

A NEW BEACH RESORT FOR PORTLAND

BAY OCEAN PARK

on Tillamook Bay Oregon

57 Miles Due West from PORTLAND

PORTLAND

COLUMBIA RIVER

TILLAMOOK LIGHT

TILLAMOOK BAY

TILLAMOOK

BAY OCEAN PARK

TILLAMOOK BAY CITY

THE BEACH ON THE BAY SIDE IS IDEAL FOR BATHING

NEARLY EIGHT MILES OF SANDY BEACH AT BAY OCEAN PARK JUST LIKE THIS

ALL the world is about to how in deference to the perfect summer climate along the coast of Oregon.

A beach resort of gigantic proportions, superior in every imaginable point to any other similar playground in all the world, a place where the elite of all nations may visit and be entertained, equipped with a magnificent hotel, recreation grounds of every conceivable description, speeding tracks for automobiles and horses, such, in a breath, as Bay Ocean Park, on the Tillamook peninsula, as it is being planned by the Potter-Chapin Realty company.

Not the least interesting in the maze of fascinating plans is the fact that Bay Ocean Park is only 57 miles due west of Portland on the base line and within two hours and a half ride over the Lytle road, which will be completed next year.

Tillamook peninsula is a stretch of ideal land, enclosing and forming Tillamook bay. It is four miles long and possesses the finest hard sand beach on the Pacific coast. A paradise for children, a delight for grown people and a charming spot for everybody, Bay Ocean Park is the long-looked-for development of the nearest seaside resort to the city of Portland.

Oregon Excels All.

California beaches have long been regarded the best winter resorts in the world, still they have no natural charms to commend them, save their splendid sand beaches. No one denies the intolerable climatic conditions so prevalent there in the summer time. The same objection is present at the resorts along the Atlantic coast. Summer in both places is a veritable bore.

But Oregon shores excel them all. The summers are never hot. The prevailing northwest wind tempers the hot rays of the sun, making life on the Oregon coast in the summer time an exquisite period. The evenings are always cool, and there are no insects or other annoyances to annoy the seeker after rest and perfect enjoyment.

Bathing in the Pacific ocean is frequently objectionable because of the low temperature of the water. Surf bathing in cool water is delightful, but it is quite as much a strenuous exercise as a quiet pleasure. At Bay Ocean Park surf bathing is exceptional, but the shore on the bay side of the peninsula is composed of the same hard sand, and here, when the tide is out, is a pure, white beach, three quarters of a mile long. The sun beats down upon the sand, warms them and makes an excellent playground for the children. When the tide rolls out 20 degrees warmer than it is on the ocean side. Bathing, therefore, with still warm water or surf for old or young, or those who are ill or robust, is made possible by this great double beach parallel to each other and only a stone's throw apart.

Automobile Paradise.

Ormond beach, on the Atlantic coast of Florida, has hitherto enjoyed the reputation of being the best place on the globe for fast automobilism. The beach along Bay Ocean Park is said to be far more desirable for this sport of the millionaire. A straight run of nearly eight miles, half along the ocean and half along the bay, is possible. It is not improbable that arrangements will be made for an automobile road from Portland to Tillamook bay, enabling those who wish to do so to visit Bay Ocean Park in their own vehicles.

The cruising attractions of the Pacific ocean surpass by far those of the Atlantic. Owners of the elegant launches and pleasure yachts of the east are being attracted. The ever-changeable aspect of the Pacific shores makes yachting an unspeakable delight. Tillamook bay is reached through a narrow opening from the ocean, safe, deep and easy to navigate. Once inside the finest surface water in the world is found for quiet boating of all kinds. Here the graceful yachts of the rich can always find safe mooring. Here will be pulled off the speediest races on the continent, favored by the placid waters of the bay and the constant northwest wind.

Golf links have been arranged on the north end of the point. Overlooking the billows of the great Pacific, and always within sound of its deep murmur, there cannot be found a more romantic place in all the world for golf links. Tennis grounds are to be marked out in appropriate places, some of them being arranged on the sand beach.

