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HEPPNER GAZETTE TIMES, HEPPNER, OREGON, THURSDAY, OCT. 7, 1926.

No.

8

heppner Gazette Times

THE HEPPNER GAZETTE, Establishe March 30, 1882, THE HEPPNER TIMES, Established November 15, 1897;

CONSOLIDATED FEBRUARY 15, 1912 Published every Thursday morning by

VAWTER AND SPENCER CRAWFORD and entered at the Post Office at Heppner Oregon, as second-class matter.

ADVERTISING RATES GIVEN ON APPLICATION

SUBSCRIPTION RATES:

One Year		\$2.00 1.00 .75 .05
Six Months Three Months Single Copies		

IORROW COUNTY'S OFFICIAL PAPE

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

We Don't Agree, Mr. Chapman.

RANTED, as you say, Mr. GChapman, the republican voters of the state made a serious mistake in not favoring Mr. Stanfield with their vote in the primaries, we are prone to disagree with your stand taken in that worthy's behalf in the issue of your esteemed Oregon Voter of the 2nd inst. You ask that republicans blast the party nominating system and support Mr. Stanfield for the state's welfare, because of Mr. Stanfield's strong committee positions and the belief that his retention as United States senator may result in great financial returns.

It seems, Mr. Chapman, you may have overlooked a major point in your premise. Even though Oregon republicans do as you ask, is there any assurance that the G. O. P. men in Washington will break over the traces and receive Mr. Stanfield back into the fold with all of his former prestige? We have known of instances where party jumpers received rather rough usage at the hands of peers in the halls of Congress. As you say, hard thinking is required.

Personally, we are willing to stick to our choice in the primaries. In every respect as things now stand, it looks to us like Frederick Steiwer is a good man to tie to. He is as much in favor of Oregon getting her just return from federal trust lands as is his challenger, and should he be chosen to fill the boots now occupied than it is today-on a better or by Mr. Stanfield he would be in a more solid financial foundation, better position to gain full recog- with glowing prospects not only nition of Oregon's rights in this for next year but for many years regard than would Mr. Stanfield, to come. There are, naturally, inshould the latter be returned ac- dividual and community cases of companied by the odium that most disappointment - where business certainly would surround him. We and wages and employment are can see nothing but fallacy in Ore- below the average-but such cases gon republican voters deserting in no way hamper the general their choice of the primaries.

Mr. Stanfield's present predica-

"NEWS and PROGRESS"

ECONOMIC SIGNIFICANCE AND SERVICE OF THE AMERICAN NEWSPAPER AND NEWSPAPER ADVERTISING-From latest volume in Manhattan Library of Popular Economics, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

HOW ADVERTISING CREATES NEWS

VERY successful newspaper editor possesses the faculty of being able to sense the existence of an interest on the part of his readers in any subject, and the degree of his success is measured largely by the manner and extent of his response to that interest through the news and editorial columns of his publication.

But why mention a fact that is so obvious and commonplace? What has it to do with the purely economic functions and influences of the newspaper? What relation has it to such things as production and distribution, merchandising and newspaper advertising?

The answers may be found by glancing through the columns of any modern newspaper and comparing them with the newspapers of a generation ago when advertising as an arm of merchandising and an educational force was still a sprawling infant in swaddling clothes. The answers may also be found in those numerous departmental sections of the newspaper which are now devoted to such subjects as real estate, finance, automobiles, books, theatres and moving pictures, radio and many others. They demonstrate in a striking way the fact that newspaper advertising not only is news but that it makes news; that through arousing a widespread interest in any given subject a public desire is created for more news which the editor is quick to sense and to satisfy through the news and editorial columns of his paper. Likewise news produces advertising, for the modern merchandiser of goods or services is, like the editor, eager to respond to the desire or demand which follows close upon the heels of an awakened public interest.

