

Extraordinary Sensation in Local Merchandising Events!

This Page Heralds the Most Phenomenal Bargains Ever Offered in Oregon

Phenomenal Values in
Men's Summer Suits
 At **\$5.85**

We shall offer full and free choice of all our two-piece summer suits that remain in the stocks; the best \$8, \$9 and \$10 values in the city; neat gray effects in all the newest materials, smartly tailored and made in superb workmanship by master tailors, containing every touch of that style so dear to correct dressers—your choice on Friday and Saturday for: **\$5.85**

Doors
 Open at 8
 A. M.

Tomorrow morning at 8 a. m. the doors of the well-known and popular people's trading mart—the
PORTLAND'S NEWEST and BEST DEPARTMENT STORE

200 Extra Salespeople Wanted
 ENTIRE BLOCK ON YAMHILL, FROM 2ND TO 3RD.
 The Same Goods for a Little Less Money Than Elsewhere

200 Extra Salespeople Wanted

A Trio of Silk "Buys"
 Values that should keep the yardsticks and scissors flying busily all day. Read:
 27-inch Jap Silks, in all wanted colors, 65c values, yard **45¢**
 27-inch rich black Taffetas, guaranteed silks; an exceptional value at \$1.10 the yard, in the sale for **69¢**
 Beautiful pongee Silks, in dainty pinks, greens, creams and browns; splendid 75c values, sale for **37¢**

Swing Open Wide Upon **A Carnival of Values Without a Counterpart in the Annals of Modern Retailing**

THE MERCHANDISE AND PRINTED STATEMENTS OF THIS STORE HAVE ALWAYS MET ITS STRONGEST CLAIMS. THIS HAS INSPIRED THE PUBLIC'S CONFIDENCE, WHICH HAS BEEN THE GREATEST FACTOR IN THE REMARKABLE GROWTH OF THE "GOLDEN EAGLE'S" BUSINESS.

Thousands of Wise and Prudent Men and Women Will Attend This Store's

MONSTER REORGANIZATION SALE

Muslin Underwear in the Sale

WOMEN'S CORSET COVERS AND DRAWERS FOR 29c.

Cambric and muslin Corset Covers and Drawers, lace and embroidery trimmed, good full sizes; our regular 39c and 50c values, special, each. **29¢**

CHILDREN'S 35c MUSLIN SKIRTS 19c.

Children's good quality muslin Skirts, ages 6 to 12 years; regular value 35c, special, each. **19¢**

HOUSEWIVES WILL SAVE BY THESE "REORGANIZATION SALE" PRICES IN THE

Crockery Shops

The china and glassware section reminds one of a big exhibit and fair, so vast is the collection of beautiful ware. The prices make buying imperative with prudent women who have a niche to fill in the china closets. Examples of bargains in the sale:

\$6.50 DINNER SET, FOR SIX.....\$3.98

A beautiful semi-porcelain cottage Dinner Set, 40 pieces, complete for six diners, best grade semi-porcelain; pretty designs, festooned edges, embossed scroll pattern, newest and most artistic shapes, all full size pieces, double heavy and single hair-lines of bright rich gold, decorated in realistic floral border designs of tiny red roses and scroll of little green leaves. This set contains 6 dinner plates, 6 dessert plates, 6 sauce plates, 6 individual butter plates, 6 cups and saucers, 1 each open vegetable dish, meat platter, slop bowl and cream pitcher; best regular **\$6.50** value, special in the "Reorganization Sale" **\$3.98**

Cups and Saucers, semi-porcelain, in fancy decorated designs, special in the sale at, pair. **5¢**

Fancy decorated semi-porcelain Dinner Plates, each **4¢**

Fancy decorated semi-porcelain Breakfast Plates, each **3¢**

Fancy decorated semi-porcelain Sauce Plates, each **2¢**

HAVILAND CHINA DECORATED WARE, 12c EACH.

