

Keith-
O'Brien
Co.

Fall
Opening
1909.

DEPARTMENTS
CONTRIBUTING
TO THE
OPENING.

Millinery and plumes.
Costumes, suits, coats.
Silks and dress goods.
Trimmings.
Laces and embroideries.
Ribbons.
Women's neckwear.
Handkerchiefs and veilings.
Gloves and umbrellas.
Linen.
Domestics and wash fabrics.
Art goods.
Corsets and undershirts.
Women's and children's
underwear.
Women's and children's
hosiery.
Men's furnishings.
Men's footwear.
Women's and children's
shoes.
Stationery.
Druggists' sundries.
Novelties, jewelry.
Notions.
Candies.
Shirtwaists.
Furs.
Boys' and girls' apparel.
Carpets and draperies.
Oriental rugs.
Metal beds.
Trunks.
Little furnishings.
Bargain department.

A STORE OF
CORRECT
FASHION.

Ever since the store opened
six and half years ago, this
store has set the pace in
matters of correct dress.

The elite know it and
depend upon our authorita-
tive styles.

Though we sell that
which is ultra-fashionable
and most exclusive, IN
EVERY INSTANCE
OUR PRICES ARE
REASONABLE (on ac-
count of our buying power
and volume of business).
And then there is SER-
VICE.

Headwear and Costumes
will be displayed on living
models. Hours, 10 a. m.
to 12 a. m.; 3 to 5 p. m.



A BEAUTIFUL OPENING. CORRECT FALL and
WINTER STYLES. A Treasury of GOOD IDEAS.

¶ The Opening will be Monday—a magnificent Fashion event—the climax
of a season's preparation.

¶ It will be a rich feast of style opportunities, value opportunities—things of
beauty and of practical use to guide the purchasing of a thinking public.

¶ Selected by buyers who have helped train the women of the inter-
mountain west, and Salt Lake in particular, to appreciate and
demand apparel best suited to their figure, style and character.

¶ The Millinery Opening will be the largest in the history of the store.
The new modes are decidedly beautiful and becoming. Indeed, it
is the handsomest lot of hats we have ever assembled for an Opening.

¶ Equally important for your inspection is the wealth of costumes, tailored
suits, gowns, dresses, coats and furs.

¶ With the hat and suit there must be gloves and footwear.

¶ Incomplete will be the visit to the store unless a little while be spent among
the displays of exquisite silks and dress goods, trimmings and other acces-
sories, for Milady of Fashion may elect to possess a gown or tailored suit
made for her individual wear.

