

# THE HEPPNER HERALD

S. A. PATTISON, EDITOR AND PUBLISHER  
An Independent Newspaper

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### MODERN HOTELS PAY

Many times during the past year since the question of building a new hotel has been uppermost in the minds of most Heppner people, has the remark been heard that "a hotel in a town like Heppner never pays; that the Palace did not pay and there fore a new hotel will not prove a paying investment."

This statement however does not seem to be borne out by the facts.

The little town of Wasco, over in Sherman county, has a new and modern hotel and it is said by the men who should know—that is the man who put up the money to build it and the man who leases and runs it—to pay handsomely.

Wasco had a poor hotel up to a few years ago when "Dutch" McCoy, a bright and progressive business man who had accumulated a fortune in Wasco, was appealed to by the hotel man of the town for help to build a new hotel.

Mr. McCoy then held the general belief that a good hotel would not pay in a small town, but knowing that the town needed a better hotel and that he could afford to build one for the good of the town where he had made his money, he slapped the hotel man on the back and told him to go to it.

A small hotel of 35 guest rooms was built and it was made modern and strictly first-class in every particular. Mr. McCoy looked upon the building rather as a monument than as a business proposition but a few weeks ago, at The Dalles, he told this writer of his hotel experience and wound up the story with: "And the funny thing about it is that the darned thing is paying fine and we are turning away so many people every night that we are being forced to build a 28-room addition this summer."

If Wasco, a smaller town than Heppner, not a county seat, and without the big interior country to draw trade from, can do that well with a hotel Heppner can do better with a much larger hotel.

Heppner should not make the mistake of over-conservatism either in size or in modern equipment when starting in to build a new hotel. The best is none too good for Heppner, and for the people who will from day to day be the city's guests.

Follow "Dutch" McCoy's example. Make it a beautiful monument to the memory of the man who built it, an attractive, comfortable, even luxurious place for the wayfarer to stop and a source of revenue as well.

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### MATLOCK FUNERAL LARGELY ATTENDED AT PENDLETON

The funeral of the late Wesley N. Matlock, held this afternoon from the Church of the Redeemer, with the Rev. Alfred Lockwood officiating was marked by the closing of the First National Bank and the American National Bank, the garage and the theatres. The attendance at the funeral was one of the largest in the history of Pendleton.

All bearers for the funeral were John Vaughan, G. L. Dow, Omer Stevens, Dean Shull, Al Dupain and Marvin Turner.

Among the out-of-town relatives here for the funeral were Mr. and Mrs. T. G. Matlock of Heppner; Leslie N. Matlock of Heppner; Joseph D. Matlock, Eugene; Mrs. Edes Matlock of Eugene; Miss Pauline Mims of Portland; Mr. and Mrs. George Swaggart, Ben Swaggart and Mr. and Mrs. Grover Swaggart, all of Heppner—East Oregonian.

### BIG STEELHEADS IN BEND LAKE

Steelheads planted a few years ago in East lake, 40 miles from Bend, have grown to a size making it virtually impossible to land them. N. G. Jacobsen, supervisor of the Deschutes national forest, reported on his return from a trip to the lake. Some of the fish, he estimates, will weigh over 10 pounds.

FOR SALE—Latest Werner edition of the Encyclopedia Britannica, 32 volumes; one more volume will bring it down to present date. Good binding. A bargain at less than one-half first cost price. Enquire at this office. 6-4f.

### WHEAT LAND WANTED

We have clients wanting to buy and trade for wheat land. If you desire to dispose of your place please write us price and terms or state what you will accept in exchange for the same.

NORTHWEST LAND & TIMBER CO. 1102 Northwestern Bank Building Portland, Oregon.

### ELKS ACCEPT PLANS FOR NEW BUILDING

Heppner Elks are soon to have a new home.

At a meeting of the building committee last Saturday the plans of Architect John V. Bennes, of Portland, were accepted and as soon as the working plans and specifications can be completed, a contract for construction will be let and the building will be rushed to completion.

The new building will occupy the Elks' lot on Main street, adjoining the old Palace hotel property, and will be two stories high and will cost about \$42,000.

