

BUSINESS TREND IS NOTABLY WESTWARD

Bulk of Big Building in Portland in Recent Years Is West of Fifth Street.

During the last four years, 25 of the largest business structures of Portland have been built west of the central line of Fifth street. Prior to 1909 when the westward march of building activities began the principal business blocks for the most part lay east of the Fifth street line.

Washington street from Sixth street up was given over almost wholly to small structures, about one-half of which were of ancient frame vintage. As for Morrison, Alder and the cross streets, like Sixth and Broadway, conditions even less beautiful existed.

But marvelous changes have been wrought since then. Driven to seek newer locations on account of high rents and yielding to the rapid expansion of the city, business men have sought upper Washington street. The completion of the new Morgan building, fronting on Washington from Broadway to Park, has definitely turned the tide and the splendid new structures now going up in the same vicinity, added to the big blocks on Morrison, Alder and the west side of Fifth street, can do no more than pull the center of the city up from Fifth to Washington and Broadway.

In this connection the new Broadway bridge is proving a potent factor. Since its completion, thousands of people who formerly left the street cars at Second, Third and Fifth streets, now find themselves two blocks further west, because the routing of the cars has been changed. Broadway, recently a side thoroughfare, has come to be one of the big arteries of the city, while Washington from Fifth to Tenth, in all probability counts more people each day than any other two thoroughfares combined.

That this general westward movement has a definite effect on rentals cannot be gainsaid. A glance backward a few years, shows how the old business center, down on First street, just east of the city proper, has grown westward. Buildings which were once looked upon as the most desirable in the city for offices are now given over to a cheaper class of tenants.

Naturally the construction of a new office building for instance, tends to lower the rental rate of other older structures, and the building of four large structures on upper Washington street, the Morgan building, the Platt building, the Henry Berger company, and the Pittcock block, will, in the opinion of realty experts, tend to bring down rentals on the lower part of the thoroughfare.

The retail center of a city is dependent upon the streets which women travel, coupled with the routing of street cars and interurban trains. The locations of the big stores dealing in goods for women usually determine the general direction of feminine footsteps. In the case of Portland, the location of the majority of department stores on Fifth, assures the continued popularity of the thoroughfare, for some years to come at least. It will not hamper the general trend toward the hill, however, as smaller retailers, and the location is determined by two things—location, and the best rental returns.

When a man seeking an office can secure a modern, well appointed office for the same money or even a little more than he is paying for old fashioned quarters, he chooses the former six times out of eight, provided, of course, all things are equal. That is the reason why new business blocks have no trouble in finding tenants.

To Olds, Wortman and King belongs the distinction of being the real pioneers of the westward expansion. More than four years ago they began the construction of their big department store building which covers an entire block bound by Morrison, Alder, West Park and Tenth streets. The building cost half a million dollars, and for a time people were wont to wonder why such a large concern had chosen such an "out of the way site."

But their judgment was not wrong. Quickly there followed other big buildings, and many smaller ones. With the money of the big store pulling people, Morrison street from Fifth to Tenth, showed signs of more activity; Alder began to grow, and upper Washington itself felt the influence of the store on the people. Since then, the Woodlark building, eight stories high, gone up on Alder and West Park; the Elmer building, a nine story structure, was raised at Alder between Sixth and Broadway, and the \$400,000 Selling building on Sixth street are numbered among its new blocks. On Broadway the Journal building, a \$350,000 structure, the Fantasos

SUPERINTENDS CONSTRUCTION OF MORGAN BUILDING



W. F. Fliedner, vice president of Morgan, Fliedner & Boyce, and Morgan-Bushong Investment Company.

theatre, costing \$100,000; the Maegley-Tichenor building, a \$300,000 block, the \$280,000 Heilig theatre building; the Broadway building, the Empress theatre building which cost \$250,000, the new Oregon hotel, a \$750,000 structure, and the imperial hotel annex, erected at a cost of \$250,000. The new Pacific Telephone and Telegraph building and the 15 story Northwestern bank building are under construction.

LIGHT FROM NORTH IS EVEN THROUGHOUT DAY

This Fact Makes New Morgan Building Excel for Physicians and Dentists.

