



The Wheels of Progress Turn
the Martin Co.'s Store Over
to the Norquist Tinkel Co.,
Bringing Into Existence

THE CRESCENT STORE

**A New Era in Missoula Merchandising
Now Dawns**

After August 15th, The Martin Co. will be no more. In its stead comes *THE CRESCENT STORE*—a store that is to blaze a radically new trail in the annals of Missoula's commercial history.

The new firm is incorporated under the name of the Norquist Tinkel Co.—the store name, as above mentioned, is The Crescent Store.

What this new business means to every citizen of Missoula is told briefly in the various articles on this page.

We intend to depart from the old, dyed-in-the-wool ways. We shall be leaders. We shall place before you the best goods in the best manner. The men who compose the Norquist Tinkel Co. are men of character and responsibility in the commercial world. Our interests will be vitally, inseparably intertwined with the interests of Missoula itself.

We shall handle only the best grades of merchandise—including women's, children's and men's wearables, dry goods, shoes, leather goods, millinery, etc., etc.



A Perfect Store

With a

PERFECT SYSTEM

In assuming the Martin Co. store we have decided, with our customary progressive spirit, to make what we consider were much needed improvements.

To that end the entire old store will undergo complete overhauling. Various departments have been modified to meet our requirements, and a new modern front will be built. In a very short time we shall have, besides an addition of forty feet in back of the present building, which is now being rushed to completion, and shall also occupy the basement where we will install a new and up-to-date basement and bargain department.

With this improved store we shall have an improved store system. We have gleaned the best results from the other stores in our organization and have evolved the plan of service that is the most modern and up-to-date thus far developed.

Our sales force has been carefully and thoroughly instructed and will attend to all your requirements promptly and efficiently. We want you to feel that this store is what we intended it to be—a thoroughly helpful, convenient place in which to shop.

If you find our service in the least detail wanting, we will greatly appreciate your mentioning the fact to us. There are unquestionably some improvements possible that we have not discovered, and we will be only too glad if you will call our attention to them. We assure you that we'll act on your suggestions as quickly as possible. We are trying to make this store YOUR store. Won't you help us?

Our Policy

With the foundation of this new business, we have formulated a creed, which we will maintain to the last word in all our dealings. These are the fundamental principles on which our new business is based:

To offer the newest and best in merchandise which is thoroughly appropriate to the season.

To maintain a quality standard which shall enable our customers to say "It came from the Crescent store; I know it is good."

To make prices which will appeal to your sense of economy and sustain for us a reputation for giving the best values.

To render each visit to this store a pleasure by waiting upon you promptly and courteously.

To regard your complete satisfaction as of utmost importance and as essential of attainment.

To extend to all alike, whether the purchase be extensive or trivial, the same impartial consideration. This fairness extends to our competitors, for every action of this store will be absolutely honest, frank, open and above-board.

Why We Sell Better Goods at Lower Prices

This new store is but one link in a chain forming a wonderful organization. In all, there are 48 distinct and different stores connected with this aggregation. Can you guess what the result of this combined force signifies to you?

Take first the buying power of these 48 stores. The amount of merchandise they distribute amounts up to a stupendous total. Their buying power is, therefore, almost inconceivably great and manufacturers are all too eager to place such a desirable order, gladly conceding generous amounts from the prices.

Furthermore, the fact that so many stores are branches of the same business tree has an even deeper meaning to you. It means that, catering to all sorts of people in all sorts of places, we have learned how to best please everyone. It means, too, that we can draw from every available source for our merchandise.

These facts bring one conclusion which is of greatest importance. **THEY EXPLAIN WHY WE CAN SELL BEST QUALITY GOODS AT LOWER PRICES THAN YOU ARE CHARGED ANYWHERE ELSE.**

This Will Be a Cash Store

After having put to practical test every known system of merchandizing, we have adopted in all our other stores and shall adopt in this store a strictly cash system of buying and selling.

We have found this to be the most effective system. A few words will serve to convince you, we are sure, of the same thing.

To all those who buy for cash manufacturers give lowest prices.

All those who sell for cash can, therefore, afford to sell for far less than any store extending credit. This is not only due to the fact that we buy for cash only, but also to the fact that we get cash for all we sell and can easily afford to accept smaller profit margins.

This corporation, as we have said elsewhere, is composed of men of character and responsibility. When you deal here you are doing business with several of the most prominent people in the commercial world, of this country, at least. You can feel absolutely assured that every effort will be made to afford you greatest possible satisfaction.

Store Opens
Saturday, Aug. 14

THE CRESCENT STORE

Formerly the Martin Company

Visit This Splendid
New Establishment