Choose from a beautiful collection of Haviland China dinner plates, dessert plates, oatmeal bowls, etc. Genuine French Haviland China, light and transparent, with festooned edges and artistically embossed designs; dainty floral decorations in a generous choosing of patterns. These prices are exceptional value at **\$3.50** the dozen; special in this sale, while they last at, each. **12¢**

9-PIECE \$3.50 TOILET SET AT \$1.98

A piece semi-porcelain Toilet Set, full size pieces and good shapes; very durable, in pinks, blues, greens and grays; prettily decorated in floral designs; set is composed of 1 large pitcher and bowl, 1 covered chamber, 1 hot water pitcher, 1 covered soap dish, 1 small mug and tooth brush holder; best **\$3.50** value goes in this sale at **\$1.98**

15c AMERICAN CHINA PIECES 8c.

Pretty strawberry patterns, select from sauce plates, olives, dessert plates, breakfast plates, pie plates, dinner plates and oatmeal bowls; all of American China, in fancy festoon edges, heavy stippled gold border; exceptional value at 15c, in the sale at, each. **8¢**

15c ENGLISH COBALT BLUE WARE 8c.

A line of fancy English decorated ware, rich cobalt blue coloring with heavy gold borders and fancy gold design encircling the center of rim; in this lot are bread and butter plates, dessert plates, oatmeal bowls, sauce plates, etc.; a big value at 15c each, in the sale at, each. **8¢**

Marvelous Millinery Values IN THE REORGANIZATION SALE Untrimmed Shapes

Hundreds to pick from at 2¢ each.

CHIC AND JAUNTY CHEVENSSE HATS 25¢.

A good selection of white and colored Straws, prettily trimmed with quills and sash, in the sale at. **25¢**

50c BUNCHES FLOWERS 3c.

To close immediately we shall offer Friday morning a lot of flowers, all that remain, consisting of roses, wreaths, grass, violets and grapes; values to 50c, choice for, bunch. **3¢**

It is the purpose of the REORGANIZED GOLDEN EAGLE MERCANTILE COMPANY to dispose of every dollar's worth of present stocks, no matter at what cost or sacrifice. Decks must be cleared—at once—in preparation for autumn trade.

New Stocks for the New Season
A Sweeping Drastic Clearance of All Present Stocks

The plans of the new organization for the coming season are on a scale never before attempted by this house. The tremendous strides of the past of the Golden Eagle Department Store will be vastly surpassed by

THE NEW GOLDEN EAGLE

In the months to come. What we have in prospect for you in the near future cannot be disclosed now, but, believe us, it will be a delightful surprise. What we shall have for you in the great sale which opens tomorrow is partially, but only partially, told on this page. The keynote is "EVERYTHING IN THE HOUSE REDUCED!" EVERY DOLLAR'S WORTH OF MERCHANDISE NOW IN THE HOUSE MUST BE FINALLY AND ABSOLUTELY SWEEPED OUT! The bargains were never equaled—the values never paralleled! Everything in the house reduced. NO RESERVATIONS OR EXCEPTIONS. Sweeping reductions everywhere. The page of printed mentions of prices for Friday and Saturday—opening days of the sale—are mere hints of bargain finds throughout the store. Read

Sensational Bargains Abound in the Garment Sections
A Notable Suit Sale Reorganization the Keynote
\$35.00 Suits for \$9.98



Think of it! You come and choose—not from a meager collection of antique or shop-wear styles—but from a vast convention of the newest, brightest, smartest models of the present season. Take any one of our summer wool Suits, pick from jaunty etons, tight or semi-fitting modes. All wool materials, handsome mixtures or plain effects, all beautifully tailored by masters in the sartorial art; some tastefully trimmed in silks, braids, strappings and clever stitched effects; others plain tailored; silk or satin lined, values up to **\$35**; special, Friday, in the sale, for quick clearance, **\$9.98**

\$6.00 Shirtwaist Suits \$1.98

Choose from any Shirtwaist Suit remaining in our stocks, any material, a splendid choosing, latest summer styles, stylishly made and smartly trimmed in dainty embroideries and laces; a full assortment of colors in the choosing; values up to **\$6**, your choice at **\$1.98**

Walking Skirts: \$10.00 Values for \$4.85

The most wanted article of wearing apparel at this season in the woman's wardrobe. For the street, for shopping, for vacation wear, for the rapidly approaching rainy season; a lot of smartly tailored Skirts, in checks, stripes, smart plaids and plain colors, trimmed in strappings, stitching and button effects; a large and tempting choosing of the best regular **\$10** values in the city, in the sale at **\$4.85**

