

# THE PARIS

We take pleasure and pride in announcing the formal opening of our new store on Broadway, between Main and State streets, at noon Saturday, May Third, Nineteen Hundred and Thirteen.

When we behold our beautiful new home, so admirably situated in the very center of the new shopping district with the splendid modern stores of our friendly competitors: Walker Bros., Keith-O'Brien's and Auerbach's—close at hand, we become justly reminiscent.

We think back over our successful business of many years and recall the struggle incident to our growth and remember vividly the things which demonstrated that the constant Policy of "THE PARIS" was to be fair always; that the gradually increasing prestige of the store and its forging to the front are most delightful remembrances.

How kindly we recall the words of appreciation from our Army of Patrons, for our recognized Policy of GOOD VALUES, FAIR PRICES and COURTEOUS TREATMENT. So that, after all, we have concluded that the growth of "THE PARIS" is the natural result of the abiding confidence reposed in us by the Public.

Friends—the Policy that built "THE PARIS"—the Policy that carried it through the years of hardships and distress—the Policy of Honesty, is the Policy that will characterize the New Store on Broadway.

In other words: the same store, the same Policy, the same Efficient Service, the same Low Prices, under a New Roof.

## And We Can Serve You So Ideally Here.

You have felt it—We have known it—How hampered we were in our old quarters to give you the service, to which you were entitled.

But this limitation has been swept away in our New Store, with its sixty thousand square feet of well-lighted, perfectly ventilated space.

True, the same faces will greet you, reinforced with a large number of new ones, to meet the high standard of efficiency demanded by our management. The same spirit will pervade the New Store.

In all the newly added departments which will make "THE PARIS" the biggest store of its kind in the entire West, you will meet BIGGER VALUES, GREATER VARIETY, IMPROVED SHOPPING FACILITIES. These are the New Things in the New Store which we feel confident the Public will appreciate.

The Beautiful Dome, diffusing the sun's rays to every nook and corner of the great expanse of space, justly proclaims it the Sunlit Store of Salt Lake. To the woman this is a big item. You can buy here with certainty, that no matter how delicate the shade or elusive the color, you will know that you are getting just what you want, and that the article will appear here just as it will when worn on the street.

Before we close we wish to say that we have gone to an enormous expense to give to Salt Lake the handiwork store of its kind in the entire West; and at the same time having in mind the things that would add to the convenience of our customers when shopping, and also the benefit and welfare of our employes.

Our corps of skilled buyers received special and exacting instructions that they must not forget the Policy that built the Store.

## The Store is organized to serve all the People.

There can be no class distinction here. All will be treated alike, with perhaps a little more humane sympathy for those who must be more careful of their pennies than others need be of their dollars.

And now that our story is told and the clanging of hammers and the grating of saws have ceased, and the clutter incident to building has yielded the charming effects produced by Salt Lake's corps of skilled artisans, "THE PARIS" opens its doors to you and bids you welcome to accept every courtesy which the "NEW PARIS," with its old Policy will be able to extend to you.

## MAY WE BE FAVORED WITH YOUR PRESENCE?

### THE CAREFUL FATHER.

"Your habits are good?"

The prominent millionaire looked keenly at the young man who had applied for the hand of his daughter.

"Yes, sir," came the firm reply. "I rarely play bridge after midnight, never gamble in Wall Street, and make a point of staying home at least one night in the week."

"Have you a good disposition?"

"Fine. I can live with my sister for hours at a time."

"You are in good health?"

"Excellent."

"You love my daughter?"

"Passionately."

"What are your assets?"

The young man handed him a paper on which appeared a list of his properties. The prominent millionaire looked it over carefully.

"You are prepared to corroborate this?"

"Certainly, sir."

The prominent millionaire reached forward and shook hands cordially.

"My dear-boy," he said. "I am

perfectly satisfied and fully hope you will pardon me for being so particular. But you see, I want to be quite sure that when you have married my little girl, after her divorce, you will be able to support her in the same style in which she is now living with her present husband."—Life.

### FILLED ALL OUTDOORS.

John H. Kimble, secretary of the Farmers' National Congress, said the other day at Port Deposit:

"This season offers the farmer the prospect of unusually fine crops. Such crops as we may hope to have this year bring to mind an Abe Lincoln story.

"A farmer once told Lincoln a whopping big fib about his hay crop. Lincoln, smiling his melancholy smile, drawled:

"I've been cutting hay, too."

"Good crop?" asked the farmer.

"Fine, very fine," said Lincoln.

"How many tons?"

"Well, I don't know just how many tons," said Lincoln carelessly,

'but my men stacked all they could outdoors and then stored the rest in the barn.'"—New York Tribune.

### INFALLIBLE SIGNS.

A traveler who believed himself to be sole survivor of a shipwreck upon a cannibal isle hid three days, in terror of his life. Driven out by hunger, he discovered a thin wisp of smoke rising from a clump of bushes inland, and crawled carefully to study the type of savages about it. Just as he reached the clump he heard a voice say: "Why in hell did you play that card?" He dropped on his knees and, devoutly raising his hands, cried:

"Thank God they are Christians!"  
—Everybody's.

Stick to Stickney's. (Adv.)

### FOR DEEP CONSIDERATION.

Did the trout say to the angler:  
"Just drop me a line?"

Does a cow eye you when she hooks you?

Was the girl stung who had a bee in her bonnet?

Why should a fountain play when water-works?

Did the policeman who sat "eating his heart out" do it between beats?

Can a frightened man run when his flesh creeps?

When the woman's nerves were unstrung who picked them up?

Do seamstresses sing: "Shall We Gather at the River?"

## Franklin's

CATERERS

Pre-eminently Superior.  
Cakes, Candies, Ice Creams,  
Sherbets and Punches.

Excellent line of table favors  
and party novelties.

WASATCH 35.  
108 Main St. 203 Main St.