

Make Your Home at Heppner—the Ideal Home City

FIRST NATIONAL BANK COUNTY'S BULWARK OF FINANCIAL AID

The prospective settler, investor or even casual visitor is best impressed when investigating any locality when he finds the condition of the banks in a flourishing shape and their personnel radiating optimism. Such a condition is nowhere better exemplified than at Heppner and in the case of the First National bank, well recognized as one of the strongest and most reliable of this section of Oregon.

The history of this bank since its very inception is one of growth, progress and expansion. The bank was originally organized as early as 1887 by C. A. Rhea and associates who started it as the First National bank with a capital stock of \$50,000. C. A. Rhea served as its first president from 1887 to 1908. In 1888 Geo. Conser was chosen cashier which office he filled till his death in 1908. After the death of Mr. Conser, T. J. Mahoney, a brother of W. P. Mahoney, present vice president and manager, was chosen as cashier. He held this office until February of 1917. T. J. Mahoney resigned as cashier in this year and the office was filled by his brother, W. P. Mahoney. In 1909 M. S. Corrigan had become president of the institution which office he filled with every success for the firm until his death in September of 1927. In the person of Mr. Corrigan the bank had a valuable head for under his administration great progress was recorded. And Morrow county lost a builder and a citizen who ever had in mind the progress and further development of this region, at his death.

After Mr. Corrigan's death the following officers were elected who are serving in these several capacities at this time: Frank Gilliam, president; W. P. Mahoney, vice president and manager; W. E. Moore, cashier. Frank Gilliam, president, is a substantial business man of Heppner who has been actively identified with the life of this section since the very early days. Under the business management of W. P. Mahoney, the business of this bank has been most ably handled and has prospered as never before in its history. In Mr. Mahoney the people have not only an able and progressive business man but one also in whom the stockholders have every confidence for the safe, sane and conservative administration of the bank's affairs and the investment of its funds.

The board of directors includes Jack Hynd and John Kilkenny. Mr. Kilkenny is known as Morrow county's sheep king, while Mr. Hynd is one of our most successful stock-growers and ranchers.

Throughout the years, it will be noted that the destinies of this bank have ever been guided by local men of prominence, men who have every faith in this country and who have built with success. W. E. Moore, cashier, who is the youngest member of the firm today almost takes the rank of an old-timer as he has been connected with the firm since 1927. Starting as assistant cashier, his ability soon became noticed and since 1923 he has been most ably filling the office of cashier. Mr. Moore, who had years of previous experience in Montana and Idaho banks is considered a good authority in banking circles.

Some idea of the growth of this institution may be gleaned from the fact that they today rate total resources of \$977,874.80, capital stock of \$100,000, and surplus of \$16,000.

The bank has figured to the greatest extent in the general development of this section and many of the examples of success achieved here in commercial enterprises and agricultural pursuits must be credited to the accommodations extended and assistance generously given by the First National bank of Heppner. They are ever interested in the success of the farmer.

This bank and its officers will be pleased to furnish any further information desired relative to property values, chances for investment and the like. Your letter of inquiry will receive their prompt attention.

Settle at Heppner

If you are looking for an ideal home city, a city of fine homes, churches and schools—

SETTLE AT HEPPNER

If you are looking for an ideal year round climate in which to live—

SETTLE AT HEPPNER

If you are looking for a city in which to engage in profitable mercantile enterprises—

SETTLE AT HEPPNER

If you are looking for a coming, growing city where your investments in any kind of real estate is sure to bring big profits in the very near future—

SETTLE AT HEPPNER

If you are looking for the brightest spot of Oregon that boasts of the brightest, happiest and most prosperous families—

SETTLE AT HEPPNER

If you are looking for a country where health, wealth and prosperity are sure to follow in your wake—

SETTLE AT HEPPNER

FIRST NATIONAL BANK HAS MODERN BUILDING



CASE FURNITURE CO. IS BIG ASSET TO CITY AND ENTIRE COUNTY

Our farmers are prosperous, our business establishments are in a flourishing condition as a result, and our section today boasts of retail establishments, the equal of which are seldom found in even our larger centers. Such a one is the Case Furniture company, owned and operated by M. L. Case.

Mr. Case is one of those who has contributed in a marked degree to the growth of this section and has ever shown his faith in this country by his continued investments. Case started here 19 years ago, coming from Ashland, Oregon, where he had previously been engaged in a like business. His business grew and prospered. Starting on a small scale he has now built up a wonderful establishment. Huge stocks of all manner of household furnishings are carried with an undertaking equipment being conducted in conjunction.

