



17th Anniversary Sale-1894-1911

A Celebration of this store's 17th birthday and of as many years of successful retailing--an institution founded on fairness

Today we announce a great sale to commemorate the 17th birthday of this store—the biggest and broadest merchandise movement in our history. Founded on fairness was this store—the whole secret of the continued and phenomenal growth of this store during the past 17 years can be summed up in two words, **FAIR DEALING**. By fair dealing we have grown from a modest little store into the largest and most up to date shopping place in Medford and by fair dealing we continue to grow magnificently. We have won the confidence of our public by always keeping faith with them. We have never sold any goods but the best, and have never charged anything but the lowest prices for which equally good qualities could possibly be secured, and no man, woman or child among the thousands who have shopped here has ever failed to receive the most careful and courteous attention. Worthy goods at worthy prices is our idea of fair play which made and maintained and will surely increase the popularity of this store—a store that has continued to do business in the same town for 17 years and has grown in size and patronage every year since the beginning, is a mighty good place to shop.

A Period of Value Giving without parallel--Wonderful saving chances on Fine Fall and Winter Merchandise

This will be a tremendous sale, one that will surpass all of our previous efforts. For weeks we have been searching the markets—sifting and sorting and selecting the best of the special lots that our cash-buying prestige brought us and now we are ready with overwhelming stocks of desirable, first-class, up to the moment, new fall and winter merchandise and priced at amazing reductions. We urge you to take full advantage of the economies that this sale offers and we quote many items on this circular showing what your savings will be. One thing we wish to impress on you is that it is not our advertising that makes this store great—that causes the great rush of business to our sales—but its having what we advertise.

The Anniversary Sale Will Begin Saturday Morning, Sept. 23 at 9 a. m. and end Saturday Night, Sept. 30, at 10 p. m.

Read This

7 Spools of Clarks O. N. T. 200 yd. Thread for	25c
10 yards of 12 1-2c genuine yard-wide Hope Bleached Muslin	73c
10 yards of best 6 1-2c quality Calicoes, light or dark colors	39c
5 yards of Standard Apron Check Gingham, blues, browns, etc.	23c
35c best 9-4 Bleached Sheet	24c
300 count best quality English Pins, paper for	3c
8 1-2c all linen Absorbant Crash, 17 inches wide	5c
Clark's O. N. T. best 4-ply Darning Cotton, at the spool	1c

Women's Shirt Waists-Sp'l Value



Women's \$4.50, \$5 and \$6 Shirt-waists made of fine mulls, mercerized batiste and dainty all over embroideries, some are elaborately trimmed with cluny and Venice laces; others with exquisite hand embroidery—all in the correct 3-4 sleeve styles that will be used this fall. 300 waists in the lot and sizes from 32 to 44, specially priced at each **\$3.75**
 Women's tailored linen waists, the well known King brand, in several styles with long sleeves and cuffs. \$3.00 and \$3.50 is the usual price. Special at this sale **\$2.45**

Women's Coats, Suits, Dresses and Kimonos--Specially Priced

Women's \$15 and \$16.50 Full Length Caracul Coats, \$11.95
 One of the best bargains offered in the anniversary sale is those coats. They are made from a splendid quality of imported black caracul and nicely lined. All sizes from 16 years to 44.

Women's \$30 and \$35 Evening Dresses of Chiffon and Crepe de Chine—Special at \$18.75.

We have about 20 beautiful evening dresses, made of chiffon, over messaline and crepe de chenes, short sleeves and beautifully trimmed. Pale blues, pinks, lavenders, yellow, etc.

Women's \$16.50 and \$18.50 Tailored Suits at \$14.95.

We challenge you to find the equal of these splendid tailored suits we are showing. They are all the latest styles and made of durable all wool materials and satin lined.

Women's \$30 to \$35 Fine Fancy Mixture Coats \$25.00

Only a trip to see these wonderful coats can convey an idea of their beauty. Our word for it, we have never seen such values as these.

Women's \$7.50 to \$8.50 Fine Tailored Skirts \$4.95

We are making a special effort to increase our skirt business, hence these wonderful values. The materials are Panamas, worsteds, serges, etc.

Beautiful Full Length Silk Kimonos, \$12 and \$15 Values, \$9.75

Over 25 of these practical garments are offered at this price. They are made of soft silk and nicely trimmed with ribbons. The designs are oriental.

