

ARMY'S FRANTIC

Germans in Africa Cry for Help.

HERREROS PRESSING THEM

Commandant Cables He Has Suffered Heavy Losses.

STARVATION IS NEW DANGER

Conservative People in Berlin, Acquainted With the Country, Predict a Second Sepoy Rebellion.

CHICAGO, April 28.—(Special.)—The American has the following special cablegram from Berlin:

German arms have met with fearful reverses in South Africa, amounting practically to a massacre. On top of the slaughter of German officers and men by the rebellious Hereros comes a frantic appeal for succor from the hard-pressed troops.

"For God's sake send help," read the prayers for relief.

The commandant of the Grootfontein district, in German Southwest Africa, today pleaded by cable for immediate assistance.

"Have suffered terrible losses, and lack the necessities of life. I beg for immediate assistance."

Coming on top of the news of the defeat in which eight German officers and 58 men perished and 111 were wounded, this plea for assistance leads to the belief that the military forces have met with even more serious reverses. It is believed the German population of the entire district have been driven to bay in entrenched positions, and that there is intense suffering for want of food.

A semi-official publication here today declares that no further engagements with the Hereros are expected until the Germans are strong enough to strike a decisive blow.

Despite the attempts of the government organs to prove that the disasters are due to laxity and carelessness in the face of danger, it is believed that the situation is more serious than shown even by the wildest of rumors that have been circulated. Conservative Germans, who know the situation in Southwest Africa declare that the mutiny of Hereros is likely to be a second Sepoy rebellion. Between the danger of death at the hands of the cannibals and the immediate danger of starvation, the situation is held as appalling. The German force in the colony is inadequate, and it will be weeks before enough troops can reach the scene to cope with the hordes of cannibals. The latter seem to have overrun the kraals, and perhaps have massacred all the people living outside the town.

Kaiser Expected to Act at Once.

BERLIN, April 28.—Colonel Duerr, concerning whose return from German Southwest Africa conflicting reasons have been given, arrived at Hamburg today, and made the impression that he was a very sick man.

The Vossische Zeitung says Emperor William has expressed open dissatisfaction with the management of affairs in Southwest Africa.

Political circles assert that the object of Emperor William in ordering Chancellor Von Bulow to Karlsruhe was to confer with him on the African situation. The Chancellor takes with him an elaborate review of the military situation, drawn up by the general staff, which has been busy conferring for several days with the Colonial Office. It is expected that the Emperor will reach a speedy decision and order large reinforcements to Africa.

SON OF DON CARLOS TO JAIL.

For Pawning Famous Necklace He Must Serve Ten Months.

PARIS, April 28.—Ernest Deligne, formerly secretary of Don Jaime de Bourbon, son of Don Carlos, pretender to the Spanish throne, was sentenced today to ten months' imprisonment for pawning the famous jeweled necklace of Marie Antoinette, which descended to Don Jaime. The necklace originally belonged to Marie Therese of Austria, later passing to Marie Antoinette. Lately Don Jaime had left it with his sister, Princess Alice de Bourbon.

Deligne maintained he was carrying out the transaction for Don Jaime, but the jeweler contradicted him, and his conviction followed.

Dublin Honors British Sovereigns.

DUBLIN, April 28.—King Edward and Queen Alexandra had a great popular ovation in the streets of Dublin today while on their way to lay the foundation stone of the Royal College of Science. Troops lined the route, which was crowded for hours before the royal cortege arrived.

FINDS HIS TONGUE IS TIED.

Lawson Retires From Brokerage Firm to Meet Accusers.

BOSTON, April 28.—It was announced on the Boston Exchange today that Thomas W. Lawson has severed his connection with the firm of Lawson, Arnold & Co., bankers and brokers. The firm holds membership in both the Boston and New York Stock Exchanges.

In a statement, Lawson said the rules of the Stock Exchange, of which his firm is a member, "forbids that degree of publicity" which at the present time "he deemed necessary in order to carry on his contest against certain interests." He said he owed it to the public vigorously to combat those who he thinks have done the public wrong, and he owed the public the further duty of "telling them what he does, and why he does it."

