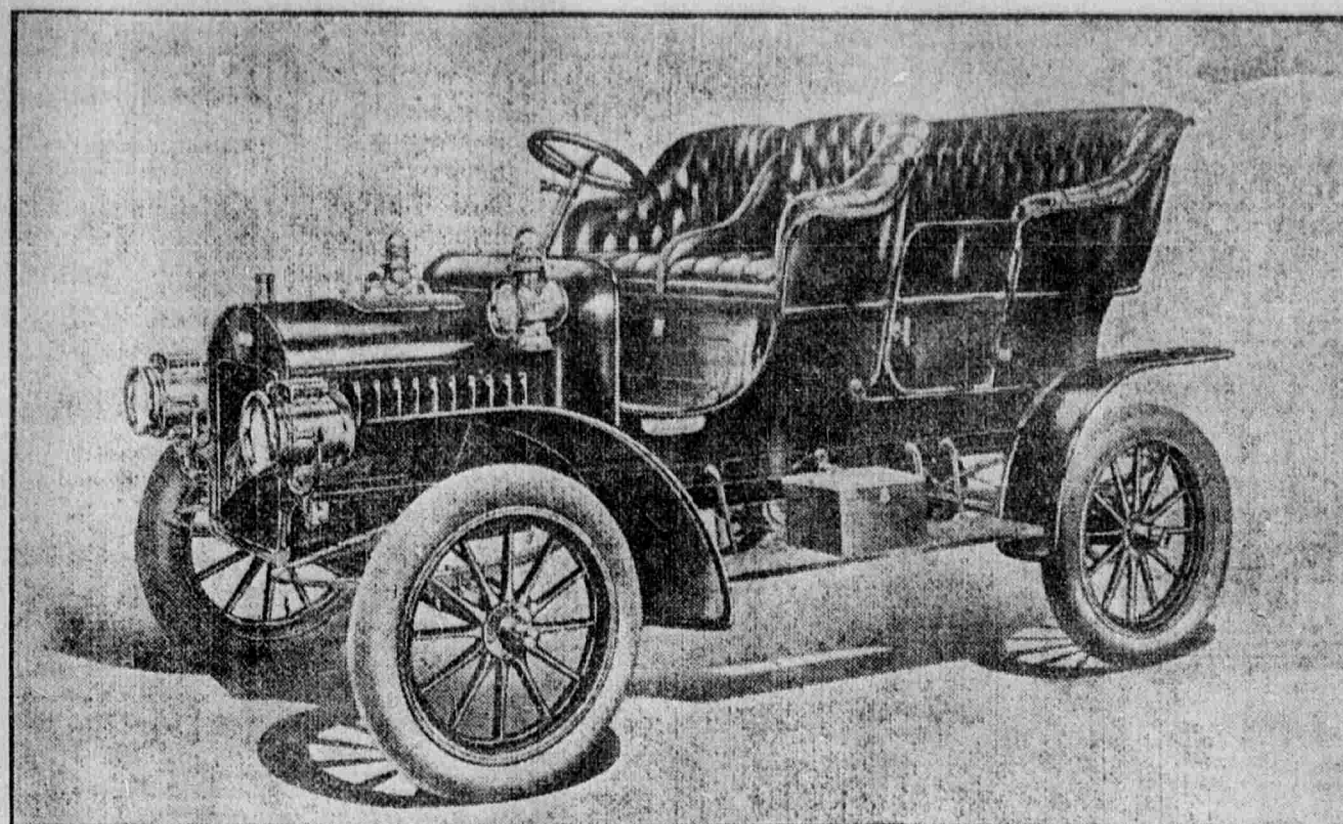


IMPORTANT ANNOUNCEMENT BY KEITH-O'BRIEN COMPANY

On the first of March, 1908, and on the first day of each month thereafter until further notice, we will give away a magnificent

"TOURIST" AUTOMOBILE 1908 MODEL, 5 PASSENGER CAR.



For information concerning these magnificent presents secure circulars in the store. Remember that every dollar counts.

The first car is on the way and will be displayed in about ten days.

The name of the person who will receive the February automobile will be announced on March 1st, 1908, and so on the first of each month indefinitely.

Each person stands an equal show. Each month's offer is complete in itself.

Thousands of dollars are involved in this transaction. BEGAN MONDAY, JANUARY 13.

A GREAT WHITE GOODS WEEK AT KEITH-O'BRIEN'S

The leading features are the Muslin Underwear, Domestics and Imported Sheer Fabrics, Embroideries, Waists, Stationery, all White articles carried in the different departments. Real bargain pick-ups.

THUS FAR THE RESPONSE HAS BEEN MOST GRATIFYING.

Hundreds of ladies had been waiting for these sales. They expected to be more than repaid. Not one was disappointed. Many of the purchases were for large amounts. The following interesting items are but a few of the many offered. Monday's extraordinary bargains will continue throughout the week. Try forenoon shopping.

LADIES' GOWNS

Five styles in ladies' muslin gowns—high neck, lace and embroidery trimmed; also low neck. Special for the sale—69c.  
Ten styles—low neck and short sleeves; empire, slip-over and high neck. All are lace or embroidery trimmed. Exceptional values at 95c.  
Five very dainty styles of gowns—low neck or slip-over and high toned down the front; dainty puff or flowing sleeves. Special value, \$1.50.  
Fifteen styles with high neck, long sleeves, slip-over or chemise effect; trimmed in fine, dainty embroidery, val. or filet lace, at \$1.75, \$2.25, \$2.75 and \$3.75.  
A new, dainty style is an empire gown with a puffed yoke of all-over embroidery, puff sleeves; dainty ribbons. Many other pretty styles are low neck, with wing or puff sleeves, trimmed in French or German val. cluny lace and embroidery.  
These are very good value—\$5.00.  
Many other dainty styles at \$6.50 upward to \$15.00.

