

Gold Merchandise Coupons

With every Five Cents you spend here, and every time you buy a Dollar's worth of goods you get back 5c of it in coupons. They're Good as Gold, same as Cash here in this Store at any time. Redeemable in lots of \$25.00 and up.



Our Mail Order Department

Is ready to serve our Out-of-Town Customers so well that they may fare equally with those who can visit the Store. Try it. Our New Fall Catalogue is ready now, send your name.

Mid-Season Opening Display and Sale

MONDAY, OCTOBER THE TWENTY-SECOND, NINETEEN HUNDRED AND SIX. ALL DAY—A STOREFUL OF VERY UNUSUAL SPECIAL VALUES—EVENING FROM SEVEN TO 9:30—FORMAL OPENING. MUSIC BY NEWMAN'S FULL DOUBLE ORCHESTRA. NO GOODS SOLD IN THE EVENING.



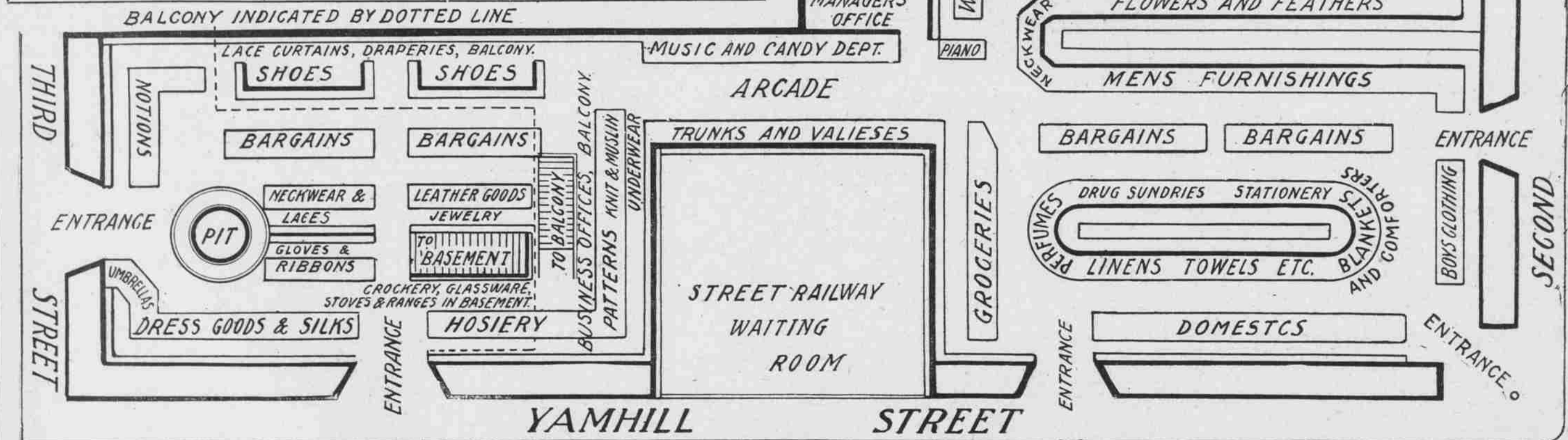
Pictorial Review Patterns 10c and 15c

My, but we are glad to at last be in shape so we can invite you to this "House-warming." And now that it is ready, we want you to come and see it. We want you to see how much better the new place looks, and those that haven't been here lately (if there be any such), we want to see what a great big store that little Golden Eagle of a few months ago has grown to. We've made no small preparations to entertain you for the evening and the Store will be in gala attire for the event. Two orchestras will discourse sweet music from seven to 9:30, one in each end of the Store. There'll be a mighty interesting display of ready made garments and millinery and the various accessories to proper dress. That's the social side, But the Best of All will Be the Special Opening Prices.

This Opening Display will be an exposition of Modest Priced Wearables. 'Twill be a fine chance for the uninitiated to inspect and compare GOLDEN EAGLE prices and qualities with those of other stores, and we think there's a revelation in economy in store for some of you. (Floor plan of store; keep this for future reference.)

SPECIAL SALE FROM 8 A. M. TO 6 P. M. FORMAL RECEPTION AND MUSIC FROM 7 TO 9:30 P. M. TWO ORCHESTRAS. NO GOODS SOLD IN THE EVENING.

