

# Anniversary=10% Discount Thursday

## Keith-O'Brien Co.

### 2d Anniversary.

## 'TIS OUR 2nd Anniversary Thursday!

We Greet You, Friends—Our Many, Many Thousand Friends—With hearts full of gladness, of appreciation.

By Grace of the People This Industry Succeeds.

**T**HE launching of an enterprise as large as this one became an occasion conspicuous in the commercial history of Utah. The very magnitude of the institution made it impossible to risk its future on the free and easy methods prevalent in the West. Certain customs not in keeping with the liberal spirit which must characterize a large business, were encountered, and overcome. With no following whatsoever, the advent of this store meant keen retail competition for the first time. To gain standing, the management was forced to see that every dollar spent here did its duty. High prices were forced down. We bought reliable merchandise and sold it at reasonable prices. Occasionally a purchase did not prove satisfactory. Every instance of this kind was remedied by the grievance being settled the customer's way. Our experience leads us to the conclusion that no shopper really intends to be unfair. In fine, we do business different from the old way.

Ours Is a Broad-Gauged Way—a Square Way—a Generous Way—an Aggressive, Up-to-Date Way.

And so we compelled attention. The public became interested. Then there was a swaying of sentiment to our clear-cut way of doing things. For the third year we shall hold to the same spirited policy. We shall cater to public taste. We propose to please the people. And the way to retain confidence and keep in touch with the popular will is to sell goods of an intrinsic quality at the lowest possible price consistent with clean business—exacting from volume a fair remuneration. The amount of business transacted up to the present time is nearly double that of last year. There is every indication of a tremendous business during the year. Truly, The People Are With Us.

### Anniversary Day—10% Discount On Every Article in the Store.

No reservations—Staples—Everything—and greater than this reduction will be certain special sales, to which nearly every section contributes. A day of heavy selling is anticipated. Your presence will materially add to the day's success.

Worthington