

A Week of Tremendous Bargains

At Keith-O'Brien's—Come and Join the Shopping Crowd—
Beautiful New Fall Goods Specially Priced For Visitors!

Even if you have no purchases to make, we will be glad to have you visit the Store, where a most interesting and instructive hour can be spent



Covert Jackets

Covert Jackets handsomely tailored—22 inches long; made with fly front; also double breasted; lined with skinner satin lining; self strapped and stitched \$16.50 and \$18.50 coats for—

\$9.75

Sizes up to 44.

LADIES' and CHILDREN'S UNDERWEAR and HOSIERY

25c—Women's gray or bleached cotton fleeced vests or pants—These are extra well made and all run full sizes. Regular 35c quality. Conference price 25c each
50c—Women's gray or cream color cotton fleeced Union Suits; button across front; ankle length. Regular 65c quality. This week at 50c
BOYS' AND GIRLS' FLEECE VESTS, PANTS AND DRAWERS, IN GRAY. Sizes 18 to 22 at 15c each
Size 24 to 28 at 25c each
Size 30 to 34 at 35c each
Boys' extra heavy fleeced cotton Shirts and drawers in mottled gray. These are special values at 65c each
Children's fine fast black lisle thread hose; double heel, toe and sole; elastic tops. Regular 25c quality. For conference 19c
25c—Women's fast black cotton hose; fleece lined, high spliced heel; double sole and toe. K. O. B. Special at 25c
39c—Misses tape girdles with hose supporters—pink, light blue and white—Regular 50c model. Conference price 39c

LADIES' SKIRTS

95c—Ladies fine black sateen skirts, made with deep flounce; two small ruffles set on; finished with three bias bands, special 95c
\$1.50—Fine sateen black skirts; deep accordion flounce and 3 small ruffles set on; flounce finished with fancy stitching. Sale price 1.50

FANCY LACE NETS

In cream and white—used for making lace waists; worth up to \$1.50 yard. Conference price (per yard) 69c

PERISIAN BRAIDS

A line of Persian braids—in all colors. Conference price 25c yard.

Storm Serges and Panamas.

For Gymnasium and School Dresses. The most serviceable and the best looking material for the money. All staple colors, including black, per yard **59c**

TAILOR SUITINGS.

THE VERY POPULAR GREYS—46 inch to 55 inch wide. Plain mixtures, shadow checks, hair-line stripes and the desirable plaid effects; hard twisted worsted material. The yard **\$1.25**

Colored Taffeta Silk.

1800 YARDS 19 INCH COLORED TAFFETA SILK.—A lot bought from the manufacturer at only a fraction of the original price and in accordance with our method, our customers will get the benefit. We have all of the most desirable colors. 75c values, special **59c**

Japanese Linens.

\$1000.00 Worth of the finest Drawn Work Linens ever shown in this city.

DRAWN WORK TRAYS.

Size 18-27.
\$1.00 grade, for, 65c
\$1.25 grade, for, 75c
\$1.75 grade, for, \$1.15

SCARFS.

Size 18x36, \$2.00 grade, for, \$1.25
\$2.75 grade, for, \$1.59

SCARFS.

Size 18x45, \$1.25 grade, for, 85c

Blankets.

Gray, White, Tan, size 46x72, 65c grade, for, pair, 45c
Size 55x74, 85c grade, for, pair, 69c
Size 64x76, \$1.25 grade, for, pair, 95c
Size 72x80, \$2.00 grade, for, pair, \$1.59

Robe Blankets.

\$1.25 grade, for, 85c
\$1.75 grade, for, \$1.35
\$2.50 grade, for, \$1.95
\$3.00 grade, for, \$2.50

SCARFS.

\$2.00 grade, for, \$1.25
\$2.50 grade, for, \$1.65
Size 18x54, \$1.50 grade, for, \$1.00
\$1.75 grade, for, \$1.25
\$3.50 grade, for, \$2.25

SQUARES.

