## A Death Blow to Pretension


#### Abstract

If merchandise were human, a majority of the Portland stores would be compelled to answer to the charge of libel. | Misrepresentation is a very coarse |
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| Irm of dishonesty. The furniture | form of dishonesty. The furniture $\frac{\text { store that misrepresents its furniture }}{\text { may have one defense-that there's }}$ nothing back of their goods-nothing back of their name-to injure. When a store starts in misrepresenting, and in falsifying, that store is doomed to eventual failure. A man may tell a ie and make it stick, but he never gets that lie out of his own conscienceand his own guilt will evntually de ture stores in Portland today that are dangerously near the edge where truth house has established a reputationbased on fact-or rather on truth tised by this house has been found true to its representation. Every value ha been found actual and real. It is gen erally known, and accepted as a fact, that the quality of furniture handled -the highest type that can be built tores or oher ar belitlle oth stores, or oesier merchandise, but it is attaches to high grade furniture-and $\qquad$ Today the house of I. Gevurtz Sons is doing by far the greatese fur niture business in the northwest. It enjoys the implicit confidence of the people of Oregon-and it sustains that the very best for the very least. can to visit the store at least once dur- ing the remaining days of this week, and see what we are accomplishing in value giving. Values far value giving. Values far beyond the reach and above the le




REGULAR $\$ 1.25$ VELVET CARPET, 45c YARD
In one pattern only-An elegant covering for halls and stairs as well as for the room. Genuine Derby Velvet, in attractive fluffy pattern. Sold regularly at $\$ 1.25$ yard. Record Sale price Thursday at he yard

Two Great Bed Specials
\$20.00 Napoleon Bed $\$ 6.50$
$\$ 6.50$
$\$ 5.00$


## The Great "Eclipse" Range and Heater-The World's Best

Basement Depart ment Special

## ABSOLUTE

 SECURITY,
## Cenulne <br> Carter's

Little Liver Pills.

aparte talks at Prison session


Regular 45c Ferncliffe Madras

An assortment including many patterns, shown mostly in the oriental stripes and figures, so desirable for drapery purposes. The colors present a rich con-
trast; the width is full 38 inches. The regular value- $45 \mathrm{c}-$ is actually less than you would be asked at many stores. Our great record price for Thursday. Fri-

121/c Yard

\$35.00 DRESSER $\$ 18.00$
in Oregon wood ' (the sort'
俍

highly recommends itself. No
offered Now for Thursday,
$\$ 18.00$

The Best Furniture House in the Northwest