LADIES' CORSET COVERS

Full front corset covers, with embroidery trimming around the neck. Special at 29c.  
Ten very pretty styles in full front or tight-fitting corset covers—some have several rows of lace insertion and lace edging drawn with ribbon. Special at 50c.  
We have made a specialty of a number of very dainty corset covers; full front, lace trimmed; others with edging and insertion of embroidery. Special for this sale, 95c.  
Our line in the finer corset covers is prettier than ever—the laces daintier. Others of all-over embroidery. Prices range from \$1.50 to \$5.50.

LADIES' CHEMISE

Muslin chemise, edged with good lace, 50c.  
Longcloth chemise, about 54 inches long; two rows of val. lace insertion around the neck, finished with val. lace, drawn with ribbon; skirt finished with lawn ruffle. Special at \$1.25.

WHITE PETTICOATS

Ladies' plain white skirt; hemstitched flounce, with three tucks and three rows of feather stitch embroidery. Special at \$1.25.  
Ladies' extra full skirt, very deep flounce, with three groups of wide hemstitched tucks. Special at \$1.95.  
A table of skirts—including many pretty styles with deep flounce; some with five rows of val. insertion and edged with val. lace.  
Another style is a deep flounce, with wide open embroidery and twelve five-pin tucks.  
Others with embroidery insertion. Special at \$2.75.  
We have always shown a table holding about ten styles of ladies' skirts at a popular price. One style is a very wide skirt, deep flounce, pin tucks, two rows of imitation cluny insertion and wide lace of the same on flounce. Others have wide embroidery flounces. Special for this sale, \$3.75.  
The line of \$5.00 white petticoats outmatch all other sales in previous years. Never have we shown such beautiful skirts, with wide German val. flounces; also deep embroidered flounces, with embroidery trimmed and lace trimmed underlay, from \$5.00 to \$42.50.

LADIES' DRAWERS

Muslin drawers, with tucked cambric ruffle. Special at 29c.  
Cambric drawers, with hemstitched, tucked lawn ruffle; or embroidery trimmed. Special for the sale, 50c.  
Longcloth top, lawn flounce, with fine pin tucks; finished with small tucked ruffle and edged with val. lace. Special at 75c.  
Longcloth top, lawn flounce, with fine pin tucks; finished with small tucked ruffle and edged with val. lace. Special at 75c.  
Longcloth top, with ruffle, two groups of tucks, one row of imitation tuck insertion, finished with lace to match. Special, \$1.00.  
Longcloth top, lawn ruffle, finished with three rows of val. insertion, joined together; edged with lace to match; embroidery heading, drawn with ribbon at top of flounce. Special at \$1.50.  
Many other very pretty and dainty styles in lace or embroidery trimmed; from \$1.00 to \$10.00.  
Vassar drawers in many different trimmings.

Persian Lawns

32 inches wide.  
30c values for .....19c yard  
35c values for .....24c yard  
45 inches wide.  
50c values for .....33c yard  
65c values for .....48c yard  
75c values for .....59c yard  
\$1.00 values for .....75c yard

French White Lingerie

45 inches wide. Beautiful fabric for fine underwear.  
50c values for .....39c yard  
65c values for .....47c yard  
\$1.00 values for .....75c yard

French Lawns & Chiffons

All beautiful wash fabrics.  
60c values for .....35c yard  
65c values for .....49c yard  
75c values for .....69c yard  
85c values for .....99c yard  
\$1.00 values for .....75c yard  
\$1.25 value for .....85c yard  
\$1.50 value for .....\$1.00 yard

Nainsooks

American and English manufacture; all in 12-yard pieces.  
No. 22—\$2.25 Piece for...\$1.69 Piece  
No. 25—\$2.75 Piece for...\$2.00 Piece  
No. 35—\$3.00 Piece for...\$2.29 Piece  
No. 45—\$3.50 Piece for...\$2.53 Piece  
No. 60—\$4.00 Piece for...\$3.00 Piece

India Linens

12 1/2c grade for.....\$1.3c yard  
15c grade for.....11c yard  
18c grade for.....14c yard  
20c grade for.....16 2/3c yard  
25c grade for.....18c yard  
30c grade for.....22c yard  
35c grade for.....26c yard  
40c grade for.....30c yard  
50c grade for.....38c yard

McBride Irish Dimities

All the new stripes and plaids, 50c values for 35c yard.  
Special lot of fancy linens, partly soiled, at half price.

Hemmed Sheets

Ready for use.  
Size \$1-90—75c grade for...48c each  
Size \$1-90—85c grade for...59c each  
Size \$1-90—\$1.00 grade for...75c each  
20,000 yards—Once a Year Sale—of FINE BERKLEY CAMBRIC—Qualities: No. 100, No. 150, No. 180—in short lengths (from 1 to 5-yards lengths). The cheapest retail regularly for 25c up to 25c yard. Your choice, as long as they last, 12 1/2c yard. Limit of 10 yards to a customer.  
All plain white linen suitings and waistings will be reduced for this sale 25 to 75 per cent.

English Long Cloth

No. 500—\$1.75 Piece for...\$1.39 Piece  
No. 600—\$2.00 Piece for...\$1.75 Piece  
No. 700—\$2.25 Piece for...\$2.25 Piece  
No. 800—\$3.00 Piece for...\$2.29 Piece  
No. 900—\$3.50 Piece for...\$2.53 Piece  
No. 1000—\$4.00 Piece for...\$2.85 Piece  
No. 1100—\$4.25 Piece for...\$3.19 Piece



FRENCH LINGERIE WHITE WAISTING

All the new plaids and checks, a beautiful and serviceable fabric. 50c value for 35c yard.