

## The West Shore,

A sixteen-page Illustrated Paper, issued monthly.

L. SAMUEL, Publisher.

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**TERMS OF SUBSCRIPTION.**  
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Portland business houses.

The West Shore has the largest  
circulation of any publication in Or-  
egon or Washington Territory.

### OURSELFE.

We have accomplished what was thought to be an impossibility, namely: To make an illustrated paper live in Oregon, and as we send out this issue, improved in appearance, knowing that it will compare favorably with any American publication, and at the same time glance over our subscription list and find that we have the largest paid up list of subscribers of any paper in the Pacific Northwest, and to have done all this in the short space of two and one half years, we may be pardoned when we say, we feel proud of our work. Besides furnishing our patrons with a superior class of literature, we have been the means of disseminating much valuable information about the resources of our beautiful country. Yet, a great deal remains to be done. It is our ambition to bring out THE WEST SHORE as a weekly, and for that purpose we ask the assistance of all our present subscribers. Let each one make it his special duty to furnish us one or two new subscribers during this month and the work of changing to a weekly is half accomplished. If you really like encouraging our enterprise you will find it a very easy matter to induce one or two of your friends to send for THE WEST SHORE, and to assist all in making up clubs, we will, during the month of February only, receive subscribers as follows:

A club of three for . . . . .	\$1 00
A club of five for . . . . .	6 50
A club of ten for . . . . .	12 00

Names for clubs may come from any postoffice, as each paper will be mailed in a separate wrapper.

### AN APOLOGY.

Desiring to deal justly by all, no matter how base a scamp the person may be we are dealing with, we offer the following apology. But in order that all readers may understand it, we also reprint the offending article, which appeared in the December number of THE WEST SHORE as follows:

**HOW OREGONIANS ARE DUPED—A NEST LITTLE SWINDLE.**—For the past three months, two men, with wondrously smooth tongues, claiming to represent an Ohio nursery, have been operating amongst our farmers and city people, inducing them to purchase trees and shrubs. They claimed that plants like theirs had never been seen in Oregon, that everything they sold was especially selected to thrive in our climate, and they guaranteed every article sold. All their stock in trade consisted of a beautifully gotten up book, faultless in design and execution, which represented every plant to perfection. Each purchaser was asked to sign a memorandum, as they called it, but which in reality is nothing less than a note, payable on delivery of trees or shrubs, without specifying their size, condition, or anything else. Mr. Wilkins, the president of the Oregon State Agricultural Society, ordered a lot of peach trees of them, which, on examination, found to be infested with "the peach-bore," a pest never before known in this State, but imported from Ohio in this choice (?) stock. Our worthy sheriff, Mr. Jeffery, was the subject of a rather huge joke at the hands of these Ohio chaps. He purchased a bill of \$37 worth of shrubs, and being notified that his package would be ready for delivery on a certain day, at the Clarendon Hotel, he, in order to move so large a lot of shrubs, drove up with two express wagons and his buggy, settled his bill, and was handed a little package of scrubby things, which he very neatly stowed away under the seat of his buggy. Fifty-seven dollars' worth! In justice to Mr. Jeffery, we will state that he did not swear any, at least our informant did not hear him swear.—(N. B.—He is very hard of hearing.) This "Weeping Ash," represented as very rare,

and sold reasonably low (?) \$2.50 apiece, can be purchased of most any Oregon nursery for 50 cents. The nest little swindle perpetrated by these fellows is on those folks to whom they sold "Irish Juniper," at \$4 a plant. Their "Juniper" all died on the road, and not wishing to miss getting the \$4, they purchased a lot of evergreen bushes of most any variety, at 50 cents apiece, from H. Hanson, of the East Portland nursery, and actually delivered them as "Irish Junipers," imported from Ohio. To those of our readers who desire to purchase trees or shrubs, we would say, whatever you do don't order from a peddler: but especially, give Ohio peddlers a wide berth. Our nurserymen, located in different parts of this State and adjoining Territory, are all reliable men: they know exactly the kind of trees or shrubs adapted to our climate, and when they guarantee an article you can in every case rely on it being as represented. These Ohio chaps know nothing of our climate, but in order to get your money they will guarantee anything. Supposing, now, that the plants do not turn out as represented, you have paid your money, and what can you do about it?

