

Morrow County, Oregon—the Last Frontier—BIDS YOU WELCOME

Heppner & Morrow County Welcomes Settlers, Investors

Heppner, the County Seat

Heppner, the county seat of Morrow county is approximately the geographical center of the county. It is the county's main trading and shipping center and today a veritable beehive of industry. Heppner, as in the case of other Morrow county municipalities, is ever forging ahead and is destined to a greater future.

Heppner is located 62 miles west of Pendleton, served by the Oregon-Washington highway, and 46 miles southeast of the Columbia River highway, in close proximity to Portland and other larger markets. The excellent railway and improved highway transportation facilities are among our greatest assets. Here the farmer produce as nowhere else in the land and has excellent transportation facilities close to larger markets, thus assuring him economical operation. We have daily bus service to Arlington and Pendleton.

The population of Heppner today is approximately 1500 which population is ever growing. The country tributary to Heppner is a well settled, highly improved and well developed agricultural area devoted to general farming and livestock. The leading crop is wheat for which this section is particularly noted, with sheep, cattle, hogs and poultry running a close second. All manner of garden truck, fruits, etc., are also raised successfully. These items will be dwelt on more at length throughout the following pages.

Heppner is, above all else a busy commercial center and an ideal home city. A fine place to live and to rear your family. A clean town throughout, a city where crime and immorality are unknown factors. It boasts in particular one of the most beautiful of residential sections. Here will be seen miles of macadamized streets, cement sidewalks, fine residences, pretty and well kept lawns, an excellent street lighting system and all else that is attractive to the eye for the permanent resident.

Our school system is our particular pride. Pictures are shown in this issue of the modern high school building and new auditorium completed in December, 1927, which is considered one of the best equipped in the west. This was erected at a cost of \$27,000.00 and serves well its purpose. In particular it is given over for physical training, sports, athletics. Included in the equipment is a stage and six hundred seating capacity auditorium which is used for school plays and the like.

At Heppner various religious orders are well represented, all occupying their own buildings and boasting of healthy memberships. The churches here include the Methodist, Episcopal, Christian and Catholic. Pictures of these churches are shown in this issue. All fraternal organizations are likewise well represented, leading among whom are the Masons, Elks, Odd Fellows, Neighbors of Woodcraft, Knights of Pythias and others.

The business life of the city is prosperous, drawing trade from many miles of adjoining farming country. There are two banks, among the strongest in the west, a number of hardware and furniture houses, the usual array of general stores, exclusively grocery and dry goods houses, machine shops, garages, auto agencies, theater, jewelry houses, a bakery, several restaurants and in fact all usual lines of retail business are well represented and in most cases occupy their own imposing and modern business structures. A few of these examples are shown in the pages of this edition.

Throughout the pages of this issue we are endeavoring to give you of other parts an accurate mental picture of the advantages offered in this locality so that you may eventually become one of us. Here you will find a truly God loving and God fearing people who will be giving you the glad hand of welcome and who will be interested in your success after your arrival.

WELCOME TO HEPPNER AND MORROW COUNTY.

COME TO OREGON

(From Oregon Journal, Portland, Jan. 3, 1928.)

