

Article in Portland Magazine Gives Bend Splendid Praise

OFFICIAL ORGAN OF PORTLAND CHAMBER OF COMMERCE TELLS OF AD CLUB VISIT HERE AND PREDICTS MANY GOOD THINGS FOR COMING CENTRAL OREGON TOWN.

The following article appeared in the November issue of "The Oregon Country" official organ of the Portland Chamber of Commerce, whose editor is David N. Mossesohn.

The other day—September 6 and 7 to be exact—the town of Bend up in Central Oregon, put herself on Portland's map with a large emphasis when 193 of Portland's leading citizens under the auspices of the Ad Club, were guests for two days of the boosters of the Deschutes city.

In describing the visit, a Portland paper said: "According to the visitors to the Crook County metropolis Bend is made up of bombs, explosives, nitro glycerine and dynamite." That, of course gives a hint of the lively good times given the Portland guests by their Bend hosts. But the explosive behind the gun, after all, wasn't the kind one can touch off with a match. It was a human explosive, a spirit of optimism, cordiality and, above all, unswerving faith in their own community that already has made Bend famous and bids fair to make of it a notable city. It was this spirit which made the big excursion possible, this spirit which of it a huge success and this spirit which made it different from the usual set at of the kind; for the Bend folks with admirable good sense, bent all their energies to giving their guests a royal good time, and never once neglected the social features of the outing to bludgeon the Portlanders with facts, figures, spread-eagle oratory concerning their resources, and lamentations because of Portland's lack of co-operative effort toward the development of those resources.

On the contrary, Bend simply said nothing much about itself, but instead that its guests should have a holly good time. And, of course, in the end the Portlanders saw for themselves the unique characteristics of the growing interior city, and realized, as they were meant to realize, that it behooved them to see to it that Portland's relation with that city were fostered and encouraged, for Portland's own good.

Firstly, the Portlanders met Bend's citizenship. They will agree with me, I believe, when I say that primarily it is the people of the town that make that town, far more than all its resources. And that being so, I'm quite certain that Bend need have no fears for its future, nor its investors fear for their ultimate profit who have been wise enough to read the writing on the wall and stake something upon Bend in the years soon to come.

Secondly, the Portlanders saw something of Bend and Central Oregon. I dare say many were surprised. Too many of us have thought of Central Oregon as a land of utter dryness, with little in the way of wealth producers except wheat land. This little glimpse of the interior disproved many such false notions. In addition to grain lands in plenty the excursionists saw and traveled through really vast areas of magnificent pine forests; they became almost intimate with the wonderful Deschutes river, than which there is no more remarkable power-producing stream in the Northwest; they inspected a nearly-completed irrigation enterprise, built by the state, whose construction cost has been \$450,000 and whose lands will embrace some 23,000 acres; and they caught glimpses of fragments of other irrigated segregations, where water already has replaced dust with vegetation.

Then they found a town where 12 years ago there was a wilderness of sage brush; where, indeed, there was nothing at all in the way of human habitation nearer than 35 miles. And they were told that four years ago the nearest railroad was 100 miles distant. At that place there stands

and subsidiary industries—such as box-making—start, to that point, is drawn other timber.

Pond sites are at the town's edge, and already are owned by the larger timber companies, who also control a deal of the town's realty, indicating clearly enough that Bend is their chosen investment. Had it not been for the outbreak of the war there is no doubt that a great mill—to cost over a million dollars and to employ more than half a thousand men—already would be in operation at Bend. And even now plans are progressing, surveys have been made, freight rates arranged, and all the preliminaries settled for the construction of that mill. And any minute it actually may be under way. And when the hammers begin to drive the nails, the great impetus for which Bend has waited will have come; automatically, almost, the town will double and triple in population, and, like a great snowball suddenly gaining headway, the metropolis of the interior will get under way and march forward as another important city of Oregon.

Those who have been wise and today a community which, proportionately to population, is unequaled in the state for the substantial excellence of its institutions and the attractiveness of its homes.

There are well cared for streets and cement sidewalks, substantial buildings of brick and of stone—one made, the other quarried locally—worthy of a town many times the size of Bend, a splendid lighting system, the finest kind of water service and a great number of really delightful residences.

From a community standpoint perhaps the most notable thing about Bend's equipment is its sanitary sewer system. Last year the town bonded itself for \$50,000—even in a dull market the issue went well above par—and then by direct assessment the balance of some \$50,000 was secured and a first class sewer system installed, capable of caring for the sanitary needs of a town of 25,000 inhabitants.

But Bend today is but the foundation of Bend tomorrow. In every way it is building for that tomorrow, and the substantial nature of foundations are wise, according to those who believe, as do the Bend optimists that in but a few years a city of real importance will rise where is the community of 2500 today. Behind the town lies a bulwark of natural resources still in almost virgin state, so far as development is concerned. There is a vast area of dry farming grain land, thousands of acres of irrigated lands and an unbelievable empire of grazing territory; in the nearby forest reserves alone graze more than 50,000 sheep each summer. Then there is the water power—enough, in truth, to supply the needs of every Northwest community, and all close to Bend and all economically developed. But most immediate is the timber.

Where the railroad and the river and the timber meet is Bend. Topographically its position as a lumber manufacturing point is ideal. Probably not less than twenty billion feet of pine must be milled there, because it would be economic folly to try to upset gravity and mill it elsewhere—an expensive experiment! And probably much more than that will be manufactured at Bend, for where manufacturing once starts, and labor

forewarned will profit, and profit mightily. And especially will Portland profit, if its merchants and its people realize once for all, as did the excursionists of last month, that there on the Deschutes is a community worth watching and worth cultivating, for selfish reasons if for no other.

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