<p>A SILK SPECIAL Rich, lustrous silk, wash Peau de Soie, a new weave; comes in all colors and is a regular 75c value; very special, Monday, yard, 39c See Window.</p>	<p>We request the pleasure of your company at the formal opening reception of our handsome enlarged store, Monday evening, October 22, from 7 to 9:30.</p>	<p>A HANDSOME SOUVENIR FREE TO EVERY LADY WHO ATTENDS THE EVENING RECEPTION</p>
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Selling Beautiful Hats for \$3.50

Wonderful!! That will be the verdict of every woman that views our display of modest-priced Hats. You'll readily agree with us that it's a showing never equaled hereabouts, and you'll certainly say that such style and quality was impossible for such wee prices before the Golden Eagle made it so. Our mid-season opening display will be ample proof of our supremacy in furnishing best millinery styles at smallest prices. Come in and see the beautiful Hats we'll have on view, then see the newly-arranged department, and learn what a power for economy this department is and shall be.

Trimmed Dress Hats, in every possible conceit that's a worthy one. In every shade and shape. Styles that please the most fastidious and priced more modestly than the appearance of them would indicate. Some extra fine ones for \$25.00 and some even as low as, each **\$3.50**

Street Hats, in shapes of velvet or felt, trimmed in the latest and best styles; Hats from some of the best millinery houses in the country. For an opening special we offer fine ones for your choice, only **\$3.50**

Calicoes 4 1/2c Yard

In all Colors, please remember that, and remember that we warrant these to be the best prints that money can buy. Seven cents is the regular price, the yard. We're making a special of it, that's all. **Fifteen yards** is the limit to each customer and the sale is from 2 to 4 only. Monday afternoon.

4 1/2c Yd. From 2 to 4 P.M.
Flannelettes, all colors, and a regular 12 1/2c grade, selling Monday at, yard **9c**
Gray Blankets, extra size, a regular \$1.25 quality, selling special Monday at, pair **89c**

The Suit Room Shows Great Values

We'll show the most attractive assortment of modish attire at modest prices that has ever been gathered under one roof in the West. The commodious new Suit Department will welcome you to a display of authoritative fashions at special prices that will set all saving women a-buying.

Women's Suits in half-fitting and Eton style jackets, made of extra fine quality broadcloth, trimmed with braid. Skirts plaited and trimmed with buttons and braid. Regular \$30 values. Special **\$18.49**

Women's Coats, of handsome plaid materials, light colors, long, loose-fitting modes, trimmed at cuffs and around collar with velvet. Regular price \$25.00 each. Special opening price, ea... **\$18.98**

Our Grocery Department

20 Pounds Sugar for \$1.00

Another multitude can share in this bargain again. We won't sell MORE than 20 pounds to one customer, but all who come may have that much. It's a very fine grade of granulated sugar, and we make the offer only to get you acquainted with our grocery section. Buy it Monday, for the offer may not be repeated in a hurry again.

20 Pounds for \$1.00

"American Beauty" Corset at \$1.00

Is the best dollar Corset on the market, there's not the least doubt of that. A shape for every figure, made of fine white coutil, perfect boning. Choose one Monday at, only **\$1.00**

Wonder Corsets are as good as most dollar corsets sold by some of our competitors. Made of fine batiste, all sizes and models. Choice **50c**

Women's Kid Gloves 98c a Pair

We're bound to give the best glove values in Portland, and this glove is a sample of our offerings. Made of prime skins, 2-clip style, in all colors; really a splendid \$1.50 value, sale price **98c**

Women's Hose
Women's Fancy Hose, good quality, polka-dot pattern; a regular 25c grade; very special for Monday, 3 pairs for **25c**

Fancy Cretonnes, 15c

New shipment here in time for Monday selling, and bought at a good deal less than regular—that's why we tell you of them here. Fancy figured patterns, worth 22c the yard; sale price **15c**

Couch Covers, Roman striped, good width and length; handsome patterns, worth \$2.00 each, Monday **\$1.23**

Table Covers, Tapestry, in all colors and unusually good designs; rich quality; worth \$2.00 sale price **\$1.19**

Women's Shoes

Two Powerfully Attractive Shoe specials that should interest every woman who reads this ad. Snappy, stylish footwear can be bought here for small cost, on this opening day occasion.

Women's Hand Sewed Shoes, of finest grade vici kid, in every one of the good new lasts, very late and smart shoes that are very cheap at \$3.50 pair. Special **\$2.99**

Women's Shoes, in all leathers, and all styles, with the popular French heel, an ideal dress shoe, and we have such a range of sizes we can guarantee a fit. \$2.98 and **\$2.49**