

GRATIFIED!

JUSTIFIED!

We were gratified on our opening day to meet the great crowds that thronged our store all day until late at night. We were justified in our prediction that the largest crowd that ever visited our store in its history would attend our sale on opening day. They came from the hills and valleys; they swept down on us from the mountains—"They came Father Abraham, Ten Thousand Strong!" We wish to apologize to the many customers who on yesterday were not able to get waited on. We did the best we could. As a precaution against this occurring again we have increased our selling force for Monday and the rest of the week and will do our best to serve you acceptably. Many bundle-laden customers, coming from all sections of the country, testify more eloquently than words that the prices quoted in our ads were there, just as we had advertised.

Remember, This Sale Closes Saturday Night, July 10

THE MARTIN COMPANY

We Will Pay Your Railroad Fare on All Purchases of \$25 and upwards, limited to a distance of 25 miles. Get a receipt from your ticket agent; we will honor same. Look for the big banner—that's the place.

Surpassing Values in Dress Goods and Silks

A splendid array of beautiful silks for spring and summer wear, in fancy and plain effects; values to \$1.50 a yard; at this Unloading Sale at, per yd., **85¢** 75c and 85c dress goods, thousands of yards, such values as have never been put on the counter of a Missoula merchant, go at this Unloading Sale at, per yard **39¢** China silks for waists or fancy work; these silks are worth to 65c a yard; Unloading at, per yard **35¢**

Ribbons

Beautiful taffeta and satin ribbons, three inches to four inches wide, in every wanted shade; values to 35c at **18¢** Taffeta ribbons, one to two inches wide, all pure silk, in all shades, 12 1-2c values, Unloading at, per yard **61.2¢**

Tremendous Reductions in New Wash Fabrics

One lot fancy figured organdy, very sheer and fine, a value never offered for less than 15c, priced for this Unloading Sale at only **9¢** Sixty pieces of fancy figured organdies, batistes and mulls, in the most wanted designs and shades; the regular price of 20c reduced for this Unloading Sale to, per yard **11¢**

Table Linen Specials

Full unbleached all linen table damask, 64 inches wide, very neat patterns; will stand laundering well; regular 75c value; at this Unloading Sale at, per yard **42¢** \$1 value pure linen table damask, 72 inches wide, absolutely unmatchable at the price of, per yard, **69¢** A pure linen satin table damask, 72 inches wide, very fine finish, excellent quality, handsome patterns, regular \$1.50 value, priced for this sale at **95¢** A \$2 value of pure Irish linen table damask, full two yards wide, at this Unloading Sale at, a yard, **\$1.48**

LADIES' WAISTS

\$1.50 values white lawn waists, with embroidered front, the new long sleeve so much in demand this season; while they last at this Unloading Sale **89¢** \$2.50 and \$2.75 value new white lawn waists, made of extra quality fine, sheer lawn, trimmed with fine lace insertion and lace edging, long sleeves, lace cuff; at this Unloading Sale at **\$1.88**

\$1 Lawn Waists Unloading at 69c

Phenomenal Values in Ladies' Under Muslin Under this head we announce a most tremendous cut all through the line. We do not intend that a single garment in this line shall be carried over from this sale. You will buy these garments when you see the goods and the prices, regardless of whether you need them for immediate use or future use.

Startling Hosiery Values

Ladies' fast black cotton hose, good weight and good wear; regular 12 1-2c values; Unloading at, per pair **8¢** Ladies' split foot, white sole, full fashioned hose, made from pure Egyptian combed cotton; regular 25c values; Unloading at, per pair **23¢** Ladies' fine lisle hose, black, Hermsdorf dye, absolutely fast colors, value 50c; Unloading at, per pair **33¢** Children's fast black ribbed hose, all sizes 5 1-2 to 9 1-2, 15c values, Unloading at, per pair **8¢** Children's fast black hose, all sizes, values 20c, go in this Unloading Sale at, per pair **14¢** Boys' and misses' 25c black hose, in medium and heavy weight, priced for this sale at, per pair **19¢**

