



Great Remodeling Sale

On the first of April the drug store now occupying the corner of Second and Yamhill streets will vacate, thus giving over to Gevurtz & Sons the entire frontage on Yamhill street of 200 feet. We shall begin the work of remodeling at once, and we realize that this enterprise will seriously interfere with our pre-Easter business unless we exert extra effort to stimulate trade in the meantime; therefore we have determined to inaugurate a

Pre-Easter Sacrifice Sale of Startling Magnitude

enabling any woman in Portland to accommodate herself to an Easter gown at a remarkable saving in price. We shall sacrifice our profits to a large extent, rather than find ourselves crippled with too much stock. Never have prettier styles been offered you than right here—right now!

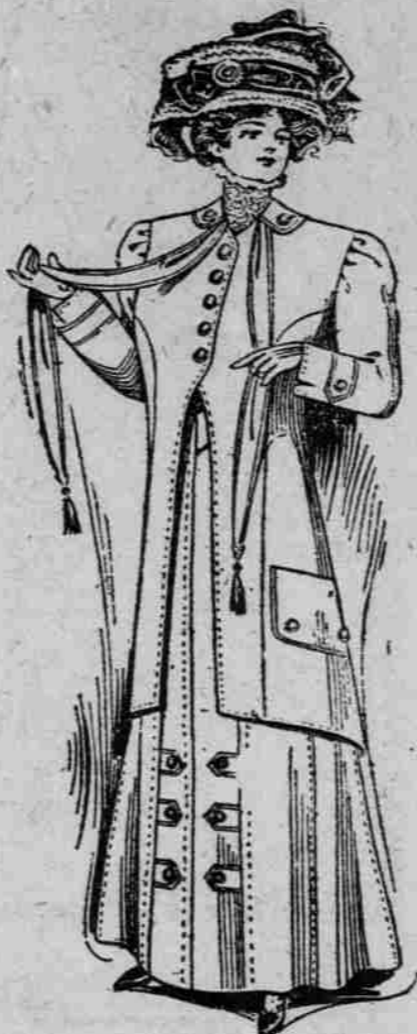
\$40 Tailored Spring Suits, Priced for

Special Sale at **\$28.75**

These suits are from our magnificent display of Ladies' Tailored Spring Suits. The elegant, the individual, the practical are represented in a collection that is a feast to the eye that delights in beautiful lines, lovely colors and faultless tailoring. Every woman in Portland who dresses well will be interested in this special sale of new Spring goods and the practical saving of dollars made thereby. Spring fashions are now fixed; there will be no radical departure from present modes, and we have a full representation of all the newest styles—each style new, correct and well chosen—many distinguished models, exclusive, out of the ordinary.

Distinguished Tailored Suits of imported serges, finest imported chiffon panamas, imported mixtures, etc.; mannish styles and elaborate models used for afternoon and evening wear. Suits are featured by the strictly tailored coats in the new hipless effects, with long graceful lines, which hold undisputed sway with the leaders of fashion, and are becoming to most any figure. The little touches of button and braid trimming add to the attractiveness of both skirt and coat. New gored skirts, some with the high gir-

die; in all the new Spring shades, such as faded rose, gosselin green, stone green, taupe, new blues, wild duck, catawbs, browns, tans, etc., too numerous to mention.



\$32.00 Suits for \$21.75

Made of prunella cloth, panama, worsteds, serges, etc., in all the latest shades of green, tan, brown, blue, gray, etc., and also old rose; lined with best satin taffeta; elaborately trimmed with silk braid, in the Persian effects, and also buttons; long 36 and 37-inch coats, wide pockets, newest sleeves; the smart hipless effects. Ladies' and misses' finely tailored suits that cannot be equaled at the special sale price we are quoting for this week—\$32 values for only **\$21.75**

Ladies' \$25.00 Spring Suits, Priced for

Special Sale at **\$14.75**

This sale places it within the reach of every Portland woman or miss to possess a new Easter suit, and at values that are remarkable for this season of the year. We are showing in this lot (No. 1) suits exactly like the cut here, and many more models just as new and just as pleasing. Read the description given below and then visit our suit department on Monday morning.

Ladies' and misses' sizes, made of plain and fancy serges, worsteds and fancy panamas; new style of gored and flared skirts; jacket lengths, from 30 to 36 inches, silk braid and elaborately button trimmed; colors are all the new shades of blue, brown, green, tan, smoke and light popular stripes meeting with such favor this Spring; silk and satin lined; made by the foremost manufacturers and guaranteed absolutely correct in every detail, and brand new stock.



