

The
"Different
Store"

J. C. Norton & King

5th and
Washington
Streets

PORTLAND'S BEST SORT O' STORE

HOME OF QUALITY AND FASHION

52d
FRIDAY
ECONOMY
SALE
AnniversaryA Monster Concourse of Matchless
Bargains Marks the First Grand
Anniversary of52d
FRIDAY
ECONOMY
SALE
Anniversary

The Surpassing Friday Economy Sale!

Decorated American
Porcelain
Brown Flower, Fancy
Shapes50-piece Set \$2.50
60-piece Set \$4.50
100-piece Set \$7.15Do You Want a Lawn
Mower?One made to cut — not a
cheap machine — one that will
last.
12-inch \$2.50
14-inch \$2.45
16-inch \$2.70

WE ARE IN THE MIDST OF A BIG 3 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 tomorrow 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 sceptre of mighty bargain power. THIS GRAND 3-DAY BARGAIN FETE IS THE RECORD BREAKING LOW PRICE EVENT OF THE SPRING SEASON OF 1904. 30 HOURS' SELLING OF THE GRANDEST VALUES. IN BARGAIN GIVING OUR SUPREMACY IS UNQUESTIONED.

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, Tomorrow and Saturday, April 28, 29 and 30—will go on the May accounts.

ADDITIONAL FRIDAY BARGAINS WILL APPEAR IN MORNING PAPER. WATCH FOR THEM. A STUPENDOUS LIST! Bargains marked "Friday only" will only be on sale tomorrow, during the progress of the "Friday Economy Sale" proper—others are for both Friday and Saturday. Read the printed list. Hundreds go unmentioned, small lots and others not reached at time this announcement goes to the printer.

IN ADDITION TO FOLLOWING LIST EVERY ADVERTISED SPECIAL VALUE OF THE WEEK GOES IN THE SALE

An Amazing Sale
of
MillinerySECOND FLOOR SALONS
The Biggest Bargains Ever
Offered in Portland in Su-
perb, Fashionable and Ex-
clusive Headwear at

98c

The great sale embraces Ready-to-wear Hats, Trimmed Hats, Un-trimmed Hats, HATS FOR WOMEN, HATS FOR MEN, HATS FOR CHILDREN. Values up from \$1.50 to \$2.50. All combine in one Gi-gantic Sale for FRIDAY 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 dressy. Values to \$2.50. The trimmed hats are very swell, charming creations of the milliner's art adapted to popular prices. Trimmings consist of flowers, foliage, ribbon or feather trimmings. Splendid regular value at \$2.50. The untrimmed hats include many of the most popular wanted and newest shapes. Some are the \$1.50 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 98c
FRIDAY ONLY, Choice for.....

Amazing Shoe Values
SLAUGHTER PRICES FOR THREE
DAYS

Women's \$6 Pattern Oxfords \$3.43
—Handsome, new, fancy pattern
Oxfords, with full Louis heel or
military style, in patent kid, oiled
or extra vic kid. All the \$4, \$5,
and \$6 qualities this week at one
price \$3.43

Women's \$3.50 Street Shoes, in eight
of the newest, latest leading
styles, all the popular, stylish
leathers, heavy or light soles—
special this week at \$2.69

Men's \$3.50 Shoes \$2.98—Very
newest, swellest lasts, very awa-
ger styles, Oxfords or high cuts,
patent or velvet calf—tans, too,
full round toe lasts. Best \$3.50
Shoes in Portland—special this
week at \$2.98

Women's best \$1.50 House Shoes,
Juliette styles, comfort lasts, for
three days only at pair 98c

Boys' strong, durable, stylish and
well-made School Shoes, full of
service, of calf or kid stock, best
\$2 values in Portland, for three
days only at pair \$1.38

Women's \$5 and \$6 Dress Shoes, of
fine patent or plain kid stock,
Louis heels, very fashionable
shapes, and extremely smart in
appearance, choice for three days
only at pair \$3.28

FOR FRIDAY ONLY.