For example, only a few years ago, the newspapers began to print references to interesting experiments by cercain scientists in radio

phenomena. These notices were brief, for the most part, and seemed as remote from the amazing powers of the new de- was secured from the public during the the most part, and seemed as remote from vice and captured the imagination of the single year 1925. The United States has practical affairs as archaeological research public. The response was overwhelming, some two net with million individual holders of an Egypt or Yucatan. Less than a decade Radio sets were sold in incredible numbers stocks and bonds, and their foreign invest-and installed holders of the second seco in Egypt or Y acatan. Less than a decade Kadio sets were sold in incredible numbers stocks and bonds, and their foreign invest-later in almost any issue of any news-and installed in every community. The ments alone, exclusive of government bayers became eager for knowledge of pro-debts, amounted, in the same year, to ap-tional news and general information became genuine news and the result was various papers, indeed, issue weekly radio seen in the radio columns of the news-supplements. Since it is the newspaper's papers. Another denormany which has any news-in dicate a remarkable extension of popu-tial news and general information seen in the radio columns of the news-cal news and any meet the news paper's papers. All told, it is a new and wonderful chap-

Various papers, indeed, issue weekly radio supplements. Since it is the newspaper's papers. Another department which has sprunc trates the existence of a large interest in the subject of radio on the part of the public. The wrift rise of this interest is an inter-sting ilbustration of how the advertising and new columns of the newspaper have such reacted upon the other. The atten-tion of manufacturers first was attracted by the published accounts of these radio experiments. They succeeded in producing sets that could be used by the layman, and then undertook to create a market for their sale. This led them into the news-paper advertising columns, where they

sirable trait in any man, more a condition could not exist. so in a United States senator.

Quit Yammering.

HIBBING, MINN., NEWS. UR country never was in a

0 more prosperous condition fessional calamity howler. Mr. Kipling Again. prosperity of the nation.

think of Rudyard's ability as a The people as a whole are betrhymster and literary man there ment is but another result of his ter off today than they ever were, not being on the job. He should and are better off than the people some of his latest work, that he is have made more clear before the of any other nation in the world, a little weak on logic. Among primaries the points he now cites more labor-saving devices in the in his own behalf. Acknowledged, home, more and better clothing, other things in his latest volume,



Public interest in any topic finds quick response from both editor and advertise

Solving Farm Problem. Let's quit yammering and yowl-I ROUR years there has been a jump in Idaho farm producing about hard times-and about everything else-and turn our

thoughts toward the blessings that tion that is phenominal. are given us in such abundance, In 1921, carload shipments over and if we make the most of our blessings we will have provided of Southern Idaho totaled 151. In ment against George N. Perry and ourselves with an armor that cannot even be dented by the pro-And we'll enjoy life the better

of eggs and 116 carloads of poultry. It will be noticed that the RUDYARD KIPLING, regard-ed by some critics as a bright shipments were butter or eggs or Literary light, and by others as one not so bright has broken out into not so bright, has broken out into

verse again. Whatever one may that to reduce feed to the higher values of dairy and poultry prodcan be no question, judging from there is readier demand on the ucts, results in products for which markets.

L. Benge, County Judge of Morrow County, State of Oregon, made and entered on the 29th day of September, 1926. Date of first publication Septem ber 30th, 1926. C. L. SWEEK,

Attorney for Plaintiff. Address: Heppner, Oregon.

NOTICE TO CREDITORS. Notice is hereby given that the un-dersigned has been appointed by the County Court of the State of Oregon for Morrow County administrator of the estate of Louis Paldanius, de-publication of this notice, which date of first publication is September 23, 926.

S. E. NOTSON. Administrator.

NOTICE OF SHERIFF'S SALE.

Notice is hereby given that by vir ue of an execution and order of sale issued out of the Circuit Court of the State of Oregon, for Morrow County, dated the 21st day of Sep-tember, 1926, to me directed, in that certain suit wherein The Federal and Bank of Spokane, a corporation secured a judgment against West Ex-tension National Farm Loan Associa-tion, a corporation, defendant, for the sum of \$48.75 with interest at 8% from December 24, 1925; the further sum of \$1,468.75 with interest at 5½% from December 24, 1925; the

further sum of \$604.48 with interest at 8% from April 16, 1926; the fur-ther sum of \$12.50 with interest at 8% from March 19, 1926; less \$75.00 stock subscription; \$150.00 attorney's

