Must Portland Have a New Furniture Trust?

Portland is striving for a population of 500,000 in 1912. Must all newspaper advertising contribute to Portland's half million, is well worth the glad hand of greed? With a tax on "all the traffic will bear" when their new homes are furnished. Are furniture dealers endeavoring to outdo the anti-trust laws which they hope to retain by having factories fixed prices? If this is not true, and if they favor competitive methods instead of fixed minimum prices, why did every dealer in Portland except Mr. S. H. Morgan cut out arrangements of the Oregon Chair Co., to be made in the minimum retail scale? Of course, little dealers with small stores and capital dare not refuse such an ultimatum as sent by the Oregon Chair Co., and are not to be considered, but why did none of the Big Price Boys, the Old Trust Workers, say to the "We-buy-in-carloads" Dealers defy the new movement? They are always quoting about how cheap they can sell; why did they want somebody to hold them back so they could not get at the other fellow and lick him, undersell him and prove their sincerity to the public? Do you suppose they would rebel and defy the other local factories and the jobbers if all such factories and jobbers should present "minimum-selling-prices-or-we-will-enforce-more-good" ultimatums? "By their fruits ye shall know them!" by one's works shall one be judged and justified or condemned. Everybody knows that some of these same dealers did believe in "sins of the spirit of greed!" The most hopeless feature of the situation is that there is an apparent disposition to be proud of greediness. In our ads we have often defended dealers against the charge that they are greedy; have said it was their misfortune, not their fault, that they asked such enormous prices for furniture, have shown that they paid such enormous rents as to leave no choice but big prices, have repeatedly asked the question: "Where is the sign of gratitude?"