



"Dream car" design for driving today is offered by Mercury in its completely new line for 1957. Representing one of the most extensive model changes in history, the 1957 Mercury has a unique styling theme highlighted by graceful, sculptured side projectiles topping low rear fenders and terminating in massive V-angle tail-lights. Entirely new, bigger bodies designed especially for Mercury are wider and longer and roomier, giving more passenger comfort. Overall height has been reduced four inches, yet head room has been increased two inches. A softer ride, better handling and roadability result from newly engineered chassis features, which include the industry's first air-cushion rear suspension on many models. A choice of a 255 hp. or 290 hp. V-8 engine is offered in Mercury's 15 new models in Monterey, Montclair and station wagon series. Pictured is the Mercury Montclair four-door sedan.

Livestock Vitamin Need Investigated By OSC Scientists

Higher than normal needs for vitamins in livestock can be inherited, according to research at the Oregon State college agricultural experiment station. Ralph Bogart and Robert Mason, OSC animal husbandmen, found that normal-appearing mice can pass on to their offspring much higher than normal

needs for certain vitamins. And if these higher needs aren't met, these offspring die. Four strains of mice were crossed in their experiments. At weaning time, several of the offspring stopped growing. Checking on these cases, the researchers found that one parent always had high thyroid activity—indicating a faster than normal use of vitamins—and the other parent passed on only normal ability to digest and store vitamins. The result was offspring that used vitamins faster than they

could get them from the ration normally fed. When B-complex vitamins were added to the feed of these suppressed-growth mice, they resumed normal growth and eventually weighed the same as normal mice raised on the normal ration. Many of these high-vitamin-requiring mice were able to survive on the normal ration after they reached full growth, but weren't able to reproduce unless extra B-vitamins were added to their diet. Actual applications of this re-

Great Gains Seen By 1975 for State Forest Industries

Oregon's forest industries are expected to add more than a quarter of a billion dollars to their annual output by 1975, but it won't take many more trees from the state's forests than it does today.

J. B. Grantham, managing director of the Oregon Forest Products laboratory, predicts value of the state's forest products will amount to about \$1,252,000,000 by 1975. That is an increase of \$276,000,000 over 1954, latest year for which complete information is available.

Most of the increase will come from the big users of wood residues—pulp, paper and wood composition board industries. However, improved manufacturing methods will also add to productivity.

Grantham expects the pulp and paper industry to boost its output 83 percent, to \$266,000,000. Wood composition boards, including softboard and hardboard, would be up 50 percent, to \$30,000,000.

The Oregon plywood is expected to increase its output by 40 percent, to an annual value of \$270,000,000. Lumber production, which accounts for more than half of the value of Oregon's forest products, would increase 12 percent, to \$675,000,000. Only decreases would be in shingles and miscellaneous products.

This added value could mean some 27,600 new jobs by 1975, Grantham estimates. Even with automation, about 20,000 new jobs would be created. He notes use of wood residues in Oregon grew from 1500 tons in

1944 to 860,000 tons in 1954. This figure is expected to double by 1975.

Despite this increased use, Grantham says about 12,000,000 tons of residues are available annually that can be better utilized.

The OFPL is concentrating its efforts on use of residues, particularly on chemical utilization of bark, high-yield pulping of mill leftovers, barking and chipping of logs in the woods and on seeking waste to use sawdust and bark in agriculture.

The forest products laboratory, located at Oregon State college, is a state research agency supported mainly by a timber harvest tax.

Marketing Services Hold Key to Price Of Foods in Stores

Have you ever wondered why you pay 30 cents for a loaf of bread when there's such a sur-

plus of wheat? Or why Oregon's Bartlett pears cost you about the same as they do a family in New York? Or why canned and frozen food prices are so much higher than the raw product?

Answers to these and other price spreads are found in modern food marketing services consumers enjoy, according to Oregon State college extension service specialists who call attention to Farm-City week, November 16 to 22.

Services provided by food processors and distributors are needed to get food from farm to table and they cost money, they point out. The consumer's food dollar is used to produce, process and distribute the food supply.

The agricultural labor force takes a good slice of the consumer's food dollar plus the services, supplies and equipment used in farming. A larger portion in most instances goes to processors, transportation agencies, wholesalers, retailers and the millions of workers involved

directly or indirectly in the distribution of food.

All costs of marketing figure into prices paid for food have increased in the past 10 years, the specialists explain. Wages have been going up since 1945 and have almost doubled in 10 years. Freight rates and other costs, including packaging, containers, material, fuel, equipment and rents are up about two-thirds.

Despite these increases, however, the portion of the family budget spent for food is no greater today than it was 10 years ago, they emphasize.

Lexington News

Invitations are out for the wedding of Miss Mary Carole Jackson, daughter of Mr. and Mrs. Ralph Jackson, former residents of Lexington, to Dennis Aale Rice. The wedding will be a December event in Portland.

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The new Ford Custom 300

From a proved-in-action "Inner Ford" stems a whole car that's built to stay young for years

The moment you see this new kind of Ford, you'll know you're seeing something that's completely new—completely different.

Ford's road-hugging '57 models are as much as four inches lower—up to nine inches longer. And there's a choice of two big-car sizes: the big Custom and Custom 300's—over 16 feet long, and the even bigger Fairlane and Fairlane 500's—over 17 feet long.

The longer, lower lines that give you that "sculptured look," the power of its Thunderbird V-8... these are just the beginnings of the story of the '57 Ford. Underneath there's a built-to-last "Inner Ford" with features that

are a challenge to even the high-priced cars.

You ride on a new wide-base frame which flares out a foot wider. You'll find you sit lower down, with even more room and comfort. And entering is easier than ever with the new wide-swinging doors.

And as for handling! You'll find light-as-air steering, and cornering comfort like you've never had before. The '57 Ford "flattens out" the roughest roads—as well as the steepest hills... makes driving more fun for you!

There are new Silver Anniversary V-8 engines with a wide range of horsepower to suit every need. Or you may choose the great, new Mileage Maker Six.

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