



Heppner Gazette Times



Morrow County, Oregon, Land of Opportunity

TODAY, the opportunities to achieve individual success in Morrow County are greater than ever. Years ago, it was truthfully prophesied that this would eventually be the great diversified farming country of the west. Today these statements are proving true. Our busy commercial centers of Morrow County merely existed and grew through our agricultural development and our land producing.

Our farmers are the men who are making this country and who are making possible the flourishing business institutions of the county. And our farmers are rich and successful.

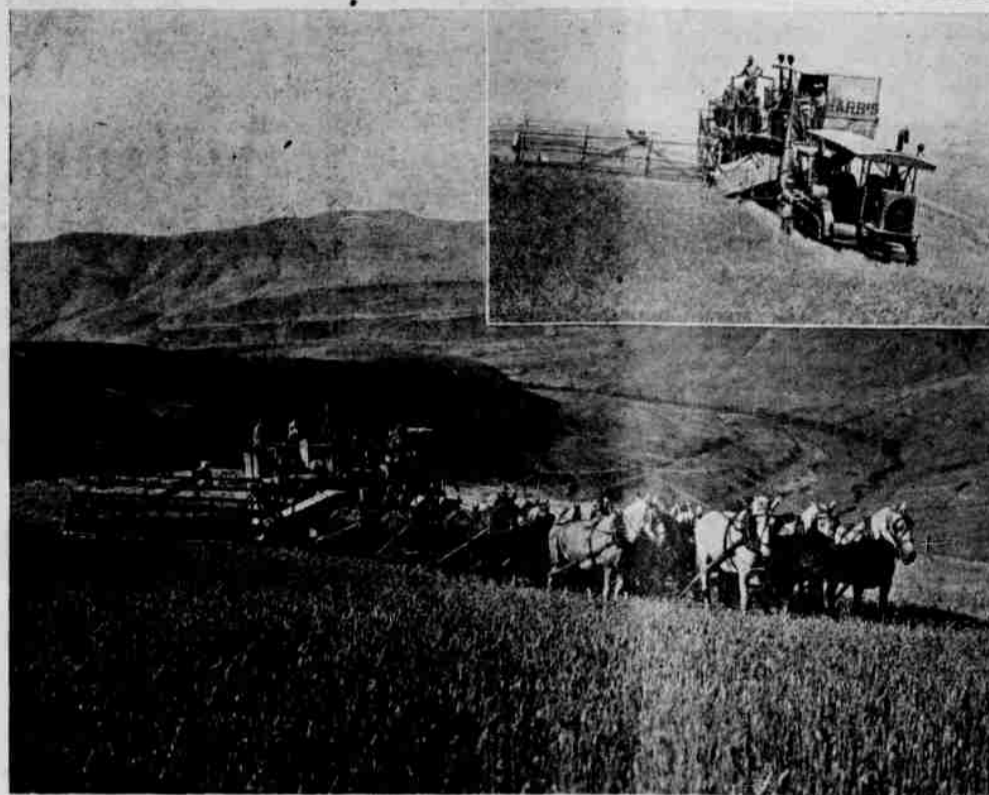
For a time in the early days, Morrow County was purely and simply a cattle country. The cattle men liked the idea. It was rich in pasture. It produced for them. Soon the sheepmen also saw its advantages and for the same reasons, an abundance of feeds, plenty of water and an ideal climate. The cattlemen discouraged the sheep industry; this naturally. Both grew, as here was arranged a land that would well support both industries and more. Soon experiments were made with wheat and other crops. In these our earlier settlers also soon showed good results. Today with a country settled up with several thousand producers giving their attention and efforts to general diversified farming we can boast of one of the richest counties of the west when taking into consideration acreage and proportionate population.

It is essentially a farming district and the people that we are inviting to locate here, through this message of the Morrow county people, must be farmers or business men who hope to base their future success on farm production. We want more farmers and we want more business enterprises and industries that are kindred lines. Big cities grow where the farmer succeeds.

Morrow County, as has been explained, came into being as a stock raising section and was developed with wheat growing as the principal industry. The opportunities in both lines are still excellent and men who come to Morrow County to engage in either will be gladly received. But the special need of the county is not so much for stock and wheat men as for those who will practice diversified farming; who will occupy smaller farms, and use better methods. Grain may still be the principal crop, but better cultivation is needed, with milk cows, hogs and poultry consuming the by-products. Horticulturists and truck gardeners are wanted. These men will find here a very exceptional opportunity. They can buy land at prices that can hardly be duplicated elsewhere and find a ready sale for their products at remunerative prices.

