

WHEN LEWIS AND CLARK PASSED DOWN THE COLUMBIA river in 1805 they found below the mouth of the Umatilla a broad plateau, stretching far away to the north and south, covered with a luxuriant growth of bunchgrass, bleaching under the October skies. These so-called "meadows" were then, had been for unknown ages before and were for long years thereafter the favorite feeding-grounds for the horses of various Indian tribes, and many sanguinary battles were waged by the aborigines for their possession. As the red men receded and dispersed before the ever-conquering army of civilization Indian horses were replaced by the herds of the whites. Cattle and horses ranged and fattened over the plains in such numbers that the pasturage became scant, and then myriads of sheep were brought in and the grasses eaten to the roots. With a scant rainfall and almost yearly fires sweeping the range, soon even sheep could not subsist. Then in place of luxuriant grasses came the cactus and sage brush and the once famous Umatilla meadows were looked upon as an arid waste.

Years ago it was learned that the soil of this vast tract, needed but the touch of water to make it as productive as any in the world, and that the climatic conditions, with water added, were as nearly perfect for the production of crops as any in the country. It was found that the waters of the Umatilla river could be diverted and were sufficient to irrigate with its present flow some 20,000 acres along the line of the O. R. & N., extending from Umatilla down to Castle Rock or thereabouts, and the project of building these canals was undertaken some ten years ago. But for such various causes as the lack of capital, lack of engineering skill and the lack of that great factor in all work of development, commonly called pluck, the enterprise failed and failed again. The water was here, the land was here, the climate was all that could be asked, and the contour of the country perfect for irrigation; but for the want of a guiding hand and a fertile brain, for the lack of a man with the genius for laying his hand to the plow and never looking back until the work is accomplished, for the lack of these things the ventures were from time to time lamentable failures.

A few years ago the Oregon Land & Water Company, present owners of the Villafarms Tracts, the name given to that portion of "the meadows" susceptible to irrigation, came upon the scene, saw the possibilities, bought the lands and franchises, gathered up the tangled threads, discarded the dilapidated wreckage and began in a methodical, systematic, intelligent way their present magnificent system of canals and laterals. With brains, energy, perseverance and capital to back them, they went ahead, and today Irrigon and the Villafarms Tracts are beginning to attract attention all over the Pacific Northwest, standing on the pinnacle of latter-day irrigation enterprises.

IRRIGON "The Land of Perennial Sunshine"

Irrigon is situated on the Columbia River and the O. R. & N. 7 miles west of Umatilla and 179 miles east of Portland, Or.

IRRIGON

IS IN THE HEART OF A BODY OF LAND COMPRISING ABOUT 42,000 ACRES, BELONGING TO THE OREGON LAND & WATER COMPANY, ABOUT 18,000 ACRES OF WHICH IS NOW OR SOON WILL BE IRRIGATED FROM THE UMATILLA RIVER THROUGH ONE OF THE FINEST SYSTEMS OF CANALS AND LATERALS IN THE WORLD.

IRRIGON

IS A NAME COINED BY THE PROMOTERS OF THIS ENTERPRISE AS A WORD-SUGGESTIVE OF IRRIGATION AND OREGON—MEANING, IF YOU PLEASE, THAT OVER HALF OF OREGON MUST BE CONQUERED BY IRRIGATION IF EVER BROUGHT TO A PRODUCTIVE STATE.

IRRIGON IS A NEW TOWN IN A NEW IRRIGATING DISTRICT AND LOW PRICES NOW OBTAIN; IT OFFERS TO THE INVESTOR AND HOMESEAKER THE BEST OUTLOOK OF ANY DISTRICT IN THE WEST

Oregon Land & Water Company IRRIGON, OREGON

MORE MINUTE AND DETAILED INFORMATION CAN BE HAD BY ADDRESSING THE OREGON LAND & WATER COMPANY AT IRRIGON, OR FROM OUR AGENTS.

PEOPLE IN THE WILLAMETTE VALLEY WHO WISH TO GO UP AND SEE THE PROPERTY CAN MAKE FAVORABLE ARRANGEMENTS WITH THESE AGENTS, AS THEY ARE TAKING PARTIES OF FROM THREE TO A DOZEN ONCE OR TWICE A WEEK.

IRRIGATION IN OREGON IS LOOKED UPON BY MOST PEOPLE IN the east as a "joke." They call Oregonians "Webfeet," and think the entire state is subject to a phenomenal rainfall. These reports originated by Lewis and Clark, who wintered near the coast, where the rainfall runs from 80 to 145 inches per year; they were to a great extent corroborated by early settlers in the Willamette valley, where the rainfall is not excessive, but it all comes in the winter months and seems much greater than it really is.

