


# MUST PORTLAND HAVE A NEW FURNITURE TRUST?

Have West Side Furniture Dealers, whose former Trust Combination was smashed by the heavy hand of the law, inaugurated a new movement? Are local furniture factories being threatened with a boycott by those dealers unless said factories compel us to sell Oregon made furniture under a minimum schedule agreement prepared by the manufacturer?

What other meaning can you interpret from the letter from the Oregon Chair Company, which we have reproduced on this page? Is it reasonable to think they would do this of their own free will? Is this merely the beginning? Will other factories submit minimum schedules to us? What's the matter with the commercial world, anyway? If we are satisfied with legitimate profits shall we be compelled to hold up our customers? Read our answer and you'll just see where we stand.

A. J. KINGSLEY, PRES. W. L. DAVIDSON, PRES.



PORTLAND, OREGON.  
1190 Macadam Road  
Manufacturers of Fine Chairs

April 19, 1909.

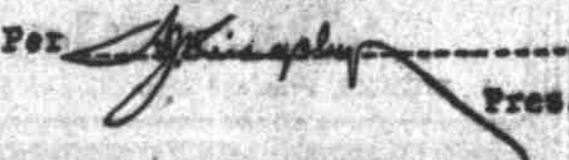
Morgan-Atchley Furn. Co.,  
City.

Gentlemen:


Enclosed herewith a minimum retail selling price upon a portion of our patterns to be sold in the City of Portland on and after Monday, April 26th. We can only sell you these chairs upon your acknowledging receipt of this list and your agreement to maintain the price as a minimum selling price. The list does not apply on Hotel, Restaurant and Hall business in quantities.

In order to maintain our high quality of chairs and for mutual benefits, we find the above action necessary. We appreciate the business you have given us and trust this meets with your approval and that you will be able to push our chairs. We beg to remain,

Yours for 500,000 in 1912,  
OREGON CHAIR CO.

For  Pres.

W. L. MORGAN GEO. T. ATCHLEY S. H. MORGAN



STOVES RANGES GRANITWARE CARPETS RUGS LINOLEUMS CURTAINS

61-65-65 CORNER GRAND AVE. E. STARK. TELEPHONE East 2529 Home 2-2414 PORTLAND, OREGON. 4/24/09

Oregon Chair Company,  
Portland, Oregon.

Gentlemen:

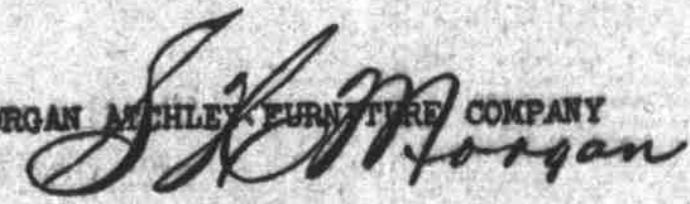
We have your letter of April 19, enclosing a minimum retail price on a portion of your chairs, to be sold in the City of Portland, on and after April 26, which prices are from 15 to 20 per cent higher than we have been selling them at.

We also note that you "can only sell us these chairs upon our acknowledging receipt of this list, and on an agreement to maintain the price stated therein, as a minimum price."

In reply, we will say that it is not for us to say how you shall conduct your business, and we also propose to continue our own business as we may see fit. In other words, we have been selling goods to the people of Portland without skinning them, or joining in any association to boost prices, and do not propose to be dictated to by any person, firm, or combination, as to what price we shall sell at.

We have been pleased with your goods, and would like to continue to handle them, as we very much like to patronize home industry, and shall continue to give you orders for same, but we will sell them at whatever price we deem a proper and legitimate profit.

Kindly advise us at once if your letter is an ultimatum, so that we may know what course to pursue.

Yours truly,  
MORGAN ATCHLEY FURNITURE COMPANY  


SHM:GBR

Suppose we submitted to having our hands tied—is there another dealer who would stand between the people and Big Prices? Some time ago an eastern firm, manufacturer of the Hoosier Cabinet, gave us an ultimatum—to either sell the cabinet at West Side prices or lose the agency. Our answer then, as it will ever be, was that no firm or combination of firms shall compel us to wring from the public what we consider an illegitimate profit. So they cut us out. Who was behind that? Was it of their own free will?

Now comes a local factory, with whom we have had the most cordial and friendly business relations ever since we have been in business, and whose goods we have been buying at the rate of over \$4000 annually, and plainly tells us we must increase our prices on their goods or be cut off. President Kingsley was in our office more than an hour yesterday, after having received our answer, trying to persuade us to follow the minimum schedule, and was very badly disappointed that we would not do so. He very kindly volunteered to fill out any broken sets we had, or to make us a special pattern, but so far as the regular patterns were concerned there was nothing doing—we can't buy them. Now, what do you think of that? Great country—isn't it? Local dealers may or may not think us fools for our unwillingness to stand in and make a quick clean-up, as they did in the old trust days. But if anybody thinks we will stand for that kind of business, they understand little of the business principles that actuate us. WE STAND FOR LEGITIMATE BUSINESS AND LEGITIMATE PROFITS. OUR MISSION IS TO SUPPLY THE DEMAND FOR GOOD FURNITURE AT REASONABLE PRICES. Just how well we have fulfilled this mission is best answered by last Sunday's announcement of the fact that we must begin at once the erection of a LARGE NEW BUILDING, COVERING A QUARTER BLOCK. Our business has reached such vast proportions that we don't have to make even a net profit of 5 per cent on our sales to satisfy us. And we absolutely refuse to GOUGE the public, no matter what combinations may be formed against us! If a combination all along the line is brewing, perhaps this expose will put a quietus on it; but, no matter, the people may count on us to stand between them and extortion.



**Others Pay Rent  
We Collect Rent**



**Who Can Sell  
the Cheapest?**