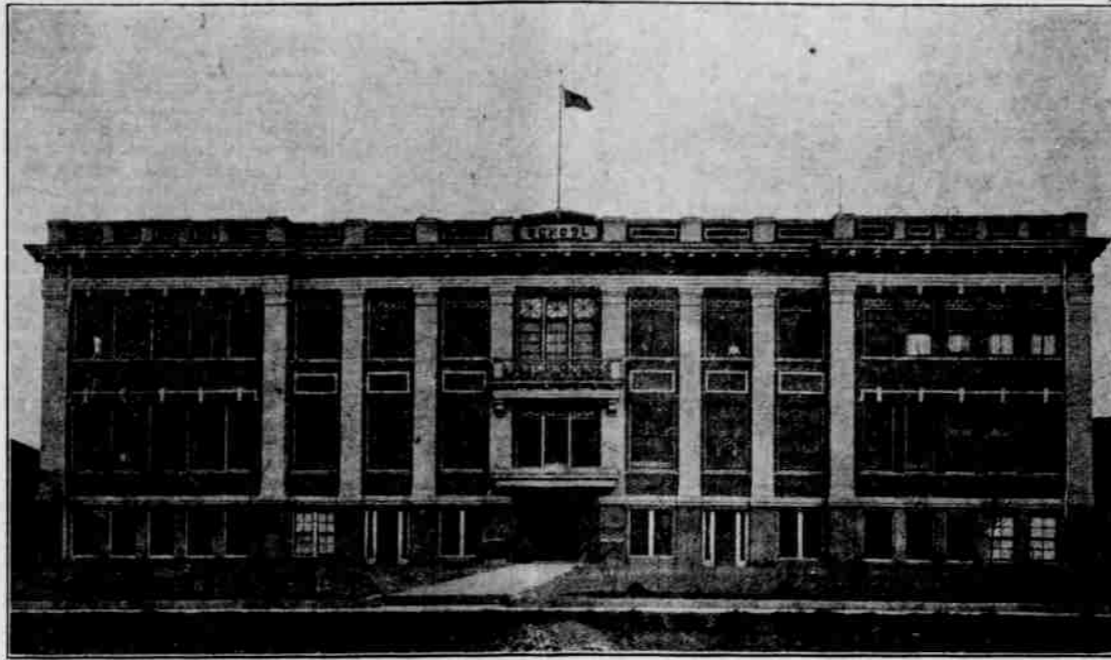
Months have passed since the Oregon development fund permitted further advertising of the farm home opportunities of Oregon. But Mr. Ide, manager of the State Chamber of Commerce, says farm families are coming to Oregon at a rate of 30 to 50 a month, even during the winter weather. During December 53 new families appeared, coming from almost as many different places on the North American continent, and their investment reached a total of \$240,000.

The record for the year was even better—735 new farm families whose investment in farm homes in Oregon totaled \$2,715,880. Since the invitation to the Oregon rural home became systematic, 5100 families have appeared at the land settlement headquarters announcing their readiness to make their residence in this state. Of this number the record shows that 3200 definitely located and that their collective purchases totaled between \$15,000,000 and \$16,000,000. How many of the others were actually located cannot be said, for they did not report.

There has been a gain of 3 per cent in the farm population of Oregon. It is stated, although in other states the farmer's hold on the soil is little by little being relinquished. It is a growth here due to effort that should not be uncertain or vacillating, but that should be sustained because it is profitable and because it gives to thousands who are interested a definite impulse to broaden their opportunities and increase the pleasure of living by coming to Oregon.

Ideal home cities. Cities in which you will like to live and raise your family. Congenial, God-fearing neighbors, the best of educational facilities for the advantage of the younger generation. Make your future home at Heppner or elsewhere in Morrow county.

MODERN FACILITIES GIVE EXCELLENT EDUCATIONAL ADVANTAGES



High School Building at Heppner. Erected in 1912 at Approximate Cost of \$47,000.00.

EARLY HISTORY OF MORROW COUNTY

The greater part of the territory out of which Morrow county was formed was, prior to February, 1855, a part of Umatilla county. The old immigrant trail, the highway over which the great western army of civilization wended its way to the Willamette valley and the coast passes through the northern part of Morrow county. It is, therefore, likely that the first white men to see this section were among the earlier settlers heading for the coast. But even as is now the case of the railroads, this highway passed through what was really the worst section of the district. Consequently, the early visitors did not see its full advantages. It is a matter of record that there were cattle run on this territory as early as 1862. As early as 1864 a small colony of settlers had located at the forks of Rhea and Willow creeks, eleven miles below the present site of Heppner. The population during the next few years probably did not exceed a dozen families, but the years 1867-68 and '69 saw an extensive immigration of cattlemen.

These settled along the creek bottoms where an abundance of rye grass could be available for their winter feed. The first sheep were brought into the country by P. C. Thompson and Boone Mulkey, who established their camp in what is known as Thompson's canyon just east of Heppner. This then became known as an ideal sheep and cattle country and the coming years saw a steady increase in population. In the early eighties the first experiments in the raising of wheat and other cereals was undertaken. The results, owing to particularly favorable weather exceeded their fondest expectations. From then on the farming possibilities were noted and received corresponding attention. The results were electrical. People rushed into the country, filed claims, took up homesteads and commenced clearing land and putting it under cultivation. The influx of people soon gave such a population to this part of what was then Umatilla county that soon the

Welcome to Morrow County

Our Message

IN SENDING to you of other parts, dear reader, this message of welcome to Morrow County, we are not sending you a real estate circular with the intention of selling you lands of perhaps questionable value, nor have we any axe to grind, whatever. It is a message sent by all of our people working in conjunction with this paper, carefully and conservatively compiled so that you may know the real truth about this country and once knowing the truth, will interest yourself here, will settle here or invest here and eventually become one of our own happy, prosperous and contented family.

