

Your idea of an ideal financial home all under one roof

That's what was constantly in mind in planning and constructing the banking section of the new Northwestern Bank Building—embracing

The Northwestern National Bank AND The Portland Trust and Savings Bank

Affiliated to the extent that the board of directors is the same for both companies and affiliated in a way that insures a highly specialized service in every department of finance.

- a place for your checking account where you get service and accommodation;
- a place for your savings where they earn 4 per cent interest;
- a place in an impregnable safe deposit vault for your papers and valuables;
- a place where you may draw on expert advice concerning investments and financial matters of any kind;
- a place where matters pertaining to trusts of any nature are handled efficiently;
- a place, in short, where you will find complete equipment, capable management, courteous service and convenient in location.

Now that everything is in readiness, you are invited to come and see and realize and enjoy your ideal of a complete financial home.

DIRECTORS

OF BOTH

The Northwestern National Bank

AND

Portland Trust and Savings Bank

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Vice-Pres. Northwestern Nat'l Bank, Portland
JOHN TWOHY
Twohy Bros. Co., R. R. Contractors, Portland

ALL RENTALS IN NEW BUILDING ARE IN CHARGE OF CAPABLE YOUNG MEN

Gerlinger, Richards & Company Are Leasing Agents for Office Space—Insurance and Realty Business Is Continued—Firm Occupies Suite on Tenth Floor.

BUSINESS affairs of the Northwestern Bank Building are in able hands. In Louis Gerlinger, Jr., and Burt W. Richards, members of the firm of Gerlinger, Richards & Co., owners of the building have selected as leasing agents two of the most capable young men in the city. They have had charge of the rentals and leases for the entire structure from the time it was conceived, and the fact that a large proportion of the space already has been contracted for is due largely to their efforts.

The firm has been established in the general real estate and insurance business in Portland for several years and recently moved its own offices from the Selling Building into newly fitted and handsomely furnished quarters in the new building.

From their new offices on the tenth floor they will look after the interests of tenants and continue to handle their own business as well.

Tenants have come from various other buildings in the city, many large corporations, requiring a large amount of space, have arranged to take offices in the building. Among the tenants are some who are expanding their business and who were unable to procure the additional accommodations required.

Many tenants moved in on January 2, when the building first was opened. Work on the upper floors is being



Burt W. Richards L. Gerlinger Jr.

pushed rapidly. The entire structure, with the possible exception of the ground floor space on the west end, at the corner of Morrison street and Broadway, will be ready for occupancy by March 1.

personal service. The interior of the shop will be of marble and French plate mirrors. The floors will be of tile. The shop will overlook Morrison street, having a 40-foot frontage on that street, and will be accessible from the main entrance of the building as well as from Broadway and Sixth street.

Gilman & Co. Apply Roofing.
A special type of roofing was made for the Northwestern Bank building and is one of the elements that makes it a modern, substantial, fireproof structure. The roofing was designed

and applied by F. B. Gilman & Company, contractors for roofing, waterproofing and mastic. The office of this company is at 801-802 Lewis building. The firm has prepared and applied roofing for many of Portland's biggest buildings.

TENANTS TO HAVE GOOD LIGHT
Every Room in New Building Has Adequate Supply of Windows.
Every room in the new Northwestern Bank building has outside light. The building itself faces on three streets, which in itself is a guarantee

of adequate light for most of the tenants, but those rooms that face on the back are assured of a constant supply of fresh air and sunshine by two spacious courts on the north end. According to the terms under which the property upon which the building stands was originally sold there is a constant easement on the 15-foot strip immediately north of the structure. This space never can be used for building purposes. It forms the entrance arcade into the Baker Theater, which occupies the building in the middle of the half block immediately to the north, facing on Alder street. Owners of the new building have

taken full advantage of this liberal allowance of light and air and have provided windows of unusual size and in satisfying numbers. Nearly every window, too, offers an excellent view of the section of the city that it faces.

Cigar Store Is in Lobby.
Gundersheimer & Cleveland, who are well known to Portland people as proprietors of the cigar stand in the lobby of the Selling building, have opened a new cigar stand in the lobby of the Northwestern Bank building. They will carry a full line of smokers' supplies and candy.

Louis Gerlinger, Jr., Pres. Burt W. Richards, Sec'y-Treas. L. L. Leadbetter, Vice-Pres.

Gerlinger-Richards & Co. General Insurance and Estate Agents

Loans

AGENTS FOR

Royal Insurance Co., of Liverpool, England
Home Insurance Co., of New York
Firemen's Insurance Co., of New Jersey
Royal Indemnity Co., of New York

Northwestern Bank Building

Phone Marshall 1776, A 2453

Rooms 1005-1009

Observatory Is Placed on Top of Building

Point 216 Feet Above Sidewalk Level Affords Excellent View of City and Surroundings.

AN observatory from the highest point in the city will be provided on top of the Northwestern Bank building.

This observatory has been supplied by arranging the top of the pent-house, above the roof, for this purpose. It is 216 feet above the sidewalk level and overlooks all the other buildings in the business district. It is reached by taking the elevator to the 14th floor. Stairs then lead into the penthouse, which contains the elevator machinery.

An ornamental iron stairway leads to the extreme top. An excellent view of the entire city, the surrounding hills, the rivers and a considerable section of the valleys is possible. With the use of strong glasses all this splendid scenery will be displayed to advantage.

The observatory will not be opened to the general public until after the entire building is completed. It is aimed to make it one of the attractions for tourists and to encourage visitors to the city as well as people of Portland themselves to ascend to the top and view the surrounding country.

BARBER SHOP WILL OPEN SOON

Lewis-Stenger Co. Equips Elmer S. Ekholm's Place in New Building.

A convenient place to get shaved, a haircut, massage or scalp treatment will be the new Northwestern barber shop, which soon will be opened on the

mezzanine floor of the Northwestern Bank building by Elmer S. Ekholm, proprietor of the Multnomah Hotel barber shop on Third street.

This shop, it is conceded, will be modern and up to date in every particular and will give special attention to sanitary requirements.

Modern equipment will be supplied for each of the eight chairs. Every detail of this equipment, including the

chairs themselves, as well as the numerous fixtures, mirrors, sanitary appliances and barber tools will be furnished by the Lewis-Stenger Barbers Supply Company at Tenth and Morrison streets. This concern is prepared to furnish and equip barber shops in every particular. It is the oldest barber supply house on the Pacific Coast.

This new barber shop will be an institution of beauty as well as one of

Penn Mutual Life Insurance Co.

Now located in the Northwestern Bank Building. For seventeen years our offices were located in the Marquam Building on the site of which this new and Portland's finest office building now stands.

E. L. Harmon
General Agent for Oregon,
Washington and Idaho.

Offices 1208 to 1213