

## EDSEL, continued from Page A1

throughout the country and Canada.

It's the second time in the past decade Edsel owners have chosen Keizer for their hub, but this time around will be particularly special, said Patershall.

"The Oregon Club is celebrating its 50th anniversary, and the car has only been around for 60 years" she said. Ford produced Edsels between 1958 and 1960. Fewer than 10,000 of the 116,000 produced are believed to have survived. For more about the car and its place in infamy, see related story on this page.

Choosing Keizer again was easy despite looking at other locations along Interstate 5, she added.

"The hotel was really good to work with the last time we were there and Keizer is a good location to launch side trips that take us through covered

bridges and the agricultural areas," Patershall said.

The group plans to visit the Albany Historic Carousel and Museum and Powerland Heritage Park among other activities.

Keizerites will also have opportunities to gawk at the club's crown jewels. Early arrivers plan to visit Sonic Drive-In on River Road about 5 p.m. on Tuesday, July 31. On Friday, Aug. 3, the club will host an all-Edsel car show beginning at 9 a.m. in the Quality Suites parking lot. Professional judges will be handing out awards in several categories, but attendees will have the opportunity to vote on for the audience award.

The one topic that is sure to come up is how and why the cars they now love were snubbed so hard when they were widely available.

"Club members debate at length about why it failed. Every time we get together," Patershall said.

## Edsel's place in infamy

Only about 10,000 of the original 116,000 Ford Edsels have survived to the present day, but a car that was met with a collective "meh" when it was unveiled is now a collector's item that can fetch north of \$100,000.

How did it happen? That will depend on who you ask.

Ford began producing Edsels in 1958 to compete with intermediate-level cars from other brands and pitched the vehicle as something entirely new. However, most of the market found its features pedestrian.

Ford produced four Edsel models, the large Citation and Corsair and the smaller Pacer and Ranger. The Citation and Corsair had convertible options. After three years of market research, production lasted

until November of 1960. Between marketing, which included an Edsel-branded television show and establishing stand-alone Edsel dealers, and production costs, it's estimated that Ford lost about \$350 million on the Edsel venture. That's approximately \$2.3 billion in modern-day dollars.

In the wake of its cancelation, Edsel became synonymous with marketing failure. Part of the problem was potential buyers had difficulty discerning what separated Edsels from the competition or even other Ford models. Edsels produced in 1958, the first run, also suffered from production flaws. Since Ford never dedicated a factory to Edsels, the cars were assembled alongside Mercury and other Ford models. Putting


it together meant changes along the production line from switching parts to switching tools. Some reportedly left the line unfinished with the necessary parts loaded into the trunk to be installed at the dealerships.

Even the Edsel's major innovation, the Teletouch pushbutton automatic transmission, became a source of frustration. Teletouch allowed drivers to shift gears using buttons on the center of the steering wheel, but attempting to sound the horn frequently resulted in sudden downshifts. In the end, Teletouch proved to be the most lasting innovation that started with Edsels. While it was impractical for drivers in the 1950s, its now a standard feature in sports cars.

# KEIZERTIMES SENIOR HOUSING GUIDE

 <p><b>THE ARBOR</b> at Avamere Court A PART OF THE AVAMERE FAMILY OF COMPANIES</p>	<p><b>DIRECTIONS FROM KEIZER:</b> The Arbor is off River Rd, located back behind Saint Edward Church</p>	<p><b>UNIT TYPES:</b> • private studio apartments with private bathrooms</p>	<p><b>MONTHLY RENT:</b> Cost Varies</p>	<p><b>TYPE OF CARE:</b> Memory Care</p>
	<p><b>AMENITIES:</b> • 24-hour staff • Basic medication management • Nutritious meals &amp; snacks • Weekly housekeeping • Wireless Monitoring System • Indoor Courtyard • Cognitive and Behavioral Support • Beauty Salon • Daily activity &amp; life enrichment programs • Activities of Daily Living Assistance</p>			
<p>450 Claggett Ct N, Keizer, OR 97303 • 503-856-7440 • www.arboratavamere.com</p>				



 <p><b>the Village at Keizer Ridge</b> ASSISTED LIVING AND MEMORY CARE</p>	<p><b>DIRECTIONS FROM KEIZER:</b> On River Road, one-half mile north of McNary Estates. Right on McGee Ct, take second driveway on left.</p>	<p><b>UNIT TYPES:</b> • Assisted Living • Memory Care</p>	<p><b>MONTHLY RENT:</b> starting at \$2,775</p>	<p><b>ASSISTED LIVING AVAILABILITY:</b> Yes</p>
	<p><b>AMENITIES:</b> • State-of-the-art theater • Self playing piano • Raised garden beds • Personalized care plan • Freshly prepared gourmet meals 3 times daily • Life enriching, meaningful, stimulating activities • Enclosed courtyard with walking path • Private &amp; semi-private Memory Care apartments</p>			
<p>1165 McGee Court NE, Keizer, OR 97303 • 503-390-1300 • www.VillageAtKeizerRidge.com</p>				



 <p><b>Marian Estates</b></p>	<p><b>DIRECTIONS FROM KEIZER:</b> Take I-5 South, Hwy 22 East, Exit 13, turn towards Sublimity, right (East) on Church Street.</p>	<p><b>UNIT TYPES:</b> • Assisted Living • Independent Living • Memory Care • Skilled Rehabilitation &amp; Nursing Care</p>	<p><b>MONTHLY RENT:</b> Cost Varies</p>	<p><b>TYPE OF CARE:</b> Full Continuum of Care</p>
	<p><b>AMENITIES:</b> • 38-Acre Private, Family Owned Active Retirement Community • No Buy In • Apartments • Cottages • Café • Gift Shop • Beauty Shop • Pet Friendly • Duck Pond with Walking Areas</p>			
<p>390 SE Church Street, Sublimity, OR 97385 • 503-769-3499 • www.MarianEstates.com</p>				