Oregon is a large state and has various climates. In some places the precipitation reaches almost 150 inches, in other places, as at Irrigon, it averages 8 inches, and of course in such localities irrigation has to be resorted to in order to produce paying crops.

The Oregon Land & Water Company is offering a few hundred acres of land in tracts of from five to twenty acres at \$75 to \$100 per acre, including a perpetual water right. These lands are as fine as any in the world, and for fruit or vine or vegetable cannot be surpassed. Our season is two weeks earlier than at any other point in the Northwest. Our seasons are longer than in any like latitude in the world. Our markets are unequalled, our system of transportation of the best; and, what interests many purchasers still more, our terms are very easy, five years' time being given with a very small cash payment.

These lands will, no doubt, like the lands in any other favored irrigated district, soon be worth from \$250 per acre up. The first purchasers will reap the profit.

For full terms and particulars address our agents or

OREGON LAND & WATER CO., Irrigon, Ore.

THE O. R. & N. RAILROAD PASSES DIRECTLY THROUGH THE VILLAFARMS TRACTS AND IRRIGON, BUT THE RAILROAD STATION IS AS YET CALLED STOKES, WHICH SHOULD BE REMEMBERED IN BUYING RAILROAD TICKETS OR SHIPPING FREIGHT. THE O. R. & N. MAIN LINE TRAINS RUN SOLID BETWEEN PORTLAND AND CHICAGO OVER THE NORTHWESTERN, UNION PACIFIC AND OREGON SHORT LINE ROADS, THESE BEING THE FASTEST AND MOST DIRECT LINES BETWEEN THE EAST AND THE PACIFIC NORTHWEST.

FOR FURTHER INFORMATION WRITE A. L. CRAIG, G. P. & T. A., O. R. & N. CO., PORTLAND, OREGON.

Brong & Hammer AGENTS

249½ Alder Street - Portland, Ore.

OR H. L. GILL, WOODBURN, ORE.

ESTACADA

LOTS WILL BE ADVANCED

In price on the first day of March, 1904,

\$50 to \$75 on residence property and \$100 to \$150 on business lots. PRICES ARE ON THE GROUND FLOOR NOW! They are walking upstairs and will soon be on the top. Now is the time to get in and drill.



ESTACADA HOTEL, NOW NEARING COMPLETION.

The house is being provided with a complete system of call bells, a modern water system and all other appurtenances appertaining to the most complete hostleries of the country. It will be ready for the opening about April 1.

WILL BE THE MILL CITY OF THE STATE

Because of its great water power and enormous \$750,000 electric power plant now building.

IT OFFERS UNPARALLELED INDUCEMENTS TO PERSONS SEEKING BUSINESS LOCATIONS IN OREGON

And there is no more delightful place in the world for a home. The waterfall of the Clackamas river affords ample power for all kinds of factories, the timber the material to manufacture, and the agricultural resources insure a lively market at all times. The soil in the neighborhood will produce abundant crops of every known cereal grown in the world, and fruits and berries yield tremendously. The timber resources will keep numerous sawmills in action for many years, and the furniture factory that will be in operation before the end of the year will be supplied with hard wood from the immediate neighborhood of Estacada.

THE OREGON WATER POWER AND RAILWAY COMPANY

Has expended \$5,000,000 in reaching Estacada, and is now building an electric power plant at an expense of \$750,000, and this will furnish power for all the machinery that can be put up in that community. Of course, those who desire to build their own dams can do so and provide themselves with power, because there is abundance of it there, but the railway company will sell power to those wishing to employ it at very low rates, as every new factory means new business for its freight department. With its multitudinous resources,

ESTACADA WILL BE A METROPOLIS OF IMPORTANCE

And persons seeking business locations of any kind cannot do better than to communicate with the owners of the townsite.

A LARGE FLOURING MILL HAS BEEN CONTRACTED FOR

The builders declaring that they will operate it day and night. There is no doubt but that the machinery of twenty mills and factories will be in operation within twenty months from today, nor is there doubt but that the value of property will then be five times that of present prices. Those who would profit by this advance have no time to lose if they would secure a holding at the initiatory figures.

PRICES WILL POSITIVELY BE ADVANCED ON MARCH 1

The rise will be from \$50 to \$150 per lot. PROPERTY IN ESTACADA WILL NEVER BE SO CHEAP AGAIN—NOT SO LONG AS THE WORLD SHALL LAST.

THE OREGON WATER POWER TOWNSITE CO.

Telephone Main 216

Apartment 5, Oregon Water Power & Railway Company's Bldg., First and Alder