

Credit Department

Our Credit Department is at your service at all times. Checks accounts facilitate shopping and will be found a great convenience. Office on Third Floor.

The
"Different"
Store

Chas. Norton & King

Portland's
Quality
Shop

We cordially invite our patrons and the general public to make use of the additional conveniences of our telephone system. A personal visit is inconvenient, and feel confident that purchases can be made in this manner with absolute satisfaction. Call "Private Exchange 12."

Where the Walls Are Coming Down

Fifth and Washington Streets

Home of the "Reliable Patterns"

The Designer 10c, or 80c a Year, postpaid to any address

In answer to hundreds of inquiries by mail and otherwise, we want it understood that WE WILL FILL ALL MAIL OR 'PHONE ORDERS from any part of the United States or Canada at the SLAUGHTER PRICES made during the GREAT DISLODMENT SALES. Our purpose in making such prices is to dispose of all our present stocks, not merely to draw the enormous crowds to the store. Every article in the house remember (contract goods excepted) is pitilessly cut in price to effect this end. No prudent person will go elsewhere and pay regular prices during the run of these sales.

The Mark of Emphasis is Placed Over this Fact—Absolutely Every Article in This Store is Reduced During the Great Dislodgment Sales—(a few contract goods alone excepted)—Reduced Beyond all precedent

The Most Extraordinary and Unprecedented Slaughter of Dress Goods Values Ever Known or Undertaken in This Northwestern Country, Starts Here Tomorrow Morning—Lasting Three Days—Thursday, Friday and Saturday!

The contemplated alterations force us to clear out thousands of dollars' worth of splendid, new and seasonable Dress Stuffs at such prices as will make buying a duty. This store has outgrown its building—we're expanding, as you know. Stocks must be lightened at no matter what cost, for quick changes are necessary. The dress stuffs will start racing out of the store tomorrow when the starter says go at 8 a. m. Strictest reliability characterizes the merchandise involved. We're not going to spread a dictionary over this announcement or explode a battery of expletives in painting rainbow hues around the announcements it contains. We urge you to come and see the values exploited—further urging by us we feel would be superfluous—EXTRA SALESMEN IN ATTENDANCE DURING RUN OF SALE.

Every piece of our large and down-to-date stock sharply reduced. And in addition to marking down every piece in the stock we have selected

6 EXTRA SPECIAL LINES

And placed them on bargain tables at only a fraction of their regular value.

LOT 1—Comprises 75 pieces of Voile, Etamine, Heather Tweeds, Mohair Melanges, Granite Cloths and neat mixed effects; regular price 60c—**SPECIAL** at, yard..... **38c**

LOT 2—45-inch All Pure Wool Crepe Voile Etamine, in cream, Champagne, pearl-gray, royal and navy blue, Havana and seal brown; also black; regular price \$1.00—**SPECIAL** at..... **59c**

LOT 3—50 to 54-inch Sailor Suiting, new, stylish fabrics, in neat checks, stripes and nubbed effects; also a large assortment of granite weaves. The colors are all new and desirable; regular price \$1.50 per yard—**SPECIAL** at, yard..... **89c**

LOT 4—60 pieces of fashion's favorites, such as silk and wool Crepe de Paris, Chiffon Voiles, Eolienes, Crepe de Chine, in cream, pink, pearl-gray, champagne, tans, modes, browns, navys, resedas—in fact, almost every color made for dressy gowns—nothing can be more appropriate; regular price \$1.50 per yard—**SPECIAL** at..... **97c**

LOT 5—London Twines, Nubb and Boutonne Voiles; also Novelty Tweeds, in good assortment of street colors; regular price \$1.50—**SPECIAL** at, yard..... **99c**

LOT 6—66 pieces of high-grade novelty dress fabrics—French Tweeds, Crapes, Twines Voiles, Boutonne Voiles, illuminated Lattice Etamine, in both evening and street colors; regular price \$2.25 to \$2.50 value—**SPECIAL** at..... **\$1.49**

IN ADDITION TO THESE

EXTRA SPECIALS, every piece of Cream, Black and Colored Dress Goods will be reduced.

The following will give you an idea of the great money-saving opportunities:

\$3.50 French Venetians, Broadcloths, Priestly Cravettes, Rainproof Meltons—**SPECIAL**..... **\$3.08**

\$3.00 Broadcloth, Venetian, Rainproof Venetian, Herring-Bone and Melton Suiting—**SPECIAL**..... **\$2.64**

\$2.50 English Mohair, Sicilians, Novelty English Mohairs, Prunella Coverts, Clay Worsteds, French Zibeline and Rainproof Coverts—**SPECIAL**..... **\$2.19**

\$2.25 English Mohair Sicilians, Brillantines, in plain and fancy weaves; Broadcloths, Worsteds, Meltons, French Covert Suitings—**SPECIAL**..... **\$1.94**