These are positively the best values offered by any Portland suit house today. There is something definite and tangible about this advertising; you can form a fair idea of the suits we are offering you for the money. Come in and examine them and you will be convinced that they really are \$25.00 values we place on special sale for only **\$14.75**

No better illustration or more convincing demonstration can be given of the attractive values that are offered in this great special remodeling sale than this offering. We cannot make our descriptive language more forceful than we have, but can only assure you that we are giving you values up to the \$40 mark at this special sale for only **\$28.75**

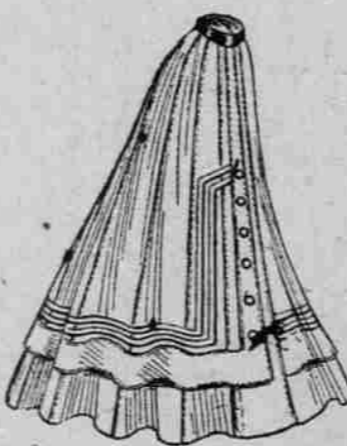
\$40.00 Foulard and Satin Dresses

Special Sale Price Only **\$24.75**

Attractive street and afternoon dresses. Smart frocks that are serviceable and pretty. Made in finest satins and foulards, latest styles, and all new color shades; not a gown among them worth less than \$40.00; Remodeling Sale price for lot No. 1 will be **\$24.75** only.....

\$17.50 Silk Jumper Suits \$9.75

Jumper Suits and Princess effects, in seersucker, many colors to select from; \$17.50 values for only **\$9.75**

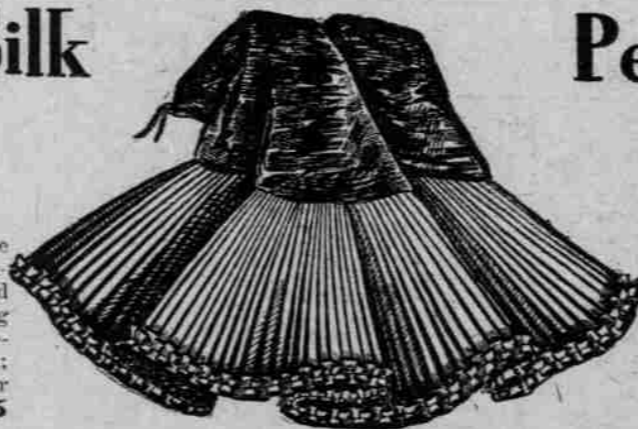


Ladies' \$14.50 Dress Skirts Special Sale Price Only .. **\$8.75**

Lot 1—A special that will be attractive to every woman in Portland. Fine Dress Skirts for only \$8.75, worth \$14.50. New wire voile, fine taffeta and satin-trimmed, with new vertical trimming, and new gore effects; values regularly \$14.50; special sale price only **\$8.75**
Lot 2—Made of fine Chiffon Panama, in black, brown and blue, satin trimming and strictly tailored effects; values to \$10, sale price..... **\$5.95**

Fancy Silk \$30 Values

All pastel shades, some dark colors; accordion pleated, Val lace and velvet ribbon trimming—made of plain taffeta and Persian silks; \$30 values on sale for only **\$12.95**



Petticoats Special \$12.95

In Lot 2 we have a fine skirt in good quality taffeta, in dark and pastel shades; regular \$15 values, on special sale at only **\$8.95**



Tailored Waists \$1.15 Special Sale Price

We place on sale Monday morning about 300 plain tailored waists, in novelty stripe, madras, dimity, linen and novelty waistings. These are strictly tailored, collars and cuffs attached. Also 200 lingerie waists of fine batiste, long sleeves, tucked, embroidered and lace trimmed. All on special sale at **\$1.15** the low price of.....

SPRING JACKETS REDUCED

Everything in the house is now reduced in price, including a line of Spring Jackets in coverts, taffetas and lace. We cannot illustrate these, but you are invited to inspect them. The price will be worth your while.

Ladies' Latest Spring Raincoats

Values From **\$22.50 to \$40.00**
Sale Prices **\$14.95 to \$24.95**

This is not old stock, but consists of goods ordered for the Spring trade. All the wanted color shades. A great opportunity to secure your raincoat at a money-saving price—for all cut prices are legitimate—genuine—true.

Raincoats in plaids, stripes, novelty stripes and many colors.



Ladies' Entrance on Yamhill, Near Second

GEVURTZ

First and Yamhill **& SONS** Second and Yamhill