Morrow County is just entering upon the last and best stage of its development.

EVERY YEAR A PLENTIFUL HARVEST



Typical Morrow County Harvesting Scene.

CURRAN HAT SHOP DISPLAYS STYLES

This review would hardly be complete without also quoting as an example of success achieved in retail lines the store of Mrs. M. L. Curran, known as the Curran Hat Shop.

Stocks include a large variety of styles in the latest that "Dame Fashion" has decreed in wearing apparel and millinery. Devoting her efforts to these lines exclusively allows Mrs. Curran to carry unusually large stocks and the store has as a consequence the patronage of the people of the whole county.

With such a store here our people seldom have cause to patronize out of town houses.

Mrs. Curran has built up the business to a marked extent during

the four years that she has conducted it. She is a lady of long experience in these lines and well knows the wants and needs of her patrons. Previous to taking over this store she was located at The Dalles following the same line of work.

She has now on display the latest in spring and summer wearing apparel and millinery. These stocks have been arriving for the expected big 1928 trade. Mrs. Curran has and is succeeding in business here and is held in high esteem by all as one who is ever a ready booster for Morrow county's interests.

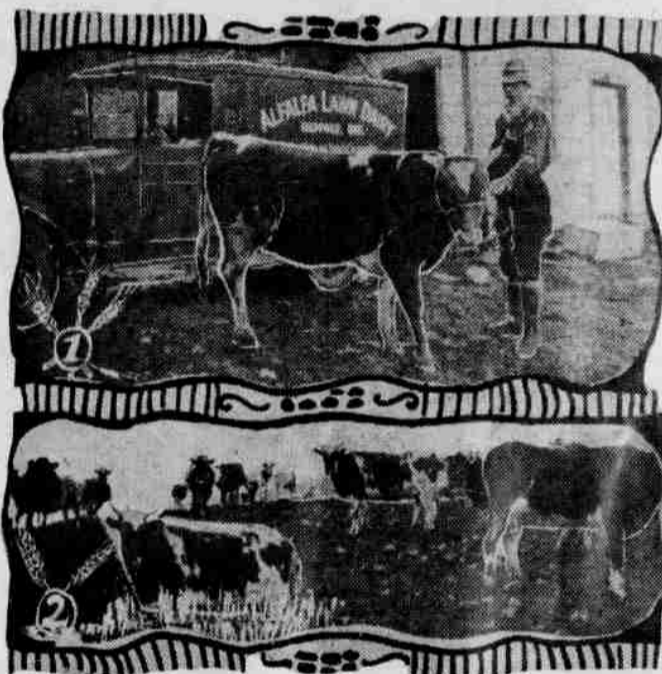
Your vacation trip is not complete unless you have routed your itinerary through Morrow county and have seen the greatest of all farming countries. Fine roads. Fine hotel accommodations. Pleasures, sports, hunting, fishing. Come and play with us.

INSPECTING A MORROW COUNTY FIELD



Extension Service Men and Farmers Studying Wheat Yields.

AT THE ALFALFA LAWN DAIRY, HEPPNER



Upper—Young Purebred Prize Winner, Rex of Fondale, out of Fondale Farms, Sunnyside, Washington.

More and more are getting into the dairy industry in Morrow county and the trend is to weed out the low producers and grades and substitute purebreds. Here the summers are cool and the winters mild, the dairy cow thrives. The farmer can well raise his own forage crops, feed his stock off his own lands and sell enough feeds to pay for the cost of raising it.

An outstanding farm of this nature is seen at Heppner in the Alfalfa Lawn Dairy, owned and operated by J. J. and R. C. Wightman. This farm comprises 1675 acres and as a farm was started in 1905. Only a few head of stock were at first acquired and from this beginning developed what is today one of the finest herds of grade and purebred dairy stock in the west, comprising Ayrshires and Guernseys.

At the head of the herd is a purebred sire, Heppner's Crusader Exchange No. 31964, a son of a fa-

mous Cynamore Farms show bull. There are 45 milk cows which are the source of milk supply for Heppner and vicinity. The milk is delivered direct to the consumers by Wightman brothers. Here at their door they find a ready market for all they can produce. Barns, out-houses and general equipment is up-to-date in every respect. Every care is taken in the sanitary handling of the milk, sterilizing and bottling plant including the latest type of equipment known to the dairy industry.

