

PORTLAND, OREGON, SUNDAY MORNING, JULY 28, 1907.

THE POPULAR STORE, THE PLACE WHERE DOLLARS DO DOUBLE DUTY

Our Values Are Compelling

Regardless of the fact that thousands of the most well-to-do people, the biggest buyers of the city, are at this time enjoying sea air at the beaches, our last week's business was a record-breaker, in fact, the amount of business done eclipsed that of any other similar sale event in our knowledge of department store merchandising. The price reductions we announced roused a veritable army of shoppers who crowded our store almost steadily since last Monday morning, and that they were pleased is evidenced by the fact that they bought, and bought with a vim. Don't wait till the range of choice diminishes before getting in on this historical clean sweep event. Get busy now while prices are at rock bottom and variety long. We expect Monday and Tuesday's business to eclipse that of any other dates in the history of the Golden Eagle.



**PERUSE THESE ITEMS
AND YOU WILL PAY US AN EARLY
VISIT MONDAY**

Why Not Save When You Can?

When it is a matter of where to get the greatest buying power out of a dollar—where to get the greatest measure of value in the article wanted at the least expenditure—the careful consideration of a careful buyer will almost invariably bring him to the Golden Eagle. It is your duty to yourself to save every penny you can whenever you can, and the startling reductions in all departments that characterize our Clean-Sweep-Before-Stock-Taking-Sale offer opportunities for the saving of money that are radical to say the very least. A comparison of prices and quality between Golden Eagle values and those of other stores is all that's necessary to convince the most hard-headed. Do not let the chance to buy at a saving slip from you because of your being too old to learn. For Monday and till the stocks of all departments are sufficiently reduced for us to begin stock taking you will find endless opportunity for economy.

CLEAN SWEEP BEFORE STOCK-TAKING SALE

These Shoe Values Talk

Not for a long time has the Shoe Department showered so many favors on its patrons as has been the case during the Clean-Sweep-Before-Stock-Taking-Sale. Prices have been cut to clearing figures almost beyond belief on lines for every member of the family, and in spite of the fact that last week's selling was almost furious every hour, a great variety remain a few of which picked at random we state here. The broken lines, which go unmentioned, are all on the counters marked at from one-third to one-half less than ordinarily.

INFANTS' SHOES—Soft sole shoes for the latest addition to the family, in all colors, regular 40c and 50c values selling at **23c**

CHILDREN'S TAN SHOES—Also chocolate colored, in ankle height and Oxfords, regularly as high as \$1.50 the pair, selling at **79c**

BOYS' SHOES—All of our Boys' white, tan and black canvas shoes and slippers worth up to \$1.00 per pair are being swept clean at **39c**

BOYS' AND MISSES' SHOES—Also Oxfords, a most pleasing variety of these, they are worth as high as \$2 per pair; also odd pairs in vici kid and calfskin; the very thing for rough wear, on sale at **98c**



WOMEN'S SHOES—Our entire stock of Women's black, tan and patent leather street and dress shoes and Oxfords, in all sizes, that regularly sold at \$2.00 and \$2.50 per pair, on sale at **\$1.33**

WOMEN'S CANVAS SHOES—All of our Women's white \$1.50 canvas shoes, there are 200 pairs of them going and a bargain. Neatly toe capped, flexible soles and leather heels, regular \$1.50 value; all sizes, on sale at **59c**

MEN'S SHOES—Men's regular \$1.75 and \$2.00 gray and tan canvas shoes, with strong leather soles, in all sizes, are included in the clean sweep sale at **\$1.29**

MISSES' SHOES—The famous "Buster Brown" shoe for misses, in high and low heels, made for dress wear, in the best of patents, vici kid and gunmetal, all sizes, regular \$2.50 to \$3.00 values are being swept clean at **\$1.48**

MEN'S SHOES—Here's the biggest shoe bargain ever offered in Portland. Men's "Brown" make of shoes, in patent kid, box calf, vici kid and gunmetal leathers. Lace, Blucher or button styles, high or low cut, nearly every size; they are \$3.50 to \$5.00 shoe values; we sold several hundred pairs at \$2.48, but to make an absolute sweep of the remainder they go on sale Monday at **\$2.39**

Some Assorted Specials

The following list contains some very special little money savers. It's too bad we cannot tell you all the bargains on the Golden Eagle counters. You'll have to come to know what you've been missing.

