

Where Style is Supreme Monday the Fall Opening

¶ Keith-O'Brien's is the FOREMOST store in the inter-mountain West.

¶ A position of supremacy is maintained because the store has "gone ahead."

¶ Two cardinal aims are striven for:

HIGHEST IDEAL OF TRADE;
HIGHEST CONCEPTION OF STYLE.

¶ On Monday Keith-O'Brien will exemplify CORRECT STYLES.

¶ Styles which had their origin in Paris—some being modifications by American designers—and the latter's most approved creations.

¶ Fashion finds its capricious outlet in headwear and dress, then radiates to diversified accessories.



¶ Therefore interest culminates in charmingly fashioned millinery and exquisitely conceived gowns.

¶ Never—never has more gorgeous millinery been exhibited locally than the displays will express and the windows reveal Monday. Rare, original French models; American masterpieces; inexpensive inspirations ingeniously wrought by clever artisans—wherein the American designer excels. The day is passing when refined styles grace only expensive millinery. It finds expression in headwear which is within the reach of the woman of modest means. To meet the approbation of this lady the genius of the high-salaried designers is taxed. The incentive today is salary beyond the dream of avarice to those experts who are capable of moulding into shape at a meager expense headwear which will retail at a reasonable price—as evidenced by \$10.00 hats which will be a feature of the opening.

¶ The suit section will stir the ladies to enthusiasm. In the past it has displayed marvelous costumes. Monday it will exhibit the most beautiful examples of dress the West has seen. Conspicuous among other features will be the presence of living models—an innovation—who will gracefully exemplify the marvels of the Directoire gowns.

¶ In the dress goods section interest will center in the new ideas in yard fabrics. Here the dressmaker and the tailor draw inspiration. Directoire or sheath silks in soft, satiny effects in black and evening, or street shades in fashionable lines, will be the season's favorites. Imported sheer diaphanous fabrics for dinner and evening gowns. Embroidered effects in newest colorings.

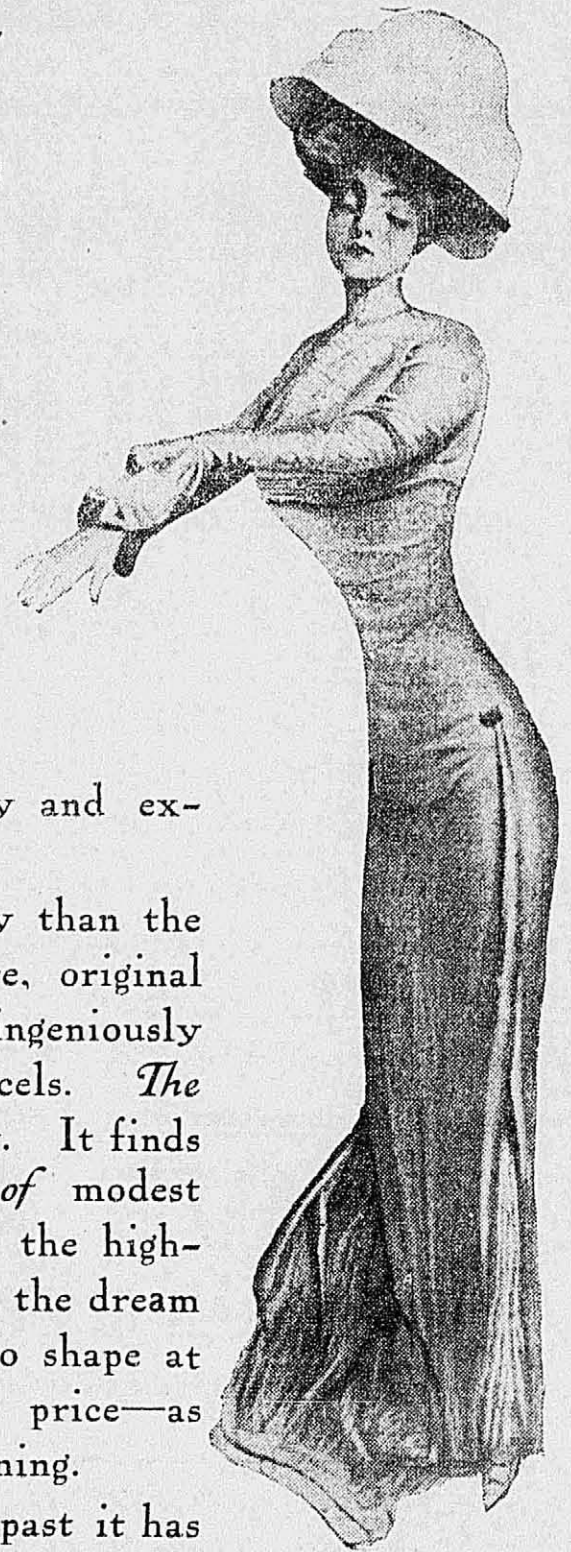
¶ Exclusive French novelties in individual patterns, broadcloth, diagonals, French twills, swivel-chevron and serge weaves. Bordered and embroidered effects in the ultra-fashionable colorings. Plain and striped combinations, the plain for the coat.

¶ Then follow gloves, trimmings, laces, embroideries, hosiery, shoes, lingerie and a multiplicity of accessories, leather goods, ornaments, novelties and the like.