A few days after the December number had been issued, a man called at this office, stated his name was Mallett, and that he was the party meant by that article. He, however, claimed that we did him an injustice, and after a full hearing we find every word of the above to be true, as originally printed, and the injustice consists of this: Mr. Jeffery's bill amounted to \$53 instead of \$57, and Mallett paid Mr. Hanson 90 cents for those evergreens instead of 50 cents. For the above terrible (?) injustice we hereby publicly apologize to Mr. Mallett, and will also state that the original article was not meant for him alone, for in the *Willamette Farmer* of January 25th appears an editorial which places one Hammon in the same boat with Mallett, whilst the *Walla Walla Watchman* of January 11th editorially cautions its readers against "two wondrous smooth-tongued swindlers in the nursery line, now operating in the Walla Walla country, and who we believe to be the same parties mentioned in THE WEST SHORE." And strange as it may seem, in the advertising columns of the same paper appears a card signed Hammon and Quinby, claiming that they are not the swindlers alluded to in THE WEST SHORE, as they have never sold a tree in Portland or Salem. Since then, however, we have it from such a reliable source as Mr. Hanson, of East Portland, that Mallett and Hammon are partners, and that Quinby is either a partner or agent for them. We have also heard of another party operating in the same line on Puget Sound, who can also have his name published gratuitously if he will send it in. When we inquired of Mr. Mallett why he delivered those Evergreens as Junipers, he stated that when he delivered the trees the people did not ask him whether they were Junipers, and he did not think it worth while telling them they were not. Mr. McF Patton, of Salem, a gentleman of unimpeachable veracity, tells us that he called Mallett's attention to it, that these bushes didn't look like Junipers, and Mallett answered: "That is the way they look when they are small." Mr. McF Patton also tells us his bill was short by several trees, and that he'd like to "whisper something" in Mallett's ear. Now then, Mr. Mallett, come to the front. In the meantime, however, we repeat our caution, give all tree-peddlers a wide berth, unless they represent a firm which is known to you to be responsible.

The finest job of printing ever turned out on the Pacific Coast was recently done by Himes the Printer. It is a calendar for 1898, worked in colors, and is really a work of art. It is ornamented with flowers, and the coloring of them is so true to nature that one almost fancies the room filled with perfume where the calendar is hung.

ALEXANDER DE SPINE, a monk of Florence, is supposed to have invented spectacles in 1285.

### HODGE, DAVIS & CO.

As has been previously announced by the press, the firms of Hodge, Snell & Co. and T. A. Davis & Co., both wholesale druggists, have consolidated, and the firm will from this on be known as Hodge, Davis & Co. Both firms started over a quarter of a century ago, and the large business done by them and the general confidence of country dealers they enjoy is well merited. It is seldom that we find a firm composed of such sagacious business men as this, each qualified to take charge of a particular branch of this extensive establishment. Mr. Snell's previous long residence in San Francisco and his thorough knowledge of the market fit him particularly as the resident partner there, and he will shortly leave for his new station, while Mr. Davis, being almost raised in the business and considered a close buyer, will be the resident partner at New York. Mr. Arnold, who has always managed the accounts and knows the standing of nearly every house in the State without the aid of a mercantile agency, will occupy the same position in the present firm, while Mr. Hodge, having a personal acquaintance with most country druggists and dealers dating back for years, is the head salesman, with a general supervision over a corps of able assistants. Everything will be received from first hands from the largest manufacturers in the world, and, with all these facilities, we are certain that no house on the Pacific Coast can offer equal inducements to buyers, and country dealers in drugs, chemicals, oils, paints, brushes, window glass, etc., will find it profitable to give this firm their patronage.

