BOARDING THE SS Italia for a fourteen-day cruise to the West Indies and South America are (from left to right) Mrs. Fred Striffler of Washington boulevard and Mrs. R. C. Ranke of Pierce street. The travelers will return to Birmingham this week.

Have You Met . . .

Mr. and Mrs. Donald R. Skidmore, former residents of Lansing, they moved from Los Angeles, Calif., to 15728 Kirkshire road in February. Mr. and Mrs. Skidmore have three children, Don, Jr., 13, Echo Arden, 8, and Cynthia Sue, 6. Skidmore, a project engineer with Packard Motor Car Company, is a member of the Masons and Elks. Mrs. Skidmore is a Daughter of the American Revolution and a Girl Scout leader.

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Franklin News

By ANGELA DADSON
MAyfair 6-2841

Marsden Wilson, principal of Franklin school, advises that the architectural plans for the new addition to the school are ready and will be on display when the Franklin PTA meets at the school, 8 p.m., Monday evening. A showing of the film "The Family Circle" will be followed by an informal discussion of school-home relationships with John Romney as moderator.

PTA officers elected at the last meeting are Mrs. Wendell Smith, president; M. D. Millard, vice-president; Mrs. John Faulkner, secretary; and Mrs. Karl Scott, treasurer.

There will be a square dance at the Franklin community hall on the evening of Friday, April 17, with Art Carty doing the calling and buffet refreshments provided for all attending the affair.

Mr. and Mrs. Russell Cameron left their Bingham road home last Saturday for a three month European trip. They sailed yesterday on the Queen Elizabeth.

The Harold Newhousers and children Charlene and Sherrill are back from Lakeland, Florida. They have been there since February 2 and arrived at their Romany road home last Saturday.

Back from Lakeland, too, are Mr. and Mrs. Charles Gehringer of Lahser road.

Mr. and Mrs. Timothy LaFontaine, who have been on an extensive vacation tour by air, are back in their place on Lahser road. They left early in March, flying to San Juan, Puerto Rico, where they stayed at the Caribe Hilton hotel for several days. They went on to the Virgin Islands and made overnight stops at Ciudad Trujillo in the Dominican Republic, at Port au Prince, Haiti and at Montaige Bay, Jamaica.

By plan they joined Mr. and Mrs. Fr. M. Tregman, of Lathrup township and Mr. and Mrs. Ken Townsend, of Dearborn, at Havana, Cuba, for a four day get-together there and a few days in Miami before the La Fontaines left for Marathon, in the Vica Keys, for deep sea fishing.

The Warren William family are home from a month's vacation at St. Petersburg and Pompano Beach, Florida.

Back in their place on Briarcliff road after vacationing at Miami are Mr. and Mrs. Connel Shelton and daughter Connie.

Mr. and Mrs. Paul Ziegelbaur, Franklin road, have been on a two week vacation with the Hollywood hotel at Hollywood, Florida, as their holiday headquarters.

The John Scolaros and daughters Toni and Jeanie, who left early in March to vacation in Florida, have returned to their home on Canterbury road. They made Ormond Beach at Dayton their holiday spot.

Dr. and Mrs. Robert Small and children Mike and Dena, of Nottingham road, have also been winter vacationing. They have just returned home from a holiday in Miami.

The Al Griggs, Scenic drive, spent the Easter weekend in Cleveland visiting their son and daughter-in-law, Mr. and Mrs. Dan Griggs.

Mr. and Mrs. Roy Carkner, Bingham road, will celebrate their fifteenth wedding anniversary tomorrow. As is their custom, they will dine at Oakland Hills and spend the evening calling on intimate friends.

Newly elected officers of the Franklin Community Library association are Mrs. Eric Opitz, president; Mrs. Norman Gurrin, vice-president; Mrs. Jack Roberts, secretary; and Mrs. Harry Lang, treasurer. Board members for the fiscal year are Mesdames D. J. Crawford, H. G. Heideman, L. F. Parker, E. B. Porter, F. VanDyke and J. M. Washburne.