\$2.00 English Broadcloths and Venetian Worsteds, English Tailor Suitings, Sicilians, Voiles, Crepe de Paris—**SPECIAL**..... **\$1.69**

\$1.75 Venetians, Voiles, Etamines, Meltons, Cheviots, Serges, Sicilians, Brillantines, Twine Cloths, Basket Weaves and Scotch and English Mixed Suitings—**SPECIAL**..... **\$1.48**

\$1.50 Venetians, Meltons, Tweeds, Panamas, Basket Cloths, Serges, Cheviots, Voile, Mistral and Twine Etamine, Crepe de Chine, Crepe de Paris, Brillantines, Sicilians and Canvas Weaves—**SPECIAL** at..... **\$1.25**

\$1.25 Venetians, Cheviots, Serges, Voiles, Etamines, Sanglier Cloth, Granits, Melton, Armure, Panama Crashes, Crepe, Alpaca, Sicilians, Mistral and Brillantines—**SPECIAL** at..... **\$1.05**

\$1.00 Serges, Cheviots, Panamas, Crashes, Voiles, Alpaca, Sicilians, Etamines, Henrietta, Crepe de Paris and Granite Cloths—**SPECIAL** at..... **85c**



An Unending Succession of Stupendous and Matchless Quality Bargains Marks the Progress of the Monster Dislodgment Sales at Portland's Largest and Best Apparel Shop!

Suits at Half-Price!**Tremendous Cuts on Waists!**

Dislodgments and reconstructions hit us hardest of anywhere here. The entire department is to be stripped bare, remodeled throughout, enlarged to twice its present size—already the largest department in the northwest devoted exclusively to the selling of women's fine outer apparel. It seems a shame to sacrifice profits and costs so relentlessly as we are doing, but quickstep marching is inevitable to give room for the carpenters. Stocks must soon be condensed to cramped quarters pending the raising of the walls between the buildings that now form what will soon be Portland's Greatest Thoroughfare Store. The losses are now slight compared to what they might be later, were stocks allowed to stop over through the rust and upheaval of reconstruction and removal. So stocks must submit to monster sacrifices. We spur on the legions this way. We placed on sale this morning

500 Suits at Exactly Half-Price

Dress and Walking Styles, in Blouse, Eton and Jacket effects, handsomely trimmed in very latest effects on which Fashion has stamped approval. Materials embrace Cheviots, Etamines, Venetians and Imported Fancy Mixtures in all desirable colors for summer wearing. Navys, Black, Tan, Castor, Browns and Novelty Mixtures. All go at an unrestricted half-price scale, forming what is beyond all question in honest, reasonable minds The Greatest Convention of Suit Values Portland Ever Knew!

\$10.00 Conveys to you the \$20.00 Suits.
\$12.50 Conveys to you the \$25.00 Suits.
\$14.25 Conveys to you the \$28.50 Suits.
\$17.50 Conveys to you the \$35.00 Suits.

And so on up the line through the \$38.50, \$42.50, \$45.00 and \$50.00—all at one-half their price! Sale opened this morning, continuing through the week. Choicest pickings go first.

Matchless Sale of Waists Dainty White Creations

\$4.38

Now for Our \$7.50 and \$8.50
WAISTS

We placed on sale this morning hundreds of Superb Summer Waists, in White, Jap and China Silks, Peau de Soles and Laces. All the newest and freshest of the new season's favorites. The collection is too great and varied to admit of description in detail. Suffice to say they embrace every new idea in fashion, make and trimming effect that is favored by the leading approved fashion-makers. They must be seen to have their value appreciated.



TEACHERS' Educational Contest

TOTAL VOTE TO 10 A. M. TODAY

Total number of votes cast.....287,088
Total number voted for..... 233
Miss C. F. Allen leads with 36,498 votes.
Miss Winifred Mosher second with 35,941 votes.
Miss Suza Jones third with 31,110 votes.

The 15 Leaders with respective vote

Miss C. F. Allen, Felling..... 36,498
Winifred Mosher, Harrison..... 35,941
Suza Jones, Highland..... 31,110
Kate Padden, Atkinson..... 28,217
Mrs. Nellie Hiltabidel, Albina.....
Central..... 19,114
Miss L. A. Strout, Chapman..... 16,569
Mrs. Esther Kane, Williams Avenue..... 15,810
Ella Lavenson, Atkinson..... 13,565
Matilda Weiss, Thompson..... 12,597
R. R. Steele, High..... 8,602
Helen Crane, Felling..... 8,516
Bertha Moore, High..... 8,032
Ruth Rounds, High..... 7,587
Verdi Monroe, Portsmouth..... 6,932
Mrs. J. M. Potter, South Portland..... 5,567

A GREAT SALE OF

Dress Accessories

LACES, TRIMMINGS, EMBROIDERIES AND LACE ROBES All Radically and Liberally Reduced During the Monster

DISLODMENT SALES**FIRST FLOOR—DEPARTMENT**

Special Values in Rich, Handsome Laces.