We realize that our own success will depend on your success. We will be interested in helping you succeed after your arrival. This country is as yet in its infancy and offers untold opportunities to those who will diligently and intelligently apply themselves. Thrift and industry have their reward here. We want more farmers. We want more industries. We want more citizens. A personal investigation will convince you. Pay Morrow County a visit. You will come again to stay.

Welcome to Morrow County from Morrow County's people.

In December 1888 the railroad was first completed to Heppner by the then O. R. & N. company which had been negotiating for some time to this end, realizing that here eventually would be one of the greatest of the west's producing sections in agricultural lines.

MORROW COUNTY GEOGRAPHY GIVEN

Morrow county is in eastern Oregon—one of the tier of counties having for their northern boundary the Columbia river. It is a little less than 40 miles wide by 60 miles deep, with an area of 2625 square miles, or 1,680,000 acres—twice the area of the state of Rhode Island. Of this, approximately 1,120,000 acres are tillable. A spur of the Blue mountains traverses the county toward the

south, and, clothing the mountain slopes, are magnificent forests of fir, hemlock and tamarack. Toward the center of the county, the mountain ranges give way to rounded hills and broad plateaus. These, in turn, merge into level plains stretching away to the Columbia on the north. The principal drainage of Morrow county for its main arteries Willow and Butter creeks. These streams have their origin in the mountains and flow across the county to the north, discharging into the Columbia. The altitude of the county varies from 250 feet on the Columbia to 4000 feet in the mountains.

Investigate Morrow county's many and varied advantages. Do it in person. Before you locate look over Morrow county. Get in on the ground floor. There is room here for you and success awaits you in our section.

SCHOOL HAS COMBINED AUDITORIUM, GYMNASIUM



Fine New Building at Heppner Just Completed at a Cost of \$27,000

HEPPNER'S EARLY HISTORY IS CITED

The town of Heppner was originally known as Stansbury's Flat. It was so named in honor of Geo. W. Stansbury who, in 1869, purchased the claim to it of a man named Estes and established his habitation in a rude cabin which stood on the spot where is now one of our main residential sections. For some years after this cabin was the only dwelling place of a white man for many, many miles adjacent and perhaps many a weary traveler found rest here. By 1872 a few other settlers had established themselves in this district. Supplies at this time had to be transported from Umatilla Landing, the great distributing point for this whole interior country.

In 1872 Hon. J. L. Morrow, a merchant of LaGrande accompanied Thomas Quaid to this section, it having been suggested to him that a favorable site for a mercantile establishment would be found on Willow creek. At this time the population did not number more than 50 that might be counted on for trade, so the utmost confidence in the future was necessary. But such a man was Morrow. He re-

turned to LaGrande and made arrangements with Henry Heppner as a partner to purchase stocks and start. In August of 1872 Heppner and Morrow were ready for business and so became part of our history. Here was the start that was eventually to develop the great and growing town of Heppner of today. The district settled so fast that even as early as 1873, it is recorded a school building was erected, the village having grown well in population. In the starting of the first school Henry Heppner is credited with being the leading spirit. Before the end of 1875 the first postoffice was established through the work of Heppner and Morrow who induced the Post Office department to take this action. In 1877 Geo. Stansbury's claim to a portion of the townsite which he had taken up originally passed to T. W. Ayers who then became a resident of Heppner. The same year the Wells-Fargo company established an agency at Heppner with J. L. Morrow as agent. Morrow county was organized in 1885 through legislative enactment and Heppner became the county seat. The same year through legislative enactment approved by the governor, Heppner became an incorporated town. The first officers elected were as follows: Henry Heppner, mayor; E. R. Swinburne, E. Minor, Thomas Morgan, J. B. Sperry, S. P. Garrigues and Geo. Noble, councilmen; M. C. McDougal, treasurer and O. H. Hallock, recorder.

