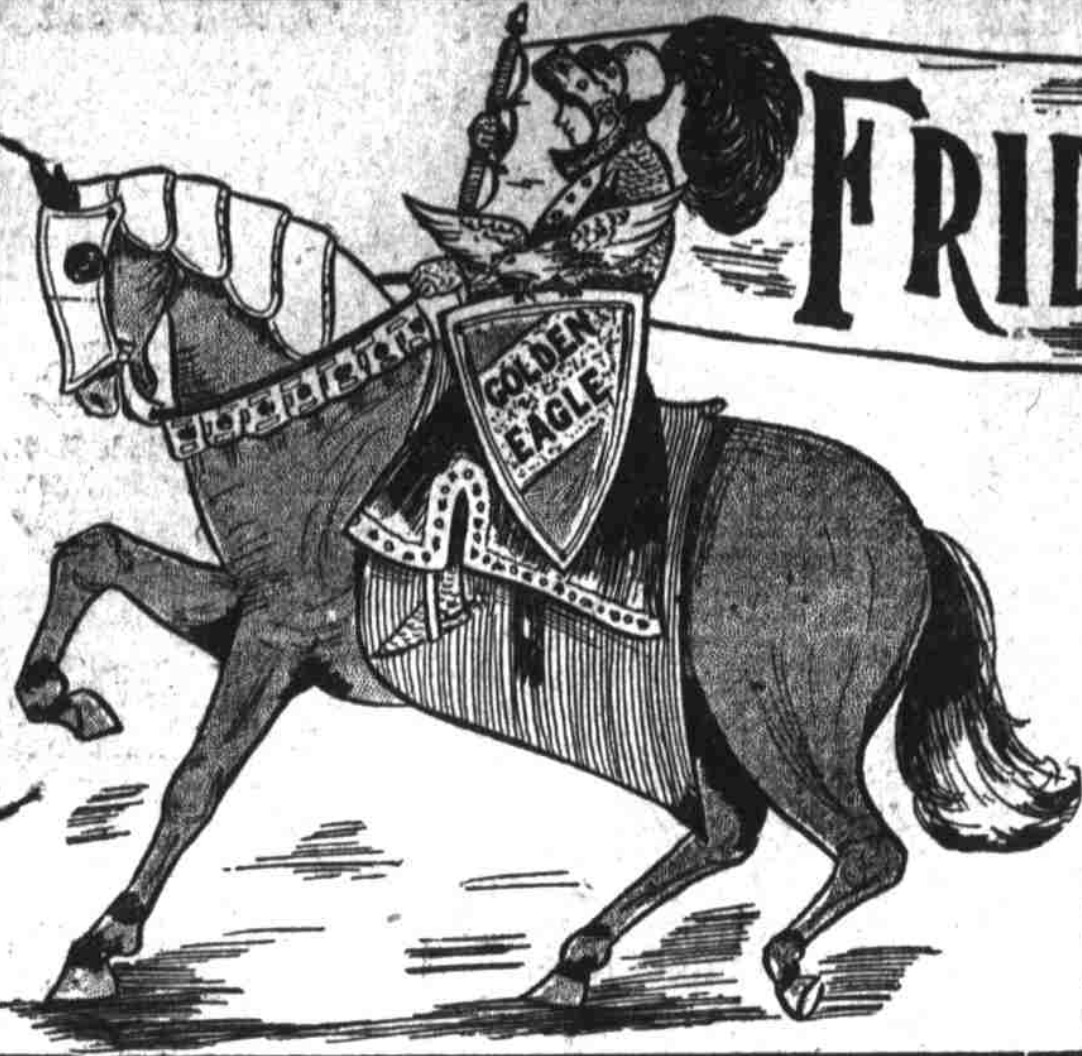


5/8c GOLDEN EAGLE 5/8c GOLDEN EAGLE 5/8c GOLDEN EAGLE 5/8c GOLDEN EAGLE 5/8c GOLDEN EAGLE 5/8c GOLDEN EAGLE

FRIDAY CHALLENGE SALE



In addition to the "Challenge Sale" Extra Specials, absolutely every article in the house stands reduced PORTLAND'S NEWEST AND MOST POPULAR DEPARTMENT STORE INAUGURATES TOMORROW ITS

First Grand, Bold and Fearless Friday Challenge Sale!