fee and the further sum of \$56.60 ccsts and disbursements, which judgment was dated September 16th, 1926. I will on the 23d day of October, 1926, at the hour of 10:30 o'clook A. M. in the forenoon of said day, at the front door of the County Court House in Heppner, Morrow County, Oregon, offer for sale at public auc-tion and sell to the highest bidder for cash in hand all of the following described real property in Morrow County, State of Oregon, to wit: Southenst Quarter of the Southeast Quarter of Section 14, in Township 4, North of Range 24 E. W. M., or so ruch of said real property as may be necessary to satisfy plaintif's the hour of 10 o'clock a. m., offer for sale and sell to the highest bidder for cash in hand, all of the follow-ing described real property belong-ing to M. C. Marshall, or so much judgment, costs, attorney's fee and ccruing cost of sale. Dated this 22nd day of September.

thereof as may be necessary to sat-isfy said judgment, costs and attor-Date of first publication, Septemet 23, 1926. eys fees, to-wit: All of Section 16 in Township

GEORGE McDUFFEE, Sheriff of Morrow County, State of Oregon.

NOTICE OF SHERIFF'S SALE.

Notice is hereby given that by virtue of an execution and order of sale issued out of the Circuit Court of the State of Oregon, for Morrow County, dated the 21st day of Sep-tember, 1925, to me directed, in that the Union Pacific from the farms certain suit wherein State of Oregon

1925, they totaled 1213. They in-cluded 434 carloads of butter, 455 carloads of cheese, 208 carloads 1923, at the rate of 4% per annum of eggs and 116 carloads of poul-and the further sum of \$35.00 with interest at 8% from July 26, 1925; the claims against the said estate of an further sum of \$134.59 with interest further sum of \$134.59 with interest sent the same with proper vouchers and the same with proper vouchers and the same with proper vouchers and \$47.60 costs and disbursements J. Nys, his attorney, at Heppner, Oregon, on or before six months from the date hereof. Dated this 2nd day of September,

M. in the forenoon of said day, at the front door of the County Court House in Heppner, Morrow County

NOTICE OF SHERIFF'S SALE ON Oregon, offer for sale at public auc-tion and sell to the highest bidder for each in hand all of the following

L. Ashbaugh and Rose A. Ashbaugh, said execution, I will on Saturday, the L. Ashbaugh and Rose A. Ashbaugh, husband and wife, and the Hardman National Farm Loan Association, a corporation, defendants, for the sum of \$81.25 with interest at 8% from December 3, 1925; the further sum of \$177.26 with interest at 8% from May 11, 1926; less \$125.00 stock sub-scription; \$200 attorney's fee and the further sum of \$20.80 costs and dia-tutter sum of \$20.80 costs and dia-tutter sum of \$20.80 costs and dia-bursements, which judgment was dataccruing cost of sale. Dated at Heppner, Oregon, this 8th day of September, 1926. bursements, which judgment was dat-ed the 16th day of September, 1926. I will on the 23d day of October, GEO. McDUFFEE. Sheriff of Morrow County, Oregon.

E. H. BUHN

Expert Watchmaker and

Jewelry Repairer

Heppner, Ore.

Physician and Surgeon

Graduate Nurse Assistant

Heppner, Oregon

I DRILL WELLS

and Supplies, do fishing and clean

DENTIST

X-Ray Diagnosis

LAWYER

also handle Casing, Windmills

A. M. EDWARDS

out old wells.

I. O. O. F. Building ones: Office, Main 933; Res. 492

1926, at the hour of 10:00 o'clock A. M. in the forenoon of said day, at the front door of the County Cour House in Heppner, Morrow County Oregon, offer for sale at public auc-tion and sell to the highest bidder for cash in hand all of the following described real property in Morrow County, State of Oregon, to wit: North Half of the Norhtwest Quar er, the Southeast Quarter of the

Northwest Quarter and the Northeast Quarter of Section 14 and the South sest Quarter of the Northwest Quar **DR. A. H. JOHNSTON** ter of Section 13, in Township South, Range 24, E. W. M., contain ing 320 acres, more or less, in Mor-row County, State of Oregon; or so much of said real property as may be necessary to satisfy the plaintiff's judgment, costs, attorney's fee and

accruing cost of sale. Dated this 22nd day of September Date of first publication, Septem

3 North, Range 24 E. W. M. SE¹⁴ of NE¹⁴ and E¹⁴ of SE¹⁴ of Section 23 and SW¹⁴ of SW¹⁴

of Section 24, in Township 4 N. R. 23 E. W. M.; also the NE% of

Section 19, Township 4 N. R. 25 E. W. M., all in Morrow County,

D. E. GILMAN, Executor.

EXECUTION.

ber 23, 1926. GEORGE McDUFFEE, Sheriff of Morrow County, State of Oregon.

