



October Challenge Sales

KENTNER'S

Buying Opportunities That Will Electrify All Prudent

This store has always been preeminently the shopping and bargain center of Medford and, during these Challenge Sales we wish to particularly emphasize the bargain possibilities of this store and the wisdom of shopping here from a purely economical standpoint, aside from the many advantages that come to you through larger assortments and a more perfect store service. The values that we quote on this sale are all standard goods and the savings are such as will make it advisable for you to anticipate largely your winter needs.

THIS SALE STARTS THURSDAY AND CONTINUES

Newest Autumn Silks and Velvets for the Challenge Sale

Fine Silk Corduroys and Velveteens now greatly in demand for dresses and skirts in such wanted colors as navy browns, greens, tans, blacks, etc., full 23 inches wide, the quality that we have been selling all season at \$1.35, now priced at, yard **98c**

Fine Velvet Corduroys, full 27 inches wide, a choice grade that is usually retailed at \$1 a yard; suitable for dresses, coats, skirts, etc., in such colors as brown, navy, black, green and white; special at, the yard **69c**

Fine Messaline Silks, a soft, lustrous quality that is 19 inches wide, in such colors as navy, brown, green, tan, red, garnet, Copenhagen, pink, light blue, yellow, white and black; also a large assortment of fancy silks that are 19 inches wide, very durable, 65c and 75c values all in one lot marked very special at, the yard **39c**

\$1.50 36-inch Black Messaline Silk.....	95c yd.
\$1.25 36-inch Black Taffeta Silk.....	
\$1.35 36-inch Black Peau de Soie Silk.....	
\$1.25 32-inch Natural Pongee Silk.....	

Fine Soft Seco Silks in plain colors and dots. This fabric is a mixture of silk and cotton and is suitable for party dresses as well as silk kimonas. We have it in 30 choice colors and will price it very special during the challenge sale at, yd. **25c**

Challenge Sale Values in Sheets, Pillow Cases, Sheetings, Etc.

72x90 Wearwell Sheets, extra heavy and fine, made with linen finish and wide hem—seamless, a regular 85c number, which we now price special at **69c**

Pillow Cases, extra quality linen finish with wide hem in sizes 42x36 and 45x36, usual retail price is 20c and 22c, now special at **17c**

Pillow tubing, the well known Androscoggin brand 45 inches around, warranted for durability. We have 600 yards which we offer special at **18c**

10-4 Bleached Seamless sheeting, the well known Pepperall brand, regular 38c quality, now special at **32c**

8 1-2c Unbleached Sheeting, yard wide and extra heavy and fine. We have 2000 yards which we offer special at **6 1/2c**

Linens, Towels, Etc., For Less at the Challenge Sale

Extra Heavy Bleached Bath Towels, full 20x40 inches, a quality that sells rapidly at 35c each, now special at **23c**

Fine Table Damask, full 2 yards wide, extra heavy and fine, guaranteed pure Irish linens in a choice range of floral and scroll designs, values in the lot up to \$1.50 a yard, now special at **95c**

18c Pure Linen Crash full bleached with red selvedge, fine and absorbent 500 yards in lot, special at **12c**

8c Unbleached Linen Crash, full 16 inches wide, soft and absorbent, 200 yards in lot, special at **5c**

\$1.25 Damask Linen Cloth, 36x36 inches square, pure linen and in the choice dot designs and Grecian key border special at **89c**

The Most Wonderful of all our gains are to be Had in Our Women's



WOMEN'S \$30, \$35, \$40
You will really be surprised at the values of our silk and satin lined, which are full mixture cloths and we recommend them.

WOMEN'S FINEST SUITS
This lot of suits includes all of the celebrated Matzen make. They have been \$60. They are made of the celebrated Matzen make.

\$20, \$22.50 WOMEN'S SUITS
Judged by the standard of the market, these suits are classed as \$25 values. However, they are now offered at **\$18 and \$20** Women's Suits.

Most of these suits in this lot have already been reduced in price to nominal prices.

WOMEN'S \$35, \$37.50, \$40
All of our finest Curacao Plus what extreme in style have been reduced to nominal prices.

WOMEN'S \$22.50, \$25 and \$27.50 COATS
The coats offered at this price are special at \$25. They are one of the best made and enable a person to make a small profit always sold at a small profit.

WOMEN'S \$16.50 TO \$35
We challenge you to find a suit which are satin lined. They are full and were considered great bargains.

WOMEN'S COATS VALUES UP TO \$10 FOR \$5
These two lots of Coats are a few numbers that came in many of this year's style features. They are long coats and utility purposes cannot be equalled for value.

