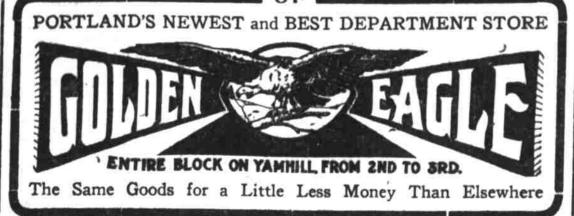
THE OREGON DAILY JOURNAL, PORTLAND, MONDAY EVENING, AUGUST 28, 1907.

Absolutely Every Article in the House is Sharply Reduced

DURING THE CLEAN-OUT OF THE PRESENT STOCKS

Sales of Special Interest to Housekeepers On This Week



Hundreds of Extra Special Bargains **Throughout the Store** Go Unmentioned Today for Lack of Space in Which to Tell Their Story

Prove ^{The} "Reorganization Sale" by Comparison!

Wall really dispose of more merchandise tomorrow if intending purchasers will shop around a hile before coming here. There's a difference in stores-and in stores' bargains. We want you to fully realize the importance of this exact fact. Last week we sold thousands of dollars more in merchandise than in the opening days of any of the former big sales at the store. It's a good store that keeps growing; that holds so nearly all the friends it makes and keeps on winning more. No store, under ordinary circumstances and conditions could afford-nor would they deem it advisable-to sacrifice on absolutely every article in the store at this season. But reorganization, with new aims, new policies, and new plans, make it imperative with us to dispose of all present stocks without delay, no matter what the present loss. So bargains here are bigger and more plentiful than at any other Portland store. Examples of the values brought about by the "Reorganization Sale" are printed here. Compare them-please-with those of other stores.

THAT SHOE SALE'S SET TOWN AGOG

Every tongue is talking of the bargains. This remarkable sale of footwear is booked for continuation the coming week. The great "Reorganization Sale" now on at the Golden Eagle has been the theme on every tongue for the past week. The values have been and are phenomenal. Many changes for the better have taken place and others are being planned. Among the important changes is that of having secured a new and EXPERT SHOE BUYER AND DEPARTMENT MANAGER—one of the best known and most experienced shoe men on the coast, in fact, a man who has few superiors in shoe lore in America. He has been very busy since his advent among us rearranging and segregating the shoe stocks. Pair by pair he has gone through the great convention of footwear in our shoe stores and he's kept up a running fire of criticism. Too many of some-too few of others, andwell to make a long story short, he wants to close out the "whole business" and buy a full new stock. That's "reorganization" with a vengeance. We're going to give him his way and clean out the entire present stock regardless of cost or loss. The reductions our new shoe department manager has put upon the shoes are without precedent in the history of shoe selling in Portland. The bargains are unparelleled. A few examples of the marvelous bargains are told below:

WOMEN'S \$3.00 AND \$3.50 SHOES AND OXFORDS, \$1.35.

6,000 Pairs Women's Shoes and Oxfords, in patent colt, patent kid, gunmetal calf, chocolate vici kid, Russian calf and black vici kid, light and heavy soles, new style tips, toes and heels; values at \$3.00 and \$3.50; **\$1.35**

kid, patent colt, gunmetal calf, black vici kid and chocolate kid: values at \$3.50, \$4.00 and \$5.00; special, pair

Magnificent **Ostrich Feathers**



Ostrich Plumes are "the thing" for the fall and winter, so says Dame Fashion, and we offer here an opportunity for all to follow her dictates at very slight expense compared with what it would ordinarily cost. A special, almost incredible purchase, from one of the best manufacturers of Ostrich Plumes in the world, admits our making prices that are absolutely astonishing. We offer a collection which embraces every kind of Ostrich Plume made. We ask the attention especially of the milliners about town to this sale. We'll save you money on Ostrich Plumes, for instance we'll sell tomorrow:





WE'RE AFTER THE BIG TRUSTS THE WAR IS ON I

And we'll have the scalp of the combine with their "gentlemen's agreement" dangling from our belt before the winter rains are over. If every carpet and rug buyer will visit this store before they purchase floor coverings, we'll absolutely guarantee to save them 25 per cent on their rugs, linoleums and carpets, and we'll agree to break up that infamous ring who are bound by their "gentlemen's agreement" to keep up carpet prices and, incidentally, compel every housewife in town to pay the highest prices asked on the coast for house furnishings. Shop around, you'll find the same prices everywhere on the same floor coverings, excepting here. That's "ring rule." We're not in the ring; our prices are at least a fourth less than any other store asks. Help us to smash the carpet trust, and thereby help yourself to save in fitting up your home. Here's a sample of the Golden Eagle's Carpet prices:

value,	\$2.48	Art Squares, size 9x9,
		special at
0 value,	\$2.98	Art Squares, size 9x12, special at
	4	special at

Money on call in N. X....\$ 500,000,00 Cash and due from banks ... \$,942,790.10-\$3,442,790.10 \$8,537,179.28 \$8,537,179.28 Attest Correct: J. C. AINSWORTH President.

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