¶ Impressive will be the decorations—exquisite will be the windows. Suspended from silvery pillars: beech tree branches in autumnal shades. Rose decorations, indicative of the declining season envelope each arc lamp. At each entrance a cornucopia of luscious fruit. About the light wells: beech branches and baskets of shaded flowers. The millinery and suit sections show flower-filled baskets suspended from posts, about which twine Southern wild smilax, interwoven with sprays of roses and foliage. Three mission arc lamps shed rays of soft light.

Decoration scheme for the windows: Pompeian and Grecian in onyx effect. In each window a weeping willow, a tank of gold fish, with roots and vines turning upward to a massive globe of roses. The display of merchandise will reflect the decorator's daintiest efforts.

We have touched on that which appeals to the eye. Now for the practical. The tendency of the market is toward cheaper prices. We are in position, therefore, to sell merchandise more reasonable than formerly—and will be the first store to begin it.



Copyrighted by Warner Bros. Demonstration this week of Redfern & Warner Corsets under direction of Mrs. Stebbins.

Tailor made suits in broadcloth chevron chevrot, serge, imported fancy, fabrics, two-tone diagonal cloths, in leading shades and fashionable lengths.

Handsome three-piece suits in broadcloth, in wisteria, taupe, catwba, canard, navy, rose and golden brown.

We have original models from Doucet, Calliot, Paquin, Francis, Sare, Mayer and clever copies by American artists.

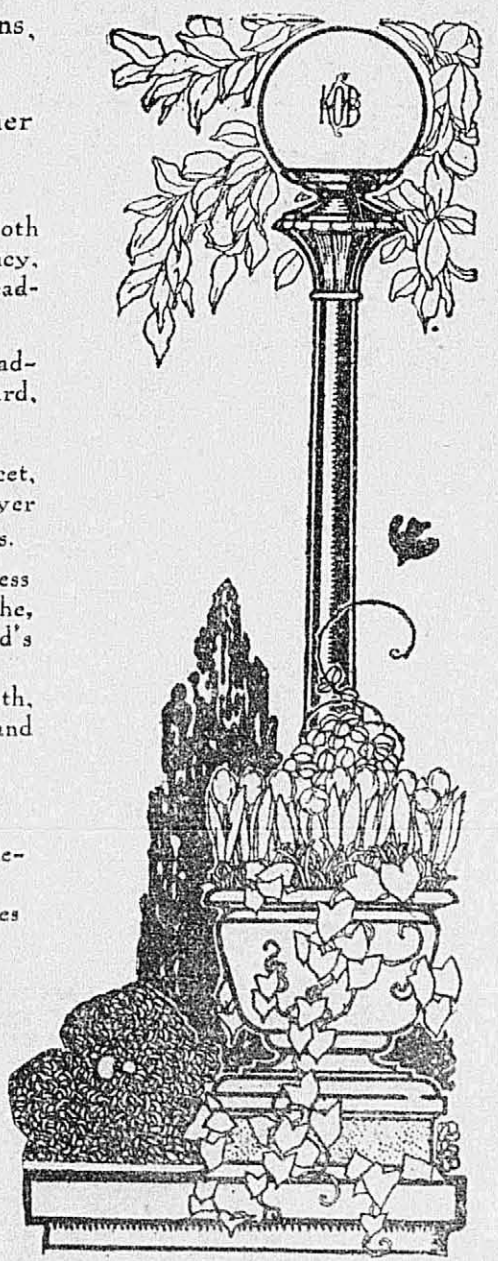
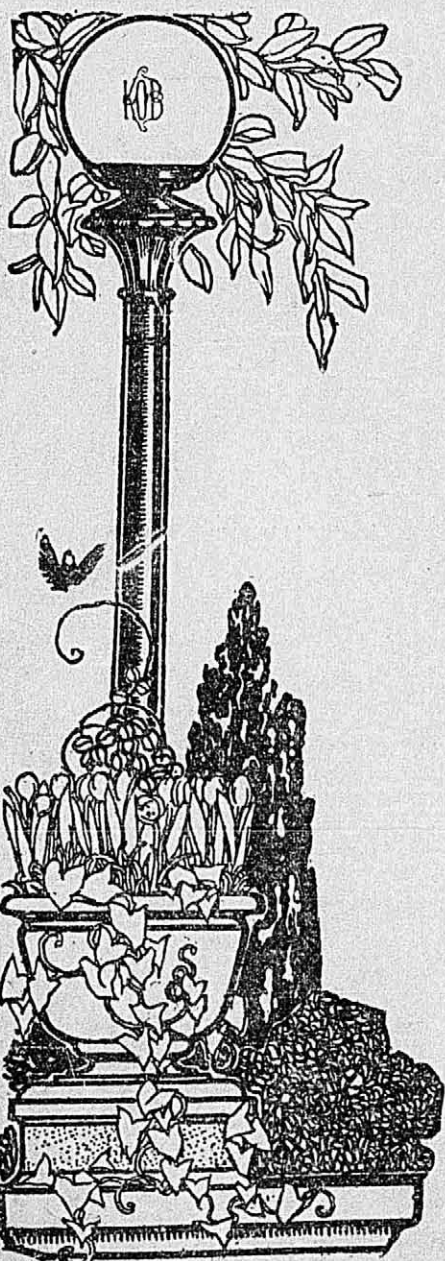
Evening gowns in crepes, duchess broadcloth and lace combinations. The most artistic creations from the world's fashion centers.

Smart street frocks in broadcloth, tailored satins and voiles in empire and princess models.

Gorgeous line of evening wraps.

Skirt section is complete in every detail.

A feature: Our Directoire, Princes and Sheath skirts.



Keith-O'Brien Company