LOOKING OUT UPON THE OCEAN FROM INSIDE ONE OF THE BIG CAVES

Summer Homes by Score.

Summer homes by the score, built on the very latest plan, excelling in cost and architectural beauty the homes of Newport, will dot the peninsula from end to end. For the convenience of these summer residents it is understood that the company behind this great plan has already commenced to grade the streets and provide the water supply. The water is pure, originates in the mountains to the south, and is ample for all future purposes. The ground plans for Bay Ocean Park show that in some places the peninsula is only 250 feet wide. A street running north and south, through the center, enables the builder of fine homes to face them either toward the bay or toward the ocean, with nothing to intervene, save a wide stretch of magnificent sand beach.

Bay Ocean Park occupies the entire peninsula; it is exclusive by nature, and will always be kept so by the owners. At the south end the promoters have been careful to purchase all the property to the very edge of the level land. Beginning at this point rugged and almost insurmountable cliffs rise precipitously to an elevation of 800 feet. Mountain climbers will find this particular part of the coast an enchanting spot. Only by extreme effort can some portions of these cliffs be reached, even by experienced climbers. At places the rocks plunge perpendicularly to the ocean below. On top of this rugged series of rocky precipices grows a virgin forest of large fir trees. Species of ferns are

innumerable. Camping opportunities on this high land are wonderfully attractive.

Caves an Attraction.

At the base of these cliffs the coast is very rough. When the tide is out a great many deep caves are to be found, some of these have never been entered by man, their depth in instances is unknown, while the natural beauty in those that have been explored surpasses anything of the kind that has ever been discovered. Clinging to the rocks, far out in the water, one may gather beautiful specimens of sea urchins and sea moss. At the southern extremity of this great mass of rock, and only a half mile from Bay Ocean Park, is the Cape Meares lighthouse, one of the most out-of-the-way and seldom visited parts of the Pacific coast. This will prove an exhilarating jaunt for many. Such opportunities for exploration and "roughing it" have never been offered at a beach resort.

But what of hotel accommodations? To those who are unable to build fine homes for summer outing, to those whose visits are transient, nothing appeals more than first-class hotel accommodations. In this particular Bay Ocean Park modestly aspires to reach the very pinnacle of fame. Not one cent will be withheld by the men who are planning Bay Ocean Park that will in any way add to the appointments of what is designed to be the finest summer hostelry in the United States or Europe. Broad verandas, lavishly planned grounds, well-ventilated rooms overlooking the bay or ocean, substantial, massive and elegant, it is expected



HUGE TREES, FOLIAGE AND GRASS GROW ALMOST TO THE WATER'S EDGE.

that the \$150,000 Bay Ocean Park hotel will be sufficiently attractive to divert tourist travel from California to the Oregon coast. Remembering the millions that have been spent at Los Angeles, Coronado beach, Santa Monica, Monterey and other southern California beaches, one can get somewhat of a glimmer of the task that has been undertaken to develop a complete revolution in the course of tourist travel. Yet such is the scope of this enterprise.

A Summer Attraction.

The relation to Portland of this welcome project is more significant than one would surmise at first thought. Portland has always been disappointingly shy of summer attractions. Tourists have stopped here, it is true; have seen Council Crest, have gazed upon our harbor, have marveled at our growth, but, seeing these, they have sped on, up the Columbia, to Seattle or to the mountains. There has been no permanent attraction that would induce the man with wealth to spend his vacation here, in this respect Portland has been woefully lacking. Almost inconceivable, therefore, will be the resultant benefit to Portland of a seaside resort 57 miles away, clothed with all the magnificence that money can supply; only 7 1/2 hours ride through a delightful country as yet prior in every point to any other resort in all the world.

To say that such an innovation would be of tremendous worth to Portland is but the statement of a half truth. The entire northwest would feel the effects. The tremendous travel that has always drifted to California will be divided and Portland will receive its share. Those who have never seen Portland will see it, will see it under its most advantageous circumstances. Those people have wealth; they will combine profit with pleasure; they will seek where they may invest their surplus, while at the same time they will be enjoying the most delightful summer outing that can be found anywhere. Not only Amer-

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