

ANNIVERSARY SALE!

10 to 50 Per Cent Discount On Every Article In The House

THE DISCOUNT WILL INCLUDE EVERY ARTICLE OF MERCHANDISE EXCEPT SPOOL COTTON AND MEN'S COLLARS.

THE 10% DISCOUNT WILL INCLUDE OUR FALIAN'S 'ORIENTAL RUG STOCK!



TO CUPID:

"Let's go up on the balcony and view the store."

SAYS CUPID:

"A beautiful picture. And how busy the store seems. It's interesting to watch the moving crowds."

TO CUPID:

"It doesn't seem so busy down on the floor, but that is because of the immense floor space and the broad aisles."

TO CUPID:

"BY THE WAY—DO YOU KNOW THAT FRIDAY WILL BE OUR THIRD ANNIVERSARY?"

SAYS CUPID:

"The progress the store has made—the way sentiment has changed—the way business has grown is truly marvelous. And I am reminded," continues Cupid, "that when the doors first opened, a general impression prevailed that the store was too far in advance of the city; too fine; too large; and that it would cater only to exclusive trade."

TO CUPID:

"Yes, and don't you know that it was not but natural that mahogany fixtures and elegant simplicity throughout should be synonymous with high prices? Was it any wonder the working people admired but were not otherwise expressive."

SAYS CUPID:

"How in the world did you overcome the erroneous sentiment?"

TO CUPID:

"It was the intention of the management from the very outset to conduct business along broad and aggressive lines—a character of business that would compel the hearty support of all people, and particularly the wage earners."

"A few months after the doors were first opened it became necessary to baptize the public in a half price sale. Conducted upon the square and the merchandise being new and choice, the sale attracted wide-spread attention."

"Sentiment soon changed and business grew. When you stop to think of it, it's a big proposition, the throwing open of the doors of so large a concern, and afterwards perfecting organization."

"Department heads are to be tried; many are found wanting."

"They spend the store's money; make the profit—or create the deficit."

"Have they business ability? Are they shrewd buyers, wide-awake conscientious and trustworthy?"

"Are they alert in pushing goods? Are they willing now and then to reduce prices and sometimes suffer loss that trade may be kept lively?"

"Are they straight in their business dealings with the customer? And their statements to the public statements of fact?"

SAYS CUPID:

"Don't the clerks cut a big figure?"

"Indeed they do. That's why we strive to obtain the best ability. A salesperson is an important factor in a store's success. Promptness, a happy demeanor, patience—a pleasant way of handling a customer are a few of the requisites for business making."

SAYS CUPID—"How about the policy of which you spoke?"

"A generous management has inspired loyalty and enthusiasm among employees. We try to make a shopper feel at home. Bright and stylish merchandise of quality is offered. There is no deception. If an article proves unsatisfactory the purchase price is returned. Goods are sold at the lowest possible price consistent with good business."

CUPID—"Is the store not sometimes imposed upon, where complaints are settled almost entirely the customer's way?"

"Sometimes; but when you meet a complaint in a gracious manner and show that you are more than anxious to adjust the difficulty the way the customer wants it, somehow it appeals to her and seldom is the store taken advantage of. Never the second time by the same person."

SAYS CUPID: "I notice that you use the top of the low fixtures quite a good deal for display purposes."

"When the store opened it was the intention to permit nothing to mar the fixtures except palms and plants. But the growth of trade compels us to utilize the space; and the same applies to tables in the spacious aisles."

SAYS CUPID: "Can you cite a few instances of hits you have made with customers?"

"There was a line of waists which for some reason did not meet with the approbation of buyers. Finally a reduction in price was made from \$5.50 to \$3.75, this latter price was conspicuous for two or three weeks. The afternoon before a half price sale, a woman offered \$3.50 for one of the waists. The proffer was rejected. Next morning the woman read of the sweeping reductions. She was at the store early. Sure enough there was the particular waist marked half of \$3.75 and not half of the original price. The woman related her experience to friends—and from that day on has been a customer."

"One Christmas eve a man bought the finest umbrella in the store. A few days later his wife brought back the umbrella. "In our circumstances if there is anything in the world I do not want it is a \$27 umbrella." The article was taken back—and that woman, too, is still trading here."

"If you want illustrations ask almost any woman for them. The most eloquent tribute that can be paid this institution is the accepted fact that it is unquestionably the most popular one in Salt Lake City."

"THE STORE THAT FORCED HIGH PRICES DOWN."

Special Anniversary Price On Smart Tailored Jackets

Covert of splendid quality; hip length, fly front, self strapped and stitched. This handsome coat is being sold every day at \$16.75. Reduced to **\$12.75**

An Interesting Friday Price In a Novelty Cloth Suit.