### ACKERMAN'S WHOLESALE HOUSE.

Ackerman's Dollar Store has almost become a household word on the Pacific Coast, and the different establishments conducted by them, owing to their systematic management and straightforward way of conducting business, have always flourished. As an evidence of it we need only cite the Portland establishment, conducted by Mr. Henry Ackerman for a number of years. Seeing that there was room in this city for a large business house, the double store at Nos. 6 and 8 North Front street has been converted into a wholesale department. The store is 50 feet wide by 100 feet in depth, two stories in height, with a large basement underneath, and wharf-room in the rear, which makes it the largest establishment of the kind on the Pacific Coast. The firm will be known as H. Ackerman & Co., and be under the personal management of Henry Ackerman, Esq. They will devote their entire attention to a strictly wholesale business only, and will carry an immense stock of Crockery, Glassware, Silverplated Goods, Wood and Willow Ware, Oils, etc. Country merchants will find it particularly to their advantage to give the firm a call, whilst in this city, or send their orders in by mail, which will receive as careful attention as if the purchaser was here in person to make the selection.

J. F. D. Wrinkle & Co., having moved into their new store, southwest corner First and Salmon streets, are now offering the remainder of their large stock of winter goods at reduced rates. Read their cards on page 74. Wrinkle & Co. are reliable; they always do as they advertise.

F. A. SMITH, the Salem photographer, has a large collection of stereoscopic views of Oregon scenery. He also takes pictures in any kind of weather, from the smallest gem to the largest life-size portrait.

**PUBLICATION DAY.**—Subscribers will please bear in mind that the regular publication day of THE WEST SHORE is the last Tuesday of every month.

THERE are many ways of proving that actions speak louder than words. One among these ways, if you wish something done to call attention to the immense resources of our favored country, is to send in your subscriptions to THE WEST SHORE, which everybody acknowledges is doing more to advertise Oregon and Washington Territory abroad than any other paper in our midst. See club rates in another column.

"BARYLAND" FOR JANUARY—A fine double number, full of tiny Christmas stories and lovely Christmas pictures, all in big print, on thick paper, just the magazine to teach babies to read. It is only fifty cents a year. D. Lothrop & Co., publishers, Boston, Mass.

THE best photographs in Oregon for the least money at Abell's gallery, 127 and 129 First street, Portland.

B. A. HUGHES, Esq., one of the pioneer merchants at Oregon City, and, by the way, one of the most successful ones, has made some improvements in his establishment, and is now better prepared than ever to furnish his many customers with goods at Portland prices, and, owing to lower expenses, can even undersell Portland in many articles.

AS THE spring season approaches and we make preparations to beautify our own homes, we should also give a thought to the departed. Perhaps many have lain for years without a stone to mark their last resting place. At the low prices that beautiful monuments and headstones are now furnished by Wm. Staiger, of Salem, no excuse remains to leave the resting places of departed friends or relatives in a neglected state. Numerous fine monuments in different parts of Oregon attest the skill of Mr. Staiger, and those who need anything in that line would do well to give him a call.

AT last the beautiful brick building on Front and First streets, between Morrison and Yamhill, is completed, and a few days ago the firm of Shindler & Chadbourne began to move their large stock of furniture into it. The store is one block in length and has two floors and a basement, which, when their shipments of furniture arrive on the next steamer, will be literally crammed with the very newest and latest styles of furniture, carpets, wall paper, mirrors, etc. On Saturday last they gave our citizens some idea of what may be expected of them by a display of a very handsome library set in their large show window on First street, which attracted general attention and was pronounced by all who saw it as being elegant.

LARGE stores and heavy stocks seem to be all the fashion now with Portland merchants, and the firm of Hirstel & Co. are not one particle behind any of their competitors. Finding themselves cramped for room, they have rented the large store, a full block in length, No. 75 Front and 76 First streets, two stories and a basement, and finished moving into it a few days ago. The First-street side is devoted to the retail book, stationery and toy business, while the Front-street side is the wholesale department, it being so much more convenient to shipping. The establishment is complete in every particular, and those purchasing ten cents worth in the retail department are as well treated and politely waited upon as the country merchant who may be at the same time purchasing a \$3,000 bill of goods only a few feet away.