

DENTAL SUPPLY HOUSE MOVES TO NEW CENTER

Hustlers After Business Again Keep Pace With Rapid Expansion of City.



—Photograph by C. Elmore Groves.
John C. Welch.

Progress in a city is best indicated by the continual shifting of its business centers—generally in an uptown direction. Nowhere is this fact better illustrated than in New York. The same condition exists in Portland, and as an index of the city's growth, the John Welch Dental Depot, now in the new Morgan building, is a notable example.

Founded in the early '70's this pioneer dental supply house was then located in the Odd Fellows' building, corner First and Alder streets. At that time this location was considered the veritable hub of Portland. Broadway was "way uptown." A few years later with the city grown away from First and Alder the depot was moved to the Union block at First and Stark streets, remaining there until the completion of the Dekum building, then considered to be the last ord in office buildings.

The present year finds the John Welch Dental Depot again ready to move, in order to keep pace with the city's growth and to adhere to its policy of being in the very heart of the city's activity.

The John Welch Dental Depot is the oldest concern in the city devoted exclusively to dental supplies. It was founded by Dr. John C. Welch, father of the present owner of the company. Dr. Welch was a practicing dentist who laid in a few supplies first for his own use. He then began to supply the demand from other dentists of Portland. His little business grew and finally expanded into the John Welch Dental Depot of the present day with a branch in Seattle and a business which extends to many parts of the world.

The depot now has a trade as far east as Montana. It has patrons in Manila, Oahu and Alaska. Its local distributing business radiates from Portland to all the northwest. The Seattle branch does the leading dental supply business of that city and has practically all of the Alaskan trade. It is in charge of a Portland boy, Dr. George H. Nottage.

The John Welch Dental Depot is the northwestern representative of all of the leading dental supply manufacturers of the United States, including the well known firm of S. S. White, Philadelphia. It handles all the latest dental appliances in the way of chairs, basins, burrs, teeth, instruments and the like. With the advance of painless dentistry new inventions are continually being put on the market. All of the approved types will be found at the John Welch Dental Depot.

The depot is the publisher of "Oral Hygiene," a monthly periodical devoted exclusively to dentistry and dental supplies. This has the largest circulation of any dental publication in the Pacific northwest.

Dr. John C. Welch, founder of the business, died in 1905, a year after the founding of the Seattle branch. The business is now conducted by his son John Welch, and still retains its old name, The John Welch Dental Depot.

APPROPRIATE NAME IS GIVEN TO NEW BUFFET

Obedient.
From Puck.
Mother—Mabel, why do you take two pieces of cake?
Mabel—Cause, ma, you told me not to ask twice for it.

USUAL STIFFNESS OF SHOPS TO BE AVOIDED

New Shoe Store Will Be Home-like as Well as Splendidly Decorated.



G. D. Williams.

Many innovations will appear in the Florheim shoe store when it is opened in the Morgan building, as G. D. Williams, the proprietor of this store, is anxious to do away with a great deal of the stiffness which he says obtains in the average shop where shoes are sold. For this reason there will be a number of features in the store that it has been impossible to introduce in the present location at 313 Washington street.

One of the innovations which will be found in the new store, says the proprietor, will be the finishings which are of silver gray on oak and the only thing of the kind in Portland, he avers. Marble basins and innumerable mirrors will enhance the beauty of the shop, while the lights and fixtures are said to be unusually handsome. Mr. Williams also announces something new in window fixtures, the stands and other appointments being of brass nickel which has never been shown here before. They were the originators here of the "island" display case which sets outside in the entrance to the store.

STRICT ATTENTION TO BUSINESS REWARDED

Frugality and Ambition Also Combined to Bring Deserved Recompense.



—Photograph by C. Elmore Groves.
Theodore Kruse.

