

18th Anniversary Sale—1894-1912

A Celebration of this store's 18th birthday and of as many years successful retailing--an institution founded on Fairness



Today we announce a great sale to commemorate the 18th 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 18 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 18 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—it's having what we advertise.

The Anniversary Sale Will Begin Saturday, October 5 and End Saturday Night, October 12th

7 Spools of Clark's O. N. T. 200 yards Thread for	25c
10 Yards of 12 1/2c Genuine Hope Bleached Muslin, yard wide, for	73c
10 Yards of Standard Calicoes All colors, for	39c
360 Count Best Brass Pins One paper for	3c
Clark's O. N. T. Darning Cotton 4-ply, at the spool	1c
3-lb Stitched Cotton Batts 72x90 inches, \$1.00 grade	79c
18c Bleached Bath Towels and Huck Towels	11c
12 1/2c Pure Linen Crash Very absorbent	9c

Women's Shirt Waists, Special Values



Woman's Messaline Waists, regular \$5 qualities, made with high collar and long sleeves, front of waist is prettily finished with tucks, etc., and made of splendid quality of messaline, a line of colors suitable to be used with the tailored suits this fall. These waists on sale at Anniversary **\$3.50**

Women's \$5 Pure Linen Tailored Waists, the well known and perfect fitting King brand, in several styles and a complete range of sizes 32 to 44, Anniversary sale price each **\$2.50**

The Newest Fall Styles in Women's and Children's Coats, Suits add Dresses---Special

In assembling our collection of Cloaks, Suits and Dresses for the fall season we have made special effort to bring down the price to a lower level than heretofore, while at the same time maintain our qualities and we can safely state that never before in Medford have such beautiful garments been offered at prices such as we are now showing these garments.

Women's Cloaks \$12.50 and \$15 Worth up to \$20

In the line of coats shown at these prices will be found all the latest ideas, such as the 3-4 length Johnny Coats, as well as the full length models. The materials are chineilla, zebalines, whipcords, beavers, double-faced cloakings, and in every wanted color for the fall season.

Women's Suits at \$15, Worth Up to \$20.

Because the price is low on these suits is no gauge of a low quality. We have these garments in all wool, blue serges, fancy mixtures, whipcords and diagonals. All of them lined with good grade satin and faultlessly finished and sizes to fit girls of 16 or up to 44 bust measure. All colors, of course.

Women's Suits at \$25, Usually Priced at \$35 and \$40.

To attempt a detailed description of all of the models shown at this price would require a full newspaper page. We have over 25 different models to choose from and colors that embrace all the new two-toned effects, as well as all plain shades. All of the suits shown at this price are lined with guaranteed two-season lining satin and the blue serge suits at this price are tailored with haircloth fronts.

Children's Coats at \$5, Unequaled Value.

One of our hardest problems has been to secure really desirable coats for children at this price, but by combining our purchases with some large stores in the east we have secured an assortment of coats for children at this price that would ordinarily sell at from \$1.50 to \$2.50 more on each garment. An assortment of fully 20 models to select from, and sizes from 2 to 14 years.



Fine Corsets Reduced

The Corsets we specialize on are the world's finest but we occasionally have small lots that we wish to discontinue in addition to special purchases that we make for this sale. We have one special purchase and some other wonderful bargains.

\$5 and \$6 Gossard and Bon Ton Corsets, 1 lot 100 all sizes **\$3.50**

\$5 Nemo Corsets 1 lot of about 75 corsets all sizes... **\$2.98**

\$1.50 and \$2.00 Corsets a good purchase of **98c** Royal Worcester



NEWEST AUTUMN DRESS GOODS AND SILKS SPECIALLY PRICED

We have just secured a splendid lot of about 1400 yards of fine quality Messaline Silks that are 19 inches wide and comprise of a complete color assortment of all street and evening shades, as well as a lot of fancy Surah Messalines in strips suited for dresses and waists. These silks are all dependable qualities and would be really sellers at 75c a yard **49c** and will be priced special for the Anniversary Sale at.

