

## OUR NEW QUARTERS.

THE new quarters of THE WEST SHORE, corner of Second and Yamhill streets, are now open to the inspection of its friends, who are cordially invited to visit its rooms and see the many interesting processes by which fine lithographing is produced. The illustrations on pages ninety and ninety-one give a fair idea of the exterior of the building, and the interior of the various departments. The building stands in one of the most convenient business locations in the city. In fitting it up the proprietor had three objects in view—neatness, convenience, and facilities for doing the best class of work. The first two were but matters of taste and a knowledge of what was needed; but to secure the latter required the purchase of much new and expensive machinery and tools, and the employment of additional high-priced labor. His theory is that first class work requires first class workmen and first class tools. The result of putting this theory into practice may be seen in the products of this establishment, which are equal to the best executed in any city in the United States. The employment of such a large number of high-priced artists and workmen makes the salary list of THE WEST SHORE LITHOGRAPHING AND ENGRAVING COMPANY one of the largest in the city, while it renders the establishment superior to all others on the Pacific Coast.

In making a tour, one naturally begins with the main office of the company and editorial rooms of the magazine, which are large, light, airy and elegant, and are furnished for convenience and comfort in every particular. The walls are hung with pictures and specimens of fine color work. A visit is then made to the art room, where men are seen engaged in sketching, designing in black and colors, engraving on stone, crayon work on stone, engraving on wood, etc. Here, also, everything indicates neatness and taste, while perfect quiet reigns. Passing through the composing room and bindery, the visitor reaches the large press room, where he finds lithographed work in all stages, from the stone just etched to the printed sheets in the large drying racks. He will be especially interested in the large Hoe press, weighing twenty-four thousand pounds, on which the fine color work is executed. This very expensive piece of machinery, as well as others, was purchased from Messrs. Tatum & Bowen, who are agents for R. Hoe & Co. on the Pacific Coast, and who handle printers' supplies, type and machinery of all kinds, as well as general machinery of every description. The firm has fulfilled its contract in every particular. Not so much as a bolt or screw was missing from the press, which was set up by them and placed in perfect running order in a remarkably short time after its arrival from New York. Under the management of Mr. A. F. Hildreth the Portland branch of Tatum & Bowen has become the acknowledged head of the machinery trade of this region, and is recognized by printers and publishers as the most reliable firm in that line of trade in the

Northwest. Their office and warerooms are at 91 and 93 Front Street, Portland, Oregon.

Numerous other features of THE WEST SHORE establishment receive attention from the visitor, which help to impress him with the fact that it is capable of turning out an immense amount of the finest class of work, of which he is fully convinced by examining the work already done and which he sees in process of execution. On this subject the *Oregonian* says:

"Heretofore our banks and business men have been compelled to send East for fine stationery, bank work, catalogue covers and engravings, especially color work, but this is no longer necessary, as this establishment has both the men and all requisite machinery for doing work equal to the best produced anywhere."

The *News*, in like complimentary terms, says:

"The artistic work of this excellent establishment has always been of the highest order, but it has recently made heavy investments in superior machinery, and employed additional first class artists. It is now one of the most complete lithographing and engraving establishments in the United States, and is turning out work that is unsurpassed anywhere."

THE WEST SHORE establishment, like everything else of permanent value, is a growth, having been built up through a series of years from a small beginning. In August, 1875, Mr. Samuel issued the initial number of THE WEST SHORE, of which he is still sole proprietor and manager. It was then an eight-page sheet with few illustrations; now it is a handsome magazine of from forty-eight to eighty pages, profusely illustrated with original engravings. Then the work was done by contract, the circulation was small, and the office was in the proprietor's hat; now it occupies the large quarters just described, employs a great many men, and reaches every corner of the United States. This is the result of hard labor on the part of Mr. Samuel, combined with a determination to build up an art magazine of the highest order. In pursuance of his plan he has from year to year increased his facilities, added to his staff of artists, improved the style and appearance of the magazine, and by successive steps, carefully and wisely taken, has evolved the excellent magazine and superior lithographing establishment in which it is published. The work is by no means ended, nor will it end as long as THE WEST SHORE exists. Five years hence the magazine will have made still further advancement in every particular, and the publishing house will have increased in size and facilities in like proportion. It is with pleasure the publisher assures its many friends that THE WEST SHORE will be in the future a greater source of pleasure than it has ever been in the past.

The magazine is not a local publication in the sense in which the term is applied to newspapers. Though published in Portland, it has devoted its space impartially to the whole Northwest, and in building itself up has had the satisfaction of being one of the most powerful agents in building up the country as well. That the work it is doing, and will continue to do, is