

MARCH 22, 1909

KEITH-O'BRIEN'S

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# Anniversary Sale--Spring Opening

*Exhibition of Beautiful  
Gowns on Living Models*

*Opening Department of Popular  
Priced Millinery 3rd Floor*



*Cordial invitation is extended the ladies of Salt Lake and vicinity to attend the Opening, which will be an exposition of correct styles. Impetus will be given it by reason of our big sale falling upon that date. This annual event in itself has always been attractive because of the innumerable price-saving features.*

□ American women dress well. Not as extreme and as bewildering as the French—but well. All American women are not strict adherents of style—but all women seek to dress becomingly. Taste marks the raiment of Salt Lake women.

□ Observing the style-tendencies, they look to Keith-O'Brien's for correct interpretations. Our Opening on Monday, therefore, will be of exceeding interest.

BEING OUR ANNIVERSARY AS WELL AS OUR SPRING OPENING, THE  
ATTRactions WILL BE UNUSUAL COME DOWN AND SEE THE  
BEAUTIFUL THINGS.

A brilliant hat makes even the simplest gowned women seem strikingly dressed. From the elaborate patterns the scope of our Millinery includes the dainty, inexpensive conception. All head-dress will be graced by harmony of color obtained by combining the hardy field flower with the tender hothouse plant. These take the place of birds and feathers which will be little used this season. The great Parisian artists set a wide variety of styles, which the individual is free to use as fancy suggests.

This season the coat, the wrap, the one-piece dress and the suit reflect an embodiment of simple grace. So far as colors are concerned, it is easy to be in good taste. There's the rose shades, the blues, grays, and the delicious new tints; apricot and melon in medium tones, ashes of roses, re-seda greens with the ever-present touch of gray, amethyst in shades from light to dark, catawba, cedar and duckwing, an almost startling but extremely harmonious combination of bronze and peacock green.

Trimmings have literally forced themselves on the styles of gown which started out severely plain. The wealth of trimmings which we display will delight womankind.

In footwear, we will show distinct variations. The sensible kind for outdoor wear and a range leading to the evening shoe which has a look of colonial days.

Stockings, in variegated shades, will be shown in such assortment that one will find no trouble to match the exquisite gown or to satisfy the most particular taste.

In Neckwear, the jabot is still a favorite. Point d'esprit, plaited white maline, Dutch style collars, and hundreds of others. Scarfs and stolls are holding their own through sheer becomingness.

Shirtwaists are indispensable—and the new styles are alluring.

Wonderful Irish laces, always loved and worn—the dainty valenciennes—exquisite Swiss flounces—Persian bands—jets and spangles and many net and lace combinations, with elaborate embroidery, constitute but a part of the stock in this section.

Underwear and corsets are an important part of dress, and we show nearly every model Fashion has dictated.

Our friends—and we number them by legion—will be with us Monday. They will be extended every courtesy by painstaking salespeople—made to feel that home-like spirit characteristic of this store.

*First showing of Linens, lineries, 3 piece suits & tub suits.*

*The Window displays will be magnificent, beyond description.*