\$3.50 Linen Skirts \$1.85
 An attractive and tempting convention of dainty white linen and duck Skirts, all the newest models, in plaited styles, also with strap and button trimmings; values up to **\$3.50**, sale price **\$1.85**

\$1.00 Kimonos 49c
 Pretty, serviceable Kimonos, in attractive patterns and plain colorings of flannelette, sailor or kimono style collars, trim'd in plain colored goods to match materials; the best \$1 Kimonos ever offered in Portland **49c**

Shirtwaist Dresses \$1.39
 Of pretty, serviceable ginghams and percales, tans, navys, grays and light colorings, neatly piped with white embroidered yokes, all sizes in this lot and generous choosing; **\$3** values **\$1.39**

RARE VALUES
Leather Goods and Jewelry
 WOMEN'S \$1.50 LEATHER HANDBAGS 69c. Solid leather Handbags, with drawstring top, in red, green, blue and opera effects; values to **\$1.50**, special, each. **69¢**

WOMEN'S 69c LEATHER HANDBAGS 39c. Solid leather Handbags, with coin purse, riveted frames, extra silk lined; splendid 69c value, special, each. **39¢**

BEAUTY PINS.
 100 dozen new, neat Beauty Pins, in 20 different styles; regular values 19c and 25c, special 10¢ set, or 3 for **25¢**

20c HAT PINS 5c.
 50 dozen fancy Hat Pins, latest effects in cut glass and gold plated; values to 20c, spl. each **5¢**

25c AND 50c HAT PINS 17c.
 An assorted lot of fine Hat Pins, in filligree, wood, sterling and pearl tops; solid regular at 25c to 50c, special, each. **17¢**

A LIVELY BARGAIN QUARTETTE.
HOSIERY 'KERCHIEFS BELTS RIBBONS

A bevy of rare values sure to interest thousands of shrewd shoppers.

CHILDREN'S 25c HOSE 12½c.

Children's black ribbed cotton Hose, good quality Maco yarn, double knee, heel and toe, sizes 5 to 10; regular value 25c, special, pair. **12½¢**

WOMEN'S SILK BELTS FOR 10c.

A lot of silk Belts, in black, white and colors, all sizes and styles; values at 39c, 50c and 75c, special, each. **10¢**

WOMEN'S HANDKERCHIEFS 25c DOZEN.

Fine quality 14-inch cambric hemstitched Handkerchiefs; regular value 60c, special, dozen. **25¢**

WOMEN'S 20c HANDKERCHIEFS 11c.

Cambric and linen hemstitched Handkerchiefs, in neat all around embroidered effects; regular value 20c, special, each. **11¢**

WOMEN'S 25c AND 35c NECKWEAR 12½c.

A fine line of fancy embroidered and plain Neckwear in stocks, collars and string effects; our 25c and 35c values, special at, each. **12½¢**

RIBBONS AT 9c YARD.

Pure silk taffets and satin Ribbons, 3 to 5 inches wide, in plain and fancy effects; our 12½c and 15c quality, special, yard. **9¢**

51 FANCY RIBBONS 25c.

A lot of Ribbons, in fancy and changeable effects, 5 to 10 inches wide; values to \$1, special, yd. **25¢**

Laces and Embroideries
 IN THE "REORGANIZED" PRICINGS LACES.

Torchon Insertions, 1 to 3 inches wide; regular value 5c to 10c yard, special, dozen. **15¢**

German and French Valenciennes Laces, with edgings and insertions to match, ½ to 2½ inches wide; regular values 50c to 75c, special, doz. **30¢**

EMBROIDERIES.
 39c and 50c Embroidery 24c.

Cambric and Swiss corset cover Embroidery, 18 inches wide, in open eyelet and shadow effects; regular value 39c and 50c, special, yard. **24¢**

12½c AND 15c EMBROIDERY 9c.

Cambric and Swiss Embroidery, edging and insertion to match, 4 to 8 inches wide, open and shadow effects; values at 12½c and 15c, spl. yd. **9¢**

A GREAT REORGANIZATION SALE OF \$1.00 Corsets at 79c

American Beauty and "Contil" Corsets, excellent quality, well made, white and gray, every pair warranted, sizes 18 to 20; regular value \$1, special pair **79¢**

WOMEN'S 69c GIRDLES 39c.

