

Expert Catalogs Exaggerations Use When Asked for Self-Portraits

the amount of high test actually sold.

"On questions of income," he says, "the lowest income groups tend to lie upward and the highest tend to lie downward."

Poltz, a native of Germany, is a thin, earnest man of 50, given to quick, nervous movements. His dictation and the soft intensity of his voice would remind you of Peter Lorre. He, personally, isn't frightening but some of his views are.

After 10 years of studying markets and consumer tastes, he's convinced most of us are slavish creatures of imitation and habit. By a mysterious process of irrationality known only to humans, a man will frequently taste something, announce he dislikes it thoroughly, and then quickly make a habit of it.

"The greatest portion of our tastes," Poltz says, "is learned, not innately acquired, not instinctive. And the learned taste frequently sticks longer than the natural tastes."

"By nature, most of us don't like the taste of cigarettes, beer, olives, whisky or coffee the first time we try them. We learn to like them. We're so anxious to copy the next fellow we end up adopting something completely useless."

"So many of our popular tastes were accidental to begin with. Suppose the first fellow in history to smoke cigarettes had taken up, say, licking stones instead of smoking. Today, there might be millions of people licking stones every day."

Poltz doesn't smoke. Doesn't lick stones, either.

NOTICE

To all Roberts Bros. Customers.

Due to new regulations, we are forced to discontinue giving Free S. & H. Green Stamps on the First Wednesday of every month. This in no way, affects our giving of regular Green Stamps, or Double Green Stamps on the usual basis.

Roberts Bros.

We Give S. & H. Green Stamps

Roberts Bros.