A special lot of Women's \$3.50 and
\$4.00 Dress Shoes, and Oxfords,
patent or plain kid stock, in the
popular tan or black, in welt or
soft turned sole styles—FRIDAY
ONLY \$2.48

Infant's button or lace Shoes, red
or black kid stock, sizes 3 to 5½,
and best dollar values, for FRI-
DAY ONLY at pair 48c

Women's very dressy hand-made
bench Shoes, patent or extra fine
handmade plain black vic kid
stock, with Louis or military
heels, plain toes, or with tips.
Over 40 styles and all from a
famous maker. Best \$5 and \$6
shoes in any store in America. FRI-
DAY ONLY choice for..... \$3.28

Grand Sweeping Clearance
Sale of Lace Curtains

A QUICK, DECISIVE MOVE, IN-
SURING COMPLETE CLEARANCE
OF THE LOT IN THE NEXT
THREE DAYS—FOURTH FLOOR.

This sale that started this morn-
ing includes every broken lot, every
odd one, two or three pairs of Lace
Curtains in the house. Some are
samples and slightly mussed from
handling—but see the values. You'll
appreciate them better when you
see the beautiful curtains these ab-
surdly low prices are put upon.
With moving days and house reno-
vating at hand no prudent house-
wife can well afford to pass up this
bargain chance. For three days
only we'll slaughter prices this
way—

\$2.00 Curtains for.....\$1.39
\$2.75 Curtains for.....\$1.85
\$4.00 Curtains for.....\$2.45
\$5.00 Curtains for.....\$3.15
\$6.50 Curtains for.....\$4.00
\$7.50 Curtains for.....\$5.35
\$11.50 Curtains for.....\$6.85
\$17.50 Curtains for.....\$10.50
\$22.50 Curtains for.....\$11.75
\$30.00 Curtains for.....\$16.00
\$37.50 Curtains for.....\$19.00
\$42.50 Curtains for.....\$22.50

Beautiful Laces
Slaughtered

FIRST FLOOR.

A tremendous stampede to the Lace
Counter will follow this announce-
ment. Better be early for pick-
A fine, new lot of rich Lierre
Lace Net All Overs, for fronts
of waists or fancy sleeves and all
lace valances. Regular \$1.50 a yard
qualities; whites and creams; on
FRIDAY ONLY for 75c

Friday, the 2d Day of the Greatest, Grandest Sale of

Women's Fashionable Dress
and Walking Suits

Ever Held in America

The consummation of weeks of planning and fortunate trade concessions.
750 new, smart, stylish suits at

EXACTLY HALF PRICE

FOR THREE DAYS ONLY—TODAY, FRIDAY AND SATURDAY—Sale
starts today at 8 a. m. and ends at closing time on Saturday—4 p. m.
Two immense purchases involving thousands of dollars, divided for swift,
sharp selling in two lots.

Extra salespeople in attendance. Patrons will be waited upon promptly,
carefully and with every attention for which the store is noted at all times.

Lot 1 includes about 300 Suits in dress styles, materials of Etamine,
Broadcloth and handsome novelty Tweeds, also Vestments, in
all the newest styles, Blouse, Eton and Jacket effects, handsomely trim-
med, with every earmark of the high art, man-tailored garment. Values
range up from \$45 to \$85—the best regular values shown this season—for
three days only—starting tomorrow—HATS FREE!

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 Thursday,
Friday and Saturday they're \$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 \$25.00 to \$65 values—TODAY, FRIDAY AND SATURDAY AT
ONE HALF PRICE.

\$19.25 to \$32.50

Lot 2 Embraes about 450 Walking Suits, all new this season, very
latest, smartest styles, regular \$12.50 to \$25. Values—for three
days only—TODAY, FRIDAY 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.



Salvage Sale of Blankets

SAVED FROM PORTLAND WOOL-
EN MILLS CONFLAGRATION.

Final shipment from the ware-
house of the Blankets saved from
the great fire at the Bellwood Mills
in February. Slaughter prices for
the wind-up. Colors include vic-
unas, maroons, mottled, sanitary
or Jaeger gray and silver gray.

THE SALVAGE SALE PRICES

are for—
Plain gray wool Blankets, \$2.75
values, at \$1.75
Plain gray wool Blankets, \$3.00
values, at \$2.00
Plain gray wool Blankets, \$3.50
values, at \$2.50
Plain gray wool Blankets, \$4.50
values, at \$3.00
Plain gray wool Blankets, \$5.00
values, at \$3.50
Very fine all-wool sanitary and Ja-
eger gray Blankets, regular \$5.00
values, at \$3.50
Regular \$6.00 values, at \$4.25
Viouna brown, extra \$4.50 values,
at \$3.25
Maroon or black, extra \$4 values,
at \$3.25

40c Embroideries 12c

A WONDERFUL VALUE—FIRST FLOOR.