BEAUTIFUL WOOL DRESS GOODS For the Challenge Sale

Fine Storm Serges, full 50 inches wide, in such colors as navy, brown, tan, black, etc.; also a very large assortment of other choice weaves and fancy suitings that vary in width from 42 to 54 inches. All in the newest autumn colorings and guaranteed to be pure wool; values from \$1.25 to \$1.35; priced special at **98c**

A very large assortment of Dress Goods that includes some choice suiting fabrics in the popular mixture cloths as well as a fine range of such fabrics as wool batiste and some choice silk and wool crepes; are all in one large lot that includes values up to \$1 a yard and priced special at **49c**

Fine Cloakings and Double Faced Woolen Fabrics that are plain on one side and plaid on the other, as well as a fine lot of the newest 56-inch suitings that come from the Jamestown mills. Values up to \$3.50 a yard and none worth less than \$2.50, all specially priced at, the yard **\$1.98**

UNEQUALED WASH GOODS For the Challenge Sale

Fine Dress Gingham, such well known brands as A. F. C., etc. in choice range of medium and dark colorings that are suitable for fall and winter use, qualities that always sell at 12 1-2 to 15c a yard, special at **9 1/2c**

Good grade of Apron Gingham that always sell at 6 1-2 to 7c a yard, in choice range of blue and brown checks, are offered at the yard **4 1/2c**

Fine Flannellets full 36 inches wide, qualities that sell at 18c and 20c a yard in light and dark colors, some of which have border designs for trimming, are priced special at the yard **15c**

KIMONO Flannellets, extra heavy and warm full 27 inches wide, a regular 25c quality in choice range of floral and conventional designs in light and dark colorings, are now offered at the bargain price of **19c**

3000 yards of cotton Challies the grade that is frequently sold at 6c a yard—the assortment includes fully 30 choice floral and Persian designs, light and dark and we price them at the yard **4c**

Standard Dress Prints, the well known American & Simpson brands, greys, blues, reds, etc., no limit, take what you want at the low price of the yard **4 1/2c**

Standard Table Oil Cloth, full 45 inches wide in the colors only with a large assortment of designs that usually sell at 22 1/2c, now special at the yard **15c**

We Challenge You to Find the Equal in Value That We Offer in Women's and Children's Shoes



There is a great difference in the quality of shoes that are frequently sold at the same price. We have always sold lines that gave the limit of value at any given price; such lines in ladies' shoes as Utz & Dunn and in children's shoes as Red Goose brand. We now quote these well known makes at greatly reduced prices as per list below:

LADIES' SHOES

\$4.50 Qualities now	\$3.25	\$3.00 Qualities now	\$1.95
\$4.00 Qualities now	\$2.95	\$2.50 Qualities now	\$1.65
\$3.50 Qualities now	\$2.75	\$2.00 Qualities now	\$1.25

CHILDRENS' SHOES

\$3.00 Qualities	\$1.95	\$1.50 Qualities	\$1.10
\$2.50 Qualities	\$1.65	\$1.00 Qualities	89c
\$2.00 Qualities	\$1.25	90c Qualities	79c
\$1.75 Qualities	\$1.25	75c Qualities	59c



The Notion and Ribbon Challenge

Special Lot of Fancy Ribbons in Floral, stripe and Persian designs, widths up to 4 1-2 and 5 in., 25c vals., sp'l **15c**

Fine Fancy Ribbons, choice Dresden designs, stripes, Persians, etc., as well as a large lot of stiff finish Hair Bow Ribbons, widths up to 8 inches wide and values up to 50c, special **25c**

5c Best Patent Hump Hook and Eyes, Black and White **3c**

5c Best English Brass Pins 360 pins to paper **3c**

65c Extra Heavy Rubber Dressing Combs **49c**

25c O. M. O. No. 2 Dress Shields Feather Weight **19c**

The Lace and Embroidery Challenge

Fine Linen Torchon Laces specially suitable for underwear in widths from 1-2 to 3 inches wide, 10c values, special at **5c**

Fine Val. Laces and insertions, a lot of about 600 yards which contain values up to 25c a yard, but there are no two widths of any one pattern, special for the challenge sale at **10c**

Fine Flouncing Embroideries in the popular 27 inch width, also a large lot of other choice embroideries in widths up to 18 inches wide, values up to 60c a yard special at **25c**

12 1-2c to 15c Embroideries, both edges and insertions that contain blind work as well as eyelet designs, widths up to 7 inches, special **8c**

Judge Our Men's Suits Offered at This Great

Men's Suits made of the celebrated Clothcraft factory are These suits are Velours, fancy Cassimeres, Worsteds and then to be 100 per cent pure wool. A noteworthy fact. For to be absolutely shape retaining, to have hand worked button durable mohair linings. In every respect they measure up to priced at \$22.50. We offer 75 of these suits at the unequalled

Special Lot Young Men's Suits, \$10 to

We have gathered out of our stock about 20 Suits, style men. They are \$10 to \$25 values and we now offer the lot at

Other Noteworthy Challenges

Men's 75c Golf and Pemberton Flannel Shirts	49c	Men's \$2.00 Corsets	
Men's 50c Work Shirts	39c	Men's \$2.50 Corsets	
Men's 90c Pemberton Flannel Shirts	71c	Men's \$3.00 Corsets	
Men's \$1.50 Corduroy Shirts	\$1.35	Men's \$3.50 Corsets	
Men's \$5.00 Silk Shirts	\$3.75	Men's \$4.00 Corsets	
Men's \$3.50 light weight Flannel Shirts	\$1.95	Men's \$5.00 Corsets	
Men's Wool and Cotton Underwear		Boys' Suits 2 Pa	
Odd lot, \$1.50 value	63c	Boys' Flannel Bl	
Men's \$2.50 Coat Style Sweaters	\$1.48	Men's Wool Sock	
One lot Men's \$3.50 Hats	\$1.95	Men's Wool Sock	
		Men's 85c blue d	
		Boys' High Scho	
		Men's Iron Clad	