



THE TOTALLY DEMOLISHED car in which three out-of-town young women were injured, one critically, Sunday evening is pictured above. The auto crashed into a light fixture at the East Side Texaco station located at the entrance to Stratton Place. (Sheriff's department photo)

Gray Iron Founders Plan Promotions

The Iron Castings Producers, the promotional arm of the Gray Iron Founders' Society, national foundry trade association, announced today a \$100,000 promotion and advertising program for 1963.

The Decatur Casting Co., of Decatur, is quite active and largely responsible for this unique program. John A. Ashby, secretary-treasurer of Iron Castings Producers, added. Robert W. Jordan, vice-president of Hamilton Foundry, Inc., Hamilton, O., is president of ICP for 1962-63.

Expand Trade Advertising
The 1963 program — an expansion of the "Operation vitalization" advertising program inaugurated last year — will be directed primarily to the men who specify the materials parts, and components used in products. A total of 1,866,000 advertising impressions will be purchased by the group to thoroughly saturate leading design engineering magazines — Machine Design, Product Engineering, and Design News — as well as other metalworking publications, such as Steel.

The theme of the 1963 program will be the design freedom possible by using castings of gray iron, the most fluid of all cast metals. Three handbooks will be prepared and offered to designers and others concerned with castings. These handbooks are entitled "Economics of Iron Castings," "Design of Gray Iron Castings," and "Properties of Gray Iron." In addition, 60,000 directories of ICP members will be printed and distributed in answer to inquiries to every important metalworking firm in America.

Direct Mail Campaign
Another phase of the program is a national direct mail campaign. Mailings will be made by the group to design engineers and purchasing executives, and these will consist of useful technical information on iron castings.

Also, material for individual direct mail programs will be furnished to each member of Iron Castings Producers for periodic mailings to their own customers and prospects. This material will consist primarily of attractive self-mailers.

The Iron Castings Producers is a group of leading foundries in the United States and Canada — all members of the Gray Iron Founders' Society — organized more than a year ago to actively promote the sale of gray iron castings through paid advertising. During the past year, 56 ICP members voluntarily contributed to support this large industry cooperative effort.

Advertising in 1962 was directed primarily to top management, through leading business and industrial publications, such as Fortune and Dun's Review. As the campaign progressed, the gray iron industry was encouraged by the revitalization of interest in cast iron.

Even more encouraging was the development of new foundry techniques that make it possible to produce lighter, thinner-walled, gray iron castings.

Design Engineers
For the coming year, ICP will shift the emphasis of its promotional efforts to design engineers. The president of ICP, Robert W. Jordan, vice president of Hamilton Foundry, Inc., Hamilton, Ohio, says "The program for 1963 will be a grass-roots advertising program with strong emphasis on the men responsible for the selection of materials — the design engineering group."

"Gray Iron is an outstanding engineering material, and it is our responsibility to get product designers to put the material in its proper perspective. As each year passes, we hope to interest more foundries in our program, and step up our advertising efforts."

Membership in the group is open to any member of the Gray Iron Founders' Society. Interested foundries should contact Iron Castings Producers, Terminal Tower, Cleveland 13, Ohio.

Two Are Fined In City Court Today

Two fines were paid in city court this morning, and two cases were continued until a later date.

Martha Stucky, 72, Monroe, paid a fine of \$1 and costs, totaling \$19.75, for a charge of speeding. She was arrested Dec. 21 by the Indiana state police for traveling 76 miles an hour on U. S. 27, north of Decatur.

Larry Wayne Davis, 18, 922 Ninth St., paid a fine of \$10 and costs, a total of \$27 on a charge of public intoxication.

Davis was arrested at 1:30 p.m. Sunday by the city police at 122 W. Monroe St. He pleaded guilty to the charge in court this morning.

A case against Clyde Burns, 31, Columbia City, was continued, after Hubert R. McClennahan entered his appearance for Burns, who was arrested Dec. 11 for speeding on U. S. 27.

The case of a disorderly conduct charge against Donald Dale was also continued.

Report Mock Raid Pierced Defenses

LONDON (UPI)—London newspapers said today British Vulcan jet bombers staged a highly effective simulated H-bomb attack on the United States and part of the U. S. early warning system was caught napping.

The Daily Express, Daily Telegraph, Daily Herald and Daily Sketch all said the 600-mile-an-hour bombers pierced U. S. defenses and "attacked" New York, Washington and other key cities after flying to the United States over the North Pole and Canada a "few weeks ago."

But an Air Ministry spokesman, commenting on the reports, said: "We did take part about two months ago in a mock 'raid' exercise to test North American air defenses. Our aircraft flew into America from Canada. But I don't know whether they pierced the radar screen of the U. S. as has been stated. It is not policy to state whether exercises are successful or not."

Fort Recovery Man Named Dog Warden

Adrian Kaup, of Fort Recovery, O., has been appointed Mercer county, O., dog warden, a \$2,700 a year post, by the Mercer county commissioners.

