

OREGON WATER POWER TOWNSITE CO.

AUCTION SALE Of Superb Business and Residence Lots at the Promising Town of ESTACADA

On TUESDAY, JAN. 12, 1904 beginning at 1:30 p. m., a few hours after the arrival of the O. W. P. Trains from Portland.

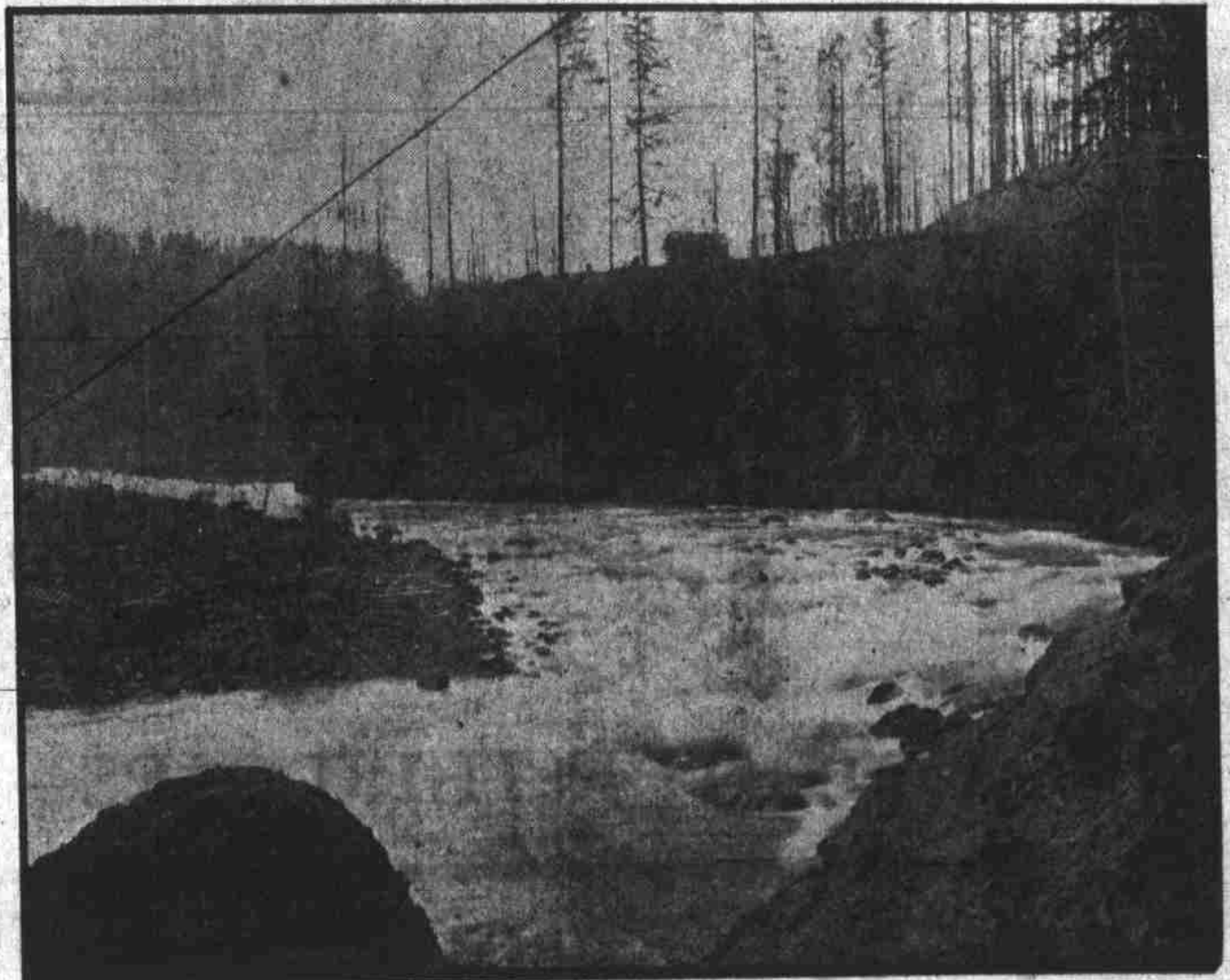
ROUND TRIP 75 CENTS

Tickets for Sale at the Company's Office, First and Alder Streets.

TOWNSITE COMPANY'S OFFICE, ROOM 5, OREGON WATER POWER & RAILWAY COMPANY'S BUILDING, FIRST AND ALDER STREETS, PORTLAND, OREGON.



CLACKAMAS RIVER BRIDGE, ESTACADA.



SALMON ISLAND, CLACKAMAS RIVER, ESTACADA.