This store is widely known throughout this section and is correspondingly patronized. Mr. Case's confidence in this section is still better evidenced by his latest investments and improvements. He recently purchased the

Swinburne building where the post office is located. This is one of the best and most ideally located properties in Heppner. He has now completely remodeled the building, converting it into an apartment house, which, when all work is completed will include about 20 modern furnished and up-to-minute apartments. This will fill a much felt want here. Even now these apartments are being occupied as soon as each is completed. A picture of this building is shown in this issue. The new apartment house will be a credit to the city and as an investment on his part will undoubtedly yield good return.

HENRY HEPPNER



An early-day wood cut of the man for whom Heppner was named.

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In the person of Mr. Case we have a man, a real builder, who is ever in the foremost ranks of those who are trying in every way possible to advance Heppner's and Morrow county's interests. As such we take great pleasure in according him and his business interests prominent mention in the pages of this souvenir edition, heartily wishing him continued success and bespeaking for his firm the continued patronage of our readers. When you are patronizing your home firms you are helping to promote your own best interests.

Farms, farms, farms, everywhere and no where a sign of failure. That is what you will find when you pay a visit to Morrow county, Oregon. Heppner, the county seat, is known as the biggest little city of the west. Watch Heppner and Morrow county grow.

Did you know? That it is a matter of record that on an average of from 100 to 200 bushels of potatoes are produced here on dry land?

GORDON'S POPULAR WITH THE TRADE

A business man of the younger generation who has made an outstanding success at Heppner and whose store is today one of the most popular with the Heppner and Morrow county trade is Earl W. Gordon, who owns and operates the drug store and confectionery, soda fountain and news store known as "Gordon's" at Heppner.

Gordon is a local boy who has grown up with this country. He personally is well and favorably known throughout the whole county. He took over what was formerly the Tash store about two years ago, moved to his present, more commodious quarters and added additional lines, which include large stocks of all manner of confectionery, magazines, periodicals, newspapers, a cigar counter and well equipped soda fountain.

The drug store of course plays a leading part. Mr. Gordon is himself a graduate pharmacist, a graduate of North Pacific College of Pharmacy at Portland, class of 1919. Young Gordon and his business success are good examples to quote in this issue.

We want more residents for Morrow county. We want more people on our farm lands to produce more business enterprises and more citizens in our various municipalities. And we have much to offer you as an inducement to locate here. Read what others have accomplished here. You can do likewise.

Welcome to Morrow county, "Where Wheat is King," but not the whole hog. Wheat is our big, sure money crop but the side issues, general diversified farming, hogs, cattle, sheep, poultry and various forage crops make a Morrow county farm a doubly sure winner.

A country in which you will like to live, a country that your wife and children will like, awaits your visit. This is Morrow county, Oregon. Pay us a visit. You will want to make your future home here.

We have served you for the past ten years. Our business is built by rendering our patrons prompt and efficient service.

BRESLIN FUEL CO.

Wood and Coal

BOOSTERS OF MORROW COUNTY

We deeply appreciate your patronage and trust that we may serve you in the years to come.

Well Dressed Men Leave This Store

Clothing for Men and Young Men

Wilson's Heppner, Ore.

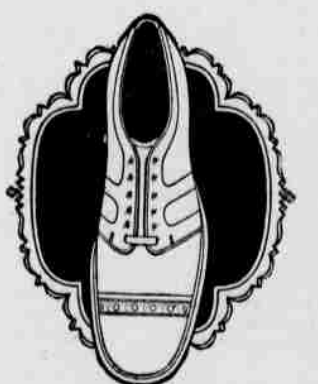
Complete Lines of Gents' Furnishings



We handle such well known makes as

STYLEPLUS Clothing Florsheim Shoes Hardeman Hats

HARDEMAN



See the New Spring and Summer Styles Now on Display

ELECTRICITY

Electricity is now available at reasonable rates for all purposes in Heppner and immediate vicinity.

INDUSTRIAL

Power for industry means that industrial growth will be encouraged and developed unhampered by limited power facilities.

COMMERCIAL

Ample power and lighting makes available increased standards of lighting for commercial establishments; small motor labor saving devices, commercial cooking and other electrical applications that mean more attractive business houses and more business.

DOMESTIC

Electricity in the home, fully utilized means the emancipation of the American housewife. No longer need old fashioned laborious methods of cooking, washing, ironing and cleaning be employed. The modern Aladdin is ready to rub his lamp and point the way to more leisure, recreation, study and greater enjoyment of life. Let electricity do your household tasks at coolie wages!

Sherman Electric Co.