Box 14, Lexington, Ore. NOTICE OF SHERIFF'S SALE. Notice is hereby given that by vir ue of an execution, decree and order **DR. F. E. FARRIOR** of sale issued out of the Circuit Court of the State of Oregon for Morrow County, in that certain action in said Court wherein J. B. Cold Company, a corporation, as plaintiff I. O. O. F. Building

secured a judgment against M. C. Marshall, as defendant, on the 14th day of December, 1925, for the sum of \$400.00 with interest at the rate Heppner, Oregon of six per cent per annum from April 17, 1924; the further sum of \$50.00 attorney's fee and costs and disbursements in the sum of \$11.00, I will on Saturday the 16th day of Frank A. McMenamin Phone ATwater 5515 1014 Northwestern Bank Bldg. PORTLAND, OREGON October, 1926, at the front door of the Court House in Heppner, Oregon, at

Res. GArfield 1949

A. D. McMURDO, M. D. PHYSICIAN & SURGEON **Trained Nurse Assistant**

Office in Masonie Building Heppner, Oregon

C. L. SWEEK

AT FORNEY-AT-LAW Offices in

First National Bank Building Heppner, Oregon

MORROW GENERAL HOSPITAL Surgical, Medical, Maternity Cases Wards, and private rooms. Rates Reasonable. Mrs. Zena Westfall, Graduate Nurse, Superintendent. A. H. Johnston, M. D. Physician-in-Charge. Phone Main 322 Heppner, Ore S. E. NOTSON ATTORNEY-AT-LAW Office in Court ouse Happner, Oregon

MATERNITY HOME

State of Oregon. GEORGE McDUFFEE, Sheriff of Morrow County, Oregon NOTICE TO CREDITORS. Notice is hereby given that the un-dersigned has been duly appointed by the County Court of the State of Oregon for Morrow County, executor of the estate of Mary D. McHaley,

1926.

and \$44.50 costs and disbursements which judgment was dated the 16th day of September, 1926. I will on the 23d day of October, 1926, at the hour of 10:15 o'clock A.

Notice is hereby given that under and by virtue of a foreclosure execudescribed real property in Morrow County, State of Oregon, to wit: Lot numbered 6 in Section 6, Town-ship 2 North, Range 23 E. W. M., in the County of Morrow and State of Oregon, or so much of said real proparty as may be necessary to satisfy laintiff's judgment, costs, attorney's

he has reached a place where he set better tables, have more opcould have done the state untold portunity and more means of play good. But Mr. Stanfield has made and enjoy the play better than a grave error-an error that they ever did. should blast his career, politically. If the country were on the way

Such unwisdom sounds an unde- to the demnition bow wows such



SELECTIVE AFFECTION IS BEST

THE old dispute between true love and any other kind of love dates back as far as Wagner's operas, and further.

Lord Lytton said something somewhere to the effect that if a man truly loves a woman all other women are slightly distasteful to him.

There are two kinds of love in the world-selective affection. and the other kind.

They can be distinguished, as much as anything else, by their associates.

Selective affection is the companion of all the virtues. It goes with honesty, honor, loyalty, and every commendable characteristic.

That affection that is felt for just anybody is a law breaker. It makes nothing but trouble.

Of course the greater includes the less, and selective affection may include all manner of desire.

But there is something characteristic of true love that is essentially different from any old sort of love.

It is true love, that inspires and actuates the greatest achievements, not miscellaneous attractions.

The human race has experimented a good many hundred years with various kinds of affinities, and it is selective affinity that has stood the test.

It is that which every young man or woman feels with the advent of the right mate. There is something about it that excludes all other affections.

