

Hot Air Artists Seek Advertising Notoriety

Furniture Conditions in the Northwest Misrepresented to the People

It was not the "Hot Air" advertising experts who we found slaughtering the prices of chairs but some of the west side dealers who are selling them below an existing profit and compel us, in order to maintain the high quality of our chairs to name a reasonable selling price upon them. We print copy of another letter to Morgan-Atchley Furniture Company, in order that the people may see all the correspondence which explains the manufacturers' position who is making a high-grade chair, that the buyer may get honest value and not be sold an inferior chair.

Do concerns doing the kind of misrepresentation in advertising as was done in last night's Journal expect any intelligent person to believe this farce? Our letter as printed by the Morgan-Atchley Furniture Company was sent to every regular furniture dealer in Portland who handles our chairs, and was done of our own free will and in order to protect and enable us to continue the high-grade chair and not make inferior chairs so that some concerns could sell them cheaply and fool the people. Some people can be appealed to by emotional excitement, but we all know the

A. S. STUBBLEY, PRES.

D. M. DAVIDSON, SECT.

Oregon Chair Co.
PORTLAND, OREGON.

1190 Macadam Road

Manufacturers of Fine Chairs

April 27, 1909.

Morgan-Atchley Furniture Co.,
Portland, Ore.

Gentlemen:—

Referring to your letter of April 24 relative to your not wishing to maintain the minimum selling price upon our Chairs.

This action was taken by us as a protection to you as well as all dealers, and to enable us to maintain the high quality of our Chairs, that we might continue to manufacture a Chair that is a credit for any retail dealer to sell and one that will give the buyer honest value and not deceive them with cheap chairs.

We note you state in your letter our prices are 15 to 20 per cent higher than you have been selling them at. We believe you will find that you have been selling a portion of our Chairs at practically our established selling price, while the writer has observed the West Side and other dealers selling these Chairs at slaughtered prices, and I have seen our Chairs in their windows marked at practically cost to them.

Your favor intimates there is a combination to boost prices, and wish to say there is absolutely no such intention or combination, but we wish to have our Chairs handled upon a legitimate basis.

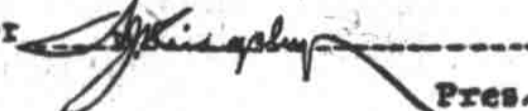
You will agree with me it is impossible to handle and maintain a high-grade commodity of any kind upon a slaughtering and auction basis, and we are only endeavoring to protect you against this price-cutting. High-grade box-seat Chairs have never been as cheap upon this coast as since we started our factory.

We are glad to note you have been pleased with our Chairs, and we would like to continue to sell you Chairs, but in justice to protecting our quality of Chairs we cannot do so unless you will maintain the legitimate selling price.

Again thanking you for past business, the writer begs to remain,

Very truly yours,

OREGON CHAIR CO.

Per  Pres.

AJK/AC

Intelligent People of Today Wish Facts

Don't we all know that it makes no difference whether furniture dealers pay rent, own their building, or whether a member of a firm owns a building and the company pays rent to that member? It represents an investment, and interest must be paid on the investment. Before the people are fooled, we suggest they look up the records and find out who owns the building occupied by this east side furniture firm, and if the building is paid for, and not be humbugged by the slogan, "We collect rent."

The Oregon Chair Co. started manufacturing high-grade chairs about two years ago, and has gained a reputation for making one of the best and most substantial high-grade chairs ever turned out. We have just completed a new factory to be able to meet the demand for high-class chairs. Chairs were never so cheap as since we started manufacturing in Portland. We have brought from the east at least 30 skilled chair-makers, and most of them have families. "All pull for 500,000 in 1912." We are using to a great extent Siberian oak, which is much better than the southern oak which eastern factories are now compelled to use on account of the scarcity of oak on the Atlantic slope. The Siberian oak, together with experienced men, enable us to turn out a superior chair.

The Oregon Chair Co. is the only concern of its kind on the Pacific coast and would like to have every person on the coast ask to see its high-grade chairs and know how much superior they are made to other chairs. The product of the Oregon Chair Co. can be seen on the floors of all first-class dealers who wish to give you honest goods for a legitimate profit.

Oregon Chair Co.