

Heppner and Morrow County Want You as a Citizen

HEPPNER PLANING MILL & LUMBER CO. IS BUSY INDUSTRY

A strictly home institution that is a credit to this county and contributes much to our general progress in points of production, payroll, etc., is what is known as the Heppner Planing Mill and Lumber company, the home offices, planing mill and retail yards being located at Heppner proper.

The mill is equipped with all the latest and most highly improved devices of woodworking machinery and can well compete here on the ground with all outside firms in these lines. A sawmill is operated by the firm near Heppner which is their source of supply, they owning their own plant and timber. Here is a handy and economical source to supply your building materials. The business is owned and operated by Mr. and Mrs. A. R. Reid, who have been operating their saw mill interests here successfully for the past 20 years and about a year ago, looking to expansion, acquired the retail yard and mill which are now part of their big business.

All usual lines of building materials are retailed. These include lumber, roofing, lime, plaster, cement, wall board and kindred

goods. Before you build it would be advisable to let this home firm figure on your materials. An industry that should be encouraged in every possible way.

Mr. and Mrs. Reid are making a distinct success of it and as such we take pleasure in making mention of this business in the pages of this souvenir edition of the Gazette Times. They have great confidence in the future of this section and look to 1928 as a record breaker in the building line here.

Attention Investors.

We ask you to carefully look through the pages of this edition. Read of the success achieved by many of our people in both commercial and agricultural lines. In Morrow county we record no failures. These men who have really weathered the early trying times and made good have laid the foundation for your success. The initial development work has been done, the ground work laid. It but needs your taking advantage of the present time to get in on the ground floor and succeed in any line. We trust you will give this edition your personal attention. It has been sent to you probably by some personal friend or relative who wants you to live among us and to invest here. You are invited to make you future home and business in Morrow county.

BUCKING THE WILD ONES AT THE HEPPNER RODEO



Seen at the Annual Round-up, the Heppner Rodeo, Recognized as one of the Best Shows of the West.

LUNCHEON CLUB LIVE BOOSTERS FOR HEPPNER, COUNTY

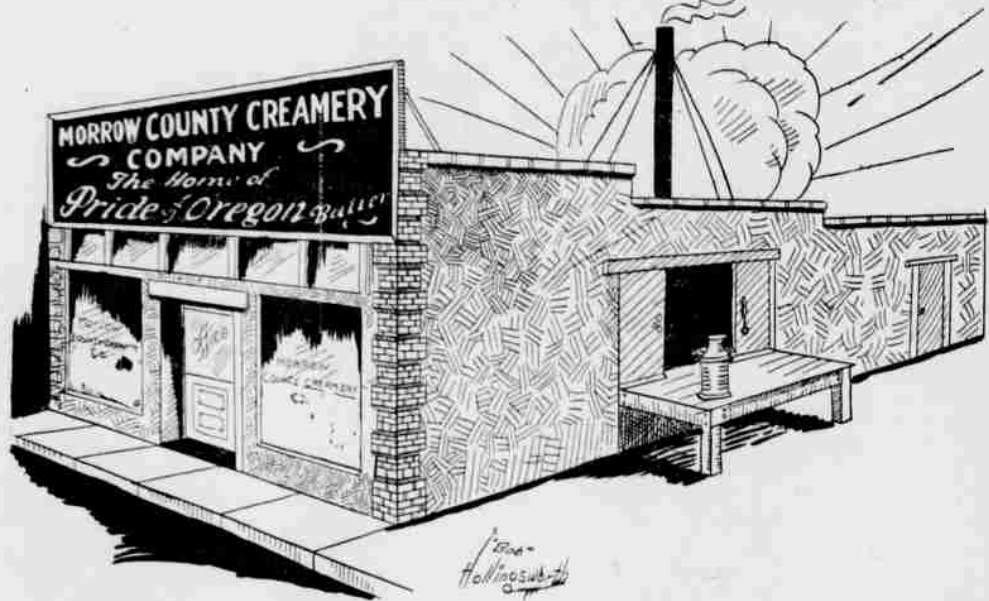
One of our civic organizations which must be credited with much of the progressive development work recently accomplished here is what is known as the Heppner Luncheon club, a club formed originally as a social get together body but one now whose support and co-operation is always sought in advancing any progressive measures.