With the grim determination to make this store's Friday Bargain Carnival the most important event of its kind in Portland, from a value-giving standpoint, we launch our first Grand Friday "Challenge Sale" upon the shopping community, and in the van of the long procession of Friday sales which claims the attention of local shoppers.

WE PROMISE TO MAKE IT THE SALE OF SALES

A perfect avalanche of unparalleled values that will sweep before it each and every form of competition that dares to cross its mighty path, and bid defiance to every scheme, trust or combination that seeks to block it. Not in Portland, Oregon nor the northwest will such generous returns be given for hard earned dollars as here tomorrow. We positively assert and stand ready to prove our assertion true, that we shall offer at this rousing sale better values, newer goods and fuller assortments than can be found at any other Portland store. Come. Make us prove it. Watch our windows.

LAST OF THE SUMMER SERIES OF SENSATIONAL SALES OF

Women's White Lawn Shirtwaists

\$1.50 Values 35c Each

The best Shirt Waist sale yet; white lawn Shirt Waists, dainty, charming creations, all new to the present season, on one long table in the waist section. The convention embraces long and short Peter Pans, in sheer lawns, exquisitely trimmed in tuckings, laces and insertions. A collection of beauty and daintiness unrivaled by any similar values in the city. Waists that are great values indeed up to \$1.50 in a regular way. To close, 3 for \$1.00, or each **35c**

Only Three to a Customer. See the Waists in our Third Street Window.



Men's \$1.00 Negligee Shirts 75c

A line of Men's soft Negligee Shirts with attached cuffs in fine quality madras cloth, sizes 14 1/2 to 17; regular value \$1.00, special, each **75c**

Everything for Everybody, All the Time, at a Little Less Than Anybody Can Buy Anywhere Else at Anytime



ENTIRE BLOCK ON YAMHILL FROM 2ND TO 3RD.

Men's 25c Hose 12 1/2c

A line of Men's fancy striped cotton Hose, assorted colors, sizes 9 1/2 to 11; regular value 25c, special, pair **12 1/2c**

Men's and Boys' Clothing

IN THE "CHALLENGE SALE" **Men's \$12.00 Suits at \$4.85**

A big choosing of splendidly tailored and thoroughly well made suits in newest cut, very stylish in appearance. Fashionable woollens in neat, smart mixtures of gray, brown and black and white effects from the material from which master tailors have fashioned this lot of handsome suits. Single and double breasted styles to select from. Every taste can be pleased. Values to \$12.00; all new fall suits. Special in Friday's "Challenge Sale" at **\$4.85**



Youth's \$10.00 Suits \$3.75

Single and double breasted styles; ages 16 to 20 years in the lot; About 200 suits to pick from; materials, styles and make same or similar to above mentioned. Suits for men of large stature; 3-piece suits. Values to \$10.00. Special on Friday only, for the "Challenge Sale" at **\$3.75**

Boys' "Banner Brand" Pants 48c

60c values. Special, Friday in the "Challenge Sale" at, the pair **48c**

Deep Price Cuts in "Domestics"

- 90c TABLE DAMASK, 59¢.
- 58-inch Table Damask, in 2, 2 1/2 and 3 yard lengths; big value at 90c the yard. Special, Friday at **59c**
- 75c "SILENCE" CLOTH, 59¢.
- Good heavy Table Felt for use under the table cloth; as above, a fine value at 75c. Special, Friday at **59c**
- \$1.00 BATTING, COMFORTER SIZE, 89¢.
- A fine pure white Batting in full comforter size, all in one piece, dollar value. Special, Friday **89c**
- \$1.25 BLANKETS, 89¢.
- Splendid heavy gray Blankets, extra large, as above. **89c**
- \$1.25 COMFORTER, 98¢.
- Warm, but not of a burdensome weight, good patterns and soft, warm filling, durable covering, nicely quilted; splendid for camping, for the hop yard or home; an unusual value at **98c**
- 10c MUSLIN, 6 1-3¢.
- 36-inch Unbleached Muslin—as above.
- 20c PILLOW SLIPS, 16 2-3¢.
- Size 42x36 inch Pillow Slips, nicely hemstitched. Special, as above, on Friday, the 20c values for **16 2-3c**
- 50c LINEN TOWELS, 19¢.
- Here's something that should bring hosts of thrifty housewives to the Towel sale tomorrow. We offer for the patrons of Friday's "Challenge Sale" an extra large, all linen Towel, with colored borders, hemstitched and with fringed ends; plenty for all day selling; splendid 50c values. Special at **19c**