No Attempt to Blow Up Ships.

ST. PETERSBURG, April 28.—Regarding the alleged attempts to destroy the Russian protected cruisers Isoumad and Jemtschug, now lying at the Nevsky work, by Finns, the Ministry of the Interior explains that a police inquiry has established that the report grew out of the loss of a few barrels of government dynamite, which were found by a Captain who set it on fire in the shipyards. No attempt was made to blow up the ships.

Amazing Shoe Values

Slaughter Prices—Today Only
A special lot of women's \$3.50 and \$4.00 Dress Shoes and Oxford, patent or plain kid stock, in welt or soft-turned sole styles—today only \$2.48
Infants' Button or Lace Shoes, red or black kid stock, sizes 2 to 5½, and best dollar values—for today only, at pair 48¢
Women's very dressy hand-made bench shoes, patent or extra fine, handsome, plain black vic kid stock, with Louis or military heels, plain toes or with tips. Over 40 new styles, and all from a famous maker. Best \$5.00 and \$6.00 Shoes in any store in America—today only, choice for \$3.23
Women's \$3.00 Shoes in dress and street styles, in high style or Oxford, all the newest and latest styles and lasts, flexible hand-turned soles or welted—today only \$1.68

Exceptional Value in Dress Goods

\$1.25 VALUES 69¢
Friday we place on the counters in the big dress goods annex a lot of new Foulauds, Checked, Striped and Boutonne Taffeta, Louisines, Armures and Bengaline weaves, made specially for shirtwaist suits, drop-skirts, trimmings and dressy waists and gowns—our regular \$1.25 and \$1.00 qualities, for Friday Economy Sale, yard....69¢

PORTLAND'S BEST SORT O' SHOP. HOME OF QUALITY AND FASHION.

Olds, Norton & King

52d Friday Economy Sale Anniversary

A MONSTER CONCOURSE OF MATCHLESS BARGAINS MARKS THE FIRST GRAND ANNIVERSARY OF THE FRIDAY ECONOMY SALE

We are in the midst of a big three days' celebration of the event. That we might the more forcibly impress upon the minds of Portland people the importance of this great weekly economy feature, we launched today a record-breaking aggregation of such unparalleled values as were never before gathered under any one Portland mercantile roof. Instead of a one-day sale we have planned and have in execution a grand three-day feast of values unsurpassed in scope and magnitude by any similar event ever held in our city. Starting this morning and ending on Saturday at closing time, a sale is in progress here that fittingly celebrates the first yearly anniversary or birthday of the Friday Economy Sale. One year ago today the infant entered the world of bargain events that fill the busy weeks of retail selling in Portland. Its growth is now a matter of history. Week by week it grew in volume and today it stands a Colossus among its kind, its sway undisputed and wielding a scepter of mighty bargain power. This grand three-day bargain fete is the record-breaking low-price event of the Spring season of 1904. Thirty hours' selling of the grandest values. In bargain-giving our supremacy is unquestioned.



Silk Petticoats Half Price Today

The greatest Silk Petticoat bargain in town is here today. 'Tis no new thing for this famous store to assert its authoritative leadership in bargain making. One might as well try to stem Niagara's torrent as to block our path to absolute supremacy as style creators and value-givers. Here's more proof—

300 new and handsome Silk Petticoats, in black and every popular, wanted color. The assortment is too large and varied to permit description in limited space. Suffice to say these are the very latest styles, absolutely new, and bear the hall-mark of exclusive elegance and top-notch fashion to a remarkable degree. The regular prices included in this lot, selected from the cream of our stocks up to \$35, are extremely low as regularly marked, and yet, TODAY WE'LL HALVE THEM.