Morrow County

THIS publication is purposed to convey information concerning Morrow County, Oregon. This vast area represents a field of opportunity that heretofore has not been presented to the homeseeker. Consequently, the great numbers of newcomers that are populating the western part of Oregon have passed by Morrow County, simply because they did not know that here was a great virgin territory offering in richest abundance the opportunities which they sought.

The great movement to the Pacific Northwest has but begun. Thousands of settlers have come to this new land, but there are tens of thousands who are preparing to come. To these and to all who entertain a desire to better their condition the story of Morrow County will come as a revelation.

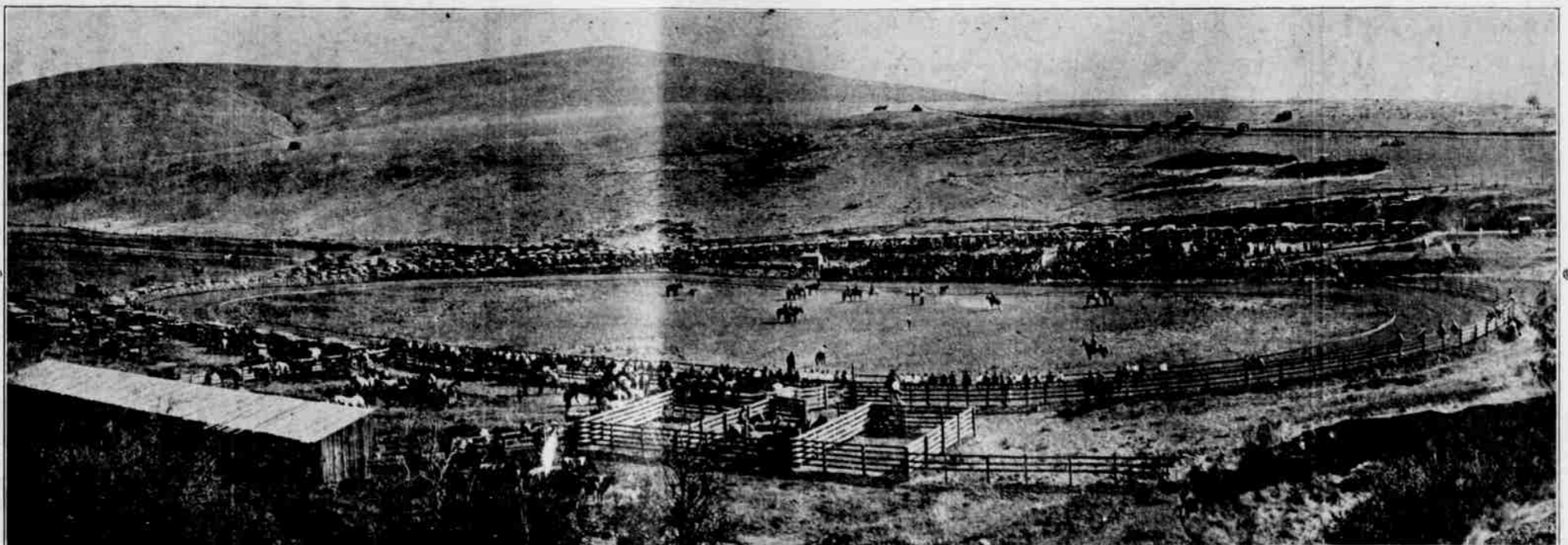
Throughout the following pages will be noted a complete and concise description of Morrow County and its many and varied advantages. We firmly believe that the next few years will see growth and progress here never before equaled in our history. More and more are coming. We hope that you will also get in on the ground floor.

ideas of erecting a new county were under way and the demand for it arose. The Hon. J. L. Morrow, who was at that time a member of the legislature worked hard to this end and through his efforts the new Morrow county was created in 1885. From this early beginning has Morrow county grown in population and wealth until we have today one of the best locations in the west and in particular do we rank among the foremost in agricultural lines.

Today we enjoy first class cities, teeming with industries, the best of transportation facilities in both railway and improved highways and all else that goes to make an ideal country in which to live.

Morrow county awaits you. In Morrow county you will prosper. Morrow county offers greater opportunities than you will find elsewhere. Investigate Morrow county in person.

THE OLD WEST LIVES OVER AGAIN EACH YEAR AT HEPPNER



Scene at Rodeo Grounds, Heppner—A Several-Day Meet Each Year, an Annual Event that Attracts Thousands of Visitors and Contestants.