The popularity of the Morgan building as an office structure for physicians and dentists is due principally to the fact that all the offices are equipped according to the ideas of the occupants themselves. Every possible convenience has been installed by the builders. More especially is this true of the plumbing. The numerous drains, basins and bowls needed by doctors and dentists have been installed at an additional expense to the builders of nearly \$35,000.

That more dentists have their offices located in this building than in any other one structure in Portland is due principally to the fact that the greater portion of the offices face on Washington street. The Washington street side is the north side, and the north light is invariably preferred by dentists. By a phenomenon of the physics of light, a

Prudential Hospital Association

Announce their removal to
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10 YEARS AGO HUB OF CITY "OUT IN WOODS"

Merchant Was Told His Store Near Broadway on Washington Was in Country."

"When I started in the haberdashery business 10 years ago in the old Feckheimer building, which stood on the site of the new Morgan building, people said I might as well go out into the country, that I was too far uptown. Nevertheless I stayed here and I believe I have good reason to be satisfied with my judgment. Broadway and Washington is the present hub of Portland, and as a location for a high class haberdashery it is ideal." Thus C. C. Bradley of the firm of C. C. Bradley and company epitomizes his business experience.

Mr. Bradley will open his new store in the Morgan building Monday, having been temporarily located on the north side of Washington street since January 1, during the construction of the building. The opening will see an entirely new stock of men's high class haberdashery, which was especially purchased for the opening by Mr. Bradley on a recent trip east.

Mr. Bradley is one of the pioneer men's furnishing dealers of Portland. During his residence of 30 years in this city he has always been in this business. He started his career with the

men's furnishing department of Lipman, Wolfe & Company, leaving their employ to form the firm of Hewett, Bradley & Company, with its shop in



C. C. Bradley.

the old Feckheimer building. Mr. Hewett retired from the company in November, 1911. Mr. Bradley becoming associated with J. F. Riesch in the firm of

C. C. Bradley & Company. Mr. Riesch is the present junior member of the firm.

Aside from his business connections Mr. Bradley is prominent in fraternal and club circles. He is a former grand exalted ruler of the national organization of Elks, serving at the time of the Elks' convention in Portland. He also was a delegate to the recent convention in Rochester, N. Y.

BUILDING MANAGER WELL KNOWN IN POLITICS

W. C. North, manager of the Morgan building, is one of the best known men in Portland. He has been active in local politics for many years, and just prior to accepting his present position, he was chief field deputy in the office of the county assessor. He is a native of Tennessee, but has lived in Portland for more than 20 years. As manager of the building, he will look after the rentals and the general care of the structure.

FIRM OF DECORATORS PIONEER IN PORTLAND

Berger Brothers, decorators in The Journal building, finished the interior of the United Cigar store in the new Morgan building and are also decorating the Rosarian Cafeteria in the basement there. They are exclusive decorators, and are the successors to the business of the Henry Berger company, which was established by their father in 1878 in a woodshed at the corner of First and Ash streets. They were established on First near Washington for 15 years prior to moving to their present location about six months ago.

MUCH CREDIT DUE TO PORTLAND BOY'S WORK

Construction of Big Building Expedited Through Continual Vigilance.

W. F. Fliedner, vice president of the Morgan, Fliedner & Boyce company, and also of the Morgan-Bushong investment company, is a native Oregonian, having been born in Portland 35 years ago. Mr. Fliedner first became associated with W. L. Morgan in the real estate and building business 10 years ago. After two years in that business he withdrew to accept the presidency of the Blumauer-Frank Drug company. Three years ago he resigned from that position to accept the vice presidency and management of the building department of Morgan, Fliedner & Boyce. He superintended the construction of the last half a dozen or more of the fine apartment houses built by his firm, but has spent the past eight months in looking after every detail of the construction of the magnificent "Morgan building" at Broadway and Washington street. Much of the credit for the record breaking time in which the Morgan building was constructed is due to the fact that Mr. Fliedner was on the job all of the time from the moment the wreckers went to work in January until the stately new structure was ready for the occupancy of its army of tenants.