Size 30x30, \$1.25 grade, for, 85c
\$2.00 grade, for, \$1.40
\$2.00 grade, for, \$2.25
\$4.00 grade, for, \$3.00

Wool Blankets

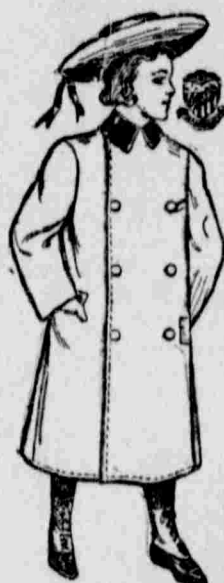
GRAY AND WHITE.
\$5.00 grade, for, pair, \$3.50
\$6.50 grade, for, pair, \$5.00
\$10.00 grade, for, pair, \$8.00
\$15.00 grade, for, pair, \$12.50

Comforts.

\$2.00 grade, for, \$1.50
\$2.50 grade, for, \$1.75
\$3.00 grade, for, \$2.25
\$4.00 grade, for, \$3.00
\$5.00 grade, for, \$3.50

School Suits

There are two popular prices—\$2.95 and \$3.95
This doesn't mean flimsy goods poorly put up
These suits are of excellent wearing qualities—suits that will stand romping in—that will hold their shapes. We pay a little more for them—but you don't
Our stock of knickerbocker trousers is now here—blue serge, corduroy and fancy mixtures. Attention is directed to a line of splendid suits, with two pair of trousers. Mothers will appreciate the sensible addition of an extra pair of trousers. And the suits are fine, dressy—made along tailored lines. **\$6.50.**
Special prices on Boys Overcoats, all sizes, strong, well made, and fashionably tailored.



IN THE MEN'S DEPARTMENT

Men's shirts, soft bosom and negligee; cuffs attached and detached. \$1.25 and \$1.50 values. Choice for 55c
Work shirts in all the new patterns 50c
Our regular \$1.50 black sateen shirt—a good quality for \$1.00
Men's fleece ribbed underwear in brown Ecu and blue for the suit 90c
Broken line of underwear worth \$1.50 and \$1.75 the garment. Choice 85c
Cashmere Hose in black, natural and oxford colors, your choice, the pair 20c
Extra heavy hose in black and tan, regular 20c the pair, 2 pair for 25c
Linen collars, regular 2 for 25c, to close out broken lines at each. 5c
All sizes.
Outing flannel night shirts, worth 75c, for 55c
Odds and ends in men's ties, tecks, bows and four-in-hands; your choice 10c

Ladies' Gown, Wrappers and Dressing Sacques

Fleece lined wrapper with tight back; capes over shoulder; wide skirts with deep flounce; extra well made—in all the good dark colors, red, grey, navy and black. Special at 1.25
Women's dressing sacques and short Kimonos in flannellette; dark and light colors. Regular 65c and 75c styles. For conference 49c
Long Kimonos—made of fine flannellette navy blue with white polka dots. Persian band. Regular \$1.25 quality. Special 98c
Flannellette gowns in pink, gray or blue stripe; bishop sleeve; high necks; trimmed with finishing braid. Regular 65c and 75c quality. This week 49c
Short flannellette skirts with deep flounce, finished with button hole stitch. Special at 35c

On the Floor Below

20c Lunch Brownie Box, 12c
15c Lunch Brownie Box, 8c
Chafing Dishes, the best made, from \$5.00 to \$17.00
Any of our Jardinieres, half price.
Complete line of China FOR PAINTING just received.
Big reductions in all Crockery.
75c Plated Napkin Ring, 35c
50c Plated Napkin Ring, 25c
40c Plated Napkin Ring, 20c
50c Plated Nut Set, 25c
Big assortment of Plated Sugar and Cream Pitcher Spoon Holders half price.
Big complete stock Medicine Chests from 75c to \$7.50
Stove Po kers and Lifters, Nickel plated, worth 25c each, now 15c and 10c
Any size Chair Seat .80c
\$1.10 Nickel Plated Coffee Pot 90c
50c Nickel Plated Tea or Coffee Pot .35c
\$3.50 Washing Machine, \$1.25
\$1.50 Pat Mop and Stick, 35c
3 K. O. B. 1000-sheet Toilet Rolls 25c
4 K. O. B. 1000-sheet, Grade 2 25c
THE BEST EVER.
Tubs, large, Galv., big snap .80c
Tubs, medium, Galv., 70c
Tubs, small, Galv., 60c

Imitation Torchon Laces and Insertion, worth up to 20c yard, sale price 5c a yard.
Remnants of embroidery in all lengths and widths, prices range from 10c to \$4.00 a remnant.

