

Monday At The Opening, When Beauty Will Admire Beauty.

Keith-
O'Brien
Co.



Exclusive and Chic Models Fashionably Attuned To Autumnal Tastes.

Charming conceptions, created from the finest of predominating materials will compel the attention and admiration of feminine observers.

Consider This Your Invitation

- ¶ The Autumn Millinery Season is at hand.
- ¶ Our opening on Monday will be on a larger scale than former openings.
- ¶ From the inexpensive to the most elaborate creations the new hats will reflect the truest expressions of fashions—every type of head dress.
- ¶ Believing that you will be charmed and delighted, we have no hesitancy in urging your attendance at this the most important opening in the history of the store.

Style Reigns Supreme in the Suits

¶ The way trade is opening up in the women's Suit Section Convinces Keith-O'Brien Company that a tremendous season is before us. Anticipating a prosperous Season, the purchases were large. The stock is superb. The suits are Marvels of beauty. The designs reflect inspiration. The lines fall gracefully. There is quality in the materials and workmanship.

Women's Suits Graced With the Touch of Fashion.

Extensive showing of costumes, tailored suits and coats, novelties in tailored suits \$35.00 to \$175
Chiffon velvet suits and costumes . . . \$65.00 to \$200

Autumn Skirts and Dress Goods.

At this season of the year the subject of fabrics is paramount in the mind of every woman. The question arises, "What shall I have for a Fall dress or waist?" "What is stylish?" Dame Fashion dictates that whatever becomes a woman, provided, of course, it is prettily and tastily made, is in perfect accord with the style.

All selections by our buyer who has just returned from New York were made with a view to individual requirements—to enhance the appearance of the wearer. Earnest consideration has been devoted to the important question with a view of making Fall shopping easy.

The result is a great variety of beautiful new things bearing the seal of capricious Fashion.

Merit Marks the Keith-O'Brien Furs

The new stock awaits your inspection. It is a splendid range of Furs—so resplendent is this fall with novelties, both practical and tasty, in garments, muffs and neck pieces that it will not only be worth while, but will be of more than ordinary interest to examine.

We extend you a cordial invitation to call, and assure you that we will be glad to assist you in making a selection for present or future delivery.

Special Showing of Suits at \$27.50.

All the new half length fitting or semi-fitting coat suits; pony styles, blouse or cton coat suits, in all the popular materials such as broadcloth, chevron cheviot, mannish mixtures and fancy checks.

Costumes of lace, chiffon, nets, veilings, messaline and crepe de chine. Included are some very handsome princess gowns in chiffon and lace.

Our Special Offer for Opening Week.

Twenty styles in handsome gray suitings—plain mixtures, light, medium and dark; the dainty stripe and check effects, together with a profuse showing of the bolder block and plaid designs.

Without question Keith-O'Brien has never shown as complete a range of lovely materials for skirts and suits. The prices decline from the most expensive materials to a point within reach of the modest purse.

GORGEOUS PLAIDS AND THE SATIN FINISHED MESSALINES, the PEAU de CYGNES, PRINTED GAUZES AND MARQUISSETTES, PLAID CREPES, CREPE de CHENES, RADIUMS, PAON VELVETS AND CHIFFON VELVET-EENS are among the newest and most desirable silk fabrics.

Our Dressmaking and Ladies' Tailoring Departments will open for the Season on Monday. Miss Purcell and Mr. Pauloo are just home from New York.