Women's \$1.00 and \$1.25 Flanellette Dressing Saques, 89c

Our assortment of these practical garments is large and includes both light and dark colorings that will wash perfectly. At the special price they are unusual values.



Perfect Fitting Corsets

We have just made one of the best deals in corsets that we have ever known of—a prominent manufacturer had about 15 dozen corsets that were slightly imperfect in finish; to this lot he added all of his travelers' samples and sold us the lot at a fraction of their true worth. The styles are the newest long models and there are styles for every figure. To this lot we have added perfect garments that we will no longer carry in stock, such brands as Royal Worcester, Bon Ton, and Nemo, and we price the garments as follows:

\$3.50, \$4, \$5 CORSETS FOR \$2.50
\$1.50, \$2, \$2.50 CORSETS FOR 95c.
75c, \$1, \$1.25 CORSETS FOR 65c.



Savings in Laces and Embroideries

Fine Cambric Corset Cover Embroideries, also Embroidery
 Flouncing that is full 18 inches wide, a splendid assortment of patterns that are all made with a fast edge that insures perfect washing and wearing qualities **15c**
 25c values special at **15c**

Nearly 2000 yards of fine Linen Torchon Laces fine French Val Laces and the durable round thread German Val Laces, have been grouped in one large lot. They are 8 1-2c, 10c, 12 1/2c qualities, special at the yard **5c**

A fine lot of Embroidery Swiss Flouncing that is 27 and 45 inches wide and that has been selling at \$1.00 and \$1.25 a yard, beautiful patterns—are all specially priced at the yard **65c**

Linens, Towels, Sheets, Etc.

Fine Seamless Sheets, 72x90 inches, full bleached, wide hem torn and not cut, linen finish, extra heavy and fine; 85c is the usual price. Special at **69c**

We have 30 dozen of a fair quality pillow case, size is 45 by 36 inches, full bleached and wide hem. They are considered a bargain at 10c. However, we offer them special at **5c**

A very special value is offered in a Bleached Bath Towel, hemmed at both ends and good weight. It is frequently sold at 19c. Will specialize on it this sale. **11c**

Fine Table Damask, full 2 yards wide, guaranteed to be pure Irish linen and dependable in every respect, choice floral and scroll designs, \$1.25 quality. **95c**

Best Double Damask, full 2 yards wide, very heavy and fine and in elegant scroll, dot, and floral designs **\$1.95**

Fine quality colored table Damask, in reds, blues and buff colors, as well as durable white Damask that is full 72 inches wide. Qualities that are standard at 65c, special at the yard **49c**

We have 30 dozen Napkins of good serviceable quality, 22 inches square in choice range of designs; \$2.50 and \$2.25 is usual retail price per doz. Special now **\$1.65**

Hosiery and Knit Underwear

Women's Medium Weight Union Suits, with light fleece lining, full bleached and made to open down the front, sizes 4-5-6-7—a regular \$1.00 garment, special for **69c**

Women's medium weight Union Suits, of good quality, fleeced lined and finished with crochet trimming; 75c is the usual retail price and we will have all sizes at the suit **54c**

Women's medium weight black Hosiery, the well known Wayne Knit brand, full fashioned and warranted fast color, sizes 8 1/2 to 10. 25c values **19c**
 Special at **19c**

Children's Hosiery, the celebrated Iron Clad brand that is noted for its excellent wearing qualities. It always sells at 25c a pair. We have all sizes and will price it special at **19c**
 the pair **19c**



Newest Autumn Dress Goods and Silks--Specially Priced

We have just made an unusually fortunate purchase of a quantity of 27-inch fine quality, plain colored messaline silks, qualities that always sell at \$1.00 to \$1.35, a yard. In the lot are all the light colors for evening and party dresses as well as the darker colors for street wear plenty of black, too, special at the yard **89c**

75c Fancy Dress Silks
75c Plain Messaline Silks 10 colors
85c and \$1.00 Foulard Silks
\$1.00 Diagonal Silk Suitings
65c Lining Silks

\$1.25 Natural Pongee Silk 32 in.
\$1.25 Black Taffeta Silk, 36 in.
\$1.50 Black Mire Silk, 36 in.
\$1.25 Black Peau de Soie Silk, 36 in.

