

About Us The Mathis Story

Since June of 1960, family-owned and operated Mathis Brothers Furniture has continued to revolutionize the furniture industry as a one-stop home furnishings retailer. Mathis Brothers offers an incredible selection of everything from competitively priced premium furniture brands to popular value brands.

The Mathis Brothers legacy began in the late 1940's, when Don and Bud Mathis helped with their parents' furniture store in Oklahoma City, OK. The brothers bought and refurbished refrigerators, selling them to local appliance stores before eventually opening Mathis Brothers Furniture.

Realizing the importance of advertising, Don and Bud created a local variety show called the Country Social. This well-known show was packed with singing, dancing and comedy routines that touted the Mathis brothers' "fire blazin' prices." The show enjoyed high ratings and many famous singers and comedians, such as Merle Haggard, Johnny Cash, Patsy Cline and George Jones appeared on the program. Buck Owens, an occasional guest on the Country Social, was named Host of the Show before leaving to co-star on television's Hee Haw.

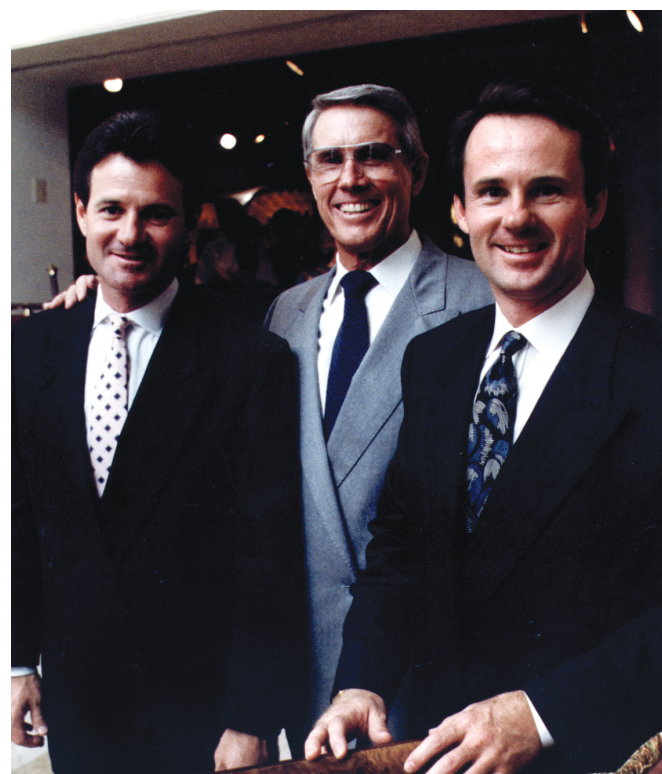
Continuing the family business after Bud's departure to pursue other business ventures, Don involved his sons Bill and Larry with the store. The brothers began helping their father at a very early age, doing everything from stocking the Coke machine to cleaning up rocks in the parking lot. Later, knowing the business would be in good hands, Don sold the store to his sons in 1988.

Bill and Larry continued growing the business and the recognition of Mathis Brothers name began to become known. The brothers retired the slogan "fire blazin' prices" and embarked on a new marketing philosophy - "No-haggle sales at everyday low prices". Instead of customers waiting for a sale, the Mathis brothers implemented discount value pricing. Discount value pricing meant that items would now have one fixed price year-round. Customers loved the new straightforward pricing philosophy that came to be known as "everyday low prices" because it took the guessing game out of the furniture buying experience.



1960's MATHIS BROTHERS ADVERTISEMENT

Scroll to bottom of page to view
Country Social video footage



LARRY & BILL w/ THEIR FATHER DON MATHIS

After retiring, Don decided to step back into the furniture business and founded Factory Direct in 1992. The store featured a small showroom in the front with a mattress factory that operated in the back. The customers could literally see their mattress being manufactured from behind the window. The Mathis brothers eventually bought Factory Direct. After the phenomenal growth of Factory Direct and the mattress line that was produced, the brothers decided to brand the mattress as Lady Americana. The success prompted relocation of the Lady Americana mattress line into an actual factory setting.

In October 2001 the new factory, the most technologically advanced in the country at the time, rolled out the first mattress. Known for comfort and value, Lady Americana has experienced incredible growth and become one of the most popular brands worldwide.



LADY AMERICANA FACTORY, LOCATED IN OKLAHOMA CITY

In 1993, Mathis Brothers announced expansion plans outside of Oklahoma City by opening a store in Tulsa. The store would later relocate to a larger facility that featured a state-of-the-art inventory racking system. This system streamlined inventory flow by placing merchandise directly into a storage bin, which consequently lowered the risk of merchandise damage while waiting for customer pick-up or delivery.