20TH CENTURY HANDY BOOKS—Here is a very handy little arrangement, something every woman should have. It holds 4 papers of needles, one card each of hooks and eyes, pins, hair pins, extra needles, etc.; sold regularly at 25c, clean sweep sale price, per book **10c**

MUSLIN UNDERWEAR, ladies' cambric and muslin gowns, skirts and drawers, lace insertion and embroidery finish, regular \$1.50 and \$2.00 values being cleared at **98c**

TORCHON LACES—A special lot of Torchon Laces constitute a very worthy bargain. Have insertion and edges to match, all widths, regular 5c to 6c value on sale at, per yard **3c**

EMBROIDERIES—Swiss and cambric corset cover Embroidery, in neat openwork effect, regular 39c and 50c quality going at the very special clean sweep price of, yard **25c**

LADIES' UNDERWEAR—Ladies' Jersey ribbed little thread Vests, low neck and sleeveless, silk tape and crocheted finish, splendid 30c value, in the clean sweep sale at **17c**

LADIES' HANDKERCHIEFS—Ladies' pure linen and cambric Handkerchiefs, neatly hemstitched, all widths of hems, splendid 10c value clearing at, each **5c**



Monday in Crockery Section

You will not be disappointed in any of the offerings here, nor would you be if the articles carried the regular sale tickets. Monday will be an admirable time to visit the Crockery department. You'll find prompt and courteous treatment and prices and quality just as we tell you here.

MRS. POTTS' IRONS—These are nickel-plated and are accepted as standard quality. Set, comprising three irons, handle and rest, and usually sold at \$1.25, on sale at **87c**

WASH BOARDS—A new line of these just arrived. Have reinforced backs and are really 50c quality, selling at **37c**

WASH BOWLS—Fancy white Wash Bowls and Pitchers; you cannot find any fault with these, regularly \$1.25 the set, Monday **87c**

WATER TUMBLERS—Thin blown, fancy decorated Water Tumblers that are worth \$1.00 a dozen are included in Monday's crockery department before stock taking bargains at **66c**

GLASS CAKE DISHES, on stands, regular 23c values at **23c**

Bargains by the Yard

The Dress Goods counter holds hundreds of surprises for ladies who know value when they see it. A really beautiful assortment of dress goods of every seasonable kind is being displayed, and the price markings emphasize most emphatically the fact that we mean to make an enormous reduction before stock taking.

FANCY SATEEN—Fancy Croise Sateen in light and dark colors, in checks, dots, stripes, etc., 32 inches in width, regular 25c value, selling at, per yard **14c**

SILK ORGANDIE—Silk Organdie, in plaids, flowers and all suitable colors, standard 75c per yard value, in the clean sweep at **49c**

ODDS AND ENDS—10,000 yards of Lawns, Batistes, Dimities, Organdies, etc. A clean up of several lines; values up to 25c per yard to be closed out at **10c**

LUSTRE SUITINGS—About 300 yards of 36-inch wide Ladies' Lustre Suitings, in a handsome variety of mohairs, Panamas, Sicilians, fancy plaid worsteds and plain black and solid colors; regular value, per yard, 65c, clean sweep before stock taking sale price **39c**

TAFFETAS—Beautiful black 36-inch Taffeta, regular \$1.45 quality, also at the remarkable bargain **39c**

Bargains in Domestics

If you are on the lookout for bargains in essentials for the home you should not be absent from the clean sweep sale, and these items will show you that we mean what we say:

TABLE DAMASK—Mill ends of Bleached Table Damask, in lengths 2, 2½ and 3 yards, standard 75c value selling at, per yard **49c**

TOWELING—Bleached Linen Toweling, with handsome colored border, 16 inches in width, regular 13c value goods, going at, per yard **10c**

FEATHER PILLOWS—Of extra heavy tick, the kind that regularly brings 75c here and more elsewhere, being cleared at **59c**

SILENCE CLOTH—58-inch heavy Silence Cloths, our standard 69c article, regularly 69c each, are in this sale at **49c**

Save Money on Skirts

This lot of Skirts we offer for this week at much reduced prices are of wool materials and unquestionable quality, such as Panamas, broadcloths, serges and novelty cloths. You'll find a size to fit you no matter how peculiar your build.

\$5.00 SKIRTS, and there is a large assortment of them, none of them not fashionable and good fitting, selling at **\$1.69**

75c SKIRTS and under, in a dandy variety of styles and novelties, in the clean sweep sale at **\$2.50**

\$15.00 SKIRTS—Many of these are regular \$15.00 values, and altogether present a very tempting offer. In the clean sweep sale at, per skirt **\$5.00**

PETTICOATS—We are showing a particularly pretty range of these, and they could really be considered a find at the regular price of \$2.00. Monday they go under the bargain hammer at, per garment **69c**

Millinery Surprises

There are a hundred and one surprising price items in the Millinery Department. Flowers and hat trimmings are being sacrificed and the whole show presents an opportunity for saving that is worthy of every woman's inspection.