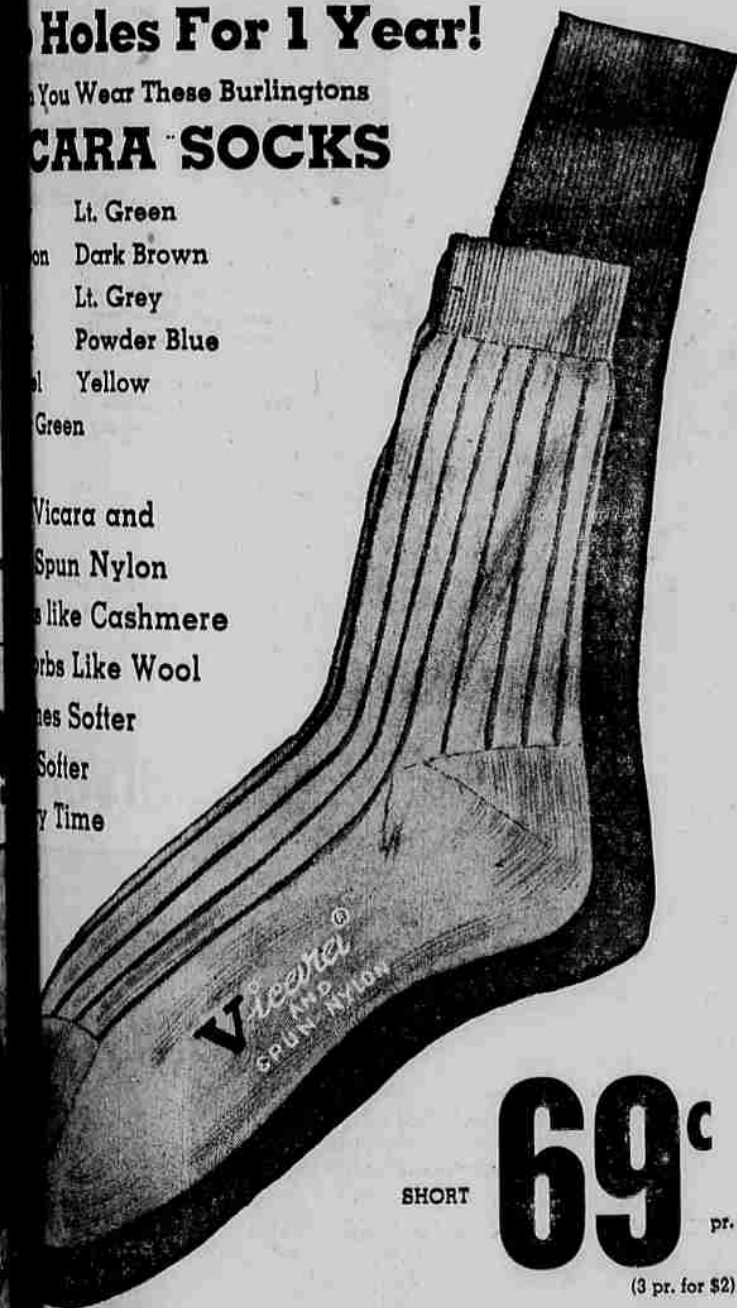
740 WILLAMETTE

Holes For 1 Year!

Wear These Burlingtons VICARA SOCKS

Li. Green
Dark Brown
Li. Grey
Powder Blue
Yellow
Green

Vicara and
Spun Nylon
like Cashmere
Soft Like Wool
Softer
Time



SHORT

69^c

(3 pr. for \$2)

LONG 79^c pr.
(3 pr. for \$2.25)

brand-new socks—and a sellout, every time we advertise them. Just no darn socks for one year. We guarantee you can't wear a pair in the toe or heel—or we will replace them! Cashmere-soft Vicara combined with wear-resistant Spun Nylon—add up to comfort, super-absorbency, permanent fit. Guaranteed to be shrink, moth and mildew proof. Available in sizes 10 to 13.

Men's, main floor

Roberts Bros. 740 Willamette, Eugene, Ore.		
QUANTITY	COLOR	SIZE
Check _____ Name _____		
M. O. _____ Street _____		
C.O.D. _____ City _____ State _____		

We Give S.&H. Green Stamps

Roberts Bros.

740 Willamette

Need Furniture, Appliances, Clothing, Housewares, Gifts? Then it will pay you to read the values listed here! Everyone is outstanding. Read carefully, pick the items you're interested in, then be here when the doors open Wednesday at 9:30 A.M. No mail, phone, C.O.D. orders accepted. All items subject to prior sale.

APPLIANCES

Reg. \$269.95 9 cu. ft. Philco Refrigerator
Floor Sample, Perfect shape. 189.95

Reg. 339.95 11 cu. ft. Philco Refrigerator
Floor Sample, Family size. 229.95

Reg. 409.95 13 cu. ft. Philco Refrigerator
Floor Sample, Perfect shape. 299.95

Reg. 299.95 9 cu. ft. Philco Refrigerator
Deluxe model floor sample. 219.95

Reg. 179.95 Apex Electric Dish Washer
Demonstrator model. Save \$50.00. 129.95

Reg. 169.95 Deluxe Horton Washer
Wringer type, floor sample. 109.95

Reg. 319.95 ABC Automatic Washer
Demonstrator model, Easy terms. 259.95

Reg. 249.95 Bendix Automatic Washer
Demonstrator model, Full guarantee. 199.95

Reg. 399.95 12 cu. ft. Philco Freezer
Slightly marred floor sample. 359.95

Reg. 614.95 18 cu. ft. Coolerator Freezer
Top has scratches, floor sample. 499.95

Reg. 269.95 Bendix Automatic Washer
Used, but in wonderful shape. 169.95

Reg. 99.95 AirFlow Clothes Dryer
Floor sample electric dryer. 59.95

Reg. 105.95 Quaker Oil Heater
Floor sample, Reduced to clear. 89.00

Reg. 189.95 Used Easy SpinDry Washer
Lots of good washing left. 89.95

Reg. 198.00 A.B. Electric Range
Full size floor sample. 159.95

Reg. 239.95 L. & H. Electric Range
Floor sample, but in perfect shape. 199.95

Reg. 199.95 L. & H. Electric Range
Save \$20.00 on this floor sample. 179.95

Reg. 199.95 New Home Sewing Machine
Console model, Rotary, 20 year guarantee. 149.95

