

# Keith-O'Brien's Enlarged Store--

## Last Day of the Formal Opening-Enlarged Store

The decorations are being admired by thousands of visitors. Take one of the elevators and see the upper floors. Attractive saving prices in all directions. **SPECIAL CONCERT SATURDAY EVENING.**

### What Change Time Has Wrought.

¶Mighty is the handiwork of man!

¶Sixty years ago sturdy pioneers stood at the mouth of a canyon and gazed upon a valley, desolate, arid, and peopleless. To the south of the range, through which the canyon broke, mountain peaks majestically overlooked fleecy clouds. Across the valley other summits rose to heights. At the base lay a silvery lake, broad and glistening in the morning sun; its further shores assuming mountainous form, were veiled in purple.

¶The pioneers were seeking a home—a haven far removed from the outer world—no thought of laying the foundation of a handsome city—simply a home.

¶Settlement was made. There was privation but an undaunted spirit prevailed. As the valley was toilsomely reclaimed, trading places met a growing demand, and the village and the farms accordingly grew.

¶The primitive store, which supplied the bare necessities, is a memory.

### The Store of Today.

¶Today—a metropolis.

¶Foremost in retail circles stands Keith-O'Brien's. It is a beautiful store. The appointments represent an outlay equivalent to the life earnings of the average man. To this store look the women of four states, who dress well and observe style-tendencies. It is a store of style and character. It accomplishes things. Through determined persistence it has forced high prices down, depending upon volume of business content with a small margin, rather than large profits which invariably stunts growth where competition is keen. Quality in merchandise—quality every time—then fair prices. The customer is quick to appreciate reliability and just prices. Constant trading at this store has convinced customers of its splendid economics, special prices and special sales, savings which the individual accepts as gratefully as an advance in salary.

¶The visitors of last year and the years before will find Keith-O'Brien's store considerably enlarged; equipped with a service which ensures accuracy, promptness, and satisfaction; much larger stocks; more impressive in appearance—just as fair in dealings.

¶Many visitors will view with wonder and pleasure the decorations, and make their first purchases. Next conference they will come again. It has been so; will continue so. Each succeeding conference brings increased numbers of out-of-town shoppers, with the gratifying result that today customers of Keith-O'Brien's are located throughout the territory tributary to Salt Lake. It has helped build up an efficient mail-order service.

¶The management is striving to attract new trade—not content with the immense business done last year. Increased volume of business, directed by a wide-awake management, is certain to give to prevalent prices a downward tendency. And the never failing reasonable price is due to the store being the great popular shopping center of the state.

### Three Days Silk and Dress Goods Sale

Exceptional offerings in Silks—In dress goods values upward to \$2.00.

Time and weather conditions are favorable to a big sale in Silks and dress goods. The season is just under headway. A wide range of materials at stirring reductions.

Exceptional bargains in Black Silks for three days.

65c quality all silk 26 inch Taffetas sale price 48c. \$1.50 extra quality all silk 35 inch Taffetas Sale price \$1.19.  
\$1.00 quality all silk 30 inch Taffetas. Sale price 83c. \$1.25 all silk 30 inch Beau de Soie, Sale price 85c.

Dress Goods special 98c yard, values to \$2.00 yard—

44 to 48 inches wide in all wool suitings and fancy mohairs in stripes, checks and mixed effects, very desirable for skirts and suits. Dress good specials 98c. Broadheads, panamas and storm serges—Hair line stripes, and solid colors. No better values can be found, choice yard 75c. \$1.00 voiles for 75c yard—40-inch Chiffon voiles. All the most desirable spring and evening shades. Special yard 75c.

### THE PAST WEEK HAS BEEN A SIGNAL SUCCESS FOR THE MILLINERY SECTION!



Hundreds of women waited for the Opening. Every one was delighted and no one disappointed. The popularity of the department this season is an achievement.

The showing includes many Parisian patterns and New York authoritative patterns. Included in the beautiful display is an extensive assortment of charming, refined and inexpensive creations. Many special prices are made to attract attention to these pretty hats, many of which are copies of finer conceptions. At no time in the past, because of lack of room, has the store shown such a complete stock at prices under \$8.00. The department now occupies spacious quarters on the second floor and is therefore enabled to pay particular attention to popular priced millinery. To bring it into prominence it is necessary to include in the moderately priced lines hats which usually sell at prices considerably higher. Small margin of profit will serve best to attract trade. In this class of millinery two facts are to be considered: style and price. The inexpensive hat must be graced with style features; and the price must be so reasonable that decision will be quickly reached.

#### Ladies' White Petticoats.

White petticoats with long cloth tops. Style one—has an 18 inch flounce 6 rows of serpentine lace insertion joined with bands of fine lawn; lace to match on edge of flounce.

Style 2—Has an 18 inch flounce 12 rows of fillet lace joined together set on an 8 inch ruffle with 3 groups of tucks.

Style 3—Has a 21 inch flounce, with 2 rows of wide imitation of torchon insertion; joined together with wide bands of lawn ruffled.

Style 4—Has a deep flounce of eyelet embroidery, with 4 rows of small hemstitched tucks.

These, together with about 10 others styles are special values at \$3.75.

Ladies' Hosiery. Fast black hose, lisle or cotton, medium or heavy weight, double heel, toe

and sole. Regular 35c to 50c quality. Special at 23 cents.