It is not enough to ask yourself whether you are affectionate or not. It is also necessary to inquire of yourself whether this affection is confined to one person. It is not any sort of love that is the basis of the right marriage, but it is loval love, and the more loyal one is, the greater his love becomes.

There is the same difference by ween true love and other kinds of love that there is between a flower and weeds. One is a cultivated plant, and it is that for which the garden was made. The other is an interloper and does nothing but drain our resources.

One is an inspiration constantly, but the other does nothing but leave us bankrupt of desire.

entitled "The Vineyard." In his poem, according to the critics, he his conduct in the aftermath of

the World War. The poem is very properly enclosed in a volume en-

rhyme about the vineyard starts Claud R. Luper,) Defendant.) titled "Debits and Credits." The

At the eleventh hour he came But his wages were the same As ours who all day long had trod The winepress of the wrath of

God. Since his back had felt no load, Virtue in him still abode: So he swiftly made his own, Those lost spoils we had not won

This is supposed to refer to the part of Uncle Sam in the war. It seems to suggest that he came in to wit:

ic license to put it over, but we fail to get the logic of it.

Will somebody please have Mr. Kipling or some of his friends in this country tell us about the ber, 1926. to this time it would seem that he has been paid mostly in ingratitude. And the load he has

borne and will bear includes not only the killed and wounded, but IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR MORabout fifty or so billions of dollars that it will cost him before the war expense has been entirely liquidated.

It is to be admitted that there probably wouldn't have been any spoils won had not Uncle Sam gone into the game; but just when did he make those spoils his own? A careful inventory of his pock-of first publication of this summons.

tions, any Alsace-Lorraines, any Asia Minors flowing with oil and among the isles of the Pacific.

LEGAL NOTICES has taken Uncle Sam to task for IN THE CIRCUIT COURT OF THE

STATE OF OREGON FOR MOR-ROW COUNTY. Mabel Cox Luper, r. Plaintiff.))SUMMONS

To Claud R. Luper, Defendant:

IN THE NAME OF THE STATE OF OREGON: You are hereby required to appear and answer the complaint

filed against you in the above entitled suit within six weeks from the date

of first publication of this summons, if publication of this summons, from the date of srevice upon you, if personally served without the State of Oregon; and if you fail to appear and answer, for want thereof, the plaintiff will apply to the court for

the relief prayed for in her complaint to wit: For decree of his court, late then grabbed off all the plun- granting to her an absolute divorce der without making any sacrifice and restoring to her, her malden

of his own. This may be all right are of alaber out any seem in poetry, if you have enough poet- equitable. This summons is published by vir-tue of an order of the Honorable R.

L. Benge, County Judge of Morrow County, State of Oregon, made and entered on the 29th day of Septemwages Uncle Sam received? Up Date of first publication Septem-

ber 30th, 1926. C. L. SWEEK, Attorney for Plaintiff. Address: Heppner, Oregon.

ROW COUNTY.

Belle Courter, Plaintiff, SUMMONS VS.

Frank Courter, Defendant.) To Frank Courter, defendant: IN THE NAME OF THE STATE OF OREGON: You are hereby required appear and answer the complaint filed against you in the above entitled

ets fails to discover any repara-tions, any Alsace-Lorraines, any six weeks from the date of service upon you, if personally served with-out the State of Oregon; and if you honey, any territory in Africa or fail to appear and answer, for want

thereof, the plaintiff will apply to the If Uncle Sam took over the court for the relief prayed for in her

fee and accruing cost of sale. Dated this 22nd day of September, 1526 Date of first publication, Septem

ber 23, 1926. GEORGE McDUFFEE. Sheriff of Morrow County, State

of Oregon.

NOTICE OF SHERIFF'S SALE.