The farm produces all feeds used to feed the stock and other profitable products. Much of the land is also devoted to wheat raising. They have here been exceptionally successful in raising alfalfa, one of the main forage crops. Their alfalfa yield is on an average of five tons per acre, three cuttings during the year. One hundred and twenty acres are devoted to a home orchard that produces various fruits in abundance. Hogs and poultry are big features. An average of 50 head of hogs are being maintained. These it will be readily seen thrive well on the dairy by-products and refuse. Nothing is wasted. Here is an excellent example of success in general diversified farming. Wightman brothers invite your visit to the dairy farm.

Where the man of limited means has a chance. Morrow county, Oregon. Whether it be city business life or agricultural pursuits you wish to engage in, you will find an opening in this country.

GENERAL FARMING IN MORROW COUNTY

By C. W. SMITH, County Agent.

The soil of Morrow county varies from sandy in the northern part, which is irrigated, to heavy, fertile loam in the southern end near the mountains. The sandy soil, when irrigated, is very productive and what was once a comparatively level area covered with sagebrush, is now a mecca, including what is known as the West Extension of the Umatilla Irrigation project. As one drives from the north to the south through the county, he gradually goes to a higher altitude until the edge of the timber is reached.

When visiting the wheat country, large fields consisting of many hundreds of acres of fertile soil, may be seen. It is the practice of the farmers of the section on all sides of Lexington and Ione to summer-fallow one half of their wheat land each year, thereby having one half in crop.

There are excellent sheep ranges to the east and west of Heppner, where each spring many thousand ewes are grazed and lambs for the early markets grown. Aside from the irrigated section and the other sections of the county where dry farming is practiced, there are thousands of acres of land that

might be irrigated, and if so, would become as is the land now under ditch, very productive, producing large amounts of alfalfa and other crops particularly adapted to this soil.

The climate of Morrow county is ideal in every sense of the word. Winter wheat, which is the principal dry land crop, withstands the winters in excellent shape. In summer one may find most any kind of temperature, although the days are quite warm, the nights are always cool and as may be said of other parts of the state, one will always experience cool nights throughout the summer.

The average rainfall in Morrow county for the past 30 years is 14.15 inches per year. The bulk of this falls in the winter and spring months, thereby making conserving of moisture possible by spring plowing of the soil and cultivating it throughout the summer months. When this is done enough moisture is found in the soil to safely sow the seed at the proper time in the fall.

The dairy industry of Morrow county is rapidly increasing. At one time very few dairy cows were found, except one or two kept on each farm to furnish milk, cream and butter for the family. Now that more of the soil may be especially adapted for growing alfalfa and for furnishing summer pasture, it is being utilized for that purpose, the dairy cow is coming into her own and Morrow county has many dairies of from ten to 20 or more

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CITY MARKETS SUPPLIED BY MORROW COUNTY



Turkey Raising Becoming a Leading Industry in All Sections of the County.

FROM THE PAGES OF YESTERDAY

Even pre-Volstead days are entitled to some mention in this edition. The old wild west cattle, sheep and open barrooms are no more in Heppner or Morrow county, in fact this county has a reputation of being one of the most quiet, law-abiding sections of the world.

The soft drink parlor has taken the place of the old-time beer and drinks of the softer variety are sought after. However, we must acknowledge receipt of support in this publicity undertaking from the manufacturer of "Western Club Beer" made by the Wm. Roesch Brewing company of Pendleton. This beer is a decided favorite with the local public. The history of this brewery dates back to the early days when this brewery first started, at that time the manufacturer of the former article at Heppner. The Wm. Roesch brewery was started at Heppner in 1880. They later moved to Pendleton.

Welcome to the Greatest Dairy Farming
Section of Them All:

Morrow County

YOUR FAMILY WANTS

Fresh, Pure Milk

FROM

Alfalfa Lawn Dairy

Heppner, Oregon

Bottled under sanitary and scientific methods.

Daily Delivery to Heppner and Vicinity.

Phone 3F23

Pure Bred Bulls for Sale

Sired by the famous pure bred
Ayrshire herd bull

Heppner's Crusaders Exchange
No. 31964