Mrs. George Gerlach will be hostess to the members of St. Anne's Guild at her home on Captains lane when they hold their April meeting on Wednesday, April 15th. She will be assisted at luncheon by Mesdames E. Colman and A. Fuhrmann. Luncheon will be followed by a business meeting and a discussion of the Bible led by Mrs. Jesse Spencer.

The Evening Circle is to meet at 8:15 p.m., April 16 at the 14-Mile road home of Mrs. Richard Rozamora. Co-hostesses will be Mrs. Robert Egan, Mrs. Lewis Evans, Mrs. Eugene Kelly and Mrs. Norman Meyers. The group will be entertained with a musical program presented by Frances Elaine Hauss, pianist, Emily Ann Hauss, cellist, and Quincy Hauss, violinist, sisters and brother of Mrs. Rozamora. Members of the Village Circle have been invited as guests on this occasion.

Welcome to Mr. and Mrs. Edward Henkel and their sons James, 12, and Philip, 10, formerly of Huntington Woods and now in their new home on Briarcliff road. Henkel is owner of the Lamina Tool and Die Co., Oak Park. The boys are enrolled in Franklin school.

MRS. HARLAN KOCH

Pi Phi Chapter Marks Founding Tuesday Evening

Leola Royce McKinney Koch, province vice-president of Pi Beta Phi, will be the guest of the Bloomfield Hills Pi Phi chapter at their founders' day observance Tuesday evening, April 14.

The chapter will meet at 8 p.m. at the home of Mrs. Arthur Bull, 557 Puritan road. Assisting Mrs. Bull will be Mrs. Henry Ohrt, Mrs. John Townsend and Mrs. V. H. Day.

MRS. KOCH is also vice-chairman of the health division of the Council of Social Agencies in Ann Arbor, program chairman of the Ann Arbor branch of the AAUW, and is a member of the executive board of the Public Health Nursing Association.

Her Pi Phi work consists of coordinating the activities of the alumnae clubs in Michigan and Indiana.

Her husband, Dr. Harlan Koch, is assistant dean of the Horace Rackham school of graduate studies at the University of Michigan.

Preceding Tuesday evening's meeting, Mrs. F. H. McKinney will entertain Mrs. Koch, Mrs. Bull and Mrs. Harold Groves of Ann Arbor for dinner at her Puritan road home.

Collegians

WITH THE

Jack Goodman, son of Mr. and Mrs. James E. Goodman of Pleasant street, is serving as treasurer of the Purdue Auto Club at Purdue University where he is freshman engineering student.

Genevieve McNellis Maxwell of Worlington road, Wing Lake, was one of the eight University of Michigan women recently initiated into Theta Sigma Phi, national fraternity for women in journalism.

Suzanne Jones, daughter of Mr. and Mrs. Blythe R. Jones of Southfield road, was initiated into Beta Alpha chapter of Alpha Phi during rites held March 8 in the chapter house at the University of Illinois. A graduate of Birmingham high, Suzanne is enrolled in the college of liberal arts and sciences on the Champaign, Ill., campus.

Joseph A. Gryson, son of Mr. and Mrs. E. J. Gryson of Crabtree road, is among the twenty-four Cornell University students recently elected to Tau Beta Pi, national engineering fraternity. A senior in the school of chemical and metallurgical engineering, Joseph is a graduate of Doylestown high school.

Making the dean's scholastic honor list for the last semester at Hillsdale College are William Neu, son of Mr. and Mrs. William H. Neu of Rainbow drive, and Joyce Stirling, daughter of Mr. and Mrs. Hugo Post of Norchester road.

Mary Cutter, sophomore at Colby College, Waterville, Me., has been named to the dean's list for outstanding scholastic achievement. Mary is the daughter of Mr. and Mrs. G. O. Cutter of Overhill road.

West Beverly Hills News

By VIRGINIA DETWILER
PHONE MI 4-3529

Back from a month's trip to California are the Richard Lakes of Balmoral road. La Jolla and Burbank were the two bases of operations, from which they "covered" most of the state. While there, they visited a niece in Long Beach, and spent a day with Mr. and Mrs. Dick Stites, former Beverly Hills residents, who showed them the sights of San Francisco. On their way home, several days were devoted to visiting and sightseeing in Arizona.

Mrs. John Toomey and son John, of Buckingham road, are spending this week with Major and Mrs. A. L. Nelson in Washington, D. C.

