

Neckwearfor Dainty

- O'BRIENCOMPAN

Reople are With Us

Sale of Ladies' Neckwear

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Every expression of style is represented in this important selling. This week will be the best opportunity of the year for making purchases. It is an assemblage of exquisite neckwear worthy of your admiration. We are pretty sure you will find just what you want and at a price so much below the ordinary that you will long remember the sale with pleasure. The sale starts Monday.

We have had many big sales in Nockwear, but at no time has there been such a comprehensive showing, such a wide range of values, such a splended lowering of prices. We believe the stock holds all that your needs and your taste demand. Aside from many lines practically un-broken, there are odds and ends which are nearly given away, dainty bits of filmy neckwear.

-This line of neckwear, indicative of Fashion's latest ideas, so rich and elegant, is made a special feature.

Cream \$1.00, \$1.75, \$3.00 and up to \$25.00. Black \$3.59, \$5.00 and up to \$15.00-

20% less than these prices

BUTTON HOLE COLLARS-	-A beautiful line.
The newest styles. White	e, blue, green and
brown. Different patterns	
white and colors. Sells alw	
Both lines at one	22-
Both lines at one price	
WHITE COLLAR AND CU	JFF SETS-They
are embroidered in wh	

new shades. The sets are popular sellers at 50c, 60c and 75c.

PIQUE COLLAR AND CUFF SETS—An equisite line. Very popular. The sets seregularly at 75c and \$1.00. Special	n
\$1.00. Special	9
HAND HEMMED TURN-OVER COLLARS Hand embroidered in white and all colo Price reduced to	68.
TAILOR MADE STOCKS-All shades	

styles. They are shown in pretty bows and handsome four-in-hands, all nicely trimmed in some kind of a neat pattern. Regular \$2.00, \$2.25, \$2.50 values for

BLACK AND CREAM LACE COLLARS HAND EMBROIDERED COLLAR AND CUFF SETS-Shown in colors. They are hand embroidery beaded. Some are a combination of white and colored embroidery. Very swell and all the rage in the east. Values from \$2.00 to \$3.00

> WINDSOR THES-The 35 and 50 cent collars SEC are to be sold for 25c. This is a bargain Ge

STRING TIES-Large lines. Just the kind for summer. Always neat and in style. All colors. 35 cent ties for FANCY STOCK COLLARS-These are slight ly soiled. You would hardly know it. They are worth up to \$1.00. A big feature at TURN-OVER EMBROIDERED WITH BUT TON HOLE-In all of the new shades. It is a big line and will be soll fast. Worth 20 cents LINEN COLLARS-Hand hemmed and embroidered. Regular 25 cents. 15c Two for a quarter A higher grade of the same collar sells at 65 and 75 cents. These lines and 75 cents. These lines 350 STOCK COLLAR FOUNDATIONS-Black and white. They are worth up to 20 cents

JET COLLARS-These are lovely little collars. Special JET YOKES-Some have a collar and some are simply berthas. They are in different patterns. Always very rich and in style. Prices \$1.50, \$3.50 and \$4.50-20% less than these prices FANCY SILK STOCKS-They are beautiful four-in-hands in black and colors. Very stylish. Values 75 cents and \$1.00 LADIES' BUSTER BROWN COLLAR AND CUFF SETS-All white and hand embroid-

CUFF AND COLLAR SETS-With drawn work. The design is just enough to give a dainty effect to the white foun-dation. Value \$1.00 a set 750

Sale of Veilings

It is veiling time. The demand is even greater than at any previous season. We are prepared for heavy selling. The stock is exceptionally beautiful. Almost every pattern made is included in this sale. The early shipment shows many new conceptions, many new effects. The sale will be most unusual, coming right at the beginning of the season.

A big sale is the exception in veilings. A veil is considered one of those interesting little (uxuries which are so dear to the feminine heart. Regular prices are expected. Therefore, a veiling sale on a stupendous scale will be an event most unusual, even at Keith-O'Brien's. Just as we lead in new things and interesting inducements, so shall we lead in the important sale. this important sale.

PLAIN MESH VEILINGS-A new and attractive line. It comes in blue, brown, black and white. The ladies are familiar with this a yard] 50 FANCY MESH DOTS-This veiling comes in all shades including black and white. The prevailing prices are 35 and 50c25c CHIFFON VEILING-New line. The colors are black, blue, white and brown. For one week it will be reduced MALINE-All shades. The 20 cent quality, in plain and dotted, will be offered at DC Maline bows will be sold at 7 cents and another line at 15c.

EMBROIDERY MEDALLIONS-These are suitable for trimming shirt waists, summer dresses and also largely used for trimming corset covers. They are worth up to 65 cents] OC

CIRCULAR VEILS—Just a few left. They are chiffon dotted in blue, brown and black. A regular \$2.00 article reduced to only
FINISHED VEILS—Black net with velvet rib finish. It is very much in S 1 .000 demand. Regular \$1.75 for S 1.000
NET WITH SILK FINISH—A pretty assort ment and in all colors. 590 Special
FINISHED BLACK CHIFFON VEILING- This is worn to a very great extent. The values run up to 75 cents. Reduced to
CHIFFON VEILS with ribbon edges are among our best sellers. This line is exceed- ingly pretty. Special
FANCY RUFFS—As there is but a few left they will be sold at a bargain. A \$25.00 black and white ruff will be sold for \$10.00. A \$14.00 one for \$7.00. An \$8.00 white and green ruff will go for \$3.00. A \$50.00 ruff

New Suits for Little Tots.

Mothers will find all kinds of little Our large stock in about all in | Blouse Suits are shown this sea- [These are the popular prices: 1.95, 12.95, \$8.75, \$4.95. They come in mixtures and pials. now. We have always had a big run on Russian Blouses. As a rule, son at little prices as well as in the more expensive materials. this style suits have been found only \$2.96, \$8.76, \$4.95. at higher prices.

OURFALIAN'S DISPLAY ON WEST BALCONY OF ORIENTAL BUGS AND CARPETS.

for \$15.00.

It is a well-chosen stock, free from inferior makes. An experience of long duration enables Mr. Ourfalian elect only such as are made in private families—which are the best when it comes to the Oriental These free from machine dyes. The private families—which are the best when it comes to the Oriental These are free from machine dyes. The prices are entirely satisfactory to the purchaser,