10.00 Petticoats	\$5.00	25.00 Petticoats	\$12.50
12.50 Petticoats	\$6.25	28.50 Petticoats	\$14.25
15.00 Petticoats	\$7.50	30.00 Petticoats	\$15.00
18.50 Petticoats	\$9.25	32.50 Petticoats	\$16.25
20.00 Petticoats	\$10.00	35.00 Petticoats	\$17.50
22.50 Petticoats	\$11.25		

Beautiful Laces Slaughtered

First Floor.
A tremendous stamped to the lace counter will follow this announcement—better be early for pick. A fine, new lot of rich Herre lace net all-overs, for fronts of waists or fancy sleeves and all lace waists. Regular \$1.50 a yard qualities—Whites and creams—today only, for.....75¢

40c Embroideries and Insertions 12½c yd

A WONDERFUL VALUE. First Floor.
Today only we will sell an immense lot of swell new Embroideries, Insertions and Fine Embroidered Edges, Nainsooks, Cambrics and Swisses in the lot. Not a piece under a 20c value, but more up to a grand value at 40c—choice today only at, yard.....12½¢

Grand Ribbon Bargain

40c RIBBONS 24¢.
All Pure Silk Taffeta Ribbons, in 5 and 6-inch widths, all popular, wanted colors, also black, white and creams; much in demand for Spring neckwear, belts, sashes and hat trimmings—regular 35c and 40c values, today only at, the yard.....24¢

An Amazing Sale of Millinery

Second Floor Salons—The Biggest Values Ever Offered in Portland in Superb, Fashionable and Exclusive Headwear at 98¢.

The great sale embraces Ready-to-Wear Hats, Trimmed Hats, Untrimmed Hats, Hats for Women, Hats for Misses, Hats for Children. Values up from \$1.25 to \$2.50. All combined in one gigantic sale for Today Only.

The Street and Ready-to-Wear Hats are all of the newest and very latest styles, in a nice variety of colors, very smart and dresy. Values to \$2.50.

The Trimmed Hats are very swell, charming creations of the milliner's art, adapted to popular prices. Trimmings consist of flower, foliage, ribbon or feather trimmings. Splendid regular value at \$2.00.

The Untrimmed Hats include many of the most popular, wanted and newest shapes. Some are the \$1.25 values, but most are better, up to \$2.50.

The Misses' and Children's Hats are the popular reigning styles of the season, very smartest and swellest creations shown for young folk this month. All splendid values.

CHOICE OF ANY OF ABOVE HATS, TODAY ONLY, FOR 98¢.

Richardson's \$2.25 Damask \$1.43 yd.—1st Floor

FOR TODAY ONLY—IN THAT FAMOUS LINEN SHOP.
Handsome all-linen, satin-faced Double Damasks, woven by slow and tedious but painstaking process on a hand loom by expert weavers at the "Home of Best Irish Linens"—Richardson's, of Belfast, Ireland. In two-yard width, all new designs, and our own special \$2.25 quality—a surpassing value—today only at, the yard....\$1.43

Among the Wash Stuffs

Domestic Aisle—First Floor.
For today only we place on sale 2000 yards of handsome novelties in Wash Fabrics. Among them are new Jacquards, Madras and Karnack Suitings. The best 20c values anywhere shown—today only, at, the yard.....12½¢

SPECIAL SALE

American White, Semi-Porcelain, Fancy Shape, Thin Cups

50-piece Dinner Sets.....	\$2.98	SUMMER WILL SOON BE HERE—
100-piece Dinner Sets.....	\$3.95	HARDWOOD WINDOW SCREENS.
150-piece Dinner Sets.....	\$4.95	18x23.....19c
200-piece Dinner Sets.....	\$5.95	24x30.....25c
250-piece Dinner Sets.....	\$6.95	30x36.....35c
300-piece Dinner Sets.....	\$7.95	36x42.....45c
350-piece Dinner Sets.....	\$8.95	HEAVY STEEL COOK STOVE—
400-piece Dinner Sets.....	\$9.95	SHAKE AND DUMP GRATE FOR
450-piece Dinner Sets.....	\$10.95	WOOD OR COAL.....\$12.50
500-piece Dinner Sets.....	\$11.95	18-inch oven, 22-inch special.....\$15.25
550-piece Dinner Sets.....	\$12.95	16-inch oven, 22-inch special.....\$17.25
600-piece Dinner Sets.....	\$13.95	FOR HOT WEATHER OR SEASIDE
650-piece Dinner Sets.....	\$14.95	Two-burner Blue Flame Cook Stove.....\$3.95
700-piece Dinner Sets.....	\$15.95	GREAT SALE 187 ROGERS BROS.
750-piece Dinner Sets.....	\$16.95	SILVERWARE

IMPORTANT!

