

The New Golden Eagle Soars Above Them All—Always in Lead With Bigger, Better Bargain Offerings—Come Friday

Every Cape Reduced at Friday's Sale

These stylish Capes in best materials, all lined, military effects, in all desirable colors, including blues and blacks. Collars faced with materials to match; values that are selling elsewhere at \$20.00 to \$25.00. To go on sale Friday, while they last, at only, each **\$10.49**

Heavy Capes, in black only; regular values worth up to \$4.98 \$15.00, placed on sale Friday for only.....

Your choice of any other Cape in the entire store at one-third less than our regular marked prices—Friday's reduction  $\frac{1}{3}$  Off

Portland's  
Great  
Bargain  
Store



For the  
Great  
Working  
People

One-Piece Dresses Reduced Friday

A great Friday sale of one-piece Dresses, every one a popular, stylish garment, worth double the low prices at which they are offered tomorrow. Wool Dresses, in many modish styles, tight and semi-tight fitting, all desirable colors, including evening shades; our regular \$25.00 values. A sensational reduction for Friday at only **\$9.98**

Values in one-piece Wool Dresses, that sell in every other store in the city at \$15.00. An exceptional reduction for Friday at **\$7.88**

Values in one-piece Dresses that are selling all over the city for \$10.00. A sensational reduction for Friday's selling, only **\$4.98**

Our 34th  
Big Sale

Profit Sharing Friday

Offers Gigan-  
tic Bargains

Another Daring and Colossal Capture

"Busy Burke's" Greatest Best, Most Wonderful Suit Buy



See large window display of these and all other advertised garments. Never before has such a magnificent lot of enormous values been offered at these price-slashing reductions. Do not fail to take advantage of Portland's greatest, best and busiest bargain feast. See them.

Every Other  
Suit Third Less

Every other Suit in the entire store that is not advertised at a special price goes tomorrow at this great reduction off the regular prices. Make your selections in our Suit Department Friday, and instead of paying marked prices, as usual, you take at

One Third Less

Form No. 108. N. T.  
THE WESTERN UNION TELEGRAPH COMPANY.

24,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

The Company TRANSMITS and DELIVERS messages on conditions limiting its liability, which have been assented to by the sender of the following message. Errors can be guarded against only by repeating a message back to the sending station for comparison, and the Company will not hold itself liable for errors or delays in transmission or delivery of messages. It does not, beyond the amount of this said thereon, assume any liability in any case where the claim is not presented in writing with the message after the message is filed with the Company for transmission.

This is an UNREPEATED MESSAGE, and is delivered by request of the sender, under the conditions named above.

ROBERT C. CLOWRY, President and General Manager.

RECEIVED at

A 36 SF 16 PAID

San Francisco, Nov. 3, 1909, 10:33 A. M.

J. P. Burke, Mgr. New Golden Eagle,  
Portland, Oregon

If you agree not to use name or trade mark can have suits at terms offered.

(Name unpublished as agreed)

Take advantage of this tremendous garment sale. Remember, that the garments we're advertising for tomorrow at \$14.49 are being sold by our competitors every day, under the regular trade-mark name we are forced to withhold, at prices ranging from \$25 to \$40 each.

All Seasonable  
Wear Friday

You'll find tomorrow that every article in the store—and there's nothing but seasonable wear here—is reduced to figures seemingly impossible, considering the enormous values offered. Everything in the store marked Friday at reductions all the way from

