

**NEW STUDIO TO HAVE
HOMELIKE ATMOSPHERE**

Comfort of Subject Essential to Good Photography, Says Artist.



Photograph by C. Elmore Grove
C. Elmore Grove.

Years of experience as a photographer have convinced C. Elmore Grove, formerly of the Majestic building, that there is a good deal of psychology in the taking of pictures. That is to say, the surroundings have a tremendous effect on the subject. If living in a bare and gloomy house will make a person gloomy, taking a picture in bare cold warehouse sort of a studio will have a disheartening effect on the subject. How many of us have too often sat for our pictures in a so-called studio, self-conscious and tortured in mind because of the incompatibility of the room with our natures. Perhaps in the old days, too, our heads were held in an iron clamp, and then we wondered afterward why the picture did not "take."

C. Elmore Grove has gotten off the beaten track of the conventional and in a new studio built especially in accordance with his ideas on the eighth floor of the Morgan building, he will endeavor to impart to his subjects an atmosphere of perfect comfort and homelikeness.

Homelike Atmosphere.
"My new studio," said Mr. Grove, "will be as much like a comfortable, tastily furnished home as I can possibly make it. The hangings, the furniture, the whole atmosphere, are intended to suggest to my patrons, the home. I can take better pictures when they are at ease. Again home portraiture is coming to be the recognized thing in high class photography. Portraits are most attractive when taken with a comfortable background of a window or corner of a well furnished room. My new studio will be the most modern on the coast. It will have all the latest lighting effects and will be as near perfect as possible."

Mr. Grove is a specialist in home portraiture. Not only does he endeavor to bring the home to his studio but he also visits the home when requested. This obviates the necessity of bringing a number of changes of dress to a studio, and makes possible the photographing of elderly people without the fatigue incident to a trip downtown.

"The idea," said Mr. Grove, "that special lighting arrangements are necessary for a good portrait is entirely erroneous. The light from an ordinary window is all that is necessary for the finest specimens of the photographer's art in home portraiture."

Mr. Grove has been a resident of Portland since 1904 when he came here from the east. For four years he conducted the Cottage Studio on Washington street between Twelfth and Thirteenth streets, moving from there to a studio over the Royal Bakery on Morrison street. His location in the Majestic building has been purely temporary.

One of the features of Mr. Grove's location in the new Morgan building is the showcase built in the lobby of the building. This was constructed according to his own ideas and will be a permanent part of the structure.

Before coming to the coast Mr. Grove conducted studios in New York, Denver and other cities of the east.

**NATIVE SON HEAD OF
INSURANCE BUSINESS**

Several Years' Experience in Railroad Work Preceded Present Occupation.

Joseph A. Boyce, a native son of Oregon, is the secretary and general office man of Morgan, Fiedner & Boyce. He is also in sole charge of the firm's insurance business. Mr. Boyce first became associated with Mr. Morgan as an employee in 1906. Upon the organization of the present firm he was made secretary and general manager of the insurance department. Mr. Boyce has had a wide experience in the insurance business and was for some years in the local railroad field. He was for a while with the New York Central and just prior to joining the Morgan firm he was conducting freight agent of the Great Northern.

Mr. Boyce was born in Washington county but has resided in Portland for many years.

**WHAT YOU HAVE BEEN
WAITING FOR**
The Home of Big Values
Guarantee Coupon With All Goods Sold
David's Jewelry House
MORGAN BLDG.
Opp. Majestic Theatre.

**ATHLETE MADE GREAT
SUCCESS IN BUSINESS**

Sartorial Artist Who Started With Almost Nothing Has Big Establishment.



Herbert Greenland.

With practically nothing to start on, Herbert Greenland, tailor at 209-213 Rothchild building, began his business career in Portland, 19 years ago in the old Canterbury building and in that time has made it one of the largest of its kind in the city.

Twenty-three years ago Mr. Greenland came to Portland, working his way west from New York, and as he says, "not in a box car." He was born in Dover, Kent, England, March 28, 1869, and at the age of 17 emigrated to New York where he remained for some time.

After starting up his business in the Canterbury building, which stood where the Spaulding building now is, he remained there for four years and then moved to the Rothchild building where he has built suits for men for the past six years.

In addition to being a popular sartorial artist Mr. Greenland is an athlete, having been the amateur lightweight wrestler of the Pacific slope from 1893 to 1897. He was the first honorary member of the Multnomah Amateur Athletic club.