SPECIAL NOTICE TO CREDIT CUSTOMERS—Those patrons who favor us with their monthly accounts will receive full benefit of this great sale, and all goods bought during it—today and tomorrow, April 29 and 30—will go on the May accounts.

In addition to the following list, every advertised special value of the week goes in this sale.

Bargains marked "Friday only" will only be on sale today, during the progress of the "Friday Economy Sale" proper—others are for both today and Saturday. Read the printed list. Hundreds go unmentioned, small lots and others.

Woman's Suits Half Price Today

Second Day of the Wonderful Sale of Women's Dress and Street Suits.

Yesterday was a busy scene in the Suit store; 'twas only a question of how many our expert salespeople with their extra helpers could wait upon, and the suits went to new owners. The selection remains as fine choosing today. Assortments are unbroken. Too many suits for even yesterday's tremendous selling to deplete. In two big lots, divided as follows, the sale goes on today:

LOT 1 includes Suits in dress styles, materials of Etamine, Broadcloth and handsome novelty Tweeds, also Venetians in all the newest styles, blouse, Eton and jacket effects, handsomely trimmed, with every earmark of the high art, mantled garment. Values range up from \$45 to \$85—the best regular values shown this season—for two more days only at HALF PRICE.

Any Suit in the lot—most of them are far under cost of actual make, many under first cost of material. Instead of \$45 to \$85, for today and Saturday, \$22.50 to \$42.50

WALKING SUITS of Cheviots, Homespuns and swell Novelty Tweeds, in all popular, wanted colors, jacket, eton or blouse styles; very chic, jaunty suits; regular \$38.50 to \$65 values—today and Saturday at ONE-HALF PRICE.

\$19.25 to \$32.50

LOT 2 embraces about 450 Walking Suits, all new this season, very latest, smartest styles. Regular \$18.50 to \$25 values—for two more days only—today and Saturday—choice at half price—\$9.25 to \$12.50.

Every suit in this great sale is new, ultra-fashionable and would be a bargain at regular prices.

Friday's Silk Special—Annex, First Floor

In addition to the matchless values offered for the three days of this great sale we place on sale for today only 75 pieces of Japanese Corded Wash Silks, in all colors and combinations. They are all this season's goods, designs are stripes and checks. Our regular 50c a yard quality—Friday Economy Sale only.....33¢
\$1.00 quality of all Pure Silk Crepe de Chine, a beautiful high-finished Silk and very soft and clingy, in all new, seasonable colors, including white, cream and black—price, today only, yard.....63¢

MEN'S BALBRIGGAN UNDERWEAR—50c VALUES—FRIDAY ONLY 29¢.

Man's Shop—First Floor.

A splendid 50c line of plain Egyptian Balbriggan Shirts and Drawers; shirts have French neck, drawers with strap and double seat—today only, per garment.....29¢
Men's black seamless Hosiery, today only, pair.....6¢

Underwear and Hosiery

A Matchless Price Concession For Today Only.

Women's silk and cotton mixed Vests, Pants and Tights. Vests are sleeveless, short sleeves or long sleeves, pants and tights either knee or ankle length, and all are of the famous "Merode" make—nothing higher could be said in their favor. The regular \$1.25 quality, today only at, garment.....69¢
Women's lace-trimmed cotton Vests, low neck and sleeveless—best 25c quality, today only, at.....17¢

SPLENDID HOSIERY SPECIALS.

