

## OUR HEAD.

After many vexatious, yet, unavoidable delays, *THE WEST SHORE* greets its readers with its new head. The design is original and entirely our own, and our artist did his very best in its execution. In it we have endeavored to portray the resources of the Pacific Northwest, and for that reason the four principal staples, wheat, barley, hops and flax gracefully droop over the words "The West Shore." In the extreme right, our "giants of the forest," in themselves a source of wealth to this section, and which furnish cargoes to many an outward bound ship, and are also considered the very best ship-build-

hight, whilst a steam thrasher near by separates the golden grain from the (in this country) useless straw. In the foot-hills an orchard may be seen with specimens in the foreground of apples, pears, plums and cherries, on which Oregon can challenge the world. Our unlimited, and as yet but partially utilized water-powers, are represented by the falls, whilst fishermen busy in hauling the net and a salmon cannery are shown just below the falls. Gold and silver-mining implements, both of which are used industriously in the Pacific Northwest, are in the foreground. On the left of the river may be seen the tunnel to a coal mine, sev-

route to connect us with the Eastern States—speed the day to bring it, be it the Portland, Dalles and South Pass, Northern Pacific or any other route, only give us through connection with the East; then, and not till then, will our vast resources be fully developed. Now, dear reader, having explained to you the full meaning of our new head, it will perhaps give you some idea what amount of labor and expense it has been to group everything properly. However, if we have succeeded in pleasing you, we are fully repaid.

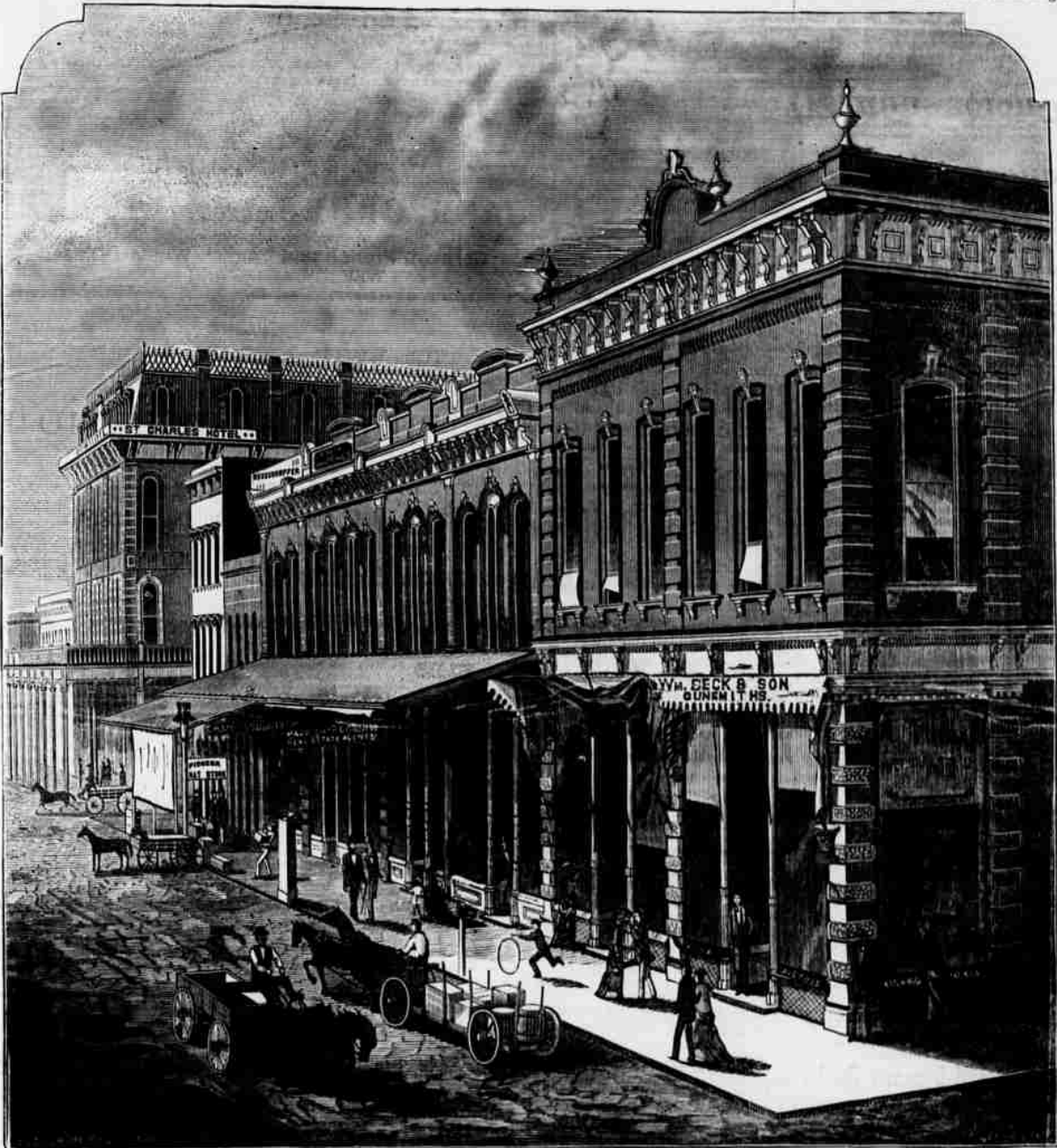
## A VIEW OF FRONT STREET.

