



"The Paris."

During the past three months we have announced from time to time the vast improvements that were being carried on. Today we take special pleasure in making the announcement of our opening, as it marks a new era in the development

"The Paris."

of this store—the occupation of the entire Main Street Building by the Retail Department, must be conspicuously significant to those who recall the humble beginning of this store a few years ago. In the beginning The Paris was an exclusive millinery house. Rapidly it came to be recognized as the best of its kind in the entire State. Gradually department after department has been added. So enormous and rapid has the growth been, that the occupation of the entire building became necessary. ¶ The wholesale department vacating the second floor, seeking new and enlarged quarters to accommodate its increased business, gives us double the floor space, the additional space amounting to five thousand eight hundred square feet, making a grand total of eleven thousand six hundred in all. The second floor will be given over exclusively to Millinery, the entire floor being fitted up with elaborate elegance, combined with the magnificent display of the Autumn Millinery, with representations from Paris, London and New York, with their wealth of style, and wonderful color combinations, pronounces it at once the city's store of fashionable Millinery.

¶ The Main Floor, which has undergone a most wonderful transformation, notably a New Otis Sixteen Passenger Electric Elevator, with all the latest improvements and safety devices, especially installed for the convenience of customers to the Millinery Dept. on the second floor; large and commodious wrapping desk, new air line cash system, handsome new plate glass display counters, private fitting rooms, and many other conveniences, for the comfort and pleasure of our patrons, that nothing short of a personal inspection could do justice, and with the return of our New York buyers, where they have spent months of laborious work in gathering together the finest productions of the markets, and with this Wonderful Exposition of Millinery, Coats, Suits, Waists, Skirts, Furs, and all other accessories appertaining to women's wear, will make this opening a noteworthy event long to be remembered. That The Paris of today deserves the title of Salt Lake's most progressive and popular store, has never been more pronounced than now.

FOR OUR OPENING MONDAY
We Take Pleasure in Having You Present!