

Anniversary Sale

The OPENING



Our First Anniversary Keith-O'Brien Company 1903 1904 ONE YEAR AGO.

A concourse of people filled the street in front of this and several adjacent buildings.

The throng awaited the hour when the doors of the store would open for the first time to the public.

Mothers, keyed to the keenest pitch of expectancy, were there without their babies and other children.

Men absented themselves from their business. Men, you know, never own to curiosity.

At 3 o'clock in the afternoon, March 23, 1903, a dry goods and department store of magnitude and magnificence, was opened to the public, and for the seven succeeding hours humanity surged through the doors—30,000, approximately. It was a delighted people proud of an establishment which was clearly in advance of the times.

The store was in resplendent attire. The appointments were elegant in their simplicity. The aisles were spacious. The displays of merchandise were along new lines.

TODAY.

Today is the first anniversary of the Keith-O'Brien Company.

The launching of a quarter of a million dollar enterprise in Salt Lake is a stupendous event. It denotes confidence in the state of Utah—a belief in the rapid advancement of the city. It was far-sighted conception suggested by aggressive Western spirit.

Too much was not immediately expected of the new store, but the first year shows a trade amounting to more than a half million dollars.

A year of acquaintance-making assures for the second year greater success. It MUST come. The people are with us—that's why! They are with us because the establishment is conducted along those lines which have made possible the great eastern department stores—because we sell merchandise at moderate prices—because sales reflect bargains—because every announcement is a statement of fact—because we make every transaction satisfactory to the purchaser—right every wrong—and urge courtesy on the part of sales persons.

These are character and confidence gaining features essential to the up-building of a large business.

MEDITATION.

When the store first opened, its size and beauty together, awed some people. They walked clear over the edge of the pavement lest it cost something to get in.

Now the aspect is materially different and sentiment is still undergoing change. The excessive style which they feared consisted really of the store being inviting on a scale new to Salt Lake, including merchandise of the finest character to the least inexpensive, dependable article manufactured.

Now, after the lapse of a year, no such impressions prevail.

Ours is a store of the people. Many a home vouchsafes the fact that Keith-O'Brien Company is the means of merchandise being bought cheaper than it had been bought before.

Again, that's why the people are with us.



Washington