

**BROTHERS KEPT OATH TO STAND TOGETHER**

Boyhood Pledge Responsible for Establishment Which Cost Thousands.



Top—O. S. Murphy. Bottom—C. C. Murphy.

More than a score of years ago in Roseburg, two boys—brothers—clasped hands, and swore to stand together and each help the other when they "grewed up." The youngsters were O. S. and C. C. Murphy, who will open a 14 chair, palatial barber shop in the basement of the new Morgan building in a few days. And the reason why they are in position to open up a shop which is costing thousands of dollars for fixtures alone, is found in that boyhood oath.

Through the years of youth and early manhood they stood together. Where one was, the other was not far away. Together they saved their money, and planned for the day when they could own their own shop. Their ambition was to make it the "best."

When still in their teens they left Roseburg and went to San Francisco. O. C. Murphy, three years the elder, captained the journey, which for them was a wonderful adventure, at that time. After learning the barbering trade, they spent several years traveling the United States as journeyman barbers, and finally settled in Portland.

In this city C. C. Murphy married, by "O. S." put up the "S. O. S." signal of distress in this regard and remained a staid old bachelor, to use his own expression.

For the last six years, C. C. Murphy has been employed at the Pailing building shop, and for eight years, O. S. Murphy has worked at the Imperial barber shop.

In keeping with their plans they saved their money, made judicious investments and now in their early thirties, have reached a position where they are the owners of a shop, which is being expensively fitted up with an eye single to first class trade and first class service.

The shop will be known as the "Morgan Building Barber Shop," but already it is known as the "M.E." among their hosts of friends.

**TEN MILLION PEOPLE SEE SLIDES EACH DAY**

Tremendous Possibilities of This Form of Advertising Are Set Out.



Grant Carder.

"One moment, please, while the operator changes the reel." How often have you sat in a moving picture theatre and seen the announcement thrown on the screen in neatly drawn letters and delicate colors? And then perhaps followed a half dozen or so well written and illustrated advertisements of nationally known products or of local merchants. You couldn't help reading them, could you? And then stopping to think that there are over 100,000 moving picture houses in the United States with an attendance of over 10,000,000 people each day of the year the tremendous possibilities of slide advertising begin to loom up.

Contingating a little further, the realization of the fact that slide making is a profession and an art comes to light. Without keeping the reader in suspense any longer it would perhaps be well to announce that the leading slide makers of Portland are now installed in new offices in the Morgan building. The Grant Carder Slide company is the name of the firm with Grant Carder, artist and advertising specialist at its head.

**Beginning Was Small.**

Mr. Carder came to Portland two years ago from Chicago and has been located in the Merchant's Trust building. His business has grown to such proportions, however, that he has moved to the new Morgan building to meet its requirements.

"My business has grown from a small beginning," said Mr. Carder, "until at the present time I am filling orders from patrons all over the country. I am making slides for theatrical announcements, fairs, carnivals and big national advertisers. I also conduct an advertising service for advertisers, making the slides and distributing them to theatres.

"The slide business is technically a branch of photography, but is highly specialized, requiring art work and coloring as well as the mere photographic process. Slides are being universally used for advertising purposes, but even at that the business is in its infancy. Some views are an great demand by commercial organizations and hotels are now using slides as the best medium of advertising. Why, even real estate is being sold by slides. During the last election held in Portland slides were used by nearly all of the candidates. I have made every political slide used in Portland.

**Great Field Offered.**

"Slide advertising offers a great field for the small merchant in the small town. It is absolutely the best medium he can use. Spectators must read slide advertisements whether they want to or not, if they intend remaining for the next film. Make them attractive and the utility of the slide is doubled.

"Coloring is entirely a hand process and to be effective must be done by an artist. Full ideas in slide advertising and it will pull business like no other medium."

Mr. Carder has been in the slide business for the past five years.

**Going Down.**

From the Cincinnati Enquirer. Gebe—He claims he is a descendant from a great family. Steve—Yes, and he is still descending.

**HARD WORK AND GOOD WIFE BRING SUCCESS**

Manufacturer Tells of Early Experiences in Getting Start in Life.



I. Aronson.

"Success has come to me through hard work," says I. Aronson, jeweler at 284 Washington street, "and from a small beginning I have expanded my business until I am now not only a retailer but a manufacturer with 12 workmen in my employ."

Mr. Aronson says that he has been on the Pacific coast practically all of the time since 1888, when as a boy of 18 he journeyed from Pittsburg, where he was born and where his people are now engaged in the banking and real estate business, to Seattle. He went into a jewelry store there and learned the business and after a return to the east for a short period he came to Portland in 1897 and established a business, but during the Klondike excitement the following year he went again to Seattle.

In 1891 he returned to Portland and opened up a business at Fifth and Alder, where he remained until October, 1908, when he moved to Washington street and has been there since.

Mr. Aronson married a Portland girl, her father being Jacob Deeds, the first mayor of Albina after it was incorporated as a city, and he says that she has been a big factor in his success, especially when he had to start in business on a small scale. One thing of which Mr. Aronson is very proud, he says, is that he has never had a man in his employ who would not be willing to come back to work for him again.

