

THE HEPPNER HERALD
AN INDEPENDENT NEWSPAPER

S. A. PATTISON, Editor and Publisher

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PLANNING A BETTER HEPPNER

"Naturally, all outdoors is beautiful. It is through so-called civilization that this beauty is marred to such an extent there comes in time a movement for restoring it."—J. H. McFarland, president American Civic Association.

Taking the above statement as a text, it may be said that few, if any, American communities are exempt from the indictment.

No doubt when the first white man viewed the present location of Heppner, he was impressed with the beauty of the spot. One can easily visualize the unmarred beauty of the scene that met his eye. The grass-clad hills, the willow-fringed stream, the clear cut sky line on every hand.

The natural beauty of the location may have induced the first settler to drive his stakes and build his cabin here, but it is not probable that any such aesthetic considerations prompted the first merchant to bring in his load of beans and bacon, powder and shot, shoes and overalls, and start the first store where Heppner now stands. It is much more likely that the divers Indian trails crossing each other at this point, indicating the future travel courses of the coming white population, was the primary cause of the beginning of the town of Heppner.

In no part of the country have primitive business and an aesthetic love of the beautiful gone hand in hand. The early business man, like his modern brother, came here to make money, and it is unlikely that he stayed awake nights planning a "city beautiful" for the coming generations. Perhaps the early "shacks" like some of the present ones, marred the natural beauty of the location, but, reverting to our text, there must come in time a movement for restoring that beauty.

To the modern observer, whether he be "to the manor born", or a casual visitor, the need at this time for some definite plan for the beautification of Heppner's outdoors must be apparent.

We have long been told that not much could be done in the way of making Heppner a more desirable place in which to live until the town had an abundance of mountain water to supply all of the community needs, including domestic use, fire protection, lawn, garden and street sprinkling, and without the excessive cost of deep well pumping. That need has finally been met, and the time now seems opportune to at least start a movement to restore the natural beauty of this hill-bound spot which has been so woefully marred by the hob-nailed footprints of early and present day civilization.

To make Heppner the really beautiful town it has a license to be, we need a greater population. Instead of the 1200 or 1500 people we now have, we need twice or three that number. Instead of the present amount of taxable property, we should have two or three times that amount. This increase could readily be had without increasing the present limits of the municipality, without extending the present street mileage. The result would be to decrease the present excessive tax levy while making it possible to improve our streets, to provide a park, playgrounds, a civic center, if you please, and many other modern advantages to which so many of us have too long been strangers.

What we need to do is to "sell" Heppner to prospective home-makers and business people, and every business man knows that to secure the best class of patrons and the best price for his product it must be made attractive.

Let us, then, begin now to plan how we can best make Heppner an attractive home town. It will require much thought, considerable effort, united action for the common good.

Is it worth the effort? Assuredly. Have we the class of people in Heppner who can work out such a plan and put it over? Certainly we have them, plenty of them. Plenty of capable business men. Plenty of capable, intelligent, visioning women to put any good movement over once they get together and begin thinking along intelligent, practical and united lines.

What a wonderful opportunity for community service and community betterment is here offered for the consideration of the Brotherhood, the Civic club, the Patron-teachers, and the Commercial club.

All that is needed is a definite plan, well thought out to start with, a unity of purpose to carry the work along, and a general self-effacement of the individual for the aggrandizement of the community to complete the work.

Isn't it worth thinking about, talking of, writing for, planning out?

NATIONAL NEWS SERVICE FOR HERALD READERS

Through an arrangement with the Portland Telegram, the Herald today gives its readers the first instalment of a regular telegraphic news service from Washington, D. C., which is supplied by the Telegram's special Washington representative.

This is a new departure for an Oregon weekly newspaper and, we believe, will be appreciated by the people of Morrow county.

No attempt will be made at the present time to give an extended report of general congressional happenings, but matters of general interest, and particularly measures

LUCKY STRIKE
cigarette

It's toasted



LYCEUM COURSE CLOSES

The last number of the lyceum course given here under the auspices of the patron-teacher association, was given last Friday evening. Roseth Knapp Breed, noted humorist and entertainer, being the attraction. Mrs. Breed's program, which consisted of monologues, character sketches and short stories, was well received. The course has been a success and it is understood that a similar course has been arranged for next winter, this time being under the direction of the high school. It is understood that the recent course was a success financially as well as in point of merit.

SLATE

Lois Claire, 16-month daughter of Mr. and Mrs. Howard Slate, of near Lexington, died Saturday from an attack of pneumonia following whooping cough. The funeral was held at Lexington Sunday afternoon.

Poetry and Prose.

"Dancing is the poetry of motion." "Maybe it is," answered Senator Sorghum. "But give me the solid prose of a march upon the Avenue to an old-fashioned patriotic tune."



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Will Sensitiveness to Criticism Make Woman Raise Political Morality?

By EDWARD H. REEDE, Psychologist.

The purely thinking mind is fundamentally alike in both sexes. There is no foundation for the traditional inferiority of the feminine intellect. The great handicap is apparently first, the craving of the little girl for parental approbation, then of the maiden for the approbation of her suitors, and then the mature woman for the approbation of her husband or her employers.

It is in the business world that this tendency is the greatest handicap to women. Shrewd employers of women know that well timed approbation and praise often will be an entirely satisfactory substitute for a raise in salary or the payment of a just wage.

Whether this sensitiveness to criticism will cause women to raise the standard of political morality remains to be seen. There is good reason to hope it will.

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