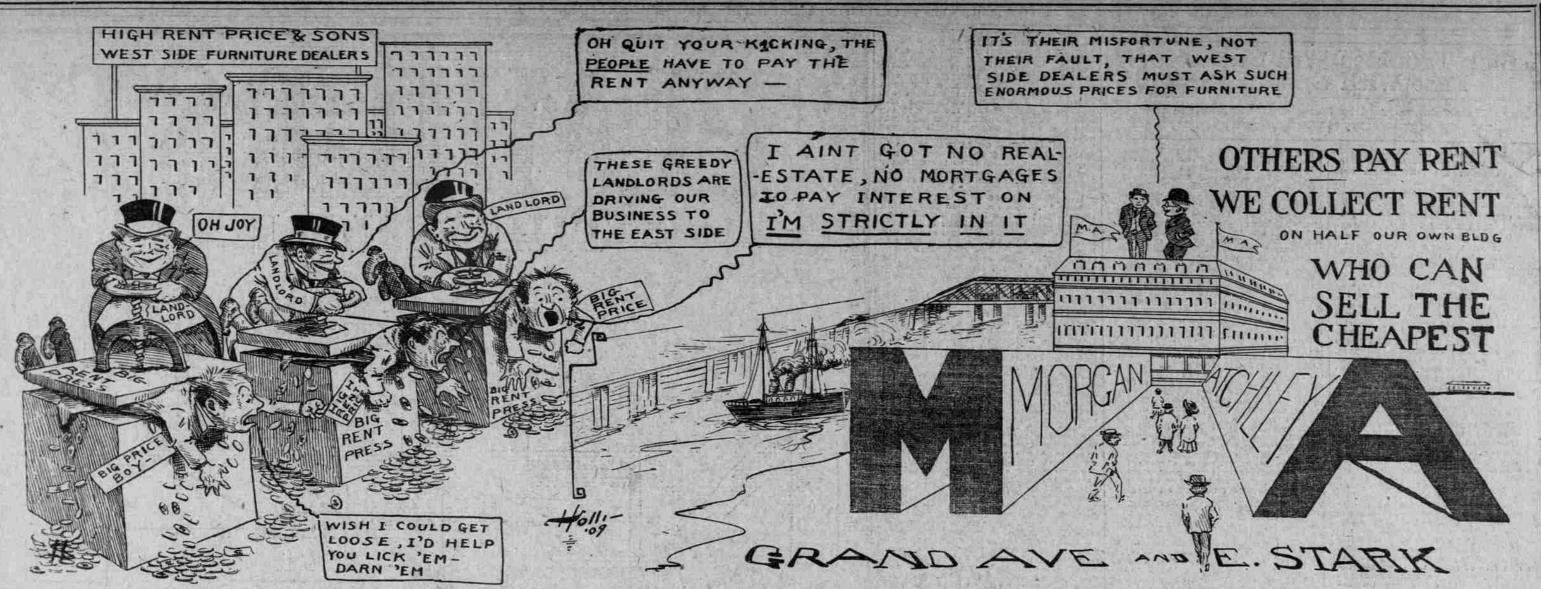
12



Those who condemn West Side furniture dealers for the exorbitant prices charged for furniture, and those who censure them for having—in the past—organized a furniture trust to maintain these prices, seem to forget that NECESSITY, not greed, was and is the foundation of these big prices, and the former organization to maintain them.

## Others Pay Rent, We Collect Rent Own Building Who Can Sell the Cheapest?

Suppose you owned a big furniture store, and had to pay \$1000, \$1500 or \$2000 a month rent, could you avoid adding this enormous cost of doing business to the selling price of your furniture? Certainly not; then don't blame the Big Price Boys. Likewise, you should be tolerant, should be considerate, if they rave and snort at the mention of our name. While we do DESERVE CREDIT FOR FIGHTING THE PEOPLE'S BATTLES, FOR GIVING THEM FURNITURE 25 PER CENT CHEAPER, at the same time it is not as philanthropists, but rather as far-seeing business men who evolved an entirely new scheme, who so arranged matters that the income from our building—entirely independent of the space occupied by the furniture store—would pay interest and taxes.