 <p><b>CAPITAL MANOR</b></p>	<p><b>DIRECTIONS FROM KEIZER:</b> Take Marion St. bridge, then take Rosemont Ave exit, then left on Edgewater St. We are 3 blocks down on the right.</p>	<p><b>UNIT TYPES:</b> • Independent living residences • Residential care facility units • Memory care</p>	<p><b>MONTHLY RENT:</b> Cost Varies</p>	<p><b>RESIDENTIAL CARE AVAILABILITY:</b> yes</p>
	<p><b>AMENITIES:</b> • Only Life Plan Community (CCRC) in the area • Pool &amp; Wellness Center • Wine &amp; Coffee Bar • Beauty Shop &amp; Nail Salon • Card &amp; Game Room • 2 Libraries • Art &amp; Crafts Center • Ceramics Studio • Woodworking Shop • Auditorium • Bistro • Art Gallery • Branch Bank • Guest Rooms • Fiber Arts Room</p>			
<p>1955 Dallas Hwy NW, Salem, OR 97304 • 503-589-3734 • www.CapitalManor.com • e-mail: nlacy@capitalmanor.com</p>				



 <p><b>Emerald Pointe</b> Senior Living Community</p>	<p><b>DIRECTIONS FROM KEIZER:</b> On River Road, one-half mile north of McNary Estates.</p>	<p><b>UNIT TYPES:</b> • Studio • 1 BR w/ deck or walk-in closet • 2 BR, 1 BA • 2 BR, 2 BA w/ deck or walk-in closet</p>	<p><b>MONTHLY RENT:</b> starting at \$1,350</p>	<p><b>ASSISTED LIVING AVAILABILITY:</b> no</p>
	<p><b>AMENITIES:</b> • Full kitchens in every apartment • Free WiFi • Flexible Optional Meals • Waist High Gardens • Full Activities Calendar • Weekly Excursions • Special Dietary Needs Met • Coffee Lounge • Housekeeping • Community Room • Activity Rooms • Resident Lounge • Beauty Salon • Transportation</p>			
<p>1125 McGee Ct NE, Keizer, OR 97303 • 503-390-7700 • www.EmeraldPointeKeizer.com</p>				




 <p><b>Harmony House of Salem</b> PACIFIC LIVING CENTERS, INC. A Loving Home for the Memory Impaired</p>	<p><b>DIRECTIONS FROM KEIZER:</b> From Verda Ln or Parkway, take Hyacinth to Portland Rd. Cross intersection, take right after gas station</p>	<p><b>UNIT TYPES:</b> • semi-private memory care rooms • private memory care rooms</p>	<p><b>MONTHLY RENT:</b> starting at \$4,850</p>	<p><b>ALZHEIMER'S &amp; DEMENTIA CARE:</b> yes</p>
	<p><b>AMENITIES:</b> • Respite &amp; Short Term Care Available • Individualized Care • Secure Building • Common Gardens &amp; Recreation Area • Home-like with short hallways to common areas • Watch &amp; be part of the cooking process • Wholesome &amp; Nutritious Meals • Feeding Assistance • Medication Management • Hygiene Assistance</p>			
<p>3062 Hyacinth St NE, Salem, OR 97301 • 503-409-2426 • www.harmonyhousesalem.com • michelen@pacificlivingcenters.com</p>				



 <p><b>Willamette Lutheran Retirement Community</b></p>	<p><b>DIRECTIONS FROM KEIZER:</b> Drive north on River Rd. Turn left on Wheatland Rd. Go 1.5 miles. On left side of road.</p>	<p><b>UNIT TYPES:</b> • independent living includ. studio and 1-bedroom apartments, 2-bedroom cottages</p>	<p><b>MONTHLY RENT:</b> starting at \$1,676</p>	<p><b>ASSISTED LIVING AVAILABILITY:</b> yes</p>
	<p><b>AMENITIES:</b> • Not-for-profit, Christian community serving all faiths • Pets allowed • No Extra Charge for a 2nd person • 24-hour nurse on staff for emergency response • 3-delicious homecooked meals daily • Van service for shopping &amp; medical appts • Housekeeping • Great Social Activities • Church Services</p>			
<p>7693 Wheatland Rd N, Keizer, OR 97303 • 503-393-1491 • www.willamettelutheran.com • e-mail: kay@willamettelutheran.com</p>				



 <p><b>The Woods at Willowcreek</b></p>	<p><b>DIRECTIONS FROM KEIZER:</b> I-5 South, exit left on Market St, continue past Lancaster Dr, right on Tierra St NE, left on Glencoe St NE</p>	<p><b>UNIT TYPES:</b> • assisted living • memory care studio apartments</p>	<p><b>MONTHLY RENT:</b> Cost Varies</p>	<p><b>MEMORY CARE AVAILABILITY:</b> yes</p>
	<p><b>AMENITIES:</b> • Staff on site 24/7 • Full time RN on site • Maintenance &amp; Housekeeping • All utilities (except phone) includes basic cable • Transportation to appointments, shopping, events • Laundry &amp; linen services • Salon on site • Daily activities • 3 meals per day plus snacks</p>			
<p>4398 Glencoe St NE, Salem, OR 97301 • 503-581-4239 • www.thespringsliving.com • e-mail: tperkins@thespringsliving.com</p>				

