

# OPENING DAY SATURDAY, December 1st



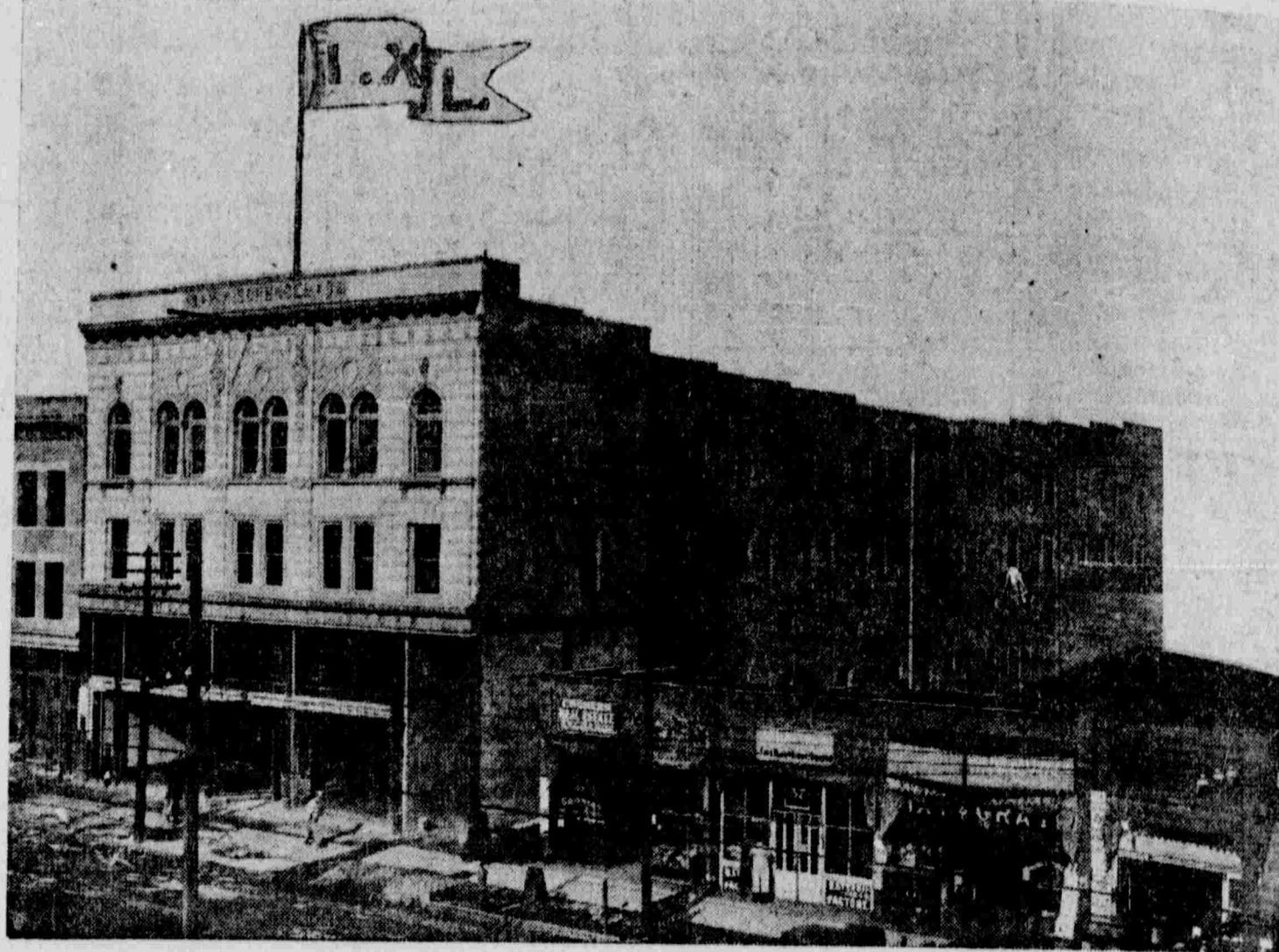
PROGRESS

1893

1906

**P. A. SORENSEN'S**

I. X. L. FURNITURE AND  
CARPET INSTALLMENT HOUSE



## Friends, Welcome to Our New Home



THE formal opening will be held Saturday, December 1st, from 1 to 5 and 7:30 to 10 P. M. Appropriate souvenirs will be given, as long as the supply lasts, to every lady honoring us with a visit. Welcome to all to join us on this festive occasion—to behold our new store in all its splendor, and the new stocks gathered on the many floors of this—"The Most Modern Housefurnishing Store in America." We will dispense with the regular routine of business activity, and our efforts will be devoted to the reception and entertainment of our guests. Music by Held's Band afternoon and evening.

After many vexatious delays we can at last bid you welcome to our new home. It gives us more pleasure to make this announcement than we can convey to you in words, because it is the fruition of hopes for years past.

We are proud of our contribution to Greater Salt Lake. It is conceded to be an architectural triumph in storebuilding. It signifies our faith in the future of our city and her people, to whom we acknowledge our indebtedness for the overflowing measure of success that has been meted out to us.

Thus, the material structure of steel, iron, concrete, brick and stone which you have seen going up within the past year is but a prototype in its solidity of that business structure (Reputation) which we have been raising faithfully for years past to its present completeness, and one is a fitting counterpart of the other. Now that we have a handsome store, with all its amplitude of space and facilities, we propose to show what can be done in the way of first-class store-keeping, feeling quite sure that our efforts will merit and receive your patronage.

All in all, we have a store of which we are justly proud and which we know you will appreciate at its full value, and thus we bid you a most gracious invitation to come in and be our guests on our opening day.

## A NEW DEPARTURE in FURNITURE SELLING

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 marking 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 their income, and we give them all the help and assistance their circumstances may require.



Open Until 10 O'Clock Saturday Evening. Third South Between Main and State Sts.

**I. X. L.**

FURNITURE AND CARPET  
INSTALLMENT HOUSE

Complete Furnishings for Cottage or Mansion