Quarter to Half



Read This List—All Little  
Needfuls Reduced Friday

A few days ago the large San Francisco branch of a big Eastern manufacturing concern offered "Busy Burke" 220 Suits, wiring that if he would look 'em over he could have them at his own terms, as they were the entire season's lot of fine samples. Mr. Burke looked over the assortment and made an offer way below their real value, knowing that they were samples that the manufacturer was not duplicating on account of being sold out of materials so would be anxious to sell at a price in order to clear valuable floor space. The representative of the manufacturer refused the offer made as too little for the high grade Suits displayed, for there was hardly a garment in the lot worth less than \$22.50 WHOLESALE, but evidently reconsidered the offer, as you may see by the above wire. After a conference at the Frisco branch, the above telegram was sent—we had agreed to take the entire lot—offering the Suits at the price "Busy Burke" named if we would promise to withhold the name of the manufacturer and his trade mark. Knowing that the unbendable Golden Eagle Guarantee was all that would be necessary to assure our Portland customers that they were the best garments obtainable, we accepted the terms and ordered the Suits expressed to us at once. They came this morning, and such an unsurpassable assortment of lovely garments we have not feasted our eyes on for some time, while the price was so low, 'twas almost unbelievable. Instead of placing these stylish Misses' and Women's Suits in stock with our regular garments, we as usual give the great working people the benefit of the stupendous transaction. We bought the Suits at a seemingly impossible low price and offered them at the same irresistible reduction, with a small margin of profit only added. The New Golden Eagle's high merchandise standard is represented in every garment, for the lot consists of modish Women's and Misses' Suits of every color, shade and style desirable—Fall Suits in the handsome, popular man tailored styles included, garments that are selling elsewhere at \$25.00, \$27.50, \$30.00, \$35.00 and \$40.00. Remember, there are but two hundred and twenty in this tremendous bargain purchase; they are garments that are sold under the manufacturer's name and trade mark (which we were forced to withhold as per telegram above on account of competitor's objections) at the prices named above, to go at this price-slashing reduction, beginning Friday, while they last at.....

**\$14.49**

Underwear, Hos-  
iery, Etc., Reduced

The Underwear and Hosiery Departments offer phenomenal reductions for Friday.

Women's Winter Underwear, regular 50c seller all over town, Friday, the garment, at only **19c**

Burton Seamless Hose, you know this 35c seller by reputation. Great Friday reduction, pair **19c**

Flannel Gowns, good grade, well made; the regular \$1.50 values. Great reduction Friday **93c**

Children's Coats at \$2.29

Children's Cloth Coats, in many colors; values that sell regularly at double this low price. Friday's reduction price **\$2.29**

\$20 Rubberized  
Coats for \$7.98

Women's and Misses' Rubberized Coats in moreens and silk stripes, every desirable color. These Raincoats sell all over the city at prices ranging to \$20—we invite comparison as a verification of this statement. They are to go for **\$7.98** Friday at this price.

Millinery Startlers

A great Friday sale of Millinery, a tremendous reduction event to aid you in obtaining your Thanksgiving headgear at enormous savings.

Trimmed Hats, values that others are selling for as high as \$12.00; many shapes, shades and trimmings to go Friday in one lot at **\$1.98** low price of each.

Untrimmed felt, silk, moreen and satin Shapes; values that others sell for \$3.50 or so. The Friday sensational low price is now only, each **71c**

Ostrich plumes, in every desirable color including black and white, long, fluffy Plumes that others sell for \$8. Friday's price **\$2.69** for only, each

Save on Shoes Fri.

The great Shoe Sale continues Friday and Saturday with unabating fury; new lots are being added to the wonderful values daily. Save Friday.

LOT 1—A great lot of women's cloth top Shoes, button or lace styles, all colors of uppers, a regular \$4.00 value. The pair, **\$2.59** Friday, at, pr.

LOT 2—Women's patent, vici or gummatel Shoes, values that sell regularly at \$4.00. The Blucher styles, welted soles, at this **\$2.49** low price, Fri.

LOT 12—Boys' tan high cut Shoes, the kind with two buckles on 'em. Regular sellers all over the city at \$4. **\$2.88** Friday, the pr.

LOT 13—Men's heavy work Shoes, Blucher or congress styles; a regular \$3.00 seller elsewhere. Our great shoe sale reduction price is only **\$2.29**

\$3.50 Suitcases  
Friday for \$1.98

A great price starter in Suitcases that should and will claim the attention of every economical Portlander. Good Suitcases, best trimmings, lined, best brass locks and leather straps. A regular \$3.50 seller elsewhere. A great special purchase makes **\$1.98** them sell Friday for

A miscellaneous list of mighty good values at tiny prices; all well worth a trip up town:

Black leather Bags, handbags that sell all over town for as much as \$3.00. Friday only **98c**

Maline Bows, all colors, very stylish; the regular 25c sellers all over the city, special for Friday at **14c**

Patent leather Shapes, the popular \$3.00 "Napoleon" Hats. Sensational reduction Friday, at **98c**

Men's 15c Collars at 10c

Men's Linen Collars—Men, you know what collars sell for—15c each, 2 for 25c all over the country. Every up-to-date style, Friday **10c** each, three for **25c**