Conference Prices in Toilet Coods.

25c Almond Cream for the face and hands 10c
15c Cold Cream for softening of the skin 10c
90c and \$1.00 an ounce Perfumes for 50c
All odors, including violet.
Our 25c and 35c box Papers for 19c
15c and 20c Tablets 10c
Envelopes to match the above are 15c regular, for 10c pkg.
If you want good writing materials, you can find them at our Stationery Department.
3 cakes of Buttermilk Toilet Soap in a box for 10c
A 10c cake of Glycerine Toilet Soap for 5c

Conference Shoe Specials

\$2.95 WOMEN'S SHOES.
In patents, gun metals, vici kid, regular \$3.50 Blucher, lace and button.
\$2.05 over 100 pairs WOMEN'S FRENCH HEEL OXFORDS in patents or kid in swell dressy effects, worth \$3.50 to \$5.00.
\$2.00 MISSES' SCHOL SHOES durability fit and wear all in one.
Fancy Mounted Combs.
Either side or back; values from \$1.50 to \$2.00 for 95c
Children's, Misses' and Ladies' Bracelets for 98c

Ladies' Hand Bags.

Assorted leathers and colors, including black; riveted frames and the Vienna handle. Regular \$2.00 and \$2.50, for \$1.45

Down Comforts

\$5.00 grade, for, \$3.50
\$10.00 grade, for, \$6.50
\$12.00 grade, for, \$8.00
\$16.50 grade, for, \$12.50
\$25.00 grade, for, \$18.50
\$25.00 grade, for, \$25.00

Outing Flannels.

Amoskeng brand, light and dark colors, 10c grade, for, yard, 7 1/2c
BEST QUALITY Teagelown Flannel 15c grade, for, yard, 12 1/2c
GERMAN SWANSDOWN FLANNEL.
Now Persian designs, 25c regular, for, yard, 16 2-3c

One lot of Handkerchiefs, plain hem-stitched with fancy corners; regular 12 1/2c each. Sale price **8 3/4c**

On the Floor Below

\$1.75 Folding Ironing Board—The Best\$1.45
\$1.25 Towel Rack, Cup Holder, Soap Dish and Tooth Brush Holder, now74c
\$1.25 Clothes Horse75c
30c Telescope Baskets20c
40c Telescope Baskets30c
50c Telescope Baskets40c
60c Telescope Baskets50c
70c Telescope Baskets60c
\$1.25 Double Roaster\$1.00
\$1.50 Double Roaster\$1.25
\$1.75 Double Roaster\$1.50
\$2.00 Double Roaster\$1.75

THE BEST.

25c Dover Egg Beater20c
15c Dover Egg Beater10c
10c Dover Egg Beater5c

Little Notions.

Double edge Skirt Braid, the 35c a bolt, for 50c
5c Toilet Pins for 1c
50c Scissors, 6, 7 and 8-inch, 25c
Pocket Scissors10c and 15c
Cabinet Hair Pins, the 10c, 15c and 20c, for 8c
3c Ironing Wax1c
Shoe Laces, good quality, 5c dozen
50c Fish Net Shopping Bags, 25c
Many more little notions at reduced prices.

CRAVENETTE COATS.

AT SPECIAL PRICES.

Full length, loose back, also fitted with belt, in tan, Oxford, light grey and brown mixtures, best quality rain-proof cloth, \$16.50 and \$18.50 Coats, all sizes, for **\$12.75**

LADIES' LEATHER BELTS

This season's latest shapes and styles, values from 75c to \$1.00. for conference week 19c
Silk Belts, values from 75c to \$1.00. Special for conference 19c

RIBBON SALE

Beautiful new stock of Taffeta and Satin Taffeta Ribbons, 3 to 6 inches in width—all the leading colors, regular values 35c, special for conference 19c
A finer quality of Fancy Ribbons in the newest and most delicate designs—reduced from 45c and 50c to 27c
Platt Val Laces and Insertions worth up to 25c yard. Conference price 10c yard

LADIES' SUITS.

Ladies' Suits in Maunish Mixtures, grey homespun, plaids in brown, green, red and gray; 24 inch tailored coat suits; 3-4 length coat suits; blouses, etons and 26 inch prince chap coat suits. \$25 and \$27.50 suits at **\$19.50**