

Keith-O'Brien Company

We extend you cordial invitation to visit our enlarged store.

Formal Opening Saturday and week following

Pertaining to The Enlarged Store

- ¶ We expect thousands of people an hour to visit the store Saturday.
- ¶ The establishment will be in a completed condition, and will present a scene of unusual beauty and interest.
- ¶ To gather inspiration for this occasion the head window trimmer, earlier in the season, visited many of the great eastern stores and conferred with leading decorators. He has conceived and carried out many elaborate conceptions.
- ¶ The main floor, relieved of the old crowded condition, shows important readjustments, a number of departments having been moved and enlarged. The aisles are now spacious through removal of display tables. The rich, low fixtures will appear as originally intended—free from piles of stock.
- ¶ Fresh plants will grace the top, interspersed here and there with display decorations.
- ¶ The elevator in the center of the main floor has been removed and two modern elevators located near the front entrances. Between these entrances is a new stairway which reaches to a comfortable rest-balcony, thence to the second and third stories.

Important Department Changes

- ¶ Ladies' cloaks, suits, etc., as well as millinery, occupy commodious quarters on the second floor, as do boys' and girls' apparel and ladies' waists. In the center of the second floor is a beautiful rest room, the corner formed by four massive pillars.
- ¶ On the entire south end of the second floor are located carpets, rugs and draperies. The linen stock on the main floor has been moved to the former location of millinery.
- ¶ The art department moved down to the space formerly occupied by boys' and girls' wear. Corsets are now where ladies' suits formerly were. The department of ladies' underwear, hosiery undershirts, etc., have been extended back toward the present location of corsets. Gloves occupy the silk corner, and silks and linens' former quarters. Embroideries are where the art department formerly held sway. Laces and trimmings displayed in the main north aisle, recently vacated by novelties, notions, etc., which departments are now in the old embroidery location. Veilings and handkerchiefs occupy the old gloves corner.
- ¶ On the Floor Below have been added a trunk and a baby vehicle department.
- ¶ The dressmaking and ladies' tailoring department—third floor.
- ¶ Departments not mentioned remain unchanged.



THE RAPID PROGRESS OF THE STORE HAS BEEN MADE POSSIBLE BY THE GENEROUS SUPPORT of the PUBLIC.

¶ Throughout, the stock is new—much of the merchandise is of character finer than other intermountain houses carry. Something over \$200,000 in new merchandise has been added to our already large stock.

¶ Notwithstanding the heavy expense these extensive improvements occasioned, prices will remain reasonable. ¶ The policy which has made this store popular will be maintained.

¶ The store is now the best ventilated, the best lighted one in the country.

¶ To facilitate the handling of goods from the warehouse to the store, an elevated tunnel and an underground tunnel connect the two buildings.

¶ By these changes shopping has been facilitated, and the comfort of customers carefully looked after.

Music in the Afternoon and Evening.

One of the best Orchestras in the city has been engaged for the occasion. A specially prepared program will be rendered during the hours of 3 and 5:30 p. m., and from 7 to 9:30 p. m.