Notice is hereby given that by vir tue of an execution and order of sale issued out of the Circuit Court of the State of Oregon, for Morrow County, dated the 21st day of Sep-tember, 1926, to me directed, in that certain suit wherein Albert Kerber, plaintiff, secured a judgment against Elizabeth Salisbury, defendant, for thereon at the rate of six per cent the sum of \$11,050.00 with interest per annum from the 4th day of No-

attorney's fee, and the further sum of \$38.20 costs and disbursements, the 2nd day of December, 1924, for which judgment was dated the 16th the further sum of \$194.79, with in-

day of September, 1926. I will on the 23d day of October, 1926, at the hour of 10:45 o'clock A. M. in the forenoon of said day, at the front door of the County Court County. House in Heppner, Morrow Oregon, offer for sale at public auction and sell to the highest bidder for cash in hand all of the following described real property in Morrow of March, 1925, and for the further County, State of Oregon, to wit: Southwest Quarter of Section 12 and \$19.40, cost and disburaements of said the Northwest Quarter of Section 12 and the Northwest Quarter of Section 13, in Township 1 South, Range 25, E. W. M., in Morrow County, State of Oregon, or so much of said real property as may be necessary to satisfy plaintiff's judgment, costs, attorney's all of said defendants be forever

fee and accuring cost of sale. Dated this 22nd day of September 1926. Date of first publication, Septem

Date 01 Fer 23, 1926, GEORGE McDUFFEE, County, Sta Sheriff of Morrow County, State

of Oregon.

NOTICE OF SHERIFF'S SALE.

Notice is hereby given that by virthe of an execution and order of sale issued out of the Circuit Court of the State of Oregon, for Merrow County, dated the 21st day of Sep-tember, 1926, to me directed, in that spoils, he is holding out on his boys and girls, and we are enti-tled to know about it.

the seal of the Circuit Court State of Oregon for Morrow County, on the 8th day of September, 1926, pursuant to a judgment and decree entered and rendered in said Court on the 2nd day of September, 1926, in a certain suit in said Court wherein Elizabeth M. Keeney, was plaintiff, and Ida L. Matlock, a widow, Horace J. Matlock, and Jennie Matlock, his wife, Benjamin Matlock, unmarried, Norah Matlock Metschan and Otto Metschan, her husband, Juanita Matlock, unmarried, Idn L. Matlock, as Executrix of the Last Will and Testament of T. J. Matlock, deceased, J. I. Hanna and Lulu Hanna, his wife, Nancy E. Stuart, unmarried, and D. M. Stuart and Kate Stuart, his wife, were defendants, and which judgment was in favor of the plaintiff, and against Ida L. Matlock, individually and as Executrix of the Last Will and Testament of T. J. Matlock, deceased, for the sum of \$5,000.00, with interest thereon from December 4, 1924, at the vember, 1922, for the further sum of rate of 7% per annum and \$585.00 \$115.82, with interest thereon at the terest thereon from the 3rd day of December, 1925, at the rate of six per cent per annum, for the further sum of \$300,00, with interest thereon at the rate of six per cent per annum from the 24th day of November, 1924 for the further sum of \$150.00, with

interest thereon at the rate of six per cent per annum from the 24th day suit, and it was further ordered and decreed that a certain mortgage be foreclosed and the real property therein and hereinafter described be sold under foreclosure execution, and

barred and foreclosed from all right title or interest therein, and which execution commanded me to sell the following described real property, situated in Morrow County, Oregon, to-wit:

The southwest quarter of Sec-tion 24. All of Section 25; the northeast quarter of the south-east quarter; the south half of the southeast quarter of Section 26; the northeast quarter of Sec tion 35; the northwest quarter of the northwest quarter and the northwest quarter and the all in Township 2 South, Range 27 East of the Willamete Merid-

Now, therefore, in obedience to

MRS. G. C. AIKEN Special Care. Private Rooms. Same Prices to All. Phone 975 Heppner, Ore. AUCTIONEER Farm and Personal Property Sales a Specialty. The Man Who Talks to Beat the Band" G. L. BENNETT, Lexington, Ore. DR. C. C. CHICK PHYSICIAN and SURGEON Office in Brosius Block Hood Riv. Oregon C. J. WALKER LAWYER and Notary Public Odd Fellows Building Heppner Oregon Maternity Hospital Wards and Private Rooms Rates Reasonable. Mrs. Zena Westfall, Graduate Nurse Phone Main 322 Heppner, Ore. C. A. MINOR FIRE, AUTO AND LIFE

INSURANCE Old Line Companies. Real Estate. Heppner, Oregon

JOS. J. NYS

ATTCRNEY-AT-LAW

Roberts Building, Willow Street

Heppner, Oregon