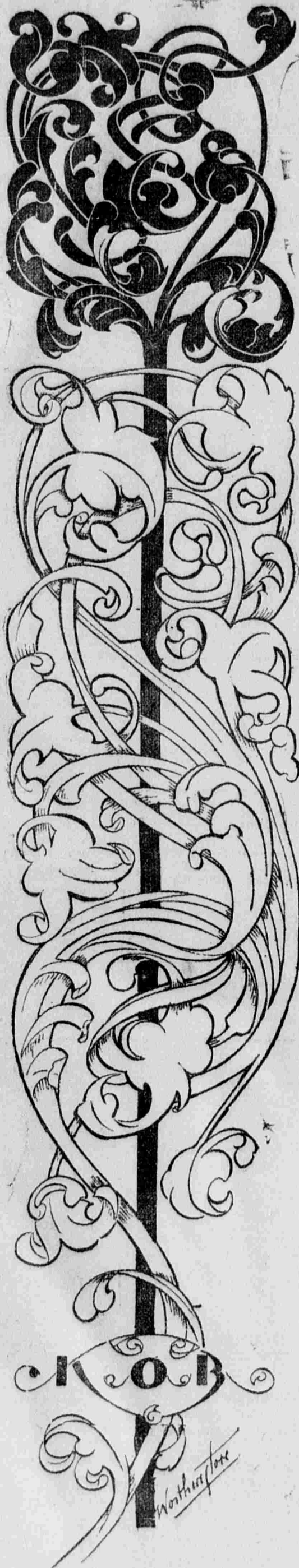


Special Attention to  
Mail Orders.

# KEITH-O'BRIEN'S EN



The Third Story is Nearly Ready for Occupancy. The Remodeling of the Second Story will begin at once. Large and Modern Elevators are to be Installed. The appointments will be of the best. When completed the store will be a beauty, and will accommodate for a number of years our swiftly growing trade.

Other Reasons for the extraordinary price reductions: Months of unseasonable weather have left some stocks too heavy. As we carry over no merchandise from one year to another, these stocks will be reduced irrespective of cost. Invoicing has been finished. Throughout the store we find hundreds of articles that must be sold. The extraordinary special prices will include practically every article in the house.

## Reductions Range from One-half and Less

Keith-O'Brien has only one general sale a year—but the intended occupancy of the entire building necessitates this special sale which includes every department in the store.

An announcement of a general sale at Keith-O'Brien's always crowds the aisles of the store, because bargains are expected—and offered.

It will be a genuine reduction sale in every sense of the word.

**\$3.95** For \$6.50  
To \$10.00  
Boys' Suits

Every suit is made  
along tailored lines.

Boys' suits in mixtures only—upward to \$3.00 for 95c. \$3.00 to \$3.95 for \$1.95. \$6.50 to \$10.00, in knickerbocker and straight trousers, in mixtures only, for \$3.95.

Boys' suits in serges and mixtures, knickerbocker and straight trousers—\$7.50 and \$8.50 values for \$4.95.

Our entire stock of boys' overcoats One-Third reduction.

Bear skin coats for children—from 2 to 6 years, in red, blue, brown, and gray. \$4.50, \$5.75, \$6.00 and \$8.00—half of these prices.

Boys' Corduroy trousers—straight trousers, well made—\$1.25 for 75c.

Our entire stock of boys' sweaters—V necks only. All colors. From \$1.95, \$2.25, \$2.50 and \$3.50—half these prices.



**95c** For \$5.00  
\$6.00 & \$7.00  
Millinery

Inventory shows that  
we have a number of  
stylish hats on hand.

There is no question but that a hat bought out of season is a pick-up. Out of season?—Technically yes—and yet more than three months for wear.

The openings will not occur until the latter part of March. Many of the hats have never been on display and are nobby little creations. All tailored \$6.00, \$7.00 and \$8.00 for 95 cents.

All untrimmed shapes \$1.00, \$2.00 and \$3.00 values for 50 cents.

\$20.00 headwear for.....	\$10.00
25.00 headwear for.....	12.50
15.00 headwear for.....	7.50
50.00 headwear for.....	25.00

## Silks and Dress Goods Specials for the January Enlargement Sale

### SILK SPECIALS.

27 in. black taffeta \$1.00 grade 50c.  
34 in. black taffeta \$1.25 grade 75c.  
THE POPULAR "BONNET" AND PHALANX BLACK TAFFETAS 20 PER CENT REDUCTION.  
QUEEN QUALITY BLACK TAFFETAS, the silk with an absolute guarantee Reduced 20 per cent.  
40 HANDSOME NET, LACE AND SPANGLED ROBES, MUST BE SOLD. WILL BE ON SALE AT 25 PER CENT BELOW THE ORIGINAL COST PRICE.

### COLORS AND FANCY SILKS.

\$1.00 and \$1.25 grade Colored taffetas 80c.  
\$1.00 and \$1.25 grade colored Messalines 80c.  
85c and \$1.00 grade fancy silks a yd 55c.  
\$1.00 and \$1.25 grade fancy silks yard 70c.

## ENTIRE STOCK AT A REDUCTION OF 10% to 50%

The following interesting items represent only a few of the many sweeping bargains offered for the week

\$1.25 grade (all silk) fancy Bagdads 95c.  
\$1.25 grade colored crepe de Chine 95c.  
90c chiffon all colors 75c.

### WOOL DRESS GOODS.

50 Handsome Exclusive Dress patterns. Values up to \$50.00. Your choice each \$17.50.  
50 inch and 56 inch Novelty suitings, Values up to \$2.50 yard, your choice yard 95c.  
50 pieces colored and black Dress Goods, Many of this Season's Popular sellers. This lot reduced 25 per cent.  
50 pieces Albatross and Batiste. All the desirable staple and evening shades. All pure wool. A real Bargain at yard 30c.  
CORDUOYS, VELVETS AND VELVETEENS, Browns, Blues and Reds, Values up to \$1.50 choice yard 85c.  
250 DRESS GOODS REMNANTS, at prices that will move them quickly.

