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A BETTER IDEA—The lemon in Eddie Campos' hand shows what he thinks of his 1970 Lincoln Continental that he says has caused him trouble almost from the moment he bought it. Last month he set the car ablaze outside a Ford Motor Co. plant in Pico Rivers, Calif. He then hauled the car to his office, cut a hole in the roof, and planted a lemon tree. He attached signs reading "Eddie Campos has a Better Idea," playing on Ford's advertising theme. At left is his wife, Carlotta. (AP Wirephoto)

The End of a $10,300 Troublesome Auto—
Burned Continental Becomes Lemon Tree Pot

WHITTIER, Calif. (AP) — Eddie Campos was talking about the problems he's had with his car when the phone rang. The caller was a man in San Bernardino who wanted to talk about the problems he's had with his car.

Campos didn't know the caller, but listened anyway. Then he shrugged his shoulders and said: "Well I feel sorry for you, I solved all my problems with one match."

Campos' problem was his 1970 Lincoln Continental Mark III.

He got so fed up at the things he said went wrong with it he burned it to a crisp on Aug. 31 with a great deal of ceremony and five gallons of gasoline. On the front lawn of a nearby Ford assembly plant.

Since then, Campos, married and the father of three, has become sort of a folk hero to some car-owners. His car trouble started about seven miles after he bought the auto in October 1969: His wife, Carletta, says the entire ignition assembly fell out when she tried to start the car.

From then on, says Campos, it was back and forth to the dealer with power windows that wouldn't go up or, if up, wouldn't go down, an air conditioner that wouldn't condition, a battery that wouldn't electrify, and more.

"It seemed like every time we took it in, something would go wrong with it two weeks later," said Mrs. Campos.

Campos, described by a deputy sheriff after the Great Car Burn as "perfectly sober, perfectly rational and completely disgusted," denies he's on a one-man vendetta against Ford.

"I don't think it's that," he says. "It's more of a service to the consumers to help them stand up and demand their rights. As long as they remain silent I'll remain active."

A local spokesman for Ford would only say that a check with the dealer from whom Campos bought the car showed only one complaint had been received from Campos and that it had been handled satisfactorily.

Campos, meanwhile, put the charred black and rust-brown bulk of his $10,300 Lincoln—he's still making payments on it and has $1,812.43 to go—on display on the front lawn of his plaster-ing business here.

A five-foot lemon tree sprouts from a hole he chopped in the car's roof.

Campos says he's at least saved another car maker, Chrysler, from an even gaudier display of consumer wrath.

"This lady called me up and said she'd been having trouble with a Barracuda she bought," he recalled. "She wanted to drive the car back to the dealer's showroom, set it on fire and burn the whole place down.

"Thank God I managed to talk her out of that."

Patricia Secrest Honored at Dinner

DOWNEY — Patricia Secrest, daughter of Mr. and Mrs. William Secrest, was honored at a surprise dinner recently. She received her BA in Education from University of Iowa in September. She also celebrated her birthday Sept. 12. She is a 1968 graduate of West Branch High School.

Genevieve Matuch of Tarzana Calif., was a recent houseguest of Mrs. Lucile Vincent.

Mr. and Mrs. John Coxon visited over the weekend with Mr. and Mrs. Owen Newlin of Des Moines and Mr. and Mrs. Laurel Erilkson of Omaha.

Mrs. Mary Lodge accompanied Mrs. Irene Lodge of West Branch to Plymouth where they visited several days in the home of Mr. and Mrs. Robert Lodge.

Mrs. Mary Skriver visited Mr. and Mrs. William Murphy of Cedar Rapids for a week. Mrs. Maude Glick of Iowa City is a guest in the home of Mrs. Skriver.

Mrs. C. C. Bender, Mrs. Jessie Wilcox of West Liberty, and Mrs. Emma Thomas were recent callers in the home of Mr. and Mrs. Charles Gates.

Mr. and Mrs. Lawrence Sexton and family attended a Sexton family dinner in the home of Mr. and Mrs. Paul Sexton.

OUTLAWS ON FILM

HOLLYWOOD, Calif. (AP) — Director Franklin J. Schaffner and producer Joseph T. Naar have formed a partnership to develop a film based on Paul Wellman's novel, "A Dynasty of Western Outlaws," for Columbia Pictures.

The film will disclose the actual bloodlines that existed between some of America's most legendary outlaws. It traces the reign of lawlessness from Jesse James to Pretty Boy Floyd.

Esther Davis Hosts Birthday Club

WEST BRANCH — Mrs. Esther Davis entertained the Birthday Club to a potluck dinner in her home recently. Mrs. Emily Seet, president, conducted the business meeting and program.

Mrs. Irene Lodge and Mrs. Mary Lodge attended the funeral of Mr. Mervin Holloway of Mason City. They also visited relatives at Floyd over the weekend.

Mrs. Helen Yoder was hostess to Mr. and Mrs. Jim Anderson, Cathy, Tommy, Jerry and Jimmy Jay, Mrs. Clara Anderson and Terry Rex for dinner recently.

Local Realtors Group Honored

The Iowa City Board of Realtors has been honored by the National Association of Real Estate Boards, recognizing its 50 years of membership in the national group.

The plaque of recognition was presented this week to Evelyn Weeber, representing the local board, during the annual convention of the Iowa State Association in Des Moines this week. The presentation was made by Bill N. Brown of Albuquerque N.M., national president.

FORMER CADET

Houston football coach Bill Yeoman played center for Army's 1947 football team.

Hi-Lo Club Has West Branch Session

WEST BRANCH — The Hi-Lo Club held its first meeting of the fall recently at the home of Mrs. Anna Edwards with eight members and two guests present.

Officers elected are: President - Jeanne Lawrence, vice president - Lillian Cooper, secretary - treasurer - Kathy Fountain. Names were drawn for secret sisters for the coming year.

The next meeting will be at the home of Joanne Lawrence.

Mr. and Mrs. Forest Davis attended the annual Hebron School picnic recently at Tipton.

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