Black Messaline Silk that is a full yard wide, a pure yarn dyed quality, which means that it has superior wearing qualities and will not crock, is one of the features of this sale. It is a regular \$1.35 quality and will be on sale at **79c**

A large table is filled with fine **Wool Serges, Whipcords** and Mixture Suitings that come in the 36-inch widths and include all the newest effects for fall as well as a fine assortment of colors. These fabrics are 65c and 75c qualities and **49c** are offered special at, the yard

Another table is full of fine **Whipcords, Serges, Diagonals** and Fancy Mixture Suits in all the different weights and colors that are fashion favorites this fall. These goods run from 44 to 54 inches wide and are qualities that usually sell at \$1.25 to \$1.50; now special at **98c**

Unusual Wash Goods Values

Heavy Outing Flannels, such well known brands as Amosky Tee ledown, "1921," etc., in a large range of both light and dark colorings. 12 1/2c 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 Japanese Crepe, etc., a showing of all plain colors, as well as plenty of the fancy floral designs, marked special at the yard **15c**

Buy Blankets Now

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 **\$1.89**



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, at the pair **\$4.95**

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 **\$1.19** price

Silk Petticoats and Dressing Saques

Women's \$1.25 Sateen and Russaline Petticoats in black and a choice assortment of colors, some fancy trimmed; 30 dozen in the lot. Are offered at special, each **89c**

Women's Messaline Silk Petticoats, also a quantity of Taffeta Petticoats that other stores try hard to sell at \$4.00 are offered special for the anniversary sale at, each **\$1.98**

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 \$3.00. Now special at **\$1.59**

A splendid purchase of a lot of 100 fine **Silk Petticoats** that would usually sell at from \$5 to \$6, enables us to offer flowered taffeta silks, messaline silks and pretty striped effects at the bargain price of **\$3.50**

Flannelette Gowns and Sweaters

Women's Flannelette 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, specially priced at, each **95c**

A fortunate purchase of **Women's Coat Sweaters**, both single and double breasted and Norfolk styles, enables us to offer \$4.00 and \$4.50 qualities in such colors as reds, greys and whites at **\$2.98**



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

Men's Suits and Overcoats at \$18.50 That Others Ask \$22.50 to \$25.00 for.

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 ourself reducing our profit, is this bargain price possible.

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.

Men's \$1.25 Natural Wool Shirts and Drawers 89c

A special purchase of these garments enables us to offer them at this price—they are the standard derby rib, pure wool and the quality that always sells at \$1.25.

Men's \$1.00 Flannelette Night Robes 59c

These night robes are made of a good quality heavy outing flannel and come in a nice assortment of colors and styles, two styles to choose from, with or without a collar.



COLONIAL DRAPERIES, THE IDEAL INEXPENSIVE DRAPERY FABRICS TO BEAUTIFY THE HOME

No other drapery line even approaches the Colonial Drapery fabrics for beauty or designs, richness of colorings and medium prices. There are fabrics suited for every drapery need—chintzes, dimities, cretonnes, serims, etc., and prices range from 12 1/2c up to 65c a yard.

Printed Colonial Scrims at 18c, Value 25c.

We have secured for this sale 20 pieces of printed etamine in the season's newest designs and colors that we offer at this special price. They are full 40 inches wide, not 36 inches as is frequently the case.

Linens, Towels, Sheets, Etc.

Fine Seamless Sheets, 81x90 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 15c. However, we offer them special at **9c**

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, \$1.75 and \$2.00 qualities, special for **\$1.59**

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 and 75c. Special at, the yard **49c**

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

Pure linen Huck Towels, full 36x40 inches, hemstitched and a very fine grade that usually sells at 50c. Specially priced at, each **29c**

Hosiery and Knit Underwear

Women's medium weight Union Suits, of good quality, fleeced lined and finished with crochet trimming; 50c is the usual retail price and we will have all sizes, at, the suit **39c**

Children's Hosiery, the celebrated Iron Clad brand that is noted for its excellent wearing qualities. It always sells at 20c a pair. We have all sizes and will price it special at, the pair **15c**

Children's wool Pants and Vests of fine quality merino wool, in grey and white, all sizes in the lot; 65c to 85c grades at **39c**

Women's 4-thread Black Mercerized Lisle Hosiery, double heel and toe; regular price is 75c pair. Special for Anniversary Sale at **59c**



H. C. KENTNER CO.