



Saturday **OPENING DAY,** Saturday  
Dec. 1 Dec. 1

The **I. X. L.** FURNITURE & CARPET  
INSTALLMENT HOUSE The **I. X. L.**

In its New Big Store at Nos. 41, 43, 45, 47, 49, 51 East Third South Street

## Why?

Having always in mind the welfare of our customers, realizing that our interests are mutual, we, the I. X. L. Furniture Carpet Installment House, found that the conditions at the old stand were inadequate to meet the demands of the buying public. We have outgrown our old location and no amount of alteration could fit the building to meet the necessities of our rapidly growing business. Each succeeding year of the many years we have occupied our old building found us more crowded for space, and as a duty to our customers and ourselves, we were forced at last to seek better and larger quarters. How much larger and how much better our old customers will and others should realize by personal inspection. For the benefit of those who cannot so inspect, we here show the old and new buildings, and will add that the new building is 350 feet deep with three and a half stories and basement, and all are crammed jammed full of the most elegant and up-to-date house furnishings that a six-weeks' hunt in the East could find.

## How?

This magnificent building—that traveling men, whose territory is the United States emphatically declare to be the most perfect, for the business that can be found in America (modesty prevents our asking them what leads America)—was made possible through the confidence of the buying public in the I. X. L. Furniture Co. They appreciate the fact that it sells honest goods at honest prices on terms that the most dependent can comply with. Satisfied customers have been our largest and best advertisers, and rightly to them belongs the credit of the results as shown.

## THE RESULT?

The result of liberal treatment, satisfactory prices, quality of goods and an appreciative public is the fine building at 41, 43, 45, 47, 49, 51 East Third South street. This building is the best lighted, the most convenient for the inspection of goods the most accessible from all street cars and on many other accounts the most satisfactory to the buying public of any house in the city—immense floor space, elevator, broad and easy stairs, the most modern appliances throughout, with exchange telephone service, and twenty telephones in addition throughout the building. Teams can be unloaded and loaded under cover, and every other facility for quick deliveries and prompt attention everywhere. The selling force having been greatly enlarged, immediate attention may be expected.

# A HANDSOME SOUVENIR GIVEN TO EACH LADY

### Carpet and Rug Dept.

A new appliance for the display of rugs makes unnecessary the handling of these heavy floor coverings. Each can be separately examined or easily compared, insuring a most satisfactory selection of clean rugs without loss of time. We'll here say that this line embraces very choice Oriental as well as the best American made rugs, and is of this season's purchase.

The perfect arrangement of the Carpet Department on the first floor on shelves that are neat, compact and orderly, and none other in the city can compare as to selection, quality and ease of inspection. This line is entirely new, the old having been disposed of at the old store.

### Stove Department

Special attention has been given our stock of Stoves and Ranges. The large front basement has been fitted up for our complete line of Kitchen Furnishings, and is reached by elevator or broad and easy stairs from the front of the first floor. Carload after carload of Brand's Famous Stoves and Ranges have been coming in for two weeks. This line has no peer in the United States for style, for working and wearing quality or moderateness in price. For fifty years the manufacturers have been striving to keep at the head and have succeeded.

### Bed Room Furniture

This splendid array of Brass, Mahogany, Oak, Bird's Eye Maple and Iron Beds, with the many new and beautiful designs and enamels is the most captivating sight imaginable, and is to be found on the balcony between the first and second floors. The Brass and Iron Beds alone embrace over 300 styles and colors. The Mahogany Suites are simply elegant in design, color, finish and workmanship, as seen in the beautiful carvings, glass knobs, etc.

### Dining Room Furniture

This department is none the less beautiful, elegant, or in variety than the chamber furniture display. This is also on the balcony which extends around all sides, giving a most beautiful display of Sideboards, China Closets and Buffets, all of which are the latest creations in this line, direct from the manufacturers.



## LET THE I. X. L. FURNISH YOUR HOUSE

To show our appreciation for the magnificent support of the buying public, whose patronage has made our great success possible, we inaugurate a new departure that will, we are sure, aid those who may be unfortunate by making the account paid when the breadwinner of the family is removed through death. The I. X. L. giving every customer protection for himself and his family. In case death removes the head of the family his entire account with us will be cancelled and a receipt in full given to the widow or children. We require no payments during such times as sickness or non-employment. We make it convenient for every family in the city to buy from us on credit no matter how small his income, and we give him all the help and assistance his circumstances require.



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