Friday only we will sell an im-
mense lot of swell new Embroid-
eries, Insertions, and fine Em-
brodery Edges, Nainsooks, Cam-
brics, and Swisses in the lot. Not
a piece under a 20c value, but
more up to a grand value at
40c. Choice FRIDAY ONLY
at yard 12c

Underwear and Hosiery

AT MATCHLESS PRICES CONCER-
NIONS FOR FRIDAY ONLY.

Women's all silk Vests, low neck
and sleeveless, with silk crocheted
yoke and shoulder pieces. Our
well known \$1.75 number. FRI-
DAY ONLY at \$1.15

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, on FRIDAY ONLY
at garment 69c

SPANDED HOSIERY SPECIAL.

For Friday 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 bear-
ing our guarantee of satisfactory
wear. A rare bargain at a FRI-
DAY ONLY price of pair.....33c

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 FRIDAY ONLY—
75 PIECES OF JAPANESE CORDED WASH SILKS, in all colors and com-
binations. They are all this season's goods, designs are stripes
and checks; our regular 60c a yard quality—Friday
"Economy Sale" only 33c

Exceptional Value in Dress Goods
\$1.25 Value 69c

FRIDAY ONLY we place on the counters in the big Dress Goods Annex a
lot of new Eglarids, checked, striped and Bouteigne Taffetas, Louisines,
Armures and Bengaline weaves, made especially for Shirt Waist Suits,
Drop Skirts, trimmings and dressy waists and gowns; our
regular \$1.25 and \$1.50 qualities—for Friday Surprise
Sale 69c

\$1.50 Black Sateen Petti-
coats 98c

Ladies' black mercerized Sateen
Petticoats, deep flounces with
cluster of 8 rows of strapping
and 2 rows of 2½-inch ruffles;
regular price \$1.50; special at 98c

Grand Ribbon Bargain
40c Ribbons 24c

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 25c
and 40c values. FRIDAY ONLY
at the yard 24c

Men's Balbriggan Under-
wear, 30c Values, Fri-
day only 29c

MADE IN SCOTLAND—FIRST FLOOR.
A splendid 50c line of plain Egyp-
tian Balbriggan Shirts and Draw-
ers. Shirts have French neck,
drawers with strap and double
seal. FRIDAY ONLY, gar-
ment 29c
Men's black Seamless Hosiery,
FRIDAY ONLY, pair 6c

Among the Wash Stuff

DOMESTIC ALKALINE—FIRST FLOOR.

For Friday only we place on sale
2,000 yards of handsome novel-
ties in Wash Fabrics. Among
them are new Jacquards, Madras,
and Karnack Suitings. The best
20c values anywhere shown. FRI-
DAY ONLY at the yard.....12c



Unmatched Undermuslin Bargains

ANNEX—SECOND FLOOR.

For Three Days Selling—Today, Friday and Saturday Only
LADIES' FINE CAMBRIC COVERS, either three 2-inch ruffles,
edged with fine Valenciennes lace and same lace at neck and armholes,
or with three rows of 1½-inch wide Valenciennes insertion, edged with
1½-inch Valenciennes edging, ribbon braiding and draw ribbon; 89c
regular price \$1.35—special at

MISSIE'S PETTICOATS of fine cambric, deep lawn flounce, with either two
rows of lace insertion, two clusters of tucks and edging or deep cluny
lace insertion between clusters of tucks and deep cluny lace \$1.59

SETS OF CUFFS AND COLLARS of fancy hemstitched woman art mate-
rial or white mercerized, stamped in Swedish cross-stitch designs; 7c

ALSO INSERTION of same material and stamped designs; regular 7c
prices 50c and 20c—special at 7c

LADIES' FINE CAMBRIC DRAWERS, cluster of fine tucks, ruffle of 1½-
inch blind or open-work embroidery; regular price 50c—
special at 57c

SEE FIFTH-STREET WINDOW DISPLAY