For today only we offer ladies' black imported "O. K." Cotton Hosiery of finest, softest gauge, absolutely the best 50c hosiery value in the city, every pair having our guarantee of satisfactory wear. A rare hosiery bargain at a Friday price of, per pair.....33¢
Misses' fine-ribbed black Hosiery, seamless, double heels and toes, a splendid dress stocking. In sizes 6 to 8½. Our grand 25c value, today only at, the pair.....17¢

LADIES' 35c COLLARS 19¢—Neckwear Counter—First Floor.

A swell new lot of Persian embroidered turnover Collars for wear the coming warm days. Of linen scrim prettily embroidered in fancy colors—good value at 35c, today special at.....19¢

LADIES' \$4.00 SILK GLOVES \$2.48.

Fashion's newest fancy. Fashion writers are telling of them in all the glove lore of leading fashion publications—27-inch long, silk creations, with dainty lace work running the length of the arm. Some are all silk, others of silk net in open mesh effect, all daintily trimmed in lace from shoulder to wrist. In black or white—grand values at \$4 the pair. Very fashionable and dresy—today only, pair.....\$2.48

FRIDAY PICK-UPS—Friday Only

Bargains from here and there about the store, among the small wares—First Floor.

Box Witch Hazel Toilet Soap, three cakes to box, today only.....10¢
Hairpins, in pretty shell colors, plain or crimped, 1 dozen on each card, in medium size, regular value 20c card, today only.....12¢
Ladies' Leather Belts in black, brown, tan and gray, all sizes, a fine assortment, containing values from 60c to 85c each, today only, choice for.....9¢
66c Shirtwaist Sets, in gilt, French gray, pearl and jeweled, in assorted fancy styles; values in the lot up to 65c—special on Friday only at, the set.....15¢
Sterling Silver Hat Pins, latest and newest styles, 15c values.....10¢

RARE VALUES—EVERYDAY NEEDFULS—1st Fl.

Hard-Water Castile Soap, in long bars, special, bar.....5¢
Purest quality White Spanish Castile Soap, value 10c cake, special.....7¢
Wrist Bags, in black, brown and tan, in real seal and walrus leathers, value \$1.25, special, each.....75¢
Finest quality real seal and walrus leather Wrist Bags, large size, value \$2.50, special, each.....\$1.50
Scissors, fine nickel-plated, in 4, 5 and 6-inch, pointed or round ends, special, each.....12¢
Coin Purse, in seal leather, metal frames, black, value 25c each, special, each.....12¢
Curling Irons, medium size, value 5c each, special, each.....3¢
Hair Pin Cabinet, containing 200 assorted sizes mixed Wire Hair Pins, values 9c box, special, box.....5¢
Dress Shields, fluted, ventilating hubber—Size No. 2, value 17c pair, special, pair.....11¢
Size No. 3, value 18c pair, special, pair.....12¢
Size No. 4, value 20c pair, special, pair.....14¢
Fine Rhinestone Brooch Pins, all new and fancy designs, value 35c each, special, each.....20¢
Beauty Pins, gold-plated, 1 dozen on card, special, card.....10¢
Belt Pins, new, oxide and gilt, fancy patterns, value 35c each, special, each.....20¢
Beaded Lorgnette Chains, square, Indian braided, assorted colors, value \$1.65, special, each.....85¢

Sewing Machines at Special Prices Today Only

A boon to those who have the buying of a machine for the home in view. These famous Sewing Machines, made by the leading makers in this country and guaranteed by us for ten years, regularly sold at about half the agency price for the same machines, today as a surpassing special at these prices:

3-drawer, box top, \$21.00 machine, today.....\$16.75

5-drawer, box top, \$22.65 machine, today.....\$17.85

5-drawer, drophead, \$24.90 machine, today.....\$20.50



3-drawer, box top, \$21.00 machine, today.....\$16.75

5-drawer, box top, \$22.65 machine, today.....\$17.85

5-drawer, drophead, \$24.90 machine, today.....\$20.50

\$1.50 Black Sateen Petticoats 98c

Annex—Second Floor.

Ladies' black mercerized Sateen Petticoats, deep flounce, with a cluster of three rows of stitching and two rows of ¾-inch ruffles—regular price \$1.50, special at.....98¢