Clubs and secret societies are in the good books of Mr. Greenland and in addition to being a member of the Multnomah club he is also a member of the Commercial club, the Scottish Rite branch of the Masons and the Royal Arcanum. Mr. Greenland, also, is president of the Merchant Tailors Exchange.

Mr. Greenland says that he attributes his success in his business life to industry and honesty toward his patrons.

**BOATLOAD OF OYSTERS
WAS START OF CAREER**

Proprietor of Fine Billiard Parlors Got Start in Life in Odd Way.



A. T. Lewis.

A boatload of frozen oysters gave A. T. Lewis his first business experience; the establishment of a first class billiard parlor in the new Morgan building will be his latest. With the completion of the handsome new building at Washington and Broadway he will remove his well known Elite Billiard parlor from the Elks' Club building, where it has been located for the past four years, to the Washington street side of the new structure. Fitted with new tables and furnishings it will be one of the finest equipped billiard rooms in the city. In all Mr. Lewis will have 14 tables devoted to billiards and pocket billiards.

It is a long cry back to the time of Mr. Lewis' monumental deal in oysters but nevertheless he likes to recall the day when as a mere boy in Washington, D. C., running an oyster boat from the Chesapeake up the Potomac to Washington, an unprecedented freezing spell held back the boats and caused a scarcity of bivalves in the capital city. Mr. Lewis got his boat through and sold his cargo at \$1.00 a bushel, at an advance of about \$1.20 over the usual price. This was his first business transaction, and as a youth it was but a step into the cigar manufacturing business. Under the very shadow of the capitol Mr. Lewis operated a cigar factory for nearly 25 years. Then he came under the spell of the west, and leaving Washington, drifted by pure accident into the amusement business, conducting billiard halls in Beatrice, Neb., Denver, Colo., Boise, Idaho, and finally, Portland, where he says he has come to stay.



**Here's News for the Man Who
Wants Best Footwear Styles**

**The New Home of the
Florsheim Shoe Shop**

Will be located in the Morgan Building.
350 Washington Street

We're going to have a store to be proud of—one in keeping with the kind of shoes we sell. We'll be glad to welcome the friends who helped us to grow—who made this larger and better store necessary.

We've tried to serve you well in the past—many of you have been kind enough to tell us that we have done so. Now we have the facilities—the room—the larger stock that will enable us to serve you better.

We extend a most cordial welcome to the fastidious chaps that seek authentic style and freedom from foot troubles—both among the well satisfied men who are now wearers of Florsheim Shoes and those who have yet to learn that to wear a Florsheim means absolute shoe satisfaction.

Reeves Shoe Co.
350 WASHINGTON STREET
Morgan Building, Between Broadway and Park.



C. C. BRADLEY



T. F. RIESCH

**Your Favorite Haberdashery Store Will
Now Be Found in the Morgan Building**

A new shop—but in the same old location where you've come to look for the best styles in men's furnishings for the last ten years.

Now we're going to be able to serve you better than ever before—the new store gives a chance to make better displays, to carry larger stocks.

We want the fellows whom we have had the pleasure of serving in the past to come in and see what they've helped us do—we want the fellows who haven't yet learned that our styles are always the most authentic to come in and become acquainted.

**Our success and growth has come from always
striving to give a little better quality and style
than the other fellow—but not to charge more
for it.**

The new store should be the supply source of a large number of fastidious fellows—the kind who seek the best expressions of the new in men's small things.

We're here to supply it—we cordially invite you all to see how well we're prepared to make good.

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J. F. RIESCH.

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—SCHOBLE HATS

We specialize on and carry thorough assortments of
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—ARROW SHIRTS AND COLLARS
—KEISER NECKWEAR
—C & M. UNDERWEAR
—DENT'S GLOVES

The C. C. Bradley Co.
352 Washington Street

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in My New Home**

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Morgan Building



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Gentlemen of
Portland



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EMPORIUM**

—one which, I feel, justly emphasizes the growth of my business.

Fall and Winter Woolens

I have made special preparations for an unusually large and varied showing of Foreign and Domestic Importations, which will merit the approval of the most fastidious.

**A New Resort
For Gentlemen**

**The Delta
Buffet**

Park at Washington
MORGAN BUILDING

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**The Famous
HOP GOLD BEER**

Liquors and Cigars of the Better
Sort Will Be Featured
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