Fine soft and clinging dress silks, well known as Seco & Succine Silks for the plain colors and fancy designs, 30 colors to choose from. Values that bring 35c to 45c yard, special at **29c**

Unusual Wash Goods Values

Heavy Outing Flannels, such well known brands as Amosky Teezedown, "1921," etc., in a large range of both light and dark colorings. 12 1/2c and 15c is the usual retail price, special for the anniversary sale at the yard **9 1-2c**

12 1/2c and 15c Percales and Dress Gingham, a large assortment of patterns, which are here in both light or dark styles; fully 1500 yards in the lot, specially priced for this sale at **9 1-2c**

Kimona Crepes, such well known brands as Serpentine Crepe, etc., a showing of all plain colors as well as plenty of the fancy floral designs, marked special at the yard **17 1-2c**

BLANKETS, COMFORTERS, BED SPREADS

Extra Heavy Cotton Blankets, that are made with the new wool finish, full large twelve quarter size, both white, grey and tan colors; \$2.50 is a low price, but special for this sale at **\$1.85**

Fine all wool Bed Blankets, largest size, a beautiful quality, finished with silk ribbon binding in an assortment of fancy plaid designs, as well as white, tan and greys. \$7.50 is the usual price special for this sale **\$4.95**

\$1.25 Cotton Blankets, full size and medium weight, greatly in demand to use as warm sheets, either white, grey or tan, with fancy borders, special at the price **95c**

\$3.50 and \$4.00 Fine Silkoline Comforters, made with best grade of pure white cotton filling generous size, special at **\$2.98**

Fine Silk Covered Comforters, soft fluffy, light weight, but very warm, in pinks, blues and yellows, with border of fancy color. We will sell 25 of these which are \$5 values at **\$3.95**
 each **\$3.95**

Silk and Satteen Petticoats and Children's Dresses

Women's \$1.25 Sateen and Russaline Petticoats in black and a choice assortment of colors, some fancy trimmed; 10 dozen in the lot. Are offered at special each **89c**

Women's Fancy Messaline Silk Petticoats also a quantity of black Taffeta Petticoats that other stores try hard to sell at \$5 are offered special for the anniversary sale at each **\$3.45**

Women's Black Sateen Petticoats, made of a superior quality of sateen that will wash and keep its pretty lustre, sold regular at \$2.75 and **\$2.15**

A splendid purchase of a lot of 100 fine Silk Petticoats that would usually sell at from \$7.50 to \$10, enables us to offer flowered taffeta silks, messaline silks and pretty striped effects at the bar **\$4.95**
 gain price of **\$4.95**

Children's Wash Dresses made of fine quality percales and dress gingham, and in medium and dark colorings, \$1.00, \$1.25 values and in sizes 2 to 14 years, special at each **69c**



WONDERFUL ANNIVERSARY VALUES THAT THE MEN'S STORE WILL SPECIALIZE ON

Men's \$25 All Wool Blue Serge and Fancy Worsteds Suits at the Phenominal Price of \$18.50

We ask your critical judgment of these suits at this special price—and feel sure of your verdict—only by a special price concession from the manufacturer and by our self reducing our profit, is this bargain price possible.

Men's 50c Blue Chambray Work Shirts—Special at 39c

This shirt is standard quality in every respect and we have a complete run of sizes. The value is typical of those that prevail at this anniversary sale.

Special Purchase of Men's and Boys' Underwear—Savings Are One-Half.

A special purchase of a lot of traveler's samples in Men's and Boys' Underwear, enables us to offer fine cotton and merino separate garments and union suits at these bargain prices. Values up to \$2.50 for \$1.25. Values up to \$1.50 at 89c.

Men's \$2.50 Fine Wool Coat Style Sweaters at \$1.45

This is the best sweater bargain we have ever known of. They are good heavy weight and come in the serviceable colors of grey and navy blue—all sizes in the lot.

Flanellette Underwear and Sweaters

Women's Flanellette Gowns, \$1.25 and \$1.35 qualities that are prettily trimmed and correctly finished, made from best grade of outing flannels in plain colors and fancies, are specially priced at each **95c**

Children's 85c Flanellette Gowns, made of best grade of outing flannel, neatly trimmed and finished and in sizes to fit up to 12 years old, are specially priced at **59c**

A fortunate purchase of Women's Coat Sweaters, both single and double breasted styles enables us to offer \$3.00 and \$3.50 qualities in such colors as reds, greys and white at the bargain price of **\$2.39**

One of the best bargains in Children's Sweaters that we know of is the lot of 75c qualities that we secured. They are all wool and come in plain colors or with contrasting trimmings, sizes to fit children up to 10 years, at the bargain price of **59c**

The H. C. KENTNER CO. Inc.
 MEDFORD, OREGON.