The rear portion of the first floor will be occupied by a theatre with seating capacity of some 480. The front of the building will be occupied by two small store rooms with a spacious entrance and foyer to the theatre in the center.

The second floor will be given over entirely to the uses of the lodge. At the front will be comfortable club rooms, reading room, billiard room, etc., and at the rear will be the lodge and banquet room. These two rooms will be so constructed that they can be thrown together whenever occasion requires, giving a lodge room some 53x61 feet in dimension. The two rooms will be separated by heavy folding doors, which when closed, will give the same degree of privacy to lodge sessions as though a solid wall divided the rooms.

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### NOTSON SAYS THEY ARE JEALOUS

Hon. C. E. Woodson and County Commissioner George Blackman are having considerable amusement at the expense of District Attorney Notson and his maneuvers at the Rose Festival last week.

The three started out to see the big parade together, so Woodson and Blackman claim, and in the throng they soon lost Notson. Later they discovered him riding on a float with a bevy of beautiful "swimming girls" from one of the Portland theatres.

Mr. Notson makes no denial of the fact but he affirms that all that is the matter with C. E. and George is that they are insanely jealous because the mermaids did not invite them to ride too.

### MORE BOOZE FOR THE FISHES

Sherriff Shutt and Deputy McDuffie yesterday arrested Carl Yaunt on the road between Heppner and Ione finding a quantity of whiskey in his possession. He was brought to town and spent the night in jail and this morning paid a fine of \$102.50 in Judge Cornett's court. The liquor went to James Goodrich, and had been taken along the Willow creek route.

### SHERMAN LEAVES DONATE TO RED CROSS

A check of \$100 which was made out by the ladies auxiliary of the Ancient Order of Hibernians, for the use of \$50 which has been turned over to the Morrow county chapter of the Red cross. A check for a week of flour was also turned over to the Red cross.

### EXAMINATING MORE OF COUNTY TIMBER LAND

Willard Berren spent several days last week in the mountains with a party of Portland timbermen looking over a number of tracts of timber which they have under consideration for purchase.

### FARMERS VISIT SHERMAN COUNTY FARMER'S PICNIC

A delegation of Morrow county farmers headed by County Agent L. A. Hunt attended the farmers' picnic at Meco last week and took in the experiment station demonstration farms near that city. All report a very pleasant visit as well as a profitable one the ideas gathered at the experimental farms being well worth the money to any progressive farmer.

Those who attended from here were: Mr. and Mrs. Fred Lucas, Andy Hood, Jr., Oscar Keithley, George and Bert Peck, Harvey McAllister, C. N. Fridley and L. A. Hunt.

### SUNDAY CHICKEN DINNER

At Parkers Mill every Sunday. Finest summer resort in the county. Try our dinner next Sunday and you will be sure to come back. Make your table reservations in advance by telephone thus insuring our best attention. 4-f.



### JUDGE CITY BY ITS STREETS

Importance of Well Laid Out and Properly Kept Thoroughfares Cannot Be Overestimated.

Streets are the lines of expression on a city's face. They are the ideographs of time, recording the thoughts, passions, impulses of the city-soul that dwells within. They are as surely the indices of a city's character as the lines on a human face, a betrayal of whatever is ugly and sordid, an earnest of whatever is serene and gentle and strong.

"There are mean streets," says Balzac, "and streets that are merely honest; there are young streets about whose morality the public has not yet formed any opinion; there are murderous streets—streets older than the oldest hags; streets that we may esteem—clean streets, workaday streets and commercial streets. Some streets beguile well and end badly."

In a city where the trees have been discarded to promote convenience and advantages of commercial thoroughfares there are just such streets which distort and mar its beauty. It is a custom with us here in America, with the encroachment of business upon a residential district, tree-lined, shady and inviting, to invade with vandalle hand and fall the trees. Planting signs may then be suspended over the pavement to arrest the attention of the passerby; display windows may be erected to view from either side of the thoroughfare. There is an irreverence in such practices; beauty and charm have been turned to the uses of barter and trade.

### PLAY PARKS TO FOLLOW WAR

Splendid Idea Which Has Arisen in Canada Might Well Be Emulated in This Country.

