

TO ADVERTISE COUNTY IS PLAN

IDEA IS FAVORABLY RECEIVED

Commissioner Overturf and State Engineer Lewis Evolve Scheme—To Take Large Photograph From Mountain Top—Roads to Open

A plan for the advertisement of the resources of Crook county worked out by County Commissioner Overturf and State Engineer Lewis, now under consideration by the county court, will probably be adopted by the court at its coming meeting in June.

The plan contemplates an exhibit at the state fair of a large photograph giving a panoramic view of this section from the top of one of the Cascades and in connection with the photograph a collection of county products. The photograph will also call attention to the scenic attractions of the county and the cooperation of state bodies will be sought to make these available to tourists.

Mr. Overturf took the plan up with Mr. Lewis on the occasion of his recent visit here and has since received from him a detailed outline of the possibilities of the plan. This he took up with the court at its recent session with the result indicated above.

Mr. Lewis letter is as follows: May 1, 1916.

"Mr. H. J. Overturf, County Commissioner, Bend, Oregon, Dear Sir: At your request, I have gone into the question of cost for making an exhibit of Crook county products and scenery at the State Fair in September. A detailed estimate is enclosed herewith, together with tentative plan for knock-down building. We have consulted a number of photographers and artists in Portland, and believe that an exhibit superior to anything heretofore attempted in this line can be had for the money, if Crook county succeeds in getting the various state departments inter-

acted in this region to co-operate; for instance, the Desert Land Board has approximately 6000 acres of land on the Tumalo project in your county for which a full water supply is now available. These should be advertised and sold. The department should co-operate in this exhibit.

"The State Engineer's department could, at little expense, prepare large illustrative diagrams showing present and proposed irrigation projects in your county, also Jefferson county. State aid in financing these should be had as well as settlers for existing projects. Both objects could be advertised in this exhibit, and so far as I am personally concerned, would be glad to co-operate with your county in advertising your irrigated lands and irrigation possibilities, as well as water power possibilities.

"The State Highway Commission should co-operate, as there is great need for a road along the crest of the Cascade mountains connecting Crater Lake with Mt. Jefferson and the other roads which cross the mountains from the Willamette valley to the Deschutes valley. This would open up the scenery of this region and permit tourists coming from Medford to Crater Lake to go north, taking the train at Bend, or down the middle fork of the Willamette or perhaps down the McKenzie river road to Eugene.

"The Fish and Game Commission should co-operate in making moving pictures of the bird and animal life of this region, including pictures of the water falls and incidentally the scenery of this region.

"I have taken this matter up with Mr. Putnam upon the theory that Crook county would hardly dare to undertake such an exhibit without the assistance of the various state departments. He joins me in the belief that the state should co-operate and assist so far as possible any county which will undertake such a permanent educational exhibit. At the close of the State fair, this exhibit could be placed upon some vacant lot near the center of the city of Portland. Later, perhaps, the railroad company could be induced to ship this east to Chicago, New York and other points and care for it without expense to the county. When the plan is sufficiently well under way to insure success, I will gladly co-operate with you, Mr. Putnam, or anyone else in asking the railroads, perhaps, to contribute a small amount towards the undertaking. I find that several hundreds of dollars in prizes can be secured from

the State Fair Board, so that in the end I feel that your county can secure an immense amount of advertising at very reasonable expense, which should greatly increase the taxable wealth and justify the expenditure.

"The main feature of the exhibit will be a panorama view from the peak of Broken Top Mountain, 3653 degrees, enlarged to perhaps 40 inches, or if funds permit, to 6 feet in height and tinted equal to anything presented at the Panama-Pacific exposition. The picture will thus be either 42 or 75 feet in length, cut in the center, half of which will be at the left and half at the right of the little building in the accompanying plan. Above this panorama view will be a large scale colored picture of such scenic points as Paulina lake and connected with ribbon to the panorama; also pictures of the Tumalo project with suitable labels advertising state lands for sale, giving prices. Above the Central Oregon Irrigation Company's Project near Prineville will be shown developed, irrigated farms, and towards Madras will be pictures of the great North Unit country with an appeal to the Willamette valley people to come over and help them bring water to these thirsting plains.

"Below the panorama and on the floor to the railing will be exhibits of the agricultural and industrial development of your county. The plans is on a small scale along the lines of the Canadian exhibit at the Panama-Pacific exposition.

"If funds permit it may be possible to work out through proper lighting effect, morning, noon and night features with electric lights showing the location of Bend, Prineville, Redmond and other towns with reference to the landscape.

"I am enclosing herewith a number of pictures taken from Broken Top mountain. The weather was smoky at the time and most of the snow was gone. They are, however, sufficiently clear to illustrate what can be expected in a landscape picture from the point suggested. These were shown to Mr. Gifford of Portland, who tells me that a panorama from this point would be an entire success.

"I am enclosing herewith a forest service map on which is shown in red an approximate location of a great road from Crater Lake to Mt. Jefferson, connecting the various cross roads. With a very small portion of this road built, tourist travel from Medford to Crater Lake could be brought through Crook county under present conditions. With additional sections built, this travel could be diverted to Crook county or down the middle fork of the Willamette or the McKenzie rivers to Eugene. A preliminary survey of this line should be made in order that the wonderful scenery to be exhibited in this panorama view can be made accessible to the public. Most of this is in Crook county. Upon petition to the highway commission, I have no doubt that the necessary funds for this survey can be secured so that a plan and estimate of the cost of opening up these wonderful scenic attractions can be presented so as to interest the Forest Service or the people of Oregon in building the road.

"The Desert Land Board can prepare artistic charts showing its Carey Act projects and location of Tumalo lands for sale in your county. This Board, through Mr. Dubuis, its inspector who is now in Central Oregon, could, if your county desires, collect exhibits of agricultural products of this irrigated section and

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