



Handsome model in black Neapolitan; trimmed with large black plume; large lace rosette with two jet pins. \$30.



Smart tailored turban in brown braid with shaded green and blue trimmings and shaded green quills. \$18.00.



A Georgette French model; colonial shape, black hair trimmed with two handsome Empire queen feathers. \$50.



A fashionable hat made of shaded lilacs; velvet ribbon trimmings of lavender with rhinestone and amethyst stick pins. \$35.00.



Wearing natural leghorn; faced in black velvet; high back with a easy turn over the face; four full feathers; velvet ribbon bows and ties. \$40.00.



Pink petal hat trimmed with grass aigrette and full bunch of pink roses; touched with black velvet. \$10.00.



Stylish street hat in mixed green shades of green; fancy shaded green wing with touch of coral; full trimming of green ribbon on bandeau. \$8.75.



Flower toque of high blue roses; shaded blue and gray wing. A smart effect at \$9.50.



A nobby white Milan street hat; high side trimming; a collar of blue and white fancy ribbon; two large blue quills. A splendid hat for \$8.75.



Brown mushroom hats suitable for misses; full ribbon trimming and brown wings; gold ornament. All shades. \$5.00.

## Opening Monday

Keith-O'Brien Co.  
Bid You Welcome

Christmas is the children's "big time"

Easter brings like joy to womankind.

To them it is the dawn of Spring.

Off with the old raiment, on with the new

And what joy the transformation gives.

A stunning costume with frills and furbelows, a handsome new waist, dainty hosiery and the latest Oxford last, gloves, neat neckwear, a touch of ribbon, laces and embroidery deftly interwoven into garments, and gorgeous headwear.

The crowning glory of Easter—Millinery!

The creative genius of the world's greatest designers will be applauded on Opening days. The master-piece down to the simplest conception will be admired and appreciated.

Some of the most surpassing modes conceived in Paris and in American style-centers are to be displayed in this store Monday.

In compliment to the occasion the store has been beautifully decorated.

The whole store will be given over to the Opening.

Effort has been made to make it more brilliant than previous similar successes.

In view of this cordial invitation is extended the public to visit Keith-O'Brien's Monday.



A pretty flower creation of shaded lilacs in the natural tones; full trimming of pink rose on left side. \$10.00.



Beautiful street hat in coral and rough braid; green and black shaded toque with two jet pins. \$12.50.