

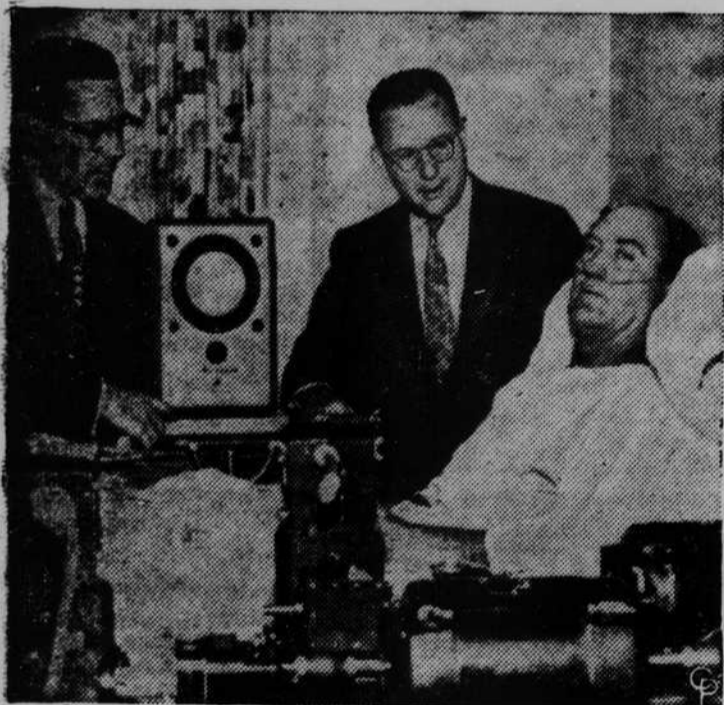
UNDERWATER CAMERAMAN RIDES THE 'PEGASUS'



DIMITRI REBIKOFF, marine photography expert, demonstrates his newest equipment at an aquarium in Miami, Fla. It is an underwater vehicle he calls the "Pegasus," after the famous steed of mythology. On it, he has mounted lights and a special camera. Rebikoff hopes to use the equipment to make color photos of the coral reefs flora and fauna around Florida and in tropical waters. (International)

County Agent Says Farm Outlook For New Year Is Bright, Survey Is Made

SAVED BY ARTIFICIAL HEART



CECIL BADGER, 51, is shown in a Los Angeles hospital as he was snatched from "certain death," according to surgeons, by an operation involving use of a heart-lung machine. Crippled since last August by the cardiac ailment, Badger's heart was tied off for 18 critical minutes needed for surgical correction of the defect. At left is Dr. Robert Kuhn, who was in charge of the apparatus, and, center, Dr. Victor Satinsky, the surgeon. (International Soundphoto)

Better Prizes For Several Commodities Predicted. Costs Also Higher

BY JAMES E. DAVIS
Transylvania's County Agent

Farm income prospects are brighter for 1957. Better prices are in sight for meat animals, milk and cotton, with new formulas cutting feed costs and contract deals reducing risks. Farm costs will be up too. But expected higher prices, plus greatly expanded government payments, should leave you with slightly higher net income... if you farm efficiently.

What's Ahead—Livestock

HOGS: Very good year in sight. Spring marketings coming from slight per cent smaller supply. Prices should hold strong through 1957. With feed grain priced favorably, profits will be good. BEEF CATTLE: Looks like a fair year ahead. Total slaughter of cattle and calves should be similar to 1956, but prices probably better due to reduced pork competition. End of 7-year beef buildup is in sight. Fewer cows and heifers point to beginning of downturn in beef numbers. Makes long-range outlook look good.

DAIRY: Profits close to 1956 levels, likely better if you boost volume per man. Expected higher production to be offset by continued rise in the number of milk drinkers.

BROILERS: Another big production year, despite poor 1956 returns for most, especially small growers. Early price strength should fade under pressure of higher placements. More and more broilers being produced under risk-reducing contract deals.

What's Ahead — Crops

TOBACCO: Acreage will likely be lower, but expected yields to rise again. The shift to greater use of lower grade, harsher tobaccos allows greater use of fertilizer. Smaller allotments will also tempt growers to shoot for higher yields. Flue-cured acreage has already been whacked 20 percent from 1956 level; allotment cuts likely on other kinds.

SOYBEANS: Sell stored beans on any price strength. Price rise into spring unlikely. This year's crop probably won't be as profitable as last year's. Big acreage scheduled, in response to war-inspired price rise last November.

WHEAT: Supply being cut by acreage restrictions and higher exports. Nearly 12 million acres of winter wheat headed for soil bank. With profitable year behind, more wheat being grown in Southeast where allotments are at minimum and many figure open market will bring enough to make heavy plantings profitable.

strength or capital. It is the difference between what the business owes and what it owns. The second symbol, a numeral, reflects a composite stability and payment record.

Milk fever, a serious disturbance of calcium metabolism in cows at calving time, now can be controlled effectively by feeding large doses of vitamin D. Vitamin D prevents milk fever by offsetting the sudden drain on blood calcium into the colostrum.

If you have something to sell, rent, trade, etc., call The Times, and place an efficient classified ad.

100 Transylvania Firms Are Receiving Financial Listing From Dun & Bradstreet Concern

Growth And Industrial Development Of County Is Shown In Statistics

Each January business concerns in all parts of the United States receive from Dun & Bradstreet requests for their annual financial statement. This year the number of requests going out nation-wide will approximate three million, with over 100 going to Transylvania county businessmen.

The growth and the industrial development of Transylvania is reflected in statistics just released by the credit reporting firm. Thomas E. Kane, manager at Knoxville, which covers this area, says that this year there will be more requests for financial statements made of business concerns in this county than usual.

The Transylvania section of the current issue of Dun & Bradstreet reference book contains listings of 148 local names comprising manufacturers, wholesalers and retailers. It does not include some of the service and "professional" businesses such as barber and beauty shops, real estate and stock brokers. Thus the figure for businesses in Transylvania county would actually be higher than the 148 quoted above.

During 1957, Dun and Bradstreet estimates they will be required to make about 78 changes in the listings of business enterprises in Transylvania County. These changes will result from adding the names of new businesses, and deleting the names of those who have discontinued; as well as accounting for changes in owner-

ship, trade names and credit ratings.

Better than 95 percent of all commercial transactions in the United States are made on credit terms and the buyer and the seller are brought together by means of credit information.

When the owner of a business or his accountant returns his financial statement to Dun & Bradstreet the owner has taken the first step in establishing his responsibility as a seeker of credit.

The statement becomes a part of the credit report on his business along with a financial analysis, a description of what the business does and a record of how it pays its bills. On the basis of the information in the report, a rating is assigned and the businessman is listed in the Dun & Bradstreet reference book. This makes it possible for his suppliers and insurance underwriters who use the book to look him up and in this way he is assisted in getting his goods and insurance.

In other words should a manufacturer or wholesaler receive an order for merchandise from a merchant in Transylvania County, the listing and the rating of the merchant can be checked in the reference book. And it makes no difference where the seller is located. The listing of the Transylvania businessman appears in every issue of the reference book in the United States.

A reference book listing contains the names of the business and the rating. The rating consists of two symbols. The first, a letter of the alphabet, indicates financial

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