



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 and management metalworking 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.

SAVE 50%
ON ROOM ACCOMMODATIONS
ANY WEEKEND
(Monday thru Sunday, 2-Day Minimum.)
WITH THIS COUPON UPON REGISTERING

CHICAGO'S
Bismarck
HOTEL

COMPLETELY AIR CONDITIONED
AMO AND TV IN EVERY ROOM
NO CHARGE FOR CHILDREN UNDER 14

Home of the World-Famous

* **Swiss Chalet** *

Ample Adjacent Parking

RANDOLPH or LA SALLE -

in the heart of the Loop

For Reservations & Information
Write BISMARCK HOTEL Room 8
or Phone Central 6-0122

Offer Expires March 31, 1963

Girl Is Critically Injured In Wreck

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 see 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 Clovey Burnsworth, 31, Columbia City, was continued, after Hubert R. McClain had entered his appearance for Burnsworth, 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.

How would like to receive \$500.00 CASH



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

\$10.00 Gift Certificate

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invite you to make our
store your headquarters for all
of your food needs. Every de-
partment is filled with delicious
food suggestions for your daily
meal planning as well as your
parties . . . complete dinners or
those late evening snacks.
Fresh fruit and vegetables ar-
riving daily . . . big selection of
meat in our self-service counters,
(if you don't see what you
need just let us know, and we
will be happy to get it for you.)
All the makings for those home-
made cookies, cake and candy
All kinds of fresh baked
goods . . . A tremendous selec-
tion of canned goods. If you
can't find just what you need
ask any of our employees about
it and they will cheerfully show
you where it is. So, stop in
any time . . . we're open from
8:00 a. m. 'til 9:00 p. m. daily
(except Sunday.) You're always
welcome.



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Super Dollar

M A R K E T

OPEN 8:00 A.M. to 9:00 P.M. DAILY Except Sunday
PLENTY of FREE PARKING 622 N. 13th Street