the face with dainty soft pink or blue ribbon drawn through; finished with large roses.

ette of the ribbon on each side; tied with large satin ribbon strings and lined with silk of the same shade. \$5.75.

Children's linen hats, in pink, light blue, and white, with rolling brim and striped sash. Special at 75c.

Another is a white duck hat, straight brim, colored striped sash, at 75c.

Ladies' fine Nainsook and long cloth gowns

Low neck and short sleeves, high neck and long sleeves, chemise and slip-over styles, trimmed in dainty val. lace; others with fine embroidery. Special at \$1.39.

Will close out our entire line of C. B. Corsets at half price

Long or short hip in fancy black, pink and light blue silk, gray or white coutil. Regular \$2.50 Models...\$1.25 Regular \$3.50 Models...\$1.75 Regular \$5.00 Models...\$2.50

Dressing Sacques

Ladies' dark blue, French blues, red, gray or black and white percale sacques, also ladies' light lawn sacques, with pink, light blue or black figures. Regular 75c styles at 50c.

ture is the man-style—made exactly like men's high grade suits.

The workmanship is first-class—not machine cut or machine pressed.

Every piece of material is good—even to the thread. Because of quality of materials and the careful workmanship these suits hold their shapes just as do finely tailored clothes. And there seems to be no wear-out to the suits.

It is a handsome line. It pleases the mothers; it catches the eyes of the boys. There is a look of quality to the suits—a snap and a style that shows character and worth.

Shown in all the new spring models, in single and double breasted Norfolk and knee pants suits; best mohair lining.

Every suit carries a guarantee.

BIG SATURDAY BELT SPECIALS

50c This is really a bargain. It was a broken lot and we bought all the manufacturer had. The quantity was more than we wanted but the price justified the large purchase.

\$1.00 to \$5.00 Values

SILK, LEATHER AND EMBROIDERY.

Sizes 22 to 32. Be sure to get your correct measure before coming to store.

Concert Program for Saturday Evening.

1. Maxine March (from Jolly widow).....Lehar.
2. Waltz (Tales from the Vienna Woods).....Strauss.
3. Selection (Tantana).....Hubbell.
4. Idyle (First Heart Throbs).....Eilenberg.
5. Dill Pickles.....
6. "Extase".....Tobani.
7. Selection (Woodland).....Luders.
8. March (Newhouse Club).....Christensen.
9. Waltz (Venus Reign).....Gungl.
10. Selection (Carmen).....Bizel.
11. Andaulino (To my wife).....Lemare.
12. Prelude and Cavatina (from Rusticana).....Mascagni.
13. Medley (Sultan of Zula).....Luders.
14. March (Sempre Fidelis).....Souss.

FINE SATURDAY EVENING CONCERT—SOME OF THE NEWEST AIRS.