These pretty suits will prove a feature of the day's selling. Shown in gray. Made with nobby box coat handsomely stitched with patch pockets; velvet collar. One of our strongest bargains at... **\$14.75**

Pleasing Little Prices on Women's Neat Tailored Suits

Made of good quality of homespun in light gray and tan. These skirts will attract lively interest at... **\$3.95**

Splendid Saving Opportunity —A Fine Quality of Napkins

About 25 dozen of these desirable Napkins. The prices range from \$6.00 to \$11.00 a dozen. This is an unusual offer... **25% Reduction**

Bargains in Women's Handkerchiefs—Excellent Opportunity for Shoppers

Women's handkerchiefs with embroidered corners, drawn work and lace edges. The stock was bought below market prices. Prices range in most instances more than one-half below the ordinary. The values are worth upward to 25c. Special sale price... **25 cents**KIMONA HANDKERCHIEFS—A new stock is being displayed. The regular 10c ones are offered. Anniversary Sale price... **25 cents**CHILDREN'S HANDKERCHIEFS—Beautiful showing of handkerchiefs with colored borders. Anniversary Sale price... **5 cts**

Fine Silks and Dress Goods. Business Drawing Advantages.

A quality of 36 inch Pure Silk Pongee seldom bought at \$1.25 a yard has been chosen as an Anniversary offering... **85c**Heavy rough silk suitings, 27 inches, is included in the Anniversary sale. Regular \$1.25 a yard... **98c**All cream Wool Dress Goods, Voiles, Panamas, Storm and French serges, silk warp Batiste, Mohairs etc., special discount... **15%**

Art Section Contributions. Many Attractive Reductions.

Baby pillow slips stamped with forget-me-nots on fine linen lawn, and trimmed with val lace. Reduced from 75c to... **50c**A pretty showing of stamped sofa cushion tops reduced for the Anniversary sale to Lithograph, Empress Irene, Autumn, Estelle, Love's Messenger, Favorite and Peony... **HALF PRICE**

Hosiery and Underwear For Women and Children.

Women's Short Kimonas in white lawn with colored flowers—Regular 35c quality. Anniversary price... **19c**Long Kimonas in striped and figured lawn—regular \$1.00 to \$1.25 quality anniversary Price... **69c**Dark percale dressing sacques with tight back and tight sleeves at the hand; collar, trimmed in a small ruffle. Regular 75c quality at... **49c**Children's fast black lisle hose, narrow ribbed, double heel and toe, elastic top. Regular 25c quality. Anniversary price... **15 cts**Women's fast black combed Maco cotton hose, regular 20c quality. Anniversary Price... **15 cts**Women's fast black gauze lisle silk finished hose with high spliced heel, double sole and toe. Regular 35c quality. Anniversary price... **29c**

Stirring Reductions in Waists Some Anniversary Bargains

A lot of crisp new waists—dozens of styles to choose from, made of mull and sheer white lawn, trimmed with embroidery valenciennes lace and fine tucking, a good value... **1.95**

A few of our medium weight white wash waists in Linen and Mercerized Rep. with tucked and embroidered fronts. Values up to \$4.50 at half price.

Our entire line of Taffeta silk waists in Colored, white, and black. Values up to \$12.00 at half price.

Cluny Lace Table Covers of Extraordinary Beauty

There are only two in stock—round cluny table covers, 90 inches in diameter. Half ter. Worth \$225.00 and \$275.00... **Price!**

Odds and Ends For MEN! Some Striking Reductions

Among the odds and ends are bow ties, four-in-hands, string and midget ties and Windsor.

All colors. Some of the values run from 25c to 40c. **15c**Spring pattern shirts in blue, tans and light colors... **65c**Negligee shirts, collars attached; light and dark, patterns only... **50c**Regular 25 cent handkerchiefs... **3 for 25c**

Handsome New Spring Veils! Including Dainty New Collars

Ready Made Veils in Black, White and Colors, Plain and Dotted, Chiffon and net.

Regular Prices from 50c to \$3.00. Special anniversary price reduced to... **1-3**Women's Linen Collars in all shapes and styles. For anniversary day 50c each, and... **25c**Hand Embroidered Linen stock collars—pretty assortment. Anniversary reduction, 10 cents each and... **25c**

Women's Boots and Oxfords! Unusual Prices in Shoes.

10 per cent reduction on anything in this section, including our complete line of new spring oxfords and boots... **10 Per Cent.**As inducements to early buying of oxfords—three EXTRA SPECIALS of 25 per cent to 50 per cent discount. **25 to 50 Per Cent Off**EIGHT styles French heel oxfords in French Kid and Patents, Suedes in Black, Brown and Grey, many very pretty effects and worth from \$3.50 to \$5.00... **2.45**Three distinct styles in Patent LXV heel oxfords with hand turn soles, and regular at \$2.50 to \$3.00. **1.85**

KEITH-OBRIEN CO.