

Kieth-O'Brien Company

THE CHILD RULER

- ¶ More important than President, Emperor, King, Czar.
- ¶ This Ruler inspires greater love, demands more obedience, exercises broader influence than do Presidents or Monarchs.
- ¶ This ruler is despotic—his wish is unquestioned; it is law.
- ¶ This ruler knows not the meaning of the word "diplomacy."
- ¶ Commands the homage of Sovereigns.
- ¶ And by the man of little education, the deep scholar, the absorbed scientist, the wizard of invention, the learned man—all men regardless of station or means—and all women, wherever the feminine heart throbs, is a devoted subject.
- ¶ This Ruler knows no strife, no politics; affairs of state do not disturb him; man's ambition is of no more consequence to him than is the tiny whirlwind on the desert waste.
- ¶ This Ruler insists upon personal entertainment—'til certain wants possess him—then, attention! And what he wants he gets—or howls!
- ¶ The CHILD, the invincible Ruler of man—the irresistible conqueror of women's affection!—is reigning—will continue to reign until December 25th.

And what the CHILD wants (at Christmas time) Keith-O'Brien Company has—a veritable province of toys, and dolls, and gift things. Each article reliable, good, and fair in price.

Last Spring, as is the case every year, our toy buyer went direct to New York and visited big American and importing houses. Stock selected with great care. Largest shipment of toys ever brought into the inter-Mountain West.

Because of the immensity of the purchase these toys were obtained at lowest possible prices. And we are selling them on close margin. We look for profit on volume of business only. The result is we are stirring the city with close selling prices—way lower than toy prices elsewhere in the city.