Gauze silk lisle hose, fast black, high spliced heel, double sole and toe. K. O'Brien, Special. 50c

Children's good school hose—heavy one and one ribbed, double toe, sole and heel 2 pairs for 35c.

Ladies' gingham wash petticoat; deep flounce, with narrow ruffle on the bottom. Extra value 75c.

Seersucker gingham petticoats—blue and white striped, made with deep flounce with 6 inch ruffle and 4 small tucks. \$1.25. Gingham petticoats made in extra size for stout people. \$1.25.

#### Ladies' Muslin Gowns.

Muslin or long cloth night gowns in high neck and long sleeve, or low neck and short sleeves, buttoned down the front, or slip-over styles; lace or embroidery trimmed. Regular values to \$1.50. Special at 98c.

#### Special in Ladies' Belts.

Ladies' leather belts in black, tan, brown, and blue—sizes 22 to 30. Regular 75c and \$1.00 values. Special 38c.

#### Fancy Combs at a Pick-Up.

Fancy mounted back combs 98 styles and varieties. Regular \$1 and \$1.25. Special 50c.

#### Leather Belts Reduced.

Ladies' leather belts in black, tan, brown, and blue. sizes 22 to 30. Regular 75c and \$1.00 values. Special 38c.

#### Fancy Combs Discounted.

Fancy mounted back combs 98 styles and varieties, regular \$1.00 and \$1.25. Sale 50c.



A View of the Ladies' Suit and Cloak Dept. 2nd Floor.

### Suit Special for Monday!

About 200 Suits to be placed on Sale Monday at \$35.00. Fancy weave Parisian Taffeta Silks in Blue, Brown and Black; also handsome White Serge Suits. Rajah Silk Suits in Butterfly and Coat Styles in Tan, Copenhagen, Blue and Brown. A most complete Showing of Suits in all the variety of styles and colors. Monday Special for \$35.00. All alterations extra.

### Another Special for Monday!

Navy Blue Box Coats, Misses' and Ladies' sizes; also Tan Covert; both tight fitting and loose coat styles, \$9.75.

### Cravenette Coats.

For Driving, Walking and Automobiling from \$11.75 to 35.00. Tan, Mode, Oxford and Fancy Stripes.

### Lively Selling Anticipated in Ladies' Neckwear, Veilings, Handkerchiefs, Embroideries, Trimmings and Laces Because of Exceptional Reductions.

One thing that adds to the attractiveness of these features is what they reflect the latest style-ideas. The stocks are new, pretty and comprehensive in assortments.

#### Embroidery Inducements

A special line of embroidery appliques bands, suitable for trimming lawns, gingham and children's school dresses. 3c a yard.

A pretty line of all-over embroideries in open and closed patterns. Some are shown in shadow and eyelet effects; others with rows of Val lace, insertion. Worth upward to \$1.75 special 98c.

#### Laces at a Reduction

A new line of Platt Val's laces and insertion to match—from 1 1/2 to 5 inches wide. Special 10c yard.

A special line of imitation torchon laces with insertion to match—from 1-2 to 3 inches wide. A great value for 5 cents a yard.

Val lace and insertion by the bolt—worth upward to 35c. Special 15c bolt.

#### Trimming a Feature

A full line of guimps and appliques, suitable for trimming jackets and jumper suits. These are in all of the leading shades. Special 15c a yard.

Also a pretty line of embroidered taffeta bands, Persian bands, appliques—used for trimming Pongee and Rajah Silks. Values upward to 65c. Special 35c.

#### Neckwear Bargains

A pretty line of Auto veils in all of the leading shades. \$1.50 value for \$1.00 each.

Embroidered linen collars in all white—Special 15c two for 25c.

Slightly soiled ruffs. Values upward to \$3.00. Special 48c.

A pretty line of turn over collars. Special 9c each.

White stock collars, with tabs. Values up to 25c. Special 10c each.

#### Special in Veilings

Chiffon drape veils 1 1/2 yard in length. These are in all the leading shades and have black and colored dots. Special 75c each.

#### Handkerchiefs at Little Prices

Our entire line of 35c linen initial handkerchiefs. Special 25c each.

### Saturday Specials



\$3.95 Women's Oxfords, over forty styles in tan and black; worth \$5.00 and \$6.00; all new up-to-date goods.

\$1.00 Infant shoes on bargain table, worth \$1.25 and \$1.50.

\$1.45 Little boys shoes, sizes 8 1/2 to 2; splendid to wear.

### Concert Program for Saturday Evening.

1. The Potentate, March, Sanford
2. Salute D'Amour, Elgar
3. Return of Spring, Waltz, Waldteufel
4. Selection, Geo. Washington, Jr., Cohan
5. La Sorella, Clerc
6. Intermezzo, Dark Eyes, Moret
7. Waltz, a Mortellen, Jos. Gung'l
8. Noodles
9. Song, For all Eternity, Mascheroni

10. Selection, The Bergamo-master
11. Berceuse, Sleeping Beauty, Moses
12. Song, The Serenade, Schubert
13. Escamilla, Spanish Waltz
14. Old Faithful, March, Holzman

### Easter Novelties

Found in the stationery section where everything in this line can be had from 3c to 75c. Easter Cards and Postals from 1c to 50c. Candy Easter Eggs are found in the candy section at 25c a pound.