



*Keith-O'Brien Co.*

A Beautiful Opening  
Correct Fall and Winter  
Styles  
A Treasury of Good Ideas

A Store of  
Fashion

Departments  
Contributing  
to the Opening

¶ Ever since the store opened six and a half years ago, Keith-O'Brien Co. has set the pace in things pertaining to correct dress.

¶ The elite know this, and depend upon this store.

¶ Though we sell that which is ultra-fashionable and exclusive, in every instance our prices are reasonable, (on account of our buying power and volume of business)

¶ And then there is Service.

## The Opening will be Monday

### *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, very 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 accessories, for Milady of Fashion may elect to possess a gown or tailored suit made for her individual wear.

- Millinery and Plumes.
- Costumes, Suits, Coats.
- Silk and Dress Goods Trimmings.
- Laces and Embroideries.
- Ribbons.
- Women's Neckwear.
- Handkerchiefs and Veilings.
- Gloves and Umbrellas.
- Linens.
- Domestics and Wash Fabrics.
- Art Goods.
- Corsets and Underskirts.
- Women and Children's Underwear.
- Women and Children's Hosiery.
- Men's Furnishings.
- Men's Footwear.
- Women and Children's Shoes.
- Stationery.
- Druggist's Sundries.
- Novelties, Jewelry.
- Notions.
- Candies, Shirtwaists.
- Furs.
- Boys' and Girl's Apparel.
- Carpets and Draperies.
- Oriental Rugs.
- Metal Beds.
- Trunks.
- Little Furnishings.
- Bargain Department.

