

Keith-O'Brien's Cost and Near-Cost Annual January Clearance Sale.

Everybody is talking about it--Better still they are buying--getting bargains.

No one ever questions our sales. Every statement regarding advertised articles is a statement of fact. Every reduced price indicates a real bargain. The discounts are the most sweeping we have offered in a long time. No trouble at all to save considerable money this week.

Silk and Dress Goods Specials

The following list represents only a few of the many bargain lots.

75c quality Poplins and fancy Silk.....	39c
\$1.00 quality 27 inch cheek Louisines.....	50c
85c quality 24 inch dotted Foulards.....	50c
\$1.00 quality Colored Taffeta.....	65c
34 & 36 inch black Taffeta, \$1.50 quality.....	98c

Queen Quality and Money-back Taffeta, The Silks with absolute guarantee.....20% OFF

Velour Velvets, Corduroys and Velvetene,
values up to \$1.50.....75c

24 inch all Silk Chiffon Velvet, 36 inch Shadow stripe Vevet, Navy, Brown and Wine, values up to \$4.00.....\$1.50

38 inch all wool Albatross and Batiste in the wanted shades, 60c quality.....39c

44 & 50 inch wool suitings, plain and fancy weaves and mixed suitings, values up to \$1.50.....85c

250 Remnants of Dress Goods at 1-2 price and some less

Exclusive Dress Patterns in Sheer and Tailored Suitings divided into two lots.

Patterns up to \$27.50.....\$9.75

Patterns up to \$40.00.....\$14.50

Entire stock at a reduction from 10 to 50 per cent.

Clearance Sale of Blankets, Comforts and All Winter Merchandise.

Marysville California Blankets at a little less than One-Half Price.

5 lb. Mottled	\$5.60
6 lb. Mottled and brown.....	\$6.80
7 lb. Mottled.....	\$7.45
8 1-2 lb. Brown.....	\$9.00
10 lb. Mottled and Brown.....	\$11.35

Former Prices Range from \$8.50 to \$16.50.

Cotton Sheet Blankets, white, grey and tan, 69c grade, 50c 85c grade, 69c, 1.00 grade 75c

Quiting Flannels, 8 1-3c grade, 4 1-2c, 10c grade, 6 1-3c, 12 1-2 and 15 grade, 10c

Eiderdown and Guzzledown

27-in. and 36-in. wide, 50c and 75c grade.

All colors, Clearance sale price, yard.....39c

20c grade Velour for Kimonos.....	12 1-2c
36 inch Punjab Percales.....	10c yd.
Standard Apron Checks, yard.....	5c
Standard American Prints, yard.....	5c
64 inch Cream Table Linen, 85c grade,	69c
72 inch Dice Table Linen, 75c grade	50c
Cream Napkins, 18x18, all pure Linen, \$2.00 grade.....	\$1.50
Full size Bed Spreads, \$1.25 grade	95c
Cream Turkish Towels, 15c grade	11c
Pillow Cases, size 45x36, 20c grade	15c
Welded Sheets, size 72x90, 65c grade	45c
New White Madras Waistings	19c and 29c
New Embroidered Swisses	29c