LADIES' TRIMMED HATS and shapes, in big variety, sold up to \$2.00 each, selling for, each **5c**

LADIES' TRIMMED HATS and shapes that sold up to as high as \$5.00 each being cleared at **19c**

LADIES' TRIMMED HATS and shapes that sold up to as high as \$10 each; this is an exceptional lot, all in the clean sweep sale at **88c**

FLOWERS of all kinds and colors, some of these sold at as high as \$1.00 per bunch, all in the clean sweep sale at **10c**

Rugs and Draperies

No economical home owner can afford to overlook these much needed, much reduced staples. Come and look them over. If you do not find them just as we tell you, we won't press you to buy.

SMYRNA RUGS—Genuine Smyrna reversible Rugs, in floral and oriental patterns, at the following prices:

Size 9x6, worth \$10.00, **\$7.48**

Size 9x7½, worth \$12.00, **\$8.48**

Size 9x12, with \$17.50, **\$11.98**

ENGLISH TAPESTRY PORTIERES, 50 inches wide and 3 yards long, with knotted fringe; green and red combination colors, worth \$4.50, regularly going at **\$2.75**

SWISS CURTAINS—Ruffled Swiss Curtains, 2½ yards long, excellent quality, regularly 65c, in the clean sweep sale at **48c**

LACE CURTAINS—Nottingham Lace Curtains, floral designs and point d'esprit patterns, 3 yards long, worth \$1.50, for **98c**

BED SPREADS—In full size, handsome Martellais patterns, worth \$1.25, for **89c**

HUCK TOWELS, 45 inches long and 22 inches wide; here is a bargain; these are regularly 18c, now **9c**



Matted Pictures 5c and 10c

Pictures suitable for every room in the house can be chosen from this lot. They are exquisitely colored, some are copies and individual studies and some mats are mounted with as many as three color prints. Various sizes. Regular value 20c to 25c; all in the Clean Sweep Sale at **5c and 10c**

Some very handsome little framed studies also at **10c**

Bargains Every Day Here

Of course, it is a fact that there are bigger values here some days than others, but there is no day on the calendar when you cannot come to the Golden Eagle and save money as a result of your visit. Our stocks are ample and our buying is skillful, and the latter is the bone and sinew of good store organization. You'll find prompt and courteous treatment here; this is a point we pay particular attention to, and at all times you will find prices and quality just as we tell you here. We can save you money on almost every article you require for either the home or the wardrobe. This we can do because we buy right and sell quickly, being satisfied with a reasonable amount of profit on a quick turnover. You are denying yourself much profit by not enrolling yourself with Golden Eagle patrons. You cannot do it too quick, as next week will be a memorable one here in the matter of unusual values.

VALUES FOR MEN AND BOYS

BOYS' SUITS—Strong, durable Boys' Suits, in a handsome assortment of grays, all sizes, fine garments for summer **1/2 Price**

MEN'S PANTS—Strong, good wearing Men's Trousers, good fitting and well sewn throughout, even to the buttons; you'd better come early for these; clean sweep sale price, per pair **\$1.98**

MEN'S WORK SHIRTS—In good quality blue or gray material; 60c would be a bargain on these, but we have cut them for a speedy clearance to **49c**

SUIT CASES—Better get one of these to use on your vacation and effect a big saving at the same time. Good looking, strong, well trimmed, different kinds, all marked **\$1.48**

Boys' Straw Beach Hats 15c

BOYS' PANTS, 23c—We have about 500 pairs of gray in excellent quality tweeds and chevrons; big assortment of patterns. This we believe is one of the biggest values we have ever offered, regularly 30c a pair, on sale at **23c**



Shoe Dressing and Strings Cheap

About 300 jars of White Cream Shoe Dressing for white shoes; regular 15c value, on the Clean Sweep counter at, each **7c**

Black Silk Oxford Laces, excellent quality, good width; regular 15c value, at **5c** per pair

When We Say Bargain We Mean It

When you've been induced to come to the Golden Eagle by the announcement of a "bargain" you'll also find the article offered a bargain—not misrepresented in price, quantity or quality, and that's the reason why we are speedily gaining the reputation of being the People's Store. The generous response which invariably results from our advertisements of course exhausts some offerings speedily. Why wouldn't this be the case when it is a fact that we cut prices to the limit of possibility? But if you come within reasonable time your desires will be gratified in a way that is not done by any other but the Golden Eagle. If you have never visited the Golden Eagle we are particularly desirous that you should come this week. We have some big special bargains for you, bargains that will make you remember us for years to come. Won't you come and allow us to help you boost your savings account?

PORTLAND'S BARGAIN STORE

Entire Block on Yamhill, Betw. Second and Third
MAIL ORDERS FILLED CAREFULLY



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