Reg. 239.95 Bendix Clothes Dryer
Demonstrator model, Full guarantee. 209.95

Reg. 439.00 13 cu. ft. Freezer
Floor model of famous make. 329.95

Reg. 129.95 New Home Sewing Machine
Portable model, 20 yr. guarantee, Rotary. 99.95

BEDROOM FURNITURE

184.50 4 Pc. Vanity Set
With bookcase headboard, Gray mod. fin. 134.95

189.50 4 Pc. Mr. & Mrs. Dresser Set
Gray Walnut. 139.50

199.50 4 Pc. Vanity Modern Bedroom Set
Gray walnut and brown. 139.50

129.50 Mr. & Mrs. Dresser and Bed
Walnut. 99.50

89.50 Walnut Vanity
Bevel Mirror. 49.50

16.95 Blond Nite Stands
With Drawer. 7.95

Box Springs and Mattresses
Floor sample, less 1/3 99.00

Deluxe Foam Rubber Mattresses
With fine box springs twin. 99.00

Odd Chests and Dressers
To clear, 1/2 price

Odd Wood Beds
Full and twin size, 1/2 price

MISCELLANEOUS ITEMS

3.95 Lamp Shades
For floor lamps, silk bell shade, lined. 1.98

Hassocks
Values to \$7.00, To clear. 2.95

One Group Table Lamps
Values to \$12.00. 5.95

6.95 Pin Up Lamps
Assorted, to clear. 2.95

1.98 Cotton Looped Rugs
24" x 36". 1.39

DINING ROOM

349.50 8 Pc. Modern Walnut Dining Set
Floor Sample. 229.50

179.50 7 Pc. Gray Walnut Dining Set
Floor Sample. 119.50

149.50 8 Pc. Dining Set
Buffet, Table and six chairs. 119.50

Values to 16.95 Mahogany Chairs
Assorted covers, suitable for desk chairs. 9.95

12.95 Pilgrim Wood Chairs
Only. 7.95

CARPET AND RUGS

9.95 Carpet
All Wool Axminster, 9 and 12 ft. Wide. 7.95 yd.

9.95 Carpet
All Wool Velvet, Brown & Tan, 12 ft. 6.95 yd.

74.95 Rugs
5 x 12 Wool Axminster. 59.95

109.95 Rugs
5 x 12 Heavy Axminster. 89.95

159.50 Carpet
5 x 12 Textured Broadloom. 99.50

Mill End Carpet
Suitable for halls and stairs. 1/2 price

LIVING ROOM

\$99.50 Davenport and Chair
Channel Back, Custom Quality, Brown Frieze. 339.50

259.00 Modern Davenport
Custom Quality, Beige Frieze. 229.00

269.00 2 Pc. Sectional Davenport
Gray Frieze, Foam Rubber seats & backs. 219.50

79.95 Television Chair
Gray Frieze, Modern Design. 59.95

69.95 Television Chair
Red Novelty. 49.95

189.50 Davenport and Club Chair
Rose Frieze. 149.95

169.50 Davenport and Rocker
Beige Frieze. 129.50

119.50 Frieze Davenos
Triple Spring Construction. 99.50

79.95 Eastern Mfg. Club Chairs
Selected Tapestry Covers. 39.95

64.50 Platform Rockers
Foam Rubber Seats & Backs, Frieze Covers. 49.95

DOMESTICS

8 Only Latex Pillows
Reg. \$5.95, Percale covered. 3.99

Reg. 29c Printed Dish Towels
Fast color, 17" x 30". 15c

Reg. 9.95 Satin Covered Latex Pillows
\$5.50 if bought separately. 2 for \$10

Reg. 59c Cannon Pillow Cases
Type 128 muslin cases, slightly irreg. 39c

Reg. 2.98 81x108" Cannon Sheets
Heavy type 138 muslin, slightly irreg. 2.29

Values to 98c Plastic Table Cloths
34" x 54" size, floral patterns, save linens. 49c

Values to 7.95 Wool Auto Robes
All wool plaids, Good sizes, slightly irreg. 1.99

Reg. 4.29 Cannon Percale Sheets
30" x 108" size, slightly irreg. 2.99

Reg. 1.89 Dundee Turkish Towels
Giant 35" x 50" size, All white with color border fringed. \$1

Reg. 22.95 Kenwood All Wool Blanket
Giant 30" x 50" size, Weights 4 1/2 lbs. Six decorator colors. 14.99

Reg. 3.19 Spring Muslin Sheets
Giant 30" x 108" size, Type 130, slightly irreg. 2.29

BOYS' DEPT.