Play parks for children, which will stand for all time as peace memorials, will be established in all the principal cities of Canada. If plans of the Ottawa Horticultural society, supported by the Ottawa playgrounds association, are carried out.

The purpose of the parks will be: "To help make impossible for coming generations the reality of another war; to hold up for emulation for all time that spirit of unselfishness which stirred those of this generation and enabled them to secure for mankind the advantages of peace; and to encourage all those who enjoy the first fruits of peace to dedicate to the ideals of civilization a memorial which shall have the significance of a guaranty that life in the future shall have a fuller measure of joys and rewards."

The parks, according to plans, will enable children to enjoy summer and winter sports and recreations. They will be centers for holding annual peace celebrations. In them some memorial will be erected—a tablet, perhaps—on which will be recorded each year some of the dominant benefits peace has conferred upon the world.

### Architecture Important

It is an asset to own a well-designed home—a home done by an artist who understands the essentials and principles of good design; there are only too few who know these principles and how to practice them. The first essential to inexpensive building is simplicity of general composition, but to make it a success there must be careful proportions of every part in itself and its relation with adjacent parts and the whole. The scale of the house must be just right. Its character is as necessary as the character of the individual.

Good judgment is a rare talent and it must be exercised in the small house just as much as in its more expensive, ornate and pretentious neighbor.

To live in a home of architectural merit, however simple it may be, is a blessing and brings joy and life even though it may come to some almost unconsciously.

### City Government Important

City government touches the citizen in manifold ways and is of more vital importance to his interests, business and personal, than any other sphere of governmental activity with which he comes in contact. It collects more taxes from him and expends more money. Its problems are among the most complex with which public officials have to deal, and being largely of a business nature, every mistake which is made helps to raise the citizen's taxes. If its problems are to be well solved, if the city is to be benefited by the successful achievement of other cities and profit by their failures, city officials must have access to all available information and data to be had upon these various problems and subjects.

### See End of the Board Fence.

As wooden fences wear out owners of property should not fail to replace them with wire. The price of wire has mounted along with other things, but boards have gone still higher. Lumber will, I believe, continue high. Hence the back yard board fence is, I believe, doomed, and ought to be. It is hard to imagine anything more unsightly—Building Inspector Osborne, Harrison in the Baltimore News.

### CECIL ITEMS

Zenneth Logan arrived in Cecil on Monday from Pendleton and spent the week amongst his friends leaving for Butter creek Monday.

Walter Pope was a business visitor in Arlington Saturday.

Ed Martin of Butterby Flats who has been having a vacation arrived from Pendleton Saturday, leaving on Sunday for Sand Hollow where he is to resume his duties as herder in the mountains for the Hynd brothers of Sand Hollow.

C. A. Minor came down from Heppner Saturday accompanied by Mrs. Mrs. W. Matlock, of Heppner, leaving Sunday enroute for Portland, accompanied by Mrs. Bennett and Miss Georgia Summers of the Last Camp and Miss Violet Hynd.

Clifford Henriksen and Herbert Hynd went up to Heppner Saturday and took in the Forty-nine carnival. Both seemed to have been well satisfied with their evening's outing.

Mr. and Mrs. J. H. Franklin and daughter Miss Bernice of Rhea spent Sunday with Mr. and Mrs. Jack Hynd.

J. H. Miller and Olaf Johnson were doing business in Cecil Sunday.

Jack Knox and George Davis left Butterby Flats ranch Sunday each with a band of sheep on their way to their mountain ranges for the summer. Roy Scott taking the job as camp tender. Jack Hynd was quite pleased with both bands. He says he never had them looking better.

Mrs. Sarah Harrison from Gateway came in during the week and will spend a few days with Mr. and Mrs. Albert Falconer of Willow creek.

Hiram Beard who has been working in and around Cecil for the past few weeks left for his home in Portland Monday.

John Mollahan who has been hunting mountain range arrived in Cecil Monday from Spokane Monday evening. John is now busy shearing his sheep before leaving Cecil.

Galvin Falconer who is working on the Tom Dean place accompanied by Hazel Dean were business visitors in Cecil Wednesday.

The Misses Fay and Mary Riche of Ione are visiting at the Crabtree for a few days at the present time.