Kaup was chosen for the job over 22 other applicants last week, and will serve a one-year term. He fills a vacancy caused by resignation. Kaup will have no set hours, and will be subject to call at any time.

Girl Is Critically Injured In Wreck

Diane Mae Reed, 19-year-old resident of Greentown, was reported in critical condition at the Lutheran hospital in Fort Wayne at noon today, suffering from injuries received in a one-car wreck near the Stratton Place entrance Sunday evening.

Also injured in the mishap were Jean Anne Jones, 21, Fairmount, and Janet Marie Tomlinson, 21, of Marion.

The three young girls were injured when their automobile crashed into a large steel light pole at the East side Texaco station located at the entrance to Stratton Place.

Miss Reed suffered a fractured arm, a badly broken jaw, and a very severely lacerated face. She was transferred to the Lutheran hospital in Fort Wayne, where she was listed as critical today.

Also Injured
Miss Jones, driver of the auto, suffered a broken leg and a possible broken nose, in addition to bruises and severe lacerations to both legs. Miss Tomlinson received a possible broken leg and lacerations to both legs.

Both are in the Adams county memorial hospital, and were scheduled for x-rays today.

The mishap occurred at 12:20 a. m., as the girls were coming into Decatur, just outside the city limits, and was listed as a county traffic accident.

Out of Control
The car went out of control as it entered the curve, failed to negotiate the curve, and went nearly straight ahead, slamming into the steel post on which a flood light is attached. Several hundred feet of skid marks were laid down on the highway by the car.

The Reed girl was riding in the center, as all three were in the front seat of the car.

Investigating officers included state trooper Dan Kwasneski, sheriff Roger Singleton, deputy sheriff Harold August, and the Decatur city police. The car was considered a total loss.

Gov. Edmondson Is Successor To Kerr

OKLAHOMA CITY (UPI) — J. Howard Edmondson, a Kennedy Democrat who arranged his own promotion from lame duck governor to U. S. senator to succeed the late Robert S. Kerr, faced the prospect of a formidable opponent in 1964 even before he took the oath of office today.

Robert S. Kerr Jr., 36, son of the wealthy senator who died of a heart attack New Year's Day, announced he expects to run in 1964 to continue his father's program.

The race will come in a presidential year and could have national implications as well as threaten to wreck an already split Oklahoma Democratic party.

Edmondson, 37, was to take the oath of office at 11 a. m., EST, today.

He planned to depart immediately for Washington to a job that will last 14 months, until it is time to file for re-election.

Edmondson in a secret ceremony resigned Sunday. As had been expected since Kerr's death, Lt. Gov. George Nigh, who became governor, completed an advance agreement and appointed Edmondson to the U. S. Senate. This kept the job secure for the Democrats. Republican Henry Bellmon becomes governor Jan. 14.

Nigh said he advised President Kennedy of the plan in advance and Kennedy was "well pleased" with the appointment.

Furniture Rags
Rags that have been used for applying furniture polish or wax can be stored in a clean, empty shortening can with a close-fitting lid. This will prevent danger of spontaneous combustion, and also keeps the oily rags from spoiling your shelves.

How would like to receive

\$50000

CASH

FREE?

That's the amount of cash some one may

WIN at our store next

THURSDAY, JANUARY 10

at 7:45 P. M.

HOW IT WORKS

\$100.00 OR MORE IN CASH is offered FREE at a drawing every Thursday evening at 7:45 p. m. (If Thursday is a holiday, an alternate day is announced.) No purchase is necessary, there is no consideration, but you must present your own card. To qualify: Register only once. Present your card to an attendant of the store, or the check-out cashier who will punch your card making you eligible for the current week's award. Winner's name will be announced at a drawing in the parking lot adjacent to the store at 7:45 p. m. To be eligible to receive the award, if your name is announced as a winner, you must present your card properly qualified to the judges upon the platform within 5 minutes after your name has been announced. If the award is not claimed within the specified time, it will be carried over to the following week, and \$100 will be added weekly until a qualified winner appears. If the award reaches \$500.00, a second will be started and two or more names announced. The success of this plan depends upon free participation, therefore, registration, qualification and awards are absolutely free. You do not have to buy anything at any time, there is no consideration. It's all FREE. There is no charge of any kind.

IF THE PERSON WHOSE NAME IS CALLED IS NOT PRESENT, BUT HAS QUALIFIED . . . HE or SHE WILL RECEIVE A

\$10⁰⁰ Gift Certificate

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PLENTY of FREE PARKING 622 N. 13th Street

SAVE 50%

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HOTEL

COMPLETELY AIR CONDITIONED

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NO CHARGE FOR CHILDREN UNDER 14

Home of the World - Famous

* Swiss Chalet *

Ample Adjacent Parking

BANDOLPH at LA SALLE -

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Write BISMARCK HOTEL, Room

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