Mr. and Mrs. M. W. Lorne of Bedford road recently returned from a month's vacation in Florida. They visited relatives in St. Petersburg, and spent some time at Fort Lauderdale and Indian River.

At Birmingham high school's annual basketball banquet on March 24, it was announced that Don Dorough, son of the Jere Doroughs of Beaconsfield road, has been elected captain of the varsity basketball team for next year. Don was also recipient of this year's free throw award. Mrs. Dorough was hospitality chairman for the banquet.

The W. J. Blacks of Kirkshire road returned on March 28 from a five-week southern vacation. They spent three weeks with Mr. and Mrs. F. W. Marschner in Miami Beach, and stopped for a few days in Richmond and Chevy Chase, Md. While in Washington they took a special tour through the newly renovated White House and later witnessed the Senate vote on Ambassador Bohlen. On March 27 Mrs. Black attended a luncheon and style show for the National Symphony, at which Mrs. Eisenhower was guest of honor. Washington's cherry trees, about three weeks early this year, were in bloom during the Blacks visit.

New neighbors of a week's standing are the Joseph A. Fortins of 1818 W. 14-Mile road. Ex-Detroiters, they have one son, Joseph, 8 months old. Fortin is an experimental engineer at Detroit Transmission Co.

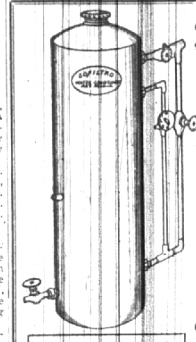
Mrs. N. S. Hadley entertained three former college classmates at her Warwick road home recently. Her guests were her sister, Mrs. C. C. Cook, of Columbus, Ohio; Mrs. Charles Pavey, of Albany, N. Y. and Mrs. P. W. Schwad of Framingham, Mass.

Cub Scout Den 11, led by Mrs. C. J. Schroeder, took a trip to the Birmingham police department on March 28, after which they enjoyed a marshmallow roast at the home of Mr. and Mrs. Donald H. Rhoton, of Devonshire road. The boys have been making wren houses which they will display at the next pack meeting.

Tomorrow, Den 13, led by Mrs. Herbert Ashcraft and Mrs. Herbert Green, will take a field trip to the Daily Tribune office in Royal Oak to watch the printing of a newspaper. For the past two weeks, the boys have been making papier mache masks and puppets, and coloring Easter eggs. At the pack meeting next Monday, badges will be awarded Bobby Cheer, Jerry Racine, Dale Ashcraft, Gary Ashcraft and Frank Green.

Harvard Dean Speaks

The annual meeting of the Harvard club of Eastern Michigan was held April 8 in Detroit. Principal speaker for the dinner program was Dean Francis Keppel of the graduate school of education at Harvard. His topic was "The Role of Education in A Divided World."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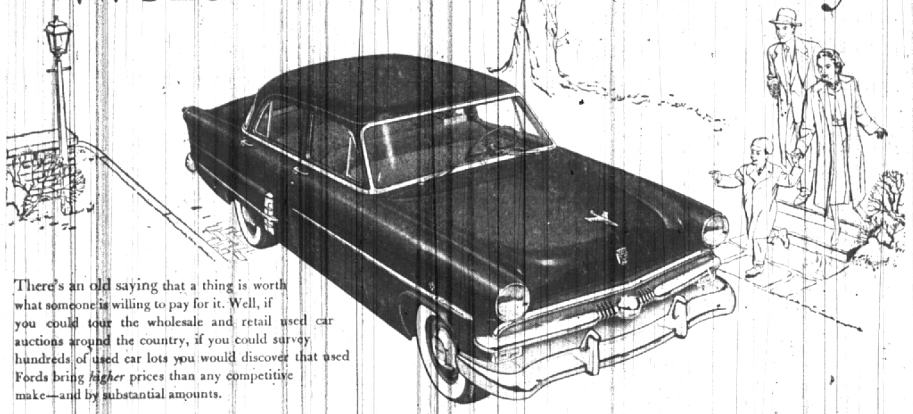
Worth more... and why



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. For oil and gas 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 go 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.

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