An immense convention of the newest, smartest and daintiest products of the world's lace countries, the most desirable laces of this lace year's showings—the very cream of this superlative lace store's stocks. Bands and galloons are embraced in this

Splendid Lace Special—\$7.50 Galloons, \$2.50 Yards.

Grand values at the usual prices of \$5, \$6 and \$7.50 the yard including in its scope Tenerife galloons, with colored embroidery; fine Wool Laces, silk embroidered, and cream galloons, very stylish and of the most wanted sort—special at, yard..... **\$3.48**



All Lace and Chiffon Robes reduced beyond previous sale limits; also Chiffon Appliques, spangled bands and galloons, braid trimmings, in black, white or colors, plain or fancy.

Fine All-over Laces, embracing white cotton Nottingham, white or cream Point Venice, white or cream net all-overs, black silk crochet all-overs. Every piece generously reduced—40c up to \$1.50 the yard—fractions of regular prices.

Special in Venice Bands and Galloons, 50c qualities now 25c.
New numbers in cream or white Venice bands and galloons, an immense showing, including the regular \$3c, 40c and 50c values—special now at, the yard..... **25c**



Stupendous Sacrifice of a Monster, Belated Purchase of Women's Splendidly Fashionable Ready-to-wear and Tailored Hats—The Climax Capping Millinery Event of 1904's Season! 98c for Grand \$3.50 Values—Friday only—None before at the Price—See the beauties in a large Washington street display window.

Fortune smiles again upon our patrons with her kindest beam of the entire year. We closed a fortunate purchase, embracing the entire stock of Tailored and Ready-to-Wear Hats remaining in the salesroom of a prominent manufacturer, at a small fraction of their worth, as he is ready for fall operations. Unfortunate circumstances delayed their delivery to us until now. We could conscientiously refuse them, but a further concession from the makers was too strong temptation to resist, for it enables us to distribute among our patrons such values as even this store never gave before in the history of millinery selling. A word of the Hats: They are every one of the very newest and latest of the advance summer styles. The immense purchase embraces French Sailors, Turbans, Continentals, etc., in all the season's most popular colors, which include champagnes, white, navys, browns, reds and black. Hats that become every face, equally charming on miss or matron. A superabundance of styles in the vast choosing—positively the greatest aggregation of chic, smart Hats ever brought to Portland at an underprice. Under usual conditions there's not one but would bring twice to four times Friday's price. Not a Hat that could be sold under \$2.00 and bring back the money it cost. Most of them are grand values at \$3.00, \$3.50 and \$4.00. We picture at the head of this announcement perfect reproductions of a few of the styles in the great Bargain Convention of Headwear. Numerous others 98c equally charming and worthy are here, valued at \$4.00. Friday only at.....

Sale opens Friday morning at 8 o'clock. Positively none before. Hats for hundreds, but the first hundred usually pick the best hundred.

Bargain Showers
Dislodge Prices on
SUMMER
Flowers
in the June
Millinery Gardens

25c for Big \$1.00 Bunches

We place on sale tomorrow in the big saloons of fashionable women's head-dresses, a lot of 50 dozen assorted millinery flowers. Just the daintiest you could imagine for trimming the summer hats at home. Oddsments of the season's growing Roses, Violets, Poppies, Geraniums, Forget-Me-Not, Lilacs and foliage so natural you might imagine it nature's handiwork. Values up to \$1.00 the bunch, gathered tomorrow and strewn on a big bargain table where full choice is offered at, the bunch..... **25c**

Women's Extra Special Knitwear Bargains

UNDERWEAR SHOP—FIRST FLOOR

Ladies' white and blue sleeveless Vests, Swiss and Richelieu ribbed, 35c values, now, each..... **20c**
Ladies' white high-neck, long-sleeve cotton Vests, each..... **21c**
Ladies' white silk, sleeveless, knee-length Union Suits, lace trimmed at knee—50c values, now, each..... **42c**

Ladies' white Lisle, sleeveless, lace-trimmed Vests—25c values, each..... **30c**
Ladies' white cotton, high-neck, long-sleeve, sleeveless and short-sleeve Vests. Knees and ankle-length Tight to match—50c values, now, each..... **42c**
\$1.75 all styles Merode Union Suits, now, suit..... **\$1.48**

Ladies' fine white mercerized Vego Silk Vests, sleeveless—50c values, now, each..... **42c**
Same in 75c values, now..... **63c**
Same in \$1.00 values, now..... **85c**
\$1.00 all styles Merode Union Suits, now, suit..... **85c**
85c all styles Merode Union Suits, now, suit..... **73c**



RIBBON SPECIAL

25c

Buy a 6-inch Taffeta of very best quality. Color line embracing black, white, pink, blue—light and navy—Cardinal, turquoise, lavender, purple, old rose, green, tan and cream.

Now is a Prudent Time to Buy Bathing Suits, Shoes, Caps—All Go at Sharp Reductions