\$15 Long Coats at \$3.49

Women's and misses' Long Coats, stylish garments in many different styles and colors. A great value that sells elsewhere at prices ranging to \$15.00. Friday at this extremely low price, while they last—anticipate your winter needs **\$3.49**

\$35.00 Seal Plush  
Coats for \$15.98

Black Seal Plush Coats, long garments that sell all over town at prices ranging to \$35.00. These stylish Coats all go Friday in one lot, while they last, at this astonishingly low price. Tomorrow your choice-of the lot, only **\$15.98**

Petticoats

Sateen and Moreen Petticoats, values that sell all over for \$1.75 each. Priced for Friday at **99c**

Silk Skirts

Silk Petticoats, all colors including blacks; regular \$7.50 values; good grade of silk, Fri. **\$3.59**

\$7.00 Silk Waists Friday \$3.49

\$5.00 Silk Waists Friday \$2.69

A great lot of plain silk Waists, best quality silk; stylishly made; also a lot of Jersey Waists, values up to \$7.00 each; now priced for this great Friday sale at, ex.—take advantage **\$3.49**

Silk Waists, made of best grade silks; many nobby styles, every color including blacks; \$5 values; Friday, at **\$2.69**

Thanksgiving Needs—Prices Cut  
Alterations and Improvements in The Basement

Thanksgiving just two weeks away, and as ever the Golden Eagle is found more than prepared to meet the wants of every housewife. More than true is this of the big basement Departments, where household needs always abound at bargain prices. With the alterations going on in the east wing of the Basement, where we are preparing a big, new sales room for holiday occupancy, with hammering and noise on ever hand, we are offering greater bargains than ever to repay you for your patronage under these slightly annoying conditions. Don't mind the noise tomorrow, for the big favorable reductions on all Carving Sets, Crockery, Households of all kinds, will more than cause you to forget the unfavorable conditions—so great are the savings offered. Just forty-one big unadvertised bargains for Friday—see them in the great Basement Store—better anticipate your holiday needs and take advantage of these bargains while they last.

Fels-Naptha Soap

This well known, popular Soap that sells all over the city for prices ranging to 10c the bar, goes Friday, while the lot of 2400 bars lasts, at this low price—not more than 7 bars to a customer at this low figure; Friday at **7 BARS FOR 25c**

Dinner Sets, best 60 piece Dinner Sets, daintily decorated gold and white semi-porcelain, a regular \$9.00 value, to go tomorrow at this low sale price of only, the set **\$5.89**

50 piece Dinner Sets, pretty rose decorated, best semi-porcelain, a regular \$8 to \$9 value this low price, the set, only **\$5.89**



SEE WINDOW DISPLAYS OF THANKSGIVING NEEDS AND ALL ADVERTISED BASEMENT BARGAINS.

50 piece Dinner Sets, all white semi-porcelain, that sells all over the city at prices ranging to \$5.50 the set. Friday for, the set **\$3.44**

Dinner Sets, 54 piece blue and white semi-porcelain Dinner Sets, values that sell all over for \$10 the set. Supply your Thanksgiving needs Friday at this low price, set **\$6.89**

Men's Bath Robes \$4.98

Men's Bathrobes in every desirable color, neat, "comfy" robes that others are asking \$10.00 for. Substantially made with best materials, a great Profit Sharing Friday reduction sale, **\$4.98** tomorrow at the very low price of, only—all you want

50c Ties 18c

Men's Four-in-Hand Ties, values in all colors and shades that sell regularly at 50c, Friday **18c**

Men's Reg. \$25.00  
Slip-Ons at \$6.88

The popular Raincoats for men, "Slip-Ons," rubberized coats that sell all over town at \$20.00 and \$25.00 each. A sensational reduction for tomorrow at this low price, while they last, at this wonderful, fully low price, only, each **\$6.88**

25c Ties 15c

A few Windsor Ties still left in stock; many colors; regular 25c values; to go Friday for **15c**

25c Wool Hose Friday at 12½c  
Derby Ribbed Underwear 98c

Men's Wool Hose, in natural color and gray, a regular 25c value all over the city. They are specially priced for this great **12½c** Friday reduction sale at 4 pairs for **50c**—great value—pair

Cooper's Derby Ribbed Underwear; a regular \$1.50 per garment seller. Friday's price per garment (men's garments only)—**98c** anticipate your needs and take advantage while they last