In addition to his retail and manufacturing jewelry establishment, Mr. Aronson says that he intends to have an innovation for Portland in the shape of high grade social and business stationery when they move to their new quarters in the Morgan building. He intends putting in the most modern type of plant for engraving for that work with hand presses. All the work on the stationery will be done by hand.

**CHEERFUL SMILE BIG ASSET IN BUSINESS**

German Youth's Happy Countenance and Honest Dealing Aid in Success.



Paul Steinmetz.

Speaking little English but full of enthusiasm and ambition to succeed, a German youth made his appearance in Portland in 1905 and opened an exhibit of cutlery at the Lewis and Clark fair for a large cutlery manufacturer in Solingen, Germany. He was so pleased with Portland that he did not return to the fatherland, but opened a small cutlery business for himself.

That German youth was Paul Steinmetz, proprietor of the Portland Cutlery company, wholesalers and retailers of cutlery and barbers' supplies, who attributes his success to treating his trade right and to always greeting customers with a cheerful smile.

From a small beginning in a little store at 23 Sixth street, where he started in business for himself, Mr. Steinmetz has built up a big business, which he has outgrown the present location at 23 Sixth street. In addition to a retail business, the Portland Cutlery company has expanded into a wholesale line also, and Mr. Steinmetz says that it is really the only place in Portland that handles an exclusive cutlery line. The company is Pacific coast agent for Eugene Burningham, Cincinnati, and for S. Kunde & Son, Dresden.

The cutlery business comes almost as naturally to him as eating, says Mr. Steinmetz, as he was born in Solingen, where the finest steel in Germany is made, October 5, 1877, and consequently he was brought up in an atmosphere of cutlery, which made it easier for him to select that business than any other.

After the fair was over here, he made up his mind that Portland was the location for him; and as a consequence of his good judgment and business ability, he now has traveling men on the road selling goods from his store, while his city deliveries are made with automobiles.

**EYES MOST ESSENTIAL OF ALL THE FACULTIES**

Successful Optician Discusses Line of Endeavor That Effects Every Person.



Dr. C. L. Haynes.

"I just fit glasses—and I know how." This is the slogan of Dr. C. L. Haynes, one of Portland's leading opticians, who will occupy rooms in the Morgan building in conjunction with several dentists and physicians.

"I do my own grinding," said Dr. Haynes the other day, "and that is why I have chosen the motto I have. I believe I can safely say I am Portland's oldest exclusive optician. I have been in business here over 15 years and I fit glasses only, doing all my own work."

"I am moving over to the Morgan building to keep pace with the marvelous growth of the city and to accommodate my own business. This is the day of the specialist. People are coming more and more to realize that they must take care of their eyes. The eyes are the most important part of the human body. One can get along, if necessary, without the sense of hearing, or spare an arm or a leg, but nothing so incapacitates a person as a loss of eyesight. People don't run to a store nowadays and buy a pair of glasses in the belief that the mere wearing of glasses will cure defective vision. They have their eyes examined and tested by a specialist, and fitted with the glasses best suited to correct their individual faults, of vision."

Dr. Haynes is a southerner by birth having been born in Baltimore, Md, his boyhood was spent in Iowa. However, he has lived in Portland for the past 20 years.

**Merchants Protective Association**

R. L. SABIN, Secretary.

Will remove to room 740, Morgan Building, on or about October 10th.

**Announcement**

C. Elmore Grove desires to announce the opening of his new studio in the Morgan Building about October 10th. It will be the most modern and beautifully equipped studio in the West. The public is cordially invited to visit Portland's most up-to-date Studio of Photographic Art

C. ELMORE GROVE

**Berger Bros., Decorators**

IMPORTERS AND DEALERS IN English, French, German, Japanese and Exclusive American Wall Papers

WE ALSO CARRY THE LARGEST LINE OF 10c TO 25c DOUBLE ROLL PAPERS IN THE CITY

**186 Broadway**

The Rosarian Cafeteria and United Cigar Store in This Building Were Decorated By Us

**The Elite Billiard Parlors**

Now in Their Handsome New Quarters in the Basement of The Morgan Building

**ROSARIAN CAFETERIA**

The Last Word In Eating Places for Busy People

OPENS ABOUT OCTOBER 10TH

In the East Basement Morgan Building. Entrance on Washington Street Between Broadway and Park

SPECIAL FEATURES OF THE ROSARIAN

Seating Capacity 250. Superior Ventilating. Ideal Surroundings Experienced Caterers

MUSIC 12 to 1:30—6 to 7:30

J. E. and E. C. DOLEN Proprietors

**PACIFIC IRON WORKS**

E. Third and Burnside

Furnished

Twelve Thousand Dollars' Worth

CAST COLUMNS and STRUCTURAL STEEL for MORGAN BUILDING

The devotees of this popular pastime will find the Elite's new parlors most commodious, the equipment and general appointments not to be excelled in the Northwest.

ROTATION POCKET BILLIARDS WILL BE 2½c PER CUE. ALL TIME GAMES 50c PER HOUR.

A. T. LEWIS, Prop.