With nine out of ten families purchasing from Mathis Brothers in the Oklahoma market, Bill and Larry made the decision to expand westward into the California market. In 1999, Mathis Brothers opened its retail doors in Indio, introducing the “your style, your price” slogan to enthusiastic California consumers.

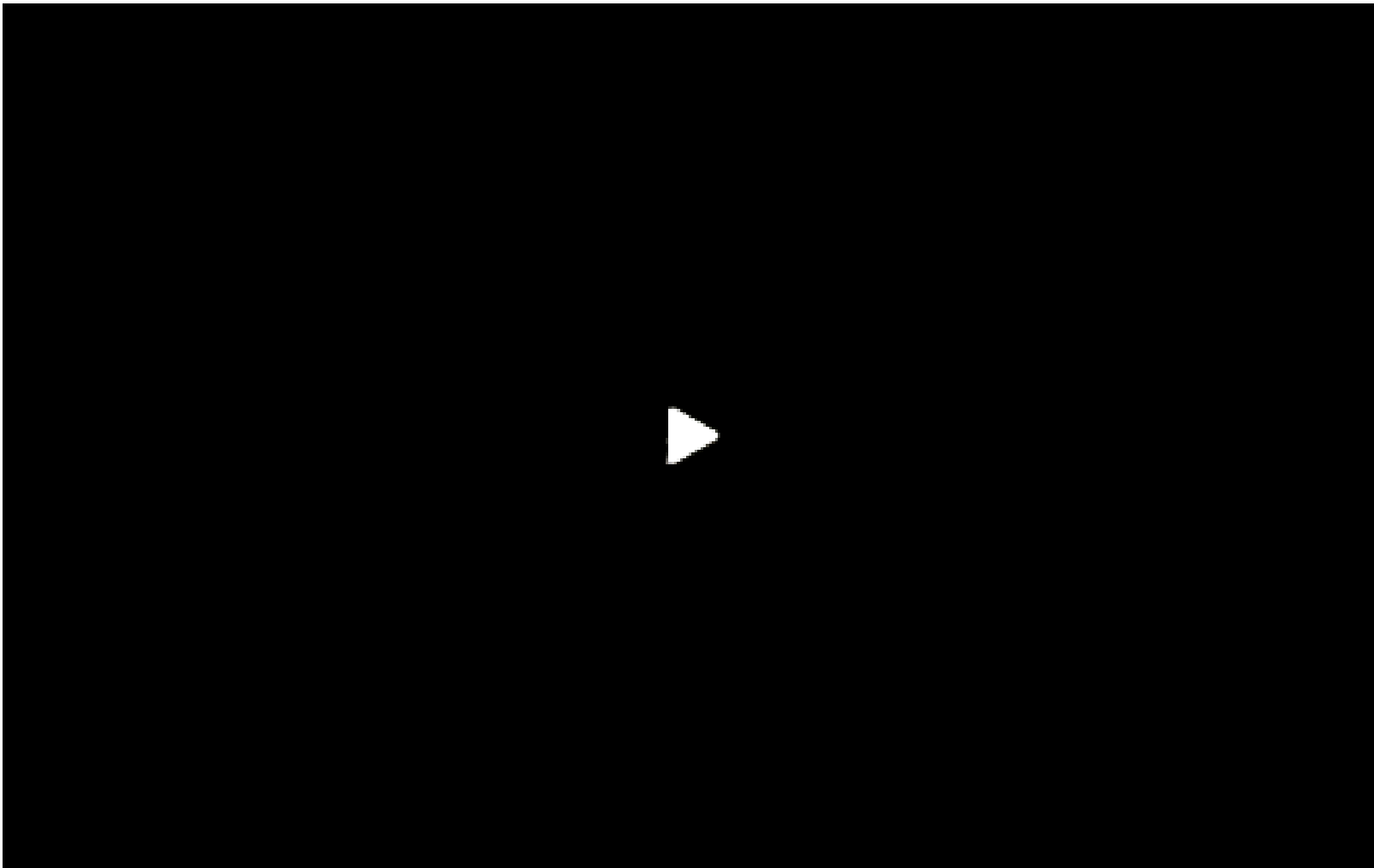
Because of the successful venture in the Palm Springs market, the brothers once again made the decision to expand. In late 2007, the Mathis brothers opened their ninth store, located in the Ontario Inland Valley. The Ontario Mathis Brothers superstore is more than 400,000 sq. ft. and is the largest furniture retailer in California.



BILL & LARRY MATHIS



ONTARIO MATHIS BROTHERS SUPERSTORE



Country Social Video Footage