S. J. Goodgame from the Farnsworth ranch was doing business in Cecil Wednesday.

Mrs. T. S. Pettyjohn of Heppner is visiting her daughter, Mrs. Ben Barnes of Cecil.

A. Henriksen, Ostar Lundell and Jess Dees, all of Willow creek, were all in Portland at the meeting of the State Highway Commission.

We are informed that Karl Farnsworth has invested in a new Ford car and can now be seen practicing on the Willow creek highway.

Ralph Winter went over to Arlington Wednesday to meet Mr. and Mrs. Homer Franks of Kennewick. Mr. Franks is one of the boys just new from France and intends locating for the future in Ione.

Mr. and Mrs. Rolph of Lewiston, Idaho, made a short stay during the week in Cecil.

Mr. Burgess of Pilot Rock, was a Cecil caller Thursday. Mr. Burgess had a slight trouble with his new Premier car and had to call in an expert before he was able to leave.

W. G. Patmateer was seen wed-

ing his way to the Cecil store Monday with his face radiant with smiles and his hands full of beautiful roses of various colors which had been grown in his garden on his hill ranch. He wished Cecil to hold a rose carnival of its own.

A birthday party was held at the Crabtree home on Sunday celebrating the third birthdays of Misses Dottie and Dimple Crabtree. A pleasant time was spent by about eighteen little friends who were present.

LOST—Shepherd dog six months old white with brown spot around each eye; brown spot in middle of back. Liberal reward for return or for information leading to recovery or to identification of party seen picking him up Saturday night, May 31st. Joe Robbins, Box 506, Heppner, Oregon. 6-8

## IT TALKS

A Well Tailored Suit  
Perfect in Fit—Fashion  
and Finish is Big Capital!

### WE CAN PROVE

The Superiority and Popularity  
of our  
**MASTER TAILORED**  
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**NEWEST**  
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City  
Craze

**PHELPS GROCERY COMPANY**  
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**Sauss Brothers**  
MASTER TAILORS

# The Building Question



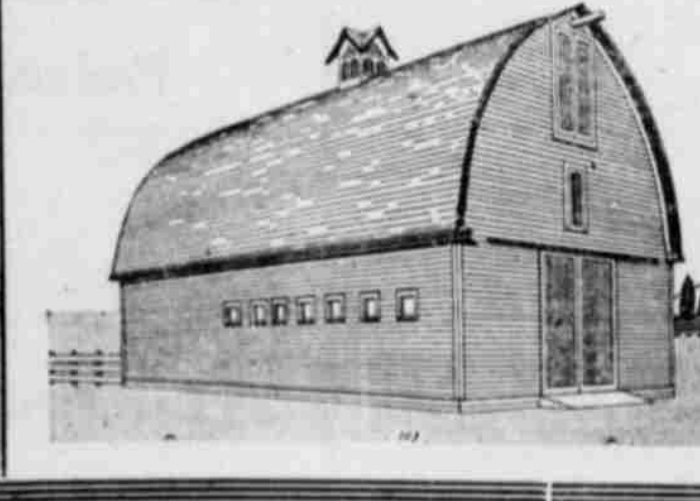
Is paramount in the country today. During the war practically all building operations throughout the United States were stopped—while the demand for houses and other buildings went on increasing day by day until it is now one of the most important questions before us.

The need is greater than ever today and you can build cheaper now than you can six months hence. Lumber and other material will get no cheaper but will go much higher. We are doing everything possible to encourage building in Heppner and have a fine showing of

## Plan Books, Blue Prints and Estimates

Which we gladly place at the disposal of our patrons. They cover a broad field in the building line and include everything in the way of late ideas in residences from a neat little cottage to the most pretentious bungalow. On the far nothing adds to the pleasure of life more than a correct solution of the housing question. And we can solve it for you—whether it be a residence, a barn, machinery shed, dairy house, chickenhouse, grainery, or whatever the need may be.

We have everything you need in the way of High Grade Lumber and Building Materials and will be glad to talk over your Building Problems with you.



# HEPPNER PLANING AND CHOP MILL

MARTIN REID PROPRIETOR