

## DOWN HILL HAUL FROM 400,000 ACRES

Reason Madras Looked  
Good to Investors

### LOCATION IS UNSURPASSED

Center of Great District Rich in  
Agricultural, Timber and  
Mineral Resources

The Northwest Townsite Company of Philadelphia, which has purchased property at Madras and will soon plat the same and put it on the market, makes a business of selecting the most promising towns along the routes of new railways and then developing the property to a certain extent and selling. Only two towns in Central Oregon have thus far attracted them sufficient to cause them to invest and Madras is one of these. In the "Northwest News" a journal published by the company in the interests of their real estate holdings, the following explanation of why Madras was chosen is given. Unlike much of the literature that is unusually found in booster papers, the article concerning this section is very conservative as to crop production etc., and is withal a very creditable write up of the town and its surroundings.

Some years ago there was great excitement throughout the northwest. Swift & Company the big Chicago packers, were seeking a central location for establishing a branch plant. Every city of any importance wanted the business, and representatives besieged the officials night and day striving to impress them with the merits of their various cities. Among them were men from Portland.

"Yes" said the Swift men to all the claims advanced, "you have some inducements to offer. We'll think it over." And none of the city boosters could get any more satisfactory reply. Finally the Portland men had their turn.

"Here" said one of them, "is a city that is prosperous and growing. It has a central location, good railroad facilities, water, power—everything in fact that you'll need. The surrounding country is a stock raising district, it is rich and fertile. What more can you ask?"

"We'll think it over," said the Swift men.

"Now here is another reason why Portland is the city for your business," said the Portland man. "Its a down hill haul to Portland from all this rich country. Stock won't have to be driven over mountains in order to reach you. You'll get the best beef, mutton and pork that this wonderful country can

grow and it will reach you in prime condition."

"That means something," said the Swift representatives. "That one fact makes it look as though Portland was the city for us."

They investigated. Portland got the Swift business. It was the down hill haul that did it. "Portland stooped to conquer."

Of course the down hill haul has helped Portland in other ways. Grain farmers, for instance, appreciate the advantages of a down hill journey to the mills or the grain elevators. Twenty-five miles is a comparatively short haul in the west—hardly surprising then is it that this one feature of Portland's location has helped so tremendously to make the city what it now is?

When we saw Madras for the first time about a year ago these facts about Portland instantly occurred to us. We liked the looks of Madras. It was a thriving, hustling little city. It was the center of a rich farming district, had an unsurpassed location on the routes of the new Deschutes and Oregon Trunk railroads, water power near by, from the swift Deschutes river, and wonderful mineral and timber resources not far from its door. But more important than all of these in the light of Portland's record is the fact that it is a down hill haul to Madras from over four hundred thousand acres of the richest farming land in the northwest. Madras also "stoops to conquer." We feel sure that Madras has a great future—that its strategic location combined with the agricultural, timber and mineral wealth of the country will make a big city of it within a very few years. From all sides—north, south, east and west—the roads run down to Madras. A glance at the map, noting the direction of the watershed will verify this statement.

Madras has other marked advantages of location. It is the gateway of Central Oregon. On the north lies the rugged country of northern Oregon, traversed by many small streams and seared by gulches, ravines and the ever deepening canyon of the Deschutes river. On the west like a natural giant wall runs the Cascade range of mountains, practically impassible to any modern means of transportation, high, snow capped and pine clad. On the east and south stretches the gently rising plateau of Central Oregon—broad level and fertile.

Through Madras lies the natural gateway into this rich country, and through Madras the new railroads have laid their tracks.

The agricultural district surrounding Madras is divided into four sections to which local names have been given.

The Agency Plains country is about 27 miles long by 10 miles wide and contains approximately 175,000 acres of high, level and well fenced land having the characteristic light, sandy, "volcanic ash" soil of Central Oregon. Agency Plains is one of the most thickly settled districts of the country and a wheat growing center is destined to rank as high as any in the northwest.

At present about one-half of the land embraced by the Agency Plains is under cultivation and the average yield of wheat under "dry farming" methods is about 25 bushels an acre. In addition to wheat, oats, rye and barley, white potatoes, sweet potatoes, onions, cabbage, melons and all kinds of root crops are being successfully grown. White potatoes have yielded 300 bushels

to the acre and watermelons weighing as much as 30 pounds a piece have been produced.