Women's Girdles, made of fine quality batiste, neatly trimmed, all sizes, in white only; regular value 69c, special, pair. **39¢**

House-keeping Necessities

THE HOUSE-KEEPERS' SHOPS AGLOW, WITH RARE BARGAINS

Thousands of economies here for the prudent housewife in the Great Reorganization Sale.

Couch Covers—50 inches wide, 3 yds. long, Roman striped patterns, fringed all round; best English tapestry materials; \$1.50 values... **98¢**

Window Shades, real opaque, 3x6 size, 50c grade. **24¢**

German Smyrna Rugs—Reversible, in handsome oriental and floral designs at half price; rugs 6x9; regular \$14 values... **\$7.00**

Size 7x10 Rugs, \$15 value at... **\$7.50**

Size 9x12 Rugs, \$22 value at... **\$11.00**

Commode Scarfs, size 18x36, applique and embroidery patterns; best 50c kind, on sale at **29¢**

Bath Towels, size 22x44, fringed both ends; best 25c grade at... **17½¢**

Marseilles Bed Spreads, full size, heavy quality, with cut corners and fringed or plain hemmed styles; best \$2 grade, sale price... **\$1.50**

Swiss Curtains, ruffled, 2½ yards long; 50c grade... **37¢**

Brass Curtain Rods, 36-inch extension, 10c grade for... **4¢**

36-inch English Tapestry Stand Covers, in a pretty combination of colorings, reversible and fringed all round; 50c quality at... **29¢**

Nottingham Lace Curtains, in handsome designs of point d'esprit with pretty centers and borders, each 3½ yards long and 54 inches wide; \$3.50 values, special at... **\$1.98**

15c Pillow Slips, 54x36, special... **10¢**

Heavy Huck Towels, 18x41 size, red and fringed borders; in the sale at... **9¢**

PRICES DEEPLY CUT AMONG THE DRUG SUNDRIES

Newbro's Herpicide, \$1 bottle... **65¢**

"Ed Pinard's" Eau de Quinine, \$1 bottle... **65¢**

"Ed Pinard's" Vegetal, \$1 bottle... **59¢**

Park & Tilford's Bay Rum, \$1 bottle... **59¢**

Hind's Honey and Almond Cream, 50c bottle... **35¢**

Espey's Cream, 50c bottle... **29¢**

Ethymol Tooth Paste, 25c bottle... **17¢**

Crown Lavender Salts, 50c bottle... **33¢**

Kirk's Tooth Paste, 25c box... **7¢**

Mennen's Talcum Powder, 25c box... **12¢**

Gillette's Talcum Powder, 25c box... **7¢**

Jap Rose Glycerine Soap, 10c cakes... **6¢**

Savon "Duchess" Violet Soap, 10c cake... **6¢**

Swift & Co.'s Castile Soap, 4-lb. bars, 75c val. val. **45¢**

"Golden Eagle" Transparent Glycerine Soap, 5c cakes... **3¢**

Gillette's Shaving Soap, 5c cakes... **3¢**

Dress Goods in the Sale

28-inch new fall fabrics in wool-finished Suitings, just received from the mill, patterns embracing stripes, checks, plaids and the new amber shades; splendid 25c value, in this sale at... **19¢**

Short lengths in wool Dress Goods, in the wanted shades, 50 inches wide, many pieces contain full dress lengths; good 75c value, special at... **45¢**

36-inch summer wool Dress Goods in an abundance of pretty light shades, in neat checks and pretty plaids and other handsome effects; a fine value at 60c, in this sale at... **39¢**

Wash Goods
 35c VALUES 8 1-3c YARD.

Values up to 35c in beautiful new Wash Stuffs go in the Reorganization Sale at, yard... **8 1-3¢**

Toilet Sundries: Bargains

25c and 35c Nail Brushes, 10 styles, spl. ea. **12½¢**

25c Hair Clothes Brushes, solid wood backs, special, each... **12½¢**

25c bone handle Tooth Brushes, spl. ea. **12½¢**

Children's 15c Tooth Brushes, special, each. **9¢**