## Men's Furnishings

Men's Furnishings were never sold lower in price. Every article is new and right in style. The attention of women who buy apparel for husbands and sons will be especially interested in these prices.

Men's cotton ribbed fleeced lined underwear in blue, brown and ecru—regular 50 cents a garment—clearance price 30c.

Men's wool ribbed underwear in blue and brown mixtures—regular price \$1.25 garment—Sale price 68c a garment.

All the balance of our heavy underwear—prices ranging from \$1.25 a garment upward to \$2.50 a garment. Will be closed out in this sale at 1-3 reduction.

An odd lot of men's fine wool underwear—ranging in price from \$4.00 to \$6.00 a suit—broken sizes. If we have your size the goods are yours at 1-2 price.

Men's heavy cotton hose—regular 15 cents a pair—special for this week—3 pair for 25c.

Men's heavy wool ribbed hose—just the thing for cold weather.

Regular 35 cents a pair—special price 19 cents a pair.

A special lot of men's fancy shirts in all sizes, plain or pleated fronts—prices \$1.25 to \$1.75 at just half price.

A full line of men's pajamas—made of the best materials. Ranging in prices from \$1.35 to \$9.00 a suit. This sale 1-3 reduction.

Men's suspenders—our regular 35c quality at 18c a pair. The 50c grade for 35c a pair.

All house jackets half price.

Bath robes—good styles—1-3 off.

Excellent quality of cotton handkerchiefs—6 for 25c.

Good quality of cambric handkerchiefs 10c—3 for 25c.

Initial cambric handkerchiefs—6 in box. Regular 80c. Special 55c box.

THIRD TO ONE-HALF  
Means a saving of considerable money on accessories. All new goods.

Men's dress gloves in plain or mochas. Regular \$1.50 value—special while they last—75c pair.

A full line of men's and boys' heavy winter gloves in plain, woolen and fur lined—this sale 1-3 reduction.

Men's suit cases—splendid value at present prices. Those from \$1.00 upward 1-3 reduction.

Men's four-in-hand neck wear—a splendid line of patterns. Regular 50c values. Special 35c, 3 for 1.

Bow ties—good patterns—values for 15c.

Men's heavy blue flannel shirts.

The \$1.65 quality for \$1.00 each.

The 2.75 quality for \$1.65 each. Men's plain white pleated shirts. Detached cuffs. Regular \$1.00 quality for 65c each.

## Domestics

American Prints all colors. 8 1-3c grade for 6 1-4c.

36 inch Percale all Dark colors, 15c grade for 10c yard.

Dress Gingham—Red Seal—and A. F. C. brands, 15c grade for 8 1-3c yard.

Milnthoet Zepher Gingham 20c grade for 12 1-2c yard.

Anchutemuchty Scotch Zepher, 32 inches wide, values up to 40c for 19c yard.

Scotch Flannel shirtings 50c Regular for 37c yard.

5,000 yards Canton Flannel 7 1-2c grade for 5c yard.

1,800 yards Canton Flannel 8 1-3c grade for 6 1-4c.

4,000 yards—Cream Outing Flannel 8 1-3c grade for 6 1-4c yd.

1,000 Rolls Cotton Batting—full 16 oz. to the roll, 20c grade for 14c each.

300 Cotton filled Comforts, silk-oline covering, size 70x80, \$2.50 grade for \$1.19.

\$1.20 Heavy Comforts, extra good quality coverings, \$1.75 grade for \$1.00 each.

BLANKETS, HALF PRICES.

Special purchase of one of the largest Blanket houses—their entire line of Fine Wool Blankets, all at 1-2 prices, which means the following reductions, 486 pairs.

All full size Blankets. NO CRIBS IN THIS LOT

\$ 8.00 Blankets for \$4.00 pair.

10.00 Blankets for \$5.00 pair.

12.50 Blankets for \$6.25 pair.

15.00 Blankets for \$7.50 pair.

20.00 Blankets for \$10.00 pair.

25.00 Blankets for \$12.50 pair.

35.00 Blankets for \$17.50 pair.

40.00 Blankets for \$20.00 pair.

This lot of fine Blankets are all practically clean and in good shape. Limit of 2 pairs to a customer.

500 yards 36 inch Fancy Flannellette 15c grade for 6 1-4c yard.

1,500 yards Arnold's Superfine Flannellette 20c grade for 10c yard.

## ALSO LINENS AND DRAWN WORK.

The lowered prices are such that the aisle will be crowded early Monday morning

3,000 yards Outing Flannel 12 1-2 and 15c grade for 8 1-3c yard.

Japanese Crepe all colors, 20c grade for 19c yard.

Knickerdown and Grizzled Eiderdowns 65c grade for 48c each.

Robe Blankets—I Blanket made a Robe—\$3.00 grade for \$1.00 each.

Cheviot shirtings—15c grade for 10c yard.

Table No. 1.—This lot includes Japanese Drawn work linens, in all linen lunch cloths. Values up to \$2.50 each—choice for 75c each.

Table No. 2.—This lot includes Japanese drawn work linen. Dress and lunch cloths and dress scarfs. Values up to \$3.50 choice for \$1.25 each.

1,000 Linen Table Clothels—values up to \$5.00. Choice \$2.50 each.

1,000 Linen Table Clothels—values up to \$5.00. Choice \$2.50 each.

300 Bed spreads—Values up to \$5.00. Choice for 39c each.