Domestics Greatly Reduced

Thousands of yards of 15c dress ginghams of the newest spring styles, that were delayed in shipment, having reached us a few days ago; take your choice of these at, per yard **9 1-2¢** 1,080 yards of apron check ginghams, the Amoskeag, the 8 1-3c grade, Unloading at, per yard **5 1-2¢** 1,700 yards of American Standard calicoes to go at the extremely low price of, per yard **4 1-2¢**

Bedspreads

Extra value white bedspreads, hemmed edges, values \$2.25, Unloading at this sale at **\$1.59** Very handsome white bedspreads, fringed all around, with cut corners, value \$3 anywhere and everywhere, Unloading at **\$2.19**

TURKISH TOWELS

Extra large Turkish towels, the 35c quality, priced for this Unloading Sale at **24¢** 18c huck towels, large size, excellent value, are priced for this Unloading Sale at **11¢** 25 dozen cotton hand towels, good size, priced for this sale at **3¢** Very fine huck towels, extra large, worth 35c, priced for this sale at **23¢**

WHITE GOODS SPECIALS

Hundreds of yards of India linons, selling everywhere at 15c, Unloading at this sale at **11¢** 25c value India linons, a very exceptional value, listed to sell at this Unloading Sale at **19¢** A very sheer, white India linon, marked to sell at 30c, closing out at this Unloading Sale at **21¢** 20c Nainsooks in the neat, desirable effects, checks and stripes, go in this Unloading Sale at **14¢** 50c values in white Swisses and Mulls Unloading at **33¢** Read these unmatchable prices on Persians lawns: 20c values at **14¢**; 30c values at **19¢**; 35c values at **24¢**

Millinery Prices to Be Mercilessly Slaughtered. Every Ladies' Hat In Our Store Will Be Sold at 50 Cents on the Dollar

These hats are of this season's creation, bought and trimmed for this season's selling. You are lucky if you have put off till now buying your spring and summer hat. The prices on these will stagger the most skeptical. All sailor hats included in this slaughter.

Ladies' Wash Suits and Skirts

These articles are priced so ridiculously low that no lady who is in need of them can afford to pass them up. They are short lots, left from this season's selling, one and two of a pattern. The fact that they have sold well is the very reason why they are short lots. Ask to see them.

Ladies' Suits

The greatest opportunity of your life to buy a suit at the greatest saving you ever knew. Ladies' \$25 suits, new and desirable, in all the wanted shades, built for this season's selling, will go at this Unloading Sale at **\$11.49**

Spring Suits

Another lot of new spring suits, excellently tailored, the very acme of the tailor's art; values up to \$35; these will all go in one lot, and will be offered at the ridiculous and unheard of price during this Unloading Sale of **\$14.73**

Ladies' Skirts

A magnificent display of ladies' skirts will greet the visitor on opening day, June 26. How long these will last at the prices we have named on them is problematical. They come in blue, black and tan serges and Panamas. They are neither skimped in cutting nor in making. The sale price will be from **\$3.69 to \$11.59**

Extra Special in Ladies' Department

Every lady's umbrella in the house, whether plain or fancy, will go on sale at a discount of just exactly 33 1-3 per cent. All ladies' hand bags receive the same cut. There are many styles in these from which to make your selection. Under this head and under this cut all side and back combs, all Barrettes will be offered during this UNLOADING SALE.

