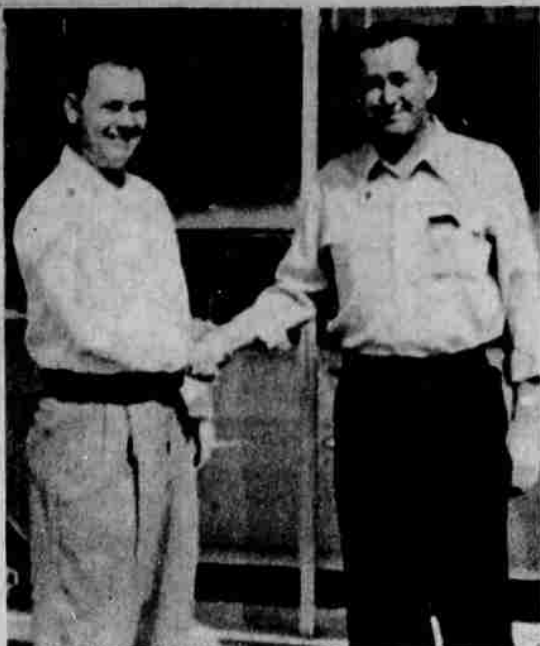




AN OLD HAND in the Basin car business, Merv Green (right) is back again, this time with Bus Thompson (left) in Lakeview. Thompson, former Klamath Falls and Prineville car man, recently took over the Chevrolet dealership in Lakeview. Green was with Ashley Chevrolet here before going to Yakima two years ago.

Henry Ford Grandson Adds New Life To Auto Industry

By DAVID J. WILKIE
AP Automotive Editor

DETROIT (AP)—Ten years ago a stubborn but tired old man resigned as president of the Ford Motor Co. Into the post stepped his 28-year-old grandson.

For the Ford Motor Co. it was a history-making event.

World War II had just ended. Big defense contracts were about to be terminated. The huge industrial empire the elder Henry Ford had founded and directed as one-man institution showed signs of tottering.

To a younger Henry Ford backed by all members of his family excepting perhaps the retiring 82-year-old patriarch fell the task of rebuilding the empire.

Did it frighten him?

"I didn't know enough to be frightened," he said later.

In the decade that Henry Ford II has directed the destinies of the great family-owned automotive enterprise, he and his associates have brought it back into the big money-making area, weathered some serious threats to its life and implemented a \$2.4-billion-dollar expansion and modernization program.

And, temporarily at least, he has realized one of his most cherished ambitions—to overtake Chevrolet, his major competitor, in production and sales. Although disputed by Chevrolet, Ford claimed sales leadership in actual customer deliveries at the end of 1954.

Unofficial estimates from financial sources say this year's net earnings of the Ford Motor Co. will top the estimated 1950 total of 266 million dollars. That was the year of the auto industry's biggest output. Ford assembles and sales will be greater this year than those of any previous year.

Friends of young Ford say his ambition goes farther than just to "beat Chevrolet." They visualize Ford challenging General Motors in all price classes. They point to the huge expansion program that has been underway since 1946.

When currently planned projects are completed in 1958 more than \$2,325,000,000 will have been spent on expansion and modernization. More than 50 million square feet of floor space will have been added to present facilities.

An acrimonious family meeting is said to have preceded the elder Ford's resignation and his grandson's election as president. It was common knowledge that young Ford's father, Edsel B. Ford, had been president largely in name only, from 1918 until his death in 1943; that the elder Ford and some of his close associates frequently countermanded commitments Edsel made, much to the latter's embarrassment.

Eleanor Clay Ford, Edsel's widow, reportedly threatened to sell her company holdings and the stock she controlled as trustee for her younger children on the open market if the elder Ford did not step down and let her son, Henry II, become president in fact as well as in name.

It was the same threat the company founder had used a quarter century earlier to force minority stockholders to sell their holdings to him.

Thus, on Sept. 21, 1945, a couple of weeks after his 38th birthday, young Henry Ford, who had had relatively little experience in the business, became its president.

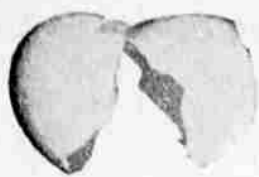
BOOTLEGGERS HIT

ATHENS, Ga. (UP)—A crackdown on bootlegging hit hard at taxi service in this city of 21,000 population. State revenue agents confiscated 13 of the city's 45 taxi cabs in raids during the past weekend.

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Woman Jailed For Extortion

LOS ANGELES (UP)—Mrs. Veronica Elsie Williams, 24, must serve a two-year federal prison term for trying to extort \$100,000 from the family of a murdered Bel Air socialite.

District Judge William Byrne sentenced Mrs. Williams yesterday after she had pleaded guilty to extortion charges. She was charged with trying to extort the money from wealthy electrical contractor John A. Thompson, father of the late Mrs. Norma T. McCauley by threatening to harm her three sons.

Similar charges were dismissed against her husband, Edgar Leon Williams, 24, after the U.S. attorney's office said investigation showed he was unaware his wife had sent the threatening letter to Thompson.

Rubber Rhinos Fail Test; They Just Don't Taste Good

By ELIZABETH TOOMEY
United Press Staff Correspondent
NEW YORK (UP)—Two rubber rhinoceroses from South Africa just lost their chance to join a toy project designed to bring more of the wide, wide world into lives of American children.

The rhinos, as they are referred to by spelling cowards, flunked the taste test for one thing. "We found," said Clinton Gardner, holding a dull-finish rubber rhino in one hand and a shiny-surfaced copy in the other, "that very small children didn't like the taste. Little girls thought the animals were too ugly and six-year-

old boys objected to the squeaky-squeaker in the stomach as too childish."

Gardner and his partner, Alastair Kyle, decided a year ago to try and promote some toy scheme which would make more American children aware at an early age that they lived in only one of many nations in the world.

Both young men had traveled widely. Both had worked for NATO and both spoke four or five languages, so they took off in separate directions to begin setting up a far flung toy business.

Finally their business, christened "Toys of the World" began to grow as a sort of the toy-of-the-month club for children from two to 12 years old, mailed in each case directly to the child from the country it represented, along with a folder telling something of the life in the country.

They have approved toys from eight countries, and already mailed out some 50,000 Alpine villages from Austria to their first customers.

They considered a German construction toy — a neat box filled

with metal pieces, rubber wheels and complicated diagrams.

"It's really a fascinating toy," Kyle said regretfully, "but the trouble is you have to be about a 40-year-old construction engineer to figure it out."

Then there was a hand-painted dragon from Hong Kong, something no child should be without. It's on the discard table with the rhinoceroses. The world is full of

a number of things, the two young men decided, more attractive than dragons and rhinoceroses.

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