With but \$40 in his possession and an ambition which soared many thousand times higher Theodore Kruse opened his first restaurant in Portland 35 years ago and for many years Kruse's restaurant at the corner of Fourth and Stark streets was one of the well known eating places of Portland. And suffice it to say that strict attention to business and keeping his expenses within his income has met its reward in the beautiful new Rainbow Grill, in the new Morgan building, which he is now managing.

Mr. Kruse was born in Bremerhaven, Germany, and when he was 14 years he came to this country, landing in New York and he remained in that city until he came to Portland.

Phone Main 5940

Dr. L. Bogan, Dentist

663-658 MORGAN BLDG.

Main 8108 A-2448

M. D. Bogart, Dentist

558-561 Morgan Bldg.

Office Phones Main 6440, A-3751 Res. Phone Main 2169

Lloyd Irvine, M. D., PHYSICIAN AND SURGEON

SUITE 553-557 MORGAN BLDG.

Hours—Daily 11:00 to 12:00 2:00 to 4:00 7:00 to 8:00 Sundays 11:00 to 1:00 Telephone Main 525

Dr. R. F. James, Announces the removal of his offices, Oct. 10, 1913, from the Sweetland Bldg. to ROOMS 605-607 MORGAN BLDG.

Phone Main 5940

Brookings & Bennett, ATTORNEY-AT-LAW

728-731 MORGAN BLDG. Phones Main 6663, A-7822

Phone Main 5940

Dr. J. W. Borders, Dentist

653-555 MORGAN BLDG.

Office Phones Marshall 3193, A-3193

Marion J. Jones, M. D., PHYSICIAN AND SURGEON

556-558 MORGAN BLDG. Formerly 317-318 Medical Bldg.

Phones: Main 3256, A-3751

Dr. D. T. Kerr, Dentist

553-557 MORGAN BLDG.

Res. Phones Main 2008 A-5435 Office Phone Main 310

Dr. Mae H. Cardwell, 703-4 MORGAN BLDG.

Removed from 601 Dekum

Office Phone Main 310

Dr. C. B. Brown, Dentist

356-359 MORGAN BLDG.

Office Phone, Main 6450, A-1131 Residence, A-5443

Phones: Main 3256, A-3751

Dr. John W. McCollom, EYE, EAR, NOSE AND THROAT

SUITE 553-557 MORGAN BLDG.

Office Hours 10-12 A. M. 2-4 P. M. Sundays and Evenings by Appointment

After November 1 707-708 MORGAN BLDG. Telephone Main 1154

Dr. T. J. McCracken, Dentist

Dr. E. H. East, PHYSICIAN AND SURGEON

356-359 MORGAN BLDG.

Office Phones: Main 6450, A-1131 Res. Phone, East 1176

Dr. Norris R. Cox, Dentist

SUITE 355 MORGAN BLDG.

Phones: Main 1284, A-1078

Dr. Earl C. McFarland, Dentist

656-657 MORGAN BLDG. Phone 2261

C. E. Moreland, Dentist

858-59-60 MORGAN BLDG.

Office, Main 5955 Residence, Marshall 1678

Dr. Howard H. Flower, (Formerly in the Dekum Bldg.)

Announces the Removal of His Office to ROOM 753 MORGAN BLDG.

Washington St., Corner Broadway, Portland, Oregon

Office Hours—9-12 a. m., 1-5 p. m. Phones: Main 3256, A-3751; Res., Tabor 4119

Dr. F. O. Freeburger, Dentist

ROOMS 600-607 MORGAN BLDG. Main 375

Marshall 1900 Hours 10-12 2-4 And by Appointment

Dr. Henry C. Fixott, Dentist

556 MORGAN BLDG.

E. Nelson Neulen, M. D., PHYSICIAN AND SURGEON

Frank H. Morey, DENTIST

503-505 MORGAN BLDG. Marshall 5869

Both Phones

Dr. Dallas Loy, DENTIST

FOURTH FLOOR, MORGAN BLDG.

