

OFF-THE-CUFF

VOL. II
NO. VI

PUBLISHED BY THE EMPLOYEES OF PRUDENTIAL OVERALL SUPPLY
LOS ANGELES • NATIONAL CITY • VAN NUYS • RIVERSIDE • SOLANA BEACH

JUNE
1960

OUR "KEX" FRANCHISE



The Fuller E. Callaway Memorial Tower, the trademark of Callaway Mills products, was built as a memorial to the founder by his business associates and friends following his death.

"Kex" industrial towels are among the items distributed by our Company in this area. How many of you have ever wondered where and how they are made and what the Kex Franchise means?

This is the first in a series of articles written to tell you something of Callaway Mills in Georgia where the towels are made, the people who make them, and their continuous efforts to give us merchandise that will meet our customers' needs.

According to Mr. Arthur B. Edge, Jr., President of Callaway Mills Company, the Callaway story begins with a boy eight years old named Fuller E. Callaway when he got hold of his first nickel. Fuller Callaway was the son of a Baptist preacher who was also a farmer rearing his family of fourteen children in west Georgia. Fuller was born in the town of LaGrange but early in his boyhood the family moved about ten miles out in the country. It was there Fuller got his first nickel. With the money in his pocket, he walked to LaGrange and passing up the toys and candy, he bought three spools of thread and returned home making the twenty-mile walk in one day.

Next morning, he started over the

country roads going from farm to farm looking for a lady who needed thread. He found one and sold her a spool for a nickel; he found another lady out of thread and another and he ended up with 15¢. One of the greatest salesmen of our era made a dime on his first deal. With his profit and original investment, he bought nine spools of thread and took them into the country and sold them. Later he added needles, then scissors. He increased his stock until he had a pack on his back—an eight year old peddler going from farm to farm.

Step by step the ingenious Fuller E. Callaway worked himself back from the farm into LaGrange. Here he opened a general merchandise store. The more or less orthodox way of selling made money but didn't particularly appeal to Fuller E. Callaway. He liked to sell when there was fun in it. He stuck a shaved pine pole outside his store and he greased it. Come Saturday, he put a pair of shoes on top. Then he pulled tables out on the sidewalk and put on a sale of overalls. The farmers were in town in their Sunday clothes and they congregated in front of Fuller's store, standing by the pole and staring up at the shoes. They gazed each other until some daring fellow said he'd climb that pole. Not wanting to ruin his best clothes, he bought some overalls, struggled halfway up the pole and slid back. Then somebody else said he'd have a try. They kept at it until one of them climbed the pole and got the shoes. Fuller promptly had a ham or some other trophy put on top and the pole was greased again. It was fun for everybody and Fuller was making friends as well as selling overalls. Fuller Callaway, for all his playfulness, was a sound businessman, a good trader and farseeing in his trading practices. When he bought, he wanted the other man to make a profit. When he sold, he wanted the other man to get his full money's worth. Fuller thought beyond the immediate deal, whether buying or selling, and he wanted those with whom he traded to do well. He was wise enough—wise beyond his years and time—to know that when a general profit was going around, a fair share of it was bound to come his way.

With this type of a background, some 60 years ago, the late Fuller E. Callaway and a group of associates founded the first mill in the Callaway group that today comprises eight manufacturing plants, all in Georgia. One of these mills is devoted exclusively to the manufacture of Kex towels, Kex sweeping tool covers, fender covers and mop heads, all of which we distribute under a franchise agreement. The other mills manufacture such products as carpets and rugs, bath towels, drapery



(Left to right): Mr. Arthur B. Edge, Jr., President of Callaway Mills Company, LaGrange, Georgia; Mr. R. D. Williams, Jr., President of Callaway Mills, Inc., New York, N. Y.; and Mr. W. E. J. Rowley, General Manager of Callaway Mills plant, Manchester, England.

We were recently honored with a visit from a group of Callaway Mills officials, shown in the picture above. Management in our company spent an "exchange-of-ideas" day with this group which proved most profitable.

fabric, laundry textiles and many industrial yarns and fabrics. More than 7,000 people are employed in the eight Callaway plants and sales offices throughout the country.

Fuller E. Callaway was loved by all who knew him and upon his death in 1928 every employee joined with his business associates and friends in the building of a memorial tower which now stands on a beautiful landscaped plot in LaGrange overlooking the entire city.

