

THE MARTIN COMPANY

FORCED BY CIRCUMSTANCES

OVER WHICH IT HAD NO CONTROL

CLEAR OUT OF THE BUSINESS

It's a Matter of History Now

How the Martin Company gained the enviable reputation as one of the most reliable stores in the state. This was acquired by their handling nothing but the very best merchandise money could buy; then their store systems---one could always come here with the assurance of their wants being properly attended to.

It's Not a Hard Luck Story

Any financial or mercantile authority anywhere from the Atlantic to the Pacific will tell you that the Martin Company is as sound as a bell. However, the die is cast, and on goes

The Greatest Sale in the History of Modern Merchandising. Out The Martin Co. goes; In The Sales Conductors

You know, perhaps, as well as the writer, what it means when these Eastern Sales Conductors take hold in closing out at all costs. It's the money they want and money they must have.

The News That the Martin Company Is Quitting the Business Has Caused Consternation in the Entire Mercantile Community

JUST THINK

\$45,000 Worth of Crisp Merchandise

Thrown to the four winds. Many thousands will, without doubt, grasp this grand opportunity.

Merchandise Will Be Practically Thrown Away

Simply because The Martin Co., through some unforeseen circumstances over which it had no control, has to do this. Their time and attention is urgently required in other lines of enterprise. The Martin Co. are not quitters by any means, but the predicament of having too many irons in the fire has caused all the trouble. The Salesmanagers are now in full charge of the different departments. Their orders from headquarters are **SELL, SELL, SELL, SELL, SELL**. So sell they must and will, at all costs. That's their orders. And what do salesmanagers care about costs? "Not two whoops." So Thursday morning the old Martin Co.'s store will be

A GREAT BARGAIN BAZAAR

Sale will continue until stocks are completely sold out. There will be no chicken-hearted or half measures employed during this great sale---the greatest distribution of spick and span merchandise in the history of merchandising in all the great west. "HE-RAUS MIT EM!" Clean out the whole works clear to the bare walls. Lease, Counters and Fixtures for sale.

We Are Very Sorry, Indeed

To see a stock of such large proportions ruthlessly slaughtered by the force of circumstances. It has been very well said that

Circumstances Often Alter Cases

And this is one of the cases. One man in millions might pass through this life without being struck by lightning, but then he might be just the one to be struck by lightning. This is an instance which happens once in a long while. And while we wish to emphasize these facts, as we want to be clearly and distinctly understood that

The Martin Company Is Going to Quit, Is Willing to Quit, and Will Quit the Business

It's our bounden duty to say The Martin Company is quitting at all costs, no matter what the stocks may fetch. If other storekeepers rave and tear their hair, what do the salesmanagers care?

Thursday Is the Day

THIS GREAT SALE STARTS

THURSDAY, JULY 8

AND WILL CONTINUE FOR A SHORT PERIOD ONLY

SHORT SHARP AND DECISIVE SELLING