Agency Plains is, under present conditions, a dry farming district, but almost its entire area could be irrigated, from either the Deschutes river at Madras or from Cline Falls (near Redmond) over the Crooked river and Willow creek canyons. At least one such irrigation project is now being planned and when all available sources of water supply are developed it will be possible to irrigate over 120,000 acres. This will naturally bring about an enormous increase in the quantity of farm products shipped and will also make possible the growing of fruits and other staples for which irrigation is desirable if not actually necessary.

Land in the Haystack country, miles south of Madras was "scripted" for \$2.50 an acre two years ago. The very same land now sells for \$25.00 an acre. In this district the rainfall averages 10 to twelve inches—about the same as in Palestine—and dry farming methods produce from twenty to forty five bushels of wheat, ten to twenty bushels of rye and twenty-five to fifty bushels of oats per acre.

The Haycreek country lies to the east and north of Madras and includes about 80,000 acres of valuable and fertile land, once given entirely to sheep ranches but now being rapidly settled. The character of the land and its adaptability to agriculture is very similar to the Agency Plains district, although is more heavily timbered.

The Grizzly Ridge country, containing about 75,000 acres, lies east of Madras between Trout creek and Hay creek. It is especially well suited to winter wheat and potatoes. Although the rainfall is greater here than on Agency Plains the land is not yet as well settled. The coming of the railroads will however, remedy this condition and before long the country will be producing heavily.

To the west and southwest of Madras and but a few miles distant are the Cascade mountains, covered from the foot-hills to the snow line with dense forests, containing millions of feet of fine timber—Oregon pine, yellow and sugar pine, oak and cedar. On the east lies a belt of pine timber containing about four billion feet. All of this timber will eventually be taken out by way of Madras.

Within twelve miles of Madras are valuable coal deposits which assure the future of the city as a railroad center, coaling station and division point. They are the only known deposits of coal which are so located as to provide the necessary fuel for the railroads and plans looking forward for their immediate development are made. In the same locality petroleum is being prospected for and, as natural gas already has been found and other indications of the presence of the oil are very strong it is highly probable that it will shortly be struck.

There is a plan now on foot to divide Crook county into three parts and when this goes into effect Madras will assuredly be selected as the county seat for the district in which it lies. From present indications it will not be long before the scheme will be adopted.

Engineers estimate credit the Deschutes river with 430,000 available horse-power—about that of Niagara Falls. Nowhere throughout the river's length is this enormous power developing capacity more readily secured than near Madras. The power which the river will produce cheaply is sufficient to turn the wheels in Madras for all time; sufficient to grind her flour, to pump her water for irrigation, supply her electric roads with current, her town with light and heat and her manufacturing with electricity. Madras is destined to become a great manufacturing city. In the first place she has transportation; secondly, she has cheap power, and last when the great possibilities of Central Oregon are at last realized—when every homestead has its family as in the case of Oklahoma—Madras will have an enormous local output for all kinds of manufactured articles.

As a stock raising district the country around Madras is unsurpassed. For years it has been a cattle country and even though the great ranches will have to be cut into farms, there will be no decrease in the quantity of beef produced. Clover and alfalfa together with the rich native grasses and succulent root crops will provide everything necessary to the cheap production of high quality beef, mutton and pork.

Madras is now a prosperous bustling town. It is attractively laid out with wide streets and good roads. The buildings are substantial and commodious; there are several good stores, a harness shop, livery stable, flour mill, local newspaper and a bank with \$80,000 on deposit. There can be no doubt that Madras is destined to become the great shipping, manufacturing and business center of the rich country in which it lies.

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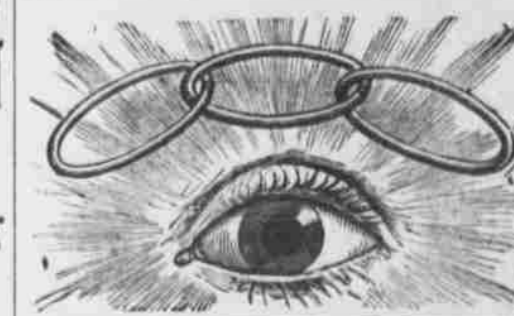
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