The club membership is composed of about thirty of our leading business men who as a body act as our chamber of commerce, there being no active chamber of commerce in existence at this time.

A weekly luncheon is held where matters pertaining to Heppner and vicinity are discussed and the members rub elbows and get each other's opinions.

Much good has been accomplished through the efforts of this organization. Among other things they were active workers for and boosters for the new school auditorium which reflects great credit on the school, city and those who were instrumental in bringing it about. The secretary of this club will be pleased to answer any inquiries relative to property values, investment opportunities, etc. They bid you welcome and want you to become one of our permanent settlers.

Morrow county's 1927 wheat crop brought a return of nearly \$3,000,000. This year looks just as good.



FINE NEW BUILDING PROPOSED BY LOCAL CREAMERY CONCERN

The dairy industry of this county is growing by leaps and bounds. More and more farmers are devoting their energies to the raising of dairy stock and they are eliminating the grades and low producers and gradually substituting purebreds. And right here at Heppner the producer finds a ready cash market for his products. This is a double incentive to dairying. The history of the Morrow County Creamery company has been one of steady growth and expansion. It was organized originally in 1910 by a group of enterprising local farmers who even then saw in prospect this as a coming dairy country. The first years were naturally hard as

there were but few in the dairy game. More and more gradually realizing that the dairy cow afforded a steady and sure cash income throughout the year, this business grew with the growth of the farmer's dairying operations until today it is one of our leading and most successful industries. In their "Pride of Oregon" butter alone they turn out more than 120,000 pounds per year. This product is universally in demand and is distributed throughout the state and west coast. They also manufacture ice cream and their equipment is rated of the best and most modern available.

The future of the dairy industry is assured and the constant growth of the firm's business now calls for even larger quarters. A lot has been secured on the main street where it is planned soon to erect a still more modern and more completely equipped plant, on the order shown in above illustration. This will be another decided asset to Heppner and Morrow county.

To the largest extent credit for the success of this enterprise must be given its live wire and progressive manager, W. Claude Cox, who

as a young man started driving a milk wagon, worked for the original firm in various capacities, learned the business from the ground up, gradually acquiring stock in the firm, and today is its largest stockholder and active manager. There is no man among us who has greater faith in the future of this section as a dairy country nor is a greater booster for it. Mr. Cox will ever be found ready to do his share when it comes to promoting any venture that has for its object the welfare, progress and further development of this region. Here is an industry, a home industry that should receive every encouragement. Our country grows as our commercial enterprises grow and as our individuals prosper. Patronize, eat and talk "Pride of Oregon" butter, the home product.

The year just closing has been a successful one for Morrow county farmers and business men. The new year, 1928, gives all indications of being better than ever. Get in on the ground floor. Welcome to Morrow county. We want you as one of our farmers or business men and you and your family as a permanent resident.

WHAT SHERMAN ELECTRIC CO. WILL MEAN TO COUNTY

In discussing the question of what Sherman Electric company control of light and power will mean to Heppner and Morrow county, Mr. Glenn L. Corey, supervising manager of Sherman Electric company and district manager of Pacific Power & Light company at The Dalles, said:

"I believe that the Sherman Electric company will be able to render to the citizens of Heppner and Morrow county a far better electrical service for their industries, commercial establishments and homes than they have ever known in the past. This is by reason of the fact that we have completed transmission lines into this territory capable of supplying the electrical needs of the territory for a long time to come. This of course means that the community and the district is no longer hampered in its industrial development by lack of adequate electrical power at reasonable rates. Any industries that may be attracted to Heppner will have sufficient electric power available for their needs. The growth of any city is somewhat assisted or retarded by the type of electric utility operating in it, and you may have assurance that my company will do everything possible that is consistent with good business to assist in the development of this section.

"It is now possible for merchants to properly light their establishments with modern lighting fixtures at reasonable cost, and it is also possible for them to employ labor-saving devices operated by motors in their places of business. Restaurants and other establishments serving food may now have the advantages of complete electric cooking and baking equipment, improving their sanitary conditions in many instances, and rendering a pleasing service to their patrons. All of these things will result in improved appearance of commercial establishments from the lighting standpoint and this is bound to be reflected to a justifiable extent

at least in the amount of business done.

