

GATES

The Gates Parent-Teachers Association met for the April meeting at the school house. Election of officers for the coming year was held.

Mrs. William Pennick was selected to serve as president; Mrs. Clarence Ball, vice president; Mrs. Elmer Stewart and Mrs. Charles Tucker were re-elected secretary and treasurer respectively.

Following the business session a film was shown.

The mothers of the 3rd and 4th grades under the director of Mrs. William Suddeth, served.

The next meeting of the association will be held in the high school, Thursday evening, May 7.

Mr. and Mrs. Gerald Heath have received word that their son, Virgil, has been appointed assistant chief forester with the Bureau of Land Management, in Washington, D.C. Mr. Heath, who has been employed by the U. S. Forestry Department since his graduation from Oregon State college, was located in Alaska for several years before being transferred to Medford, where he is at present.

Mr. and Mrs. Heath and two children will leave Medford for the capital before July 1, when Heath will take over his new office.

Mr. Heath was born in Gates and attended the local schools.

He is a veteran of World War II, with the U. S. navy, and when discharged his rating was lieutenant commander.

Relatives and former friends of Elm Hall have received word of his death, April 2, at his home in Sacramento, Calif., where he had been ill for the past year.

Mr. Hall was the son of a pioneer family who came to the canyon when he was a small child. He married Miss Edna Random, daughter of Mr. and Mrs. George Random, early settlers at Niagara. Mr. and Mrs. Hall moved to Sacramento in 1922, where they have since resided. Mr. Hall is survived by his wife, Edna, three sons, Arden and Loran, of Sacramento and Waldo of Stockton; one daughter, Lanor of Notch Hill, Canada.

Mr. and Mrs. Glen Henness, sons, Keich and Earle, Miss Elda Webster and Mr. and Mrs. Clare Henness, and daughter, Kandee, were in Dallas over Easter Sunday at the Roy Taylor home.

The "Stitch in Timers," 4-H sewing club met at the school house the last of the week to sew on articles they are making for their Mother's day gifts. Part of the afternoon was

spent playing soft ball while their leader, Mrs. William Pennick and Ann Marie Hirte, prepared refreshments.

Mr. and Mrs. Keith Kadine, who have been at the home of Kadines' parents since his discharge from the military service in January, moved to Salem the last of the week, where they will make their home.

Little Lynette Anderson, daughter of Mrs. Margie Anderson, was brought home from a San Francisco hospital the first of the week. She is reported to be getting along splendidly following surgery.

Pvt. Arthur Lake was at the homes of his father, Russell Lake, and his grandmother, Mrs. Lillie Lake, Saturday and Sunday from his station at Fort Lewis. This was his first furlough home since his induction several months ago.

A family dinner was held in his honor Sunday at Mrs. Lake's home. Those present were Arthur Lake, his father, Russell Lake, Mr. and Mrs. Clyde Schroeder and baby son, Mrs. Marshall Lake, L. T. Henness, William Savage, Dale Woodard and the hostess, Mrs. Lake.

Floyd Fleetwood has been working at the Gates Community house the past week "spackling" the sheetrock walls in preparation for the paint. Mr. Fleetwood is donating his labor and will also do the painting. Elmer Stewart, who donated a day's labor a week ago Sunday was not mentioned among those who worked, an oversight, he was "among 'em."

E. W. Klecker of Madras was a Gates visitor Sunday and also visited his mother, Mrs. Mary Klecker in Stayton.

Tilman Rains who has been ill at his home since the first of December

and bedfast most of the time has made a big improvement the past two weeks and is able to be up and around again.

Mrs. Alvia McNamee, of Portland has been house guest at the home of her son-in-law and daughter, Mr. and

Mrs. L. L. Rynearson the past week. Easter Sunday at the Rynearson home were Mr. and Mrs. Robert McNamee, Mrs. Ben Johnson and three children, Mr. Rynearson's mother, Mrs. Mildred Agee and Dennis Taylor from Biloxi, Miss.



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Worth more... and why



There's an old saying that a thing is worth what someone is willing to pay for it. Well, if you could tour the wholesale and retail used car auctions around the country, if you could survey hundreds of used car lots you would discover that used Fords bring higher prices than any competitive make—and by substantial amounts.

THAT'S WHY we feel our '53 cars should not be compared with cars in the same price range. Not because our competitors don't do a good job—obviously they do—but because we feel Ford cars have more in common with the highest priced automobiles. The similarities are far greater than the differences.