Values That "Challenge" the House-keeper's Attention Kitchen and Tableware In the "Challenge Sale"

- IMPERIAL ENAMELED KITCHEN WARE
- The renowned "Imperial" ware is known to be the most durable kitchen ware made. We have a small lot, slightly damaged in transportation, we will place on special sale at less than half price.
- 14-qt. Dish Pans, special, each **65¢**
 - 3-qt. Tea Kettles, special, each **1.10**
 - 11-inch Wash Basin, special **1.85**
 - 12-inch Wash Basin, special **2.25**
 - 2-qt. Sauce or Preserving Kettle, special **2.35**
 - 3-qt. Sauce or Preserving Kettle, special **3.05**
 - 4-qt. Sauce or Preserving Kettle, special **3.85**
 - 5-qt. Sauce Pans, special **4.05**
 - 2 1/2-qt. Sauce Pans, special **2.65**
 - 1 1/2-qt. Sauce Pans, special **2.05**
 - 1-qt. Sauce Pans, special **1.85**
 - 4-qt. Covered Sauce Pan, special **5.55**
 - 3-qt. Covered Sauce Pan, special **4.65**
 - 2-qt. Covered Sauce Pan, special **3.85**
 - 3-qt. Milk, Mush or Rice Boiler, special **95¢**
 - 2-qt. Milk, Mush or Rice Boiler, special **75¢**
 - 3-qt. Coffee Pots, special **65¢**
 - 2-qt. Coffee Pots, special **55¢**
 - 1-qt. Coffee Pots, special **35¢**
- \$1.25 Colonial Glass Tea Sets 59c**
- 4-piece Glass Table or Tea Sets, consisting of 1 covered butter dish, 1 covered sugar bowl, 1 cream pitcher, 1 spoon holder, clear, perfect polished glass, full size, fancy shapes; regular value \$1.25, special, set **59c**

Catch These Shoe Bargains on the Fly



Marvelous Footwear Values in Friday's "Challenge Sale"

Just as the house flies disappear when the chill of fall approaches, with a rush, so are the Shoes melting away from the counters and shelves in the footwear shops. The new manager in the Golden Eagle Shoe Department has plans in view for autumn which positively necessitate clearing out all present shoe stocks, and the store management is back of him and with him for the carrying out of these plans. This means a sweeping, drastic sacrifice of values, a merciless cutting of prices and a positive loss of all profits and part of original costs. We must look for recompense to the future, to a greater, better and thoroughly reorganized shoe store. For the present our loss is the public's gain. For Friday's "Challenge Sale" the shoe section offers

- Women's or Men's \$5 Shoes at \$1.98**
- A big choosing to pick from of the famous "White House" Shoes, all sizes and all leathers, dress or street shapes, new lasts, swagger styles for men or women. Regular \$3.50, \$4.00 and \$5.00 values, special in Friday's "Challenge Sale" for **\$1.98**
- \$2.25 Shoes for Boys \$1.38 Pair**
- A collection of odds and endments of lots, containing nearly every size, in patent leathers, box calf and gunmetal vici kid stock. A sweeping clean-up in the boys' lines. Regular \$2.25 values for the Friday "Challenge Sale" at **\$1.38**

A Wonderful Sale of Misses' and Children's Shoes

Every wanted style in girls' and boys' footwear is included in this sale. It is a footwear event of wonderful scope and embraces most extraordinary values. A chance to shoe the youngsters for school at the biggest sale of genuine bargains in shoes ever known to Portland fathers and mothers. Be sure to see these items.