"The place, however, in which our influence will be most universally felt will, I believe, be the home. Under the rates offered by our company, it is now possible for the housewife to use electricity not only for light but for washing, ironing, cleaning, cooking, and the refrigeration of foods. All of these things are not only possible but are practical and economical. Think what this means in the life of the average housewife! No longer need she be a slave to the wearisome back-breaking tasks that were to our mothers merely a part of housekeeping. If electricity in the home is used to the fullest possible extent, think of the hours that may be employed in leisure, recreation, self-improvement and in social contacts, thus presenting a far more enjoyable existence in every respect. Men usually employ all sorts of labor-saving devices in their factories and business offices, and I can see no reason why a housewife is not entitled to just as much consideration as regards her home equipment.

"I want to wish for the citizens of Heppner and surrounding districts a very prosperous and happy year."

COMMUNITIES.

The county seat of Morrow county is at Heppner, which is also the terminus of the railroad line and the principal distributing point not only for Morrow, but parts of adjacent counties as well. The public school system includes a high school course with graduates on the accredited list of the state colleges.

In the amount of wool shipped, Heppner ranks second among the towns of Oregon.

South of Heppner is Hardman, with a population of 300—the center of a large grazing and agricultural section.

On the railroad north of Heppner are Ione and Lexington, in the center of the great wheat growing district, Boardman and Irrigon, in the irrigated district of the extreme north end. These towns have populations of 400, 270, 150 and 100 respectively. All support high schools in connection with their public school systems.

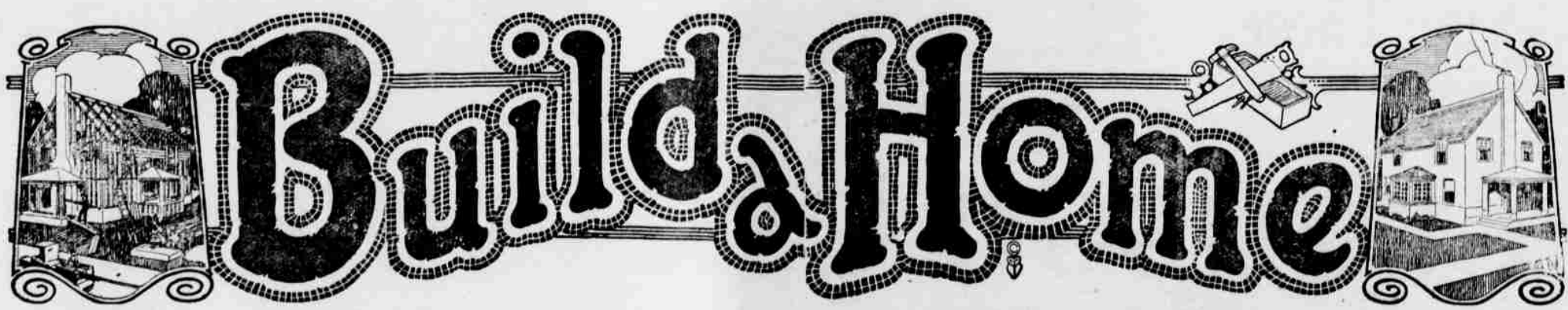
The Tires We Sell Are PROTECTED

For One Year Against Damage, Injuries, or Any Road Hazard

To quote from letter of instructions of SEIBERLING PROTECTED SERVICE CORPORATION to Seiberling dealers: Our coverage is very broad. We place no limitations upon the customer, no restrictions upon the dealer. We are in your hands to very large degree. You have a valuable service if you will use it. In the matter of claims I would ask you to be guided by your own best judgment. If a tire is brought in for service, if it is not worth the price of a repair it should be replaced, regardless of its age and service. If it is worth more than the cost of a repair, repair it. Make this wonderful protection feature the basis on which your sale is made. Never lose sight of the importance of being able to save people money for themselves. They appreciate a service of that nature.

This valuable Protection is Guaranteed by the Seiberling Protected Service Corporation, a National Protection Organization.

Demand and Ride on Tires that are Protected Cohn Auto Co.



OUT OF MORROW COUNTY MATERIALS

Heppner Planing Mill & Lumber Co.

A HOME INDUSTRY

Lumber, Building Material, Millwork, Windows, Doors, Woodwork and Cabinetwork
We operate our own sawmill, and are able to supply you with your materials better and cheaper

Ever Boosters for Those Things That Stand For the Progress and Development of Morrow County