For example. Today, the most expensive cars in this country have V-type, 8-cylinder engines. Ford Cars have had this exact same type of engine for over 20 years.

What's more astounding, the current Strato-Star V-8 sells for hundreds of dollars less than several other makers charge for a six-cylinder car. Now there's nothing wrong with a Six but they do cost less to make. Ford makes a Six—the most modern overhead valve Six in the industry. And if it's a six-cylinder car you want, Ford has it and for less money than the V-8, which is as it should be.

What about ride? Here's another Ford similarity with high-priced cars... *Riding Comfort.* One of the misconceptions for many years has been that weight—sheer weight—is what it takes to make a car ride well. Ford has found that you can make a 3000-pound car ride softer and hold the road better by far than many cars that weigh a full 1000 pounds more. In the '53 Ford, for example, front end road shock has been reduced up to 80%. We say it compares most favorably with the heaviest cars sold today.

What about automatic transmissions? It would take the fingers of both hands to count the various kinds of automatic and semi-automatic transmissions on the market today. The one we

offer is called Fordomatic. It is the most versatile on the market, it represents the most profound consideration of engine-to-wheel power transfer—and that it does the best job for our engines isn't even open to question. It "shifts" better than you could shift by hand.

What you can see is also important. Here again Ford Cars lead not only in their price field but in the medium and upper brackets as well. Ford visibility is *Full-Circle* Visibility. This means huge, curved unobstructed glass area, front and rear, plus side windows that allow all passengers what the hotels call "room with a view."

Appearance? A higher price, of course, does not make a car more beautiful. Conversely, beauty in a Ford comes "for free." Ford has found that it costs no more to develop a beautiful car than one that is less pleasing in appearance. You can drive up to the most exclusive doorways in the world and feel perfectly at home in your Ford. Fords "belong" . . . in exactly the same social category as the finest, one-of-kind creations. After all, a Ford is a custom creation multiplied.

What about running costs? Here's one place that Ford's advantages are obvious. Fuel economy Ford has the big cars whipped. Ford parts cost less. Ford service charges are less. Ford tire mileage is thousands of miles greater. And, Ford depreciation is the lowest of any car on the market—bar none.

What are Fords made of? Some people have the idea that the costliest cars are made of "better stuff." It's true that some high-priced cars have costlier upholstery and fittings. What Ford has is

so good, both in durability and appearance, that you probably could not tell the difference. You might even prefer it, because of its better design and more pleasing appearance.

Then there's the question of sheet metal. If you were to measure and analyze the sheet metal structure in the most expensive car, you most likely would find it identical in thickness to the corresponding panels in Ford.

After all, then, what is the difference between a Ford and the costliest cars?

In our opinion, the difference is largely a matter of dimensions, weight (and the power required to move it) plus the distinction of owning a car that not so many other people own. The desire for these things is understandable . . . and probably justified for people who are willing to pay the price to satisfy it.

As to comparing Ford with other cars in its price range, by all means do so if you wish. But, as we said before, you'll get a better picture of Ford value by comparing with cars that are most like Fords—those that are priced up to twice as much. In fact, we think you'll quickly begin comparing the other cars with Ford—because the 1953 Ford has really established the New Standard of the American Road.

'53 FORD

Worth more when you buy it . . .
Worth more when you sell it . . .

F.C.A.

YOUR HIGHWAYS by JAY SCOTT

(No. 1 of a series)

The First Road was probably a foot-wide track through a barren, boulder-strewn land where prehistoric man moved cautiously from haunt to haunt in search of food, warmth and lodging.

Aeons Later, Indians and other aborigines blazed trails through wildernesses, trails which guided their users safely from one settlement to another; to well-stocked lakes and hunting grounds; to watering spots and caves.

After That, man discovered that certain animals could be useful in carrying both himself and some of his goods from place to place.

The Most Important step of all in establishing transportation routes was the invention of the wheel. Mankind had now uncovered a remarkable secret, a secret that enabled him to trek with all his belongings almost anywhere he wished to go.



Now The Highway was assuming a place of importance in every nation's economy. Without good roads there could be little contact between cities and towns, between countries themselves.

Up To The Beginning of the present century the stress and strain placed on the average highway were not too great. But with the development of the automobile there came a vastly new situation.

Today Good Highways are among the most important needs of any nation. We Americans have become a country of motorists, not only do we constantly use passenger cars for business and pleasure, but a steadily increasing percentage of goods is transported by truck and trailer. Our highways are the arteries of the nation; they carry its very lifeblood.

Herrold-Philippi Motor Co., Stayton