In subsequent articles we will attempt to give you more of the history of the evolution of the growth of Callaway Mills and the Kex franchise which our company so proudly represents in this area.

FATHER'S



DAY

JUNE 19

PRODUCT KNOWLEDGE

Very recently it was my pleasure to accompany an engineer friend of mine while he was on a shopping trip for a swimming pool. We stopped by one of the local major pool manufacturers, walked into the showroom, and were immediately confronted by a very well-dressed young salesman. My friend engaged him in conversation regarding one of the pools on display. Naturally, being an engineer, my friend was particularly interested in the structural points of value of this particular pool as compared with other pools he had seen. As it turned out, the salesman was well versed in the many ramifications of the pool as far as color, time of construction, financing rates, and the other



TED GIBBS

normal points of interest that would appeal to the average pool buyer.

However, when my friend began to ask very pointed questions about the pool's construction—such as diameter of steel, distance between steel, concrete mix, thickness of the walls, thickness of the floors, thickness of the final plaster coat—the salesman who was so very glib and adept in his trade was unable to supply the answers my friend was seeking.

As a result of this, and perhaps for other reasons not immediately apparent, my friend did not buy this particular brand of pool. Now it may or may not have been the salesman's fault because of his lack of knowledge. I believe it was. I believe the salesman would have enhanced his pay check by one extra pool commission for the month had he product knowledge at his fingertips, and had he given the answers readily and to the satisfaction of this customer.

Of what point is this story to us here at Prudential Overall Supply? It is simply this: How much product knowledge do you have? How much is needed in your line of work every day when meeting and servicing our existing customers, as well as our new customers? What is it worth, not only your responsibility to this firm, but to your pay check which is perhaps more important to you than anything else? It is of this importance. Take any subject, hobby, or interest that you may have, whether it be bowling, stamp collecting, etc., and think for a moment how easily you speak about this subject. Think how fluently you may discuss it with your relatives. Product knowledge, like hobby knowledge, is one and the same thing. If you have sufficient product knowledge you may discuss fluently with our customers, both existing and new, the items and services that we vend. Any subject that we master comes to us easily and readily at a moment's notice. This, then, should be the goal for each of us who have any responsibility in so far as sales is concerned. The products and services that we vend every day should come to

our tongue as easily as our extra-curricular interests. There is no substitute for full knowledge of the trade, profession, business, that we find ourselves engaged in, whether it be here at Prudential, or any interest that we may pursue to make a living.

How many times have you gone into a furniture store, an appliance shop, an automobile dealer waiting to be sold, interested in an item, and found the salesman ill-equipped to answer your question? How many times have you walked out dissatisfied whether or not you made a purchase because the questions that you may have had in your mind were not answered? This, then, is the key to successful selling and servicing—a ready, honest answer to any question a customer may put to you. This comes, certainly, from experience; but secondly from the extra effort of thorough product knowledge of the item with which you are doing business. How many of us know, for example, what the thread count is in one of our Kex 18x18 wiping towels? How many of us know what a bar-tack is in a garment? How is a bar-tack manufactured today compared with how it was ten years ago? Why is the garment that we are renting on the streets today the finest that money can buy? Why is it a product of 25 years of experience in the garment rental field? These small items of information serve to make each of us an expert in the field from which comes our livelihood. It is always better to sit on the plateau of an expert than be a man who is uninformed and who gives the appearance to our customers that he is not interested in the work he is being paid to do.

—Ted Gibbs

BEWARE OF THE SOOTH-SAYERS

In 1913 when President William H. Taft signed the Income Tax Amendment to the Federal Constitution, he remarked that it was inconceivable that the income tax rate would ever amount to more than 2 or 3 percent. In 1914, the first year of the tax, a married man with a net income of \$5,000 paid a tax of \$10.00. The rate was 1% and the first \$4,000 was exempt. Today, that same married man with a taxable income of \$5,000 pays \$1,020. The tremendous increase in the income tax rate collection, the increasing percentage which it takes out of the earnings of everybody, is a direct result of people wanting to have the government do for them what they should do for themselves. The way in which Americans are forsaking freedom for security suggests a lack of moral courage and daring, without which there can be no great leadership. Ironically, while Americans run away from responsibility, the world calls upon America for leadership. Early this year Senator Harry F. Byrd made the following statement to Congress:

"When I came to the Senate in 1933, the Federal grants in aid to State programs could be counted on the fingers of one hand, including the Highway and Land-Grant College programs. Federal expenditures through them totaled only \$100,000,000.