"ESTACADA; THE BEAUTIFUL"

Is the name given to the charming new townsite located at the terminus of the Oregon Water Power & Railway company's railway, 37 miles southeast of Portland, on the banks of the famous Clackamas river, flowing through the midst of a land rich in every natural resource known to the great and fertile state of Oregon. At no other place in the Pacific Northwest, it is believed, can be found such opportunities for business and residence locations as will be afforded at Estacada. It will be the birthplace of numerous manufactures, and the seat of the liveliest business enterprises in Western Oregon. The country adjacent thereto has been settled and cultivated for from 25 to 30 years. Great orchards surround the townsite, one aged 25 or more years being located upon the identical ground upon which the city will stand. The region is rich in agricultural, timber, (hard and soft), pottery, brick and tiling clay, rock, inexhaustible supply of fuel, and dairy resources, and has now building

The Greatest Electrical Power Plant on the Coast of the Pacific Ocean,

At a cost of more than a quarter of a million dollars. The waters of the Clackamas river are very deep at this point and the tremendous power it affords is sufficient to propel the wheels of a half a hundred mills. Here will be located the largest of the interior flouring mills west

of the Rocky mountains, and except those of Portland, the greatest on the North Pacific coast. The grain is there now to feed such enterprises. All that was lacking heretofore was the necessary transportation facilities. These are now afforded by the completion of the Oregon Water Power & Railway company's thoroughly equipped, heavily railed, superbly ballasted railway to that point, operating two passenger trains per day between Portland and this splendid section of our neighboring county. ESTACADA IS NOW THE TERMINAL CITY of this line of road, and as it is far enough away from Portland not to have its business paralyzed by the great department stores, it is absolutely bound to become

The Second City in Oregon West of the Cascade Mountains.

Nothing can stop it! It will be a manufacturing center of tremendous importance, as an earnest of which a large furniture factory has already been arranged for. There is a continuation of water powers for a distance of from a mile above to five miles below the city, so that if any desire to own their own power instead of that afforded by the big electrical plant, all that will be necessary to do will be to fling a dam across the deep and narrow channel from bank to bank, these being almost perpendicular to a

height of from 50 to 100 feet on either side, and the power is created for all the future ages of the world. Indeed, it is believed that

The Pay Roll of Estacada's Factories will be 5,000 People

Within three years from now! ABSURD, do you say? Not a bit of it. Its lumber mills will turn out a product equal to that of Portland. The virgin forest by the thousands of acres is there to back up this asseveration. Material for furniture is there. The wheat lands are there. The pottery clay and rock are there. The fuel is there. The water power is there—great as that of Minneapolis. Some may wonder how it is that timber and grain lands abound so contiguous to each other. The timber perfectly covers the elevated regions, the lowlands and valleys being rich in grain production as the yearly fertilized valley of the Nile. Nowhere else on earth is there a more varied region. Millions of tons of rock such as that at the famous Columbia River quarries form the river banks, and the woods are suitable to the manufacture of almost anything consumed by the people of the West. If the reader could but see Estacada for himself newspaper publicity would not be necessary. Its perceptible future is so plain that it cannot be mistaken. It will be the hive of a multitude of busy bees.

The Beauties of Estacada are Indescribable.

The main part of the town will be on almost perfectly level ground. It slopes toward the high banks of the river just enough to afford most excellent drainage. The waters of the river roar and toss nearly 100 feet below, affording a most entrancing scene. A monster spring bursts from the hillsides less than a mile behind the city, the water from which will be piped into town for the convenience of the residents. Material is now being accumulated for

A Two-Story Hotel, 100x98 Feet,

Which the townsite company will erect at once. This house will be equipped with every modern convenience. It will have water upstairs and down, upstairs and downstairs dining rooms, electric call bells, patent toilets up and down stairs, large parlors, broad hallways, and all other things that appertain to the very latest hotel accommodations. The hundreds of tourists that will visit Estacada in pursuit of pleasure on its adjacent hunting grounds or angling for mountain trout in its laughing river, will want all the accommodations to which they have been accustomed at their homes. They shall have them.



CLACKAMAS RIVER RAPIDS, ESTACADA.

How Lots Will Be Disposed Of.

All Estacada business lots will be 25x100 feet with 20-foot alleys; residence lots 50x100 with similar alleys. The main streets of the city will be 50 feet wide. The hotel and depot will be near together, and the live business section of the city will be in that neighborhood.

Price of Lots.

Business lots will be sold at \$250 for corners; \$200 for inside lots. For residence lots \$50 to \$75 will be charged.

The Lots Will Be Sold at Auction,

Starting them at these prices. The highest bidder will then have the choice of corners, the second highest second choice, etc., until the sale is concluded. This will give all an opportunity to select choice property at their own prices.

Stop and Reflect.

There are 2,000,000 immigrants coming to the United States annually. Oregon's increase in population will be stupendous in the coming years. A town with the opportunities of Estacada will be the center of an immense population. It will be the seat of amazing progress. Can any reader of The Journal afford to miss this opportunity to get into a proposition of this kind while he may do so on the ground floor



CLACKAMAS RIVER CURVE, ESTACADA.

FOR ADDITIONAL INFORMATION CALL UPON OR ADDRESS

OREGON WATER POWER TOWNSITE COMPANY

Room 5, Oregon Water Power and Railway Company's Building, First and Alder,
PORTLAND, OREGON.