Office Phones: Main 6566, A-1966 Res. Phone Marshall 361

Dr. R. S. Graffis, Dr. T. J. Graffis, Dr. Frances A. Graffis, OSTEOPATHIC PHYSICIANS

Suite 404-5 Morgan Bldg. Main 8338—PHONES—A-3338

Phone Main 349 Office Hours 9 to 12 a. m. 2 to 5 p. m.

Dr. Mary E. Giles, Osteopath

608-609 MORGAN BLDG.

Dr. E. E. Pajunen, Dentist

Removed from 719 Dekum Bldg. TO 858-59-60 MORGAN BLDG. Phone Main 5955

Office Hours—9-12 a. m., 1-4 p. m. Phone Marshall 1888 Res., Mt. Tabor, 113 E. 54th St. Phone Tabor 4278

Dr. S. M. Hamby, Wishes to announce the removal of his office TO 308 MORGAN BLDG. Telephone Main 6163

D. Boardman Griffin, M. D., Announces the removal of his office from East Fiftieth and Brance to SUITE 451-52 MORGAN BLDG. Residence Phone Tabor 1881

Hours—Daily 11:00 to 12:00 2:00 to 4:00 Tuesday and Saturday Evenings 7:30 to 8:00 Phone Main 576 A. 3596

Dr. D. H. Rand, Announces the removal of his offices, Oct. 10, 1913, from the Sweetland Bldg. to ROOMS 601-607 MORGAN BLDG.

Dr. Earl C. Robinson, DENTIST

Dr. J. Q. Young, DENTIST

656-660 Morgan Bldg.

Res. 657 Haight Avenue Corner Shaver St. Res. Phone Woodlawn 893 C-1934

James C. Hayes, PHYSICIAN and SURGEON

800-801-802 Morgan Bldg. After Nov. 1 Main 2589

Phone M. 2589

C. R. Haskell, D. D. S., Dentist

800-801-802 MORGAN BLDG.

Dr. E. M. Senn, DENTIST

Dr. H. R. Biersdorf, PHYSICIAN AND SURGEON

Dr. L. M. Boire, DENTIST

407-408 MORGAN BLDG.

Res. Phone: Home A-4386

Dr. Geo. W. Schmidt, Dentist

After November 1 707-708 MORGAN BLDG. Phones: Home A-2216 Main 2216

Horace M. Patton, M. D., PHYSICIAN AND SURGEON

SUITE 735-738 MORGAN BLDG.

Phones: Main 3088, A-4148 Office Hours—10-12 a. m.; 2-5 p. m. Evenings by Appointment

Office Phones Main 8206, A-4689 Res. Phone East 6114

Dr. Etof T. Hedlund, Dentist

456-459 MORGAN BLDG. Marshall 96

Office Phones Main 6566, A-1966 Res. Phone East 248

Harry M. Hendershott, M. D., EYE, EAR, NOSE AND THROAT

556-558 MORGAN BLDG.

Office Phones: Main 8108, A-2448 Res. 1083 Hawthorne Ave. Phones: Tabor 722, B-2439

Dr. B. P. Shepherd, Osteopath

608-609 MORGAN BLDG.

Hours: 11 a. m. to 4 p. m.

William F. Hubbard, M. D., 803-4-5 MORGAN BLDG.

Phones: Office, Main 1415 Res., East 5776

Dr. H. A. Huffman, Dentist

408 MORGAN BLDG. Marshall 727

P. C. Wood, ATTORNEY-AT-LAW

728-731 MORGAN BLDG. Phones: Main 6663, A-7822

Dr. Frank W. Wood, PHYSICIAN and SURGEON

558-561 MORGAN BLDG. Hours: 2 to 5, 7:30 to 8:30

Dr. Jack M. Yates, Dentist

SUITE 355 MORGAN BLDG. Phones: Main 1284, A-1078

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Dr. C. O. Young, SUITE 735-738 MORGAN BLDG.

Hours—11-12 a. m.; 2-4, 7-8 p. m. Sundays by Appointment