The beautiful engraving on this page gives our subscribers a correct idea of a very neat business block in this city.

goods, bird cages, cutlery and sewing machines.

The next house of any note is that of John A. Beck, dealer in watches and jewelry. He has been established here for a number of years, and, as an evidence of his superior skill, we need only mention the fact that he is employed extensively to do work for the trade. He is also sole agent for the "Beck watch," a movement especially made to order for him, and which is guaranteed for five years.

Adjoining Mr. Beck's we find the firm of Parrish & Cornell, real estate agents and money and insurance brokers. The senior of the firm has been successfully engaged in business here for fifteen years, and the general prosperity of the firm testifies to the fact that their manner of transacting



A VIEW OF FRONT STREET, PORTLAND, LOOKING SOUTH FROM ALDER.—PHOTO BY BUCHTEL & STOLTE.

ing timber in the world, tower to the skies. Immediately in front are manufacturing, but which are yet in their infancy, awaiting the advent of population and capital, whilst in the extreme foreground a small ship-yard may be seen. Oysters and fish, of which millions of dollars worth are exported annually, occupy a prominent position. The hills in the background are our vast cattle ranges where stock thrive outdoors on native grasses at all seasons, and specimens of our sheep, cattle and horses are given, for we have the best wool, the fattest cattle and as good horses as any other State. Never failing crops are fully represented by the harvest wagon loaded to the utmost

eral of them being in successful operation in Washington Territory and British Columbia and one in Coos county, Oregon, with numerous undeveloped ones in all parts of this country. The consequence of these unlimited natural resources is wealth, and this we have portrayed by the horn of plenty, with twenty-dollar gold pieces rolling out in all directions. We almost neglected to mention the bundle of oats to the left of the horn of plenty. Our oats, manufactured into meal on such scientific principles as are applied in this State, will, before many years, figure away up in the millions in our statistics of exports. The railroad cars shown are to represent our great overland

It is built in the most massive style of brick and iron, and is owned by various parties. The corner store is occupied by Wm. Beck & Son, who have been established here for a quarter of a century. Mr. Beck, Sr., is a practical gunsmith, and is the founder of the present extensive establishment. The work rooms are in the rear of the store, and here are manufactured the finest rifles on the Pacific Coast. The basement is used as a store room for heavy goods, while the salesroom, one of the largest in this city, with beautiful plate-glass windows on both Front and Alder streets, is conveniently arranged in departments for the various goods they deal in. Guns, pistols, fishing tackle and sportsmen's goods in general is their specialty. They, however, deal very extensively in toys and fancy

business is appreciated by the public. Immigrants will find it particularly to their advantage to give Messrs. Parrish & Cornell a call.

The next firm which claims our attention is Meusdorffer's hat manufactory, at No. 111 Front street. The Portland branch was established in 1864. They manufacture extensively, making a specialty of fine goods; their stock at present being one of the largest ever exhibited by any establishment in that line in this city. The second story is entirely set aside for the wholesale trade. Their silk hat manufactory is located at San Francisco, where twenty men are employed on silk hats alone. Beside the Portland house, they have four different stores in San Francisco, one in Marysville, one in Sacramento, and supply all the hats sold in some twenty other retail stores.