Values to 75c Boys' Cotton Socks
Blazer stripes and plaids. 3 pr. \$1

Reg. 2.39 Double Knee Jeans
3-oz. sanforized denim, 4-12. 1.98

Reg. 5.95 Boys' Slacks
Rayon Gabardines, Irreg. 3.98

MEN'S DEPT.

Values to 3.50 Print Sport Shirts
Small size only, Rayon Frieze. \$1

Values to 89c Men's Underwear
Briefs, T-shirts and athletic shirts. 29c

Reg. 12.95 All Wool Plaid Shirts
Medium sizes only, Red Plaids. 3.99

Reg. 50.00 All Wool Grey Flannel Suits
Single breasted, most sizes. 39.90

Reg. 15.95 100% Wool Gabardine Slacks
Made by famous maker, Good colors. 9.99

SMALL APPLIANCES

Reg. 18.95 G.E. Steam Irons
Famous make, One to customer. 15.95

Reg. 22.95 G.E. Automatic Toaster
Save over \$5.00 on this toaster. 16.88

Reg. 23.00 Famous Toaster
Buy it now for that Easter gift. 16.88

Reg. 18.75 Hamilton Beach Mixette
Handy, all purpose mixer. 14.88

WOMEN'S WEAR

Values to 19.95 Ladies' Formals
Broken sizes, slightly soiled. 5.99

Values to 5.95 New Spring Millinery
Special purchase, wonderful selection. 2.98

Values to 17.95 Print Dresses
Clearance of early spring styles. 7.99

Reg. 3.98 Rayon Printed Crepe Dresses
Washable, all sizes, Good colors. 2.98

Values to 24.95 Ladies' Suits
Clearance of 3-pc. suits wool and rayon. 15.00

HOSIERY-LINGERIE

Values to 1.50 Pr. Cannon Nylons
Spring shades, all sizes, Irreg. 69c pr.

Reg. 3.95 Nylon Knit Slips
White and tearless, good sizes. 2.99

Reg. 79c Rayon Panties
Briefs and panties, sizes 8-7. 39c

Reg. 3.95 Rayon Knit Pajamas
Pretty styles, in sizes 34-40. 2.69

ACCESSORIES

Values to 65c Ladies' Hankies
Swiss, shams and Chinese Linen. 44c

Values to 1.95 Pure Silk Squares
Lush colors and designs. 88c

Reg. 1.00 New White Jewelry
plus tax, Porcelain or Dresden types. 2 for 1.00

Reg. 2.95 Straw Handbags
Handle or shoulder styles, Good colors, plus tax 1.95

Reg. 3.95 Circle Cotton Skirts
Bright prints, All washable. 2.99

CHROME PIECES

79.95 Chrome Tables
Large size, Grey, Green, Red plastic tops. 39.50

14.95 Chrome Chairs
Heavy Upholstered Backs and Seats. 10.95

10.95 Chrome Chairs
Four Leg Type, one or two of a kind. 5.95

39.95 Chrome Table
Grey 30" Square, Has drawer. 24.50

139.95 5 Pc. Copper Set
Large Table, Heavy Chairs. 79.95

YARDAGE

Reg. 1.49 Yd. Rayon "Honor"
Rich Shantung effect, 45", washable. 1.19 yd.

Reg. 98c Yd. Rayon Gabardine
39" washable, 26 colors. 68c yd.

Reg. 4.95 Yd. All Wood Tweeds
34" wide, colorful mixtures. 3.88 yd.

Reg. 79c Yd. Rayon Spring Prints
30" wide, washable, all colors. 59c yd.