Ladies' Fancy Hose Supporters One-Half Price

Ladies' Dressing Sacques

Beautiful designs, Japanese patterns, all silk, \$5 values, closing out at this Unloading Sale at **\$3.49**

Extra Special in Ladies' Department

American Lady Corsets

25 dozen American Lady Corsets, \$1.50 value, at **\$1.19**
40 dozen Corsets, never less than \$1, closing at **78¢**
17 dozen Corsets, values always \$2.25, closing at **\$1.79**
22 dozen Corsets, values always \$3, closing at **\$2.19**

Fancy Pillow Tops, Stamped, 75c Value at 39c

Sofa Cushions, 75c Value as 52c

Another lot of Sofa Cushions, value 95c, closing at **72¢**
Ladies' non-shrinkable vests and pants, all wool, in both silver and white, value \$2, closing at, per garment **\$1.49**

MEN'S CLOTHING DEPARTMENT

The greatest values in men's clothing ever known in the history of Montana. We have selected our entire stock of men's clothing, the prices on which were \$15, \$17.50, \$20 and \$25. We have placed these all at one price, and will sell any suit at the unheard of price of **\$10.69**. These come in plain and fancy worsteds, in Scotch mixtures, Tibets, serges and all fabrics that men's clothing is made in. They are this season's creations, built by artists, who know the very acme of the tailors' art; lapels non-breakable, shoulders concave, every seam sewed with best linen thread. Match these for less than \$20. You can't do it. These are yours while they last at, a suit **\$10.69**

Men's Furnishings

100 dozen men's black and tan hose, 15c values, at, per pair **11¢**
35 dozen men's Japanette handkerchiefs, 12 1-2c and 15c values, at, each **7¢**
85 dozen men's "Arrow Brand" collars, clean and new, at, each **11¢**
20 dozen men's Monarch shirts, in plaid and plain fronts, \$1.50 shirts the world over, Unloading at this sale at **98¢**
Every 75c suspender in the house at, per pair **42¢**
All our men's neckwear, 50c value, in Tecks and four-in-hands, closing out at, each **29¢**
40 dozen men's work shirts, 75c value, at **37 1-2¢**

Men's French balbriggan shirts and drawers, also jersey-ribbed, in pink and cream, 75c values, closing at this Unloading Sale at, per garment **39¢**

Men's Shoes

175 pairs of men's shoes, in Blucher and lace, built by mechanics who know how to make shoes; a shoe that will satisfy the most exacting; value never less than \$3; these shoes, while they last, at, pair **\$2.49** Men's heavy work shoes, in reindeer top, sewed and nailed, \$3.50 values anywhere and everywhere; while they last at this Unloading Sale, per pair **\$2.79** **\$3.89**—At this price we are putting on sale about 1,000 pairs of the celebrated "Florsheim Shoe," known all over the United States as the best \$5 and \$6 shoe

worn by men. These come in patent leather, vici kid, box calf, tan and black, in Oxfords and regular styles, on all lasts that shoes are made on. They will go on sale Saturday morning, June 26, at, per pair **\$3.89**

Men's Pants

95 pairs of men's pants, every pair worth \$1.50, closing at this Unloading Sale at, per pair **98¢** 120 pairs of men's pants in Scotch mixtures, plain and fancy worsteds, sewed with best linen thread, double hip pockets, full and half peg, sizes 31 waist to 41, values \$3 and \$3.50, closing at this Unloading Sale at, per pair **\$2.19** 58 pairs of men's pants, \$4 values, closing at, per

pair **\$2.98** Several pairs of corduroy pants, elegantly tailored, splendid \$5 values, closing out at, per pair **\$2.98**

Boys' Shoes

149 pairs of boys' shoes, in box calf, \$2.50 values, closing at this Unloading Sale at, per pair **\$1.69**

Suit Cases

All \$1.50 leatherette suit cases, stoutly stayed and strongly made, closing at **\$1.19** All our leather, cowhide suit cases from our stock of \$7.50 values, closing at **\$5.19**

Remember the dates and remember them well--June 26, Saturday morning at 9 o'clock, lasting till Saturday night, July 10. Remember the place, at the sign of the big banner.

Higgins Avenue

THE MARTIN COMPANY

Missoula Montana