- \$1.75 Values Misses' and Children's Shoes \$1.05**
- Misses' Kid Shoes, lace or button styles, low or spring heels, light or heavy soles, over 40 lines embracing that number of new and popular styles; extraordinary values at **\$1.75**. Extra special in Friday's monster "Challenge Sale" at **\$1.05**
- \$1.50 Values Children's Shoes 69c**
- We've rounded up all the endments and oddments of the \$1.25 and \$1.50 grades now remaining, several styles of patent leather shoes, lace or button styles, sizes up to 8's; every wanted leather; values to \$1.50. All go in Friday's "Challenge Sale" at, pair **69c**

A "Flier" in Corset Covers

Special for the Friday "Challenge Sale"

WOMEN'S 39c CORSET COVERS, 25¢.

Muslin and Cambric Corset Covers, lace, ribbon and embroidery finish, all sizes; regular value 39c, special, each **25c**



Women's Apparel Stores

- A TRIO OF "CHALLENGE" VALUES FROM THE
- Women's Wash Dresses in the Sale**
- THE \$1.00 KIND 69c
- A big collection of pretty dresses for little lassies, 1 to 6 years of age. All colors represented and attractive patterns. Materials of percale, chambray and gingham. All prettily trimmed in dainty embroideries. Best regular dollar values. Special, Friday at **69c**
- WOMEN'S JACKETS, CHILDREN'S WASH DRESSES and
- Last Grand Shirtwaist Sale**
- We've cleared three racks of Women's Jackets, condensed three lots of smart, trim and trig garments in one, and shall offer for Friday's "Challenge Sale"
- Women's \$10 Jackets at \$4.98**
- In the choosing you will find black Melton Cloth Jackets in fitted and semi-fitted styles, covert Jackets in the half and full fitting effects, light and dark mixtures in same modes, also a lot of very chic and jaunty black Silk Eton Jackets trimmed in rich, handsome silk braids. Splendid \$10.00 values all, but special in the big Friday "Challenge Sale" at **\$4.98**

Rousing Values in the Hosiery Aisle

"CHALLENGE SALE" BARGAINS FOR WOMEN AND CHILDREN.

WOMEN'S 20c HOSE, 12 1/2¢.

Full fashioned black cotton Hose, lace ankle, all sizes; regular value **20c**, special, pair **12 1/2c**

CHILDREN'S 10c HOSE, 5¢.

A line of Children's lace ribbed cotton Hose in black and white, sizes 5 to 9; regular value 10c, special, pair **5c**



"Challenge" Cuts on Table Cutlery

Cutlery Prices Cut Mercilessly—Read:

90c SET KNIVES AND FORKS, 59¢.

A line of Knives and Forks, polished tempered steel blades, triple pinned cocobolo handles, worth 90c, special, dozen **59c**

25c AETNA BREAD AND CAKE KNIVES, 19¢.

A line of Bread, Cake or Meat Knives, 10-inch blade, polished buck handle; will cut hot or cold bread without tearing the loaf, made of the very best refined and polished tempered steel; regular value 25c, special, each **19c**

GOOD KITCHEN KNIVES FOR 40¢.

Landers, Frary and Clark's Kitchen Slicer, made of the very best tempered steel, will hold an edge, 9 1/2 inches long, narrow tapering blade, boxwood handle, curved to fit hand, heavy brass rivets; special at, each **40c**

"Challenge Sale" Millinery Specials

- CHILDREN'S 50c LEATHER CAPS, 23¢.
- A line of Children's Patent Leather Caps, in tans, auto and sailor shapes; regular value 50c; special, each **23c**
- CHILDREN'S 75c TO \$1.25 SCHOOL HATS FOR 33¢.
- A small line of Children's Felt School Hats, in red, blue, brown and tan, trimmed with fancy ribbon and buckle; values at 75c to \$1.25; special, each **33c**

BOLD PRICE CUTTING makes Friday's "Challenge Sale" a Boon to Buyers of Silks and Dress Goods