PORTLAND to Have the Finest Barber Shop in the World!

On Tuesday, Oct. 14, we will throw our doors open for business with a full line up of the very best barbers and manicurists in the city. At 6 P. M. all business will be suspended and the big formal opening will take place. For ladies and gents, everybody is invited to come and make a thorough inspection. Good music and a pleasant surprise awaits everybody.

The Morgan Building Barber Shop is to be furnished and run by the Murphy Bros., two of the most popular young business men, and most successful barbers in Portland. O. S. Murphy being with the well known Imperial Barber Shop for eight years, and C. C. Murphy with the good old Failing Building Barber Shop for the past six years.

All barber furniture installed by the Portland Cutlery & Barber Supply Co. The shop consists of 16 white enameled hydraulic chairs, with automatic head rest cushions. The upholstery is in green Turkish leather and special designs made purposely for Murphy Bros. by Eugene Bermingham of Cincinnati, Ohio—This was the largest individual sale of barber furniture ever made on the coast, the transaction being successfully made by Mr. Paul Steinmetz.

This is to be the finest appointed shop in the United States, absolutely antiseptic in every respect. Every chair is a fully equipped Barber Shop in itself, and has many advantages over others to make it easy and handy to work in an antiseptic manner. Each chair has a sterilizer with three compartments—one for wet towels, one for dry towels, and one for tools. The steam compartment carries 250 degrees heat, and is for wet towels and general sterilizing. The other two generate their own gas to sterilize dry towels and tools. After the towels come from the laundry they are thoroughly sterilized before using, and after each tool and brush is used, it too is thoroughly sterilized before using again. The shop also has its own vacuum cleaning plant, being one of the largest in Portland. Every chair has its vacuum cleaner; the lobby of the shop has four outlets for the use of cleaning your clothes, instead of the old fashioned broom. By this process your clothes are cleaned as good as when they come from the tailor; also does away with the dust and any infection in the air caused by sweeping floors and brushing clothes. In addition to the above, each chair has the following handy accommodation: Telephone, hot and cold water, electric vibrator, compressed air. The lighting of this shop is given up by the most expert electricians to be the finest and best suited for the purpose of any they have come in contact with, being an indirect style.

The manicure tables are big vitrolite tables with hot and cold running water, and sterilizing attachment. The shoe shining department will also receive special attention that its patrons may get first class service. Then, to make this shop more complete, we have installed two high frequency machines for the purpose of removing fungus growths of the skin, such as moles, warts, and surplus hair, etc., and also treat the face and scalp with a beneficial and pleasant treatment. This is something entirely new, but where it has been tried, has proven most successful and satisfactory.

Recently O. S. Murphy was in conversation with a number of friends and customers, and was asked why he went to the trouble and expense of putting in a Barber Shop like this when much less equipment would more than equal any other shop in town. Mr. Murphy replied: "I have just two reasons—the first, I consider that the very best is none too good for the people of Portland and vicinity—the second, I have put in a number of years in one of the best shops in Portland. At the same time, it has been my future dream to have one of the best shops in the United States. Meanwhile, I have talked with my friends and customers to ascertain if they would like to have a place of this kind, with the result that every single one would say 'I would like to see some one live enough to put in a first-class Barber Shop in Portland.' And my brother, C. C. Murphy has also spent a number of years in one of the oldest shops in Portland where he came in contact with some of the best business men in the whole state, and he likewise has had the same experience; so we decided that the people in general are anxious for a first-class place, and we surely have it."



DR. C. L. HAYNES

I Have Moved

I am permanently located in the Morgan building, Washington st. at Broadway. (old 7th street.)

The Morgan building runs clear through on Washington from Broadway to Park; there is only one entrance and that in the middle of the block, so you can't make a mistake. You will remember I had to leave the Marquam building on account of its rebuilding and have been only temporarily located, waiting for my new home to be finished. I have a long lease and do not intend to move soon again. I shall be glad to see you.

Phones
Main 8338 A-3338

Dr. C. L. Haynes

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Those Elegantly Appointed Barber Chairs In Portland's Best Barber Shop in the Morgan Building

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