



**S**OME great and wise people never saw a copy of West Shore, though they lived to a ripe old age—Methuselah, Moses, Solomon, Socrates, Cicero and a host of others—but they never had a chance. Now-a-days it is different, and a man is neither great nor wise who fails to take the brightest and handsomest literary journal published on the Pacific coast, and the peer of any illustrated paper in the country, as a comparison of this elegant holiday edition with Christmas numbers of other publications will fully demonstrate. Even St. Nick himself has been beguiled by it and has ceased his task of filling the pendent stockings till he shall have perused its entertaining pages. West Shore not only pleases the eye, but it appeals to the mind as well. It covers a wider range than any other illustrated journal. It especially gives information of great value about the Pacific northwest. Its short and incisive editorials, its rich and original humor, its excellent poetry, its unparalleled department of "Fact and Fancy," its cartoons, its large landscape engravings, its multitude of illustrations of western scenes and topics of current interest, and its frequent supplements, all render it a most desirable family journal, whose place can not be supplied by any other publication in the world. Its subscription price is \$1.00 less than that of any of the colored cartoon and humorous papers, none of which can compare with it in its range of subjects and general value as a family journal.

#### WEST SHORE FOR 1891

Will be as great an improvement over that of the current year as that has been over all previous volumes. A number of new and interesting features will give it additional and constant interest, some of which deserve special mention.

#### PRIZE CONTESTS.

There will be a number of prize contests, of a purely intellectual and artistic nature, about which will cling no flavor of gambling. West Shore offers no prize for guessing, but for the display of mental activity and genius. The initial prize contest is now in progress (see advertisement on another page), and though the prizes are valuable and worthy the highest effort, they are less in number than will be offered for future competition. Variety and permanent value are the considerations in selecting prizes. Look out for announcement of these contests from time to time. They will be varied in their nature so that every subscriber will find one or more that will specially interest him.

#### SPECIAL EDITIONS.

A special Midsummer number will be issued in June, and a Christmas number in December, both of which will excel in beauty and contents this elegant number. All subscribers will receive them free, though they will be sold at twenty-five cents a copy. The improved facilities for executing art work West Shore will enjoy in its new building, now nearly completed, will enable it to surpass all its previous efforts in that line.

#### SPECIAL DEPARTMENTS.

In addition to the department of original humor, which contains verse, paragraphs and sketches by the leading literary and art humorists of the country, and that of "Fact and Fancy," wherein the gifted Ella Higginson casts such a spell upon all who read her poetic paragraphs or strong, vigorous comments, there will be other special departments, arrangements for which are being made. These will be so conducted as to interest every reader.

#### BOUND VOLUMES.

The numbers of 1890 will be bound in leather and cloth in two volumes. This is rendered necessary by the change in size made in August. Each volume will be complete in itself, with index. A few volumes of 1889, 1888 and 1887 can be supplied.

#### MEMORANDUM OF PRICES.

Subscription, per year.	\$4.00	Bound Vol. 1888 or 1887.	\$2.50
Bound Vol. 1890, Jan. 1 to		Aug. 15.	3.50
Aug. 15.	3.50	Bound Vol. 1890, Aug. 15	
Bound Vol. 1890, Aug. 15		to Dec. 31.	2.50
to Dec. 31.	2.50	Both of above.	5.00
Both of above.	5.00	Bound Vol. 1889.	4.00
Bound Vol. 1889.	4.00		

A reduction of 50 cts. made on each additional volume when more than one is ordered, or when a bound volume and subscription are ordered at same time.

Address WEST SHORE PUB. CO., Portland, Or.