- Our dress goods chief has used his blue pencil freely and recklessly among his fabrics, slashing prices right and left on the most wanted stuffs for fall dressmaking needs. Friday's "Challenge Sale" patrons will save enough in buying silks and dress goods at the special prices to pay for all the "makings." Read a few specimens of the more important specials:
- \$1.50 BLACK TAFFETA, \$1.19 YARD.**
 - Rich, heavy Taffeta, very best \$1.50 grade and guaranteed black; non-crackable and live with rustle; a new silk just received from the makers, special at, yard **\$1.19**
 - 75c PONGEE SILKS, 25¢ YARD.**
 - 25-inch width in white, brown, pink and green Pongees; very dainty and splendid value at the usual 75c price. Special, Friday, to close, yard **25c**
 - 45c CHALLIES, 29¢ YARD.**
 - Dainty, pretty fabrics in tempting effects; dotted, figured and checked; splendid value at 45c. Special Friday at, yd. **29c**
 - PAY 75c FOR THE DOLLAR BROADCLOTH.**
 - Rich, heavy black Broadcloth, best dollar value in town. Special in the "Challenge Sale" at, the yard **75c**
 - 75c MOHAIRS AND BATISTE, 45¢ YARD.**
 - 50-inch widths, in short lengths only.
 - 25c DRESS FABRICS, 19¢.**
 - 27-inch widths in pretty wool finished Dress Stuffs, neat, striped effects and attractive plaids; best regular 25c value, special, Friday at, yard **19c**

"Challenge Sale" Magnet Among the Toilet Goods and Stationery

- "CHALLENGE SALE" BARGAIN FINDS.
- 20c Bar white Castile Soap, special **9c**
 - 12 1/2c Cakes La Prima Olive Oil Castile Soap, special **7c**
 - 10c and 12 1/2c cake Toilet Soap, assorted lot, special **5c**
 - 20c Pair shell Side Combs, hand finished, special **12 1/2c**
 - 5c Pkg shell and amber Hair Pins, assorted styles, spec. **2 1/2c**
 - 15c Pack "Hornet" Playing Cards, special **7c**
 - 25c Fancy box Court Stationery, assorted colors, special **12 1/2c**
 - Cedar Pencils, with rubber tips, regular value 3 for 5c, doz. **10c**
 - 20c Bottle Witch Hazel, special **10c**
 - 25c Can Mungler's Cold Cream, special **10c**
 - 25c Jar Witch Hazel Cold Cream, special **9c**

ASBURY PARK HOLDS BABY PARADE TODAY

(Journal Special Service.)

Asbury Park, N. J., Aug. 28.—Asbury Park's world-famous baby parade took place today. Bedecked in flowers and gold and tinsel, more than 500 infants

held fraternal holiday and high revel, while thousands of people lined both sides of Ocean avenue and applauded the inspiring and beautiful spectacle.

And how they marched—with such proud and prancing step, while the younger tots chirped and cooed and held out their arms as they were trundled along in baby coaches and sports. From the coaches littered with flowers and ferns there peeped eyes and soon a

baby face all wreathed in smiles, pudgy little hands threw kisses from the floats and baby wagons. Infantile grace and beauty held sway, under silken canopy and golden dome. It ensconced itself in rich entwined embrasures and found conspicuous display in patriotic and mystical groupings upon the big floats and pieces designs that gave to the line its most imposing dignity.

Fully 30,000 persons lined the side-

walks along Ocean avenue, while countless others viewed the procession from the hotel piazzas and the windows and roofs of the cottages and buildings, adjacent to the avenue. At the conclusion of the pageant the prizes were awarded amidst much enthusiasm.

Metzger sells diamonds at 10 per cent profit, 112 Wash. st.

WASHINGTON RANCHER KILLED IN RUNAWAY

(Special Dispatch to The Journal.)

Tacoma, Wash., Aug. 28.—Cabe Abramson, whose farm is in the Puyallup valley three miles from Tacoma, was instantly killed in a runaway late yesterday afternoon. Abramson was driving a team and wagon along the county road running from here to Puyallup when the horses suddenly took flight. Wildly unmanageable, they swept along and rounded a curve where the road is bounded on one side by an embankment 40 feet deep. Getting too close to the edge the wagon tipped over and threw Abramson out and 40 feet forward and down the bank. His neck was broken

and his body severely bruised otherwise. He leaves a wife and three small children.

Fruit Wanted.

The Weber-Bussell Canning company have an order and warehouse on stock at foot of Yamhill st., Portland, Ore., where they are buying peaches, plums