"By 1936 there were 17 programs spend-

ing \$304,000,000. By 1946 there were 30 programs spending \$845,000,000. By 1956 there were 30 programs spending \$3.5 billion. Last year, 1959, there were 60 listed programs spending \$6.4 billion."

In recent years, most of our government offices on all levels seem to be occupied by politicians who promise to "give" the most. Unfortunately, experience has proven that when we send \$1.00 to Washington less than 50¢ ever seems to get back to us in the way of eventual benefits. In the next few months you will be formulating your opinions as to who should represent us in many offices of varying importance in our Federal Government.

The above facts should be considered. The politician who promises to give you the most may not necessarily be representing your best interests.

CENTRAL ACCOUNTING

Well, glory be—we have moved into our new offices. And it is very nice. At my last writing they were in the process of getting the offices painted and cleaned. One thing makes Jim Girdner real happy these days—he has a desk to call his own. At the main office, he would have a desk for awhile, but then would lose it when he had to hire new personnel.

Of course, we do a lot more walking these days, but you will never hear us complain. For those who have not seen the offices, I will try to explain how it is set up. The exception clerks—Loretta Goyette have a large office in front. Mr. Bailey's and Jim Girdner's offices are off this main section. To the rear of this is the office for the payroll clerks, accounts receivable and accounts payable. To the right of the main office is a room which houses the noisy key punch operators. It isn't that we never liked these girls but, golly, they sure know how to make the noise. Then we have the tab room, in which anyone could get lost. No longer do they have to squeeze between the machines.

But all kidding aside, we want to thank everyone who made it possible for us to have larger quarters for the growing office staff.

Jean Kershaw was out for several days with a sore throat. While she was out, she received the nicest pearling from a certain boy who is now in Germany serving with the Army. Jean says it is not an engagement ring. Time will tell when Larry gets home next year.

The new bowling team to which some of the girls in the office belong got off to a flying start.

Barbara Mallory, payroll clerk, was having quite a time last week. It seems a friend of hers was left stranded without any furniture and she was trying to round up some all week long. I hear that she finally succeeded.

—Dorothy Lidie

SAFETY REMINDER

In baseball as in driving, a fast curve can strike you out!

DRIVE SAFELY

VAN NUYS

"And Make the San Fernando Valley My Home" - will have a new meaning for many of our older as well as new employees, as we are proud to announce opening of our new Van Nuys Plant at 8144 Haskell Avenue, as of May 9, 1960.

Those of you unfamiliar with this area can be guided by finding the tallest building in the Valley, Budweiser Brewing Company, and locate our plant directly behind it. But do not be misled; they may have the tallest building, but we expect to make our name known high and wide.

The plant itself is comprised of 25,000 square feet, with modern offices done in subtle green tones, one for the General



FRANK D. CLARK

Manager and one for the Service Department. Marvin Williams as Plant Superintendent has a glassed-in office, giving him the opportunity to oversee with ease.

As previously announced, Mr. Frank Clark has been appointed General Manager; Bob Thompson as Route Supervisor; and Harold Foldager, Sales and Public Relations. Harold, by the way, is happy as a clam to be "back home". Combining the careers of Frank, Bob, Harold and Marvin, we can count on approximately 50 years of experience in the laundry business which should make for an excellent combination. Many of our personnel in production are composed of Valley residents and we are happy to welcome them and are pleased to have a number of the "oldsters" from the Los Angeles Plant.

We understand that Pat Patrick, Joe Farrell, Ed Stone and the rest of the routemen are out to give their customers superior service inasmuch as they are now closer to the plant which will cut down their driving time and allow more opportunity for better service and sales.

A bowling team has already been formed and captained by Joe Farrell. The men are part of the Businessmen's League, and after bowling six games are leading the league. Wednesday night is bowling night at the Victory Bowl, so come cheer us on.

Our thanks to those who worked so

diligently in order that our plant could start operation. There were many tired backs and muscles.

We would like to extend an invitation to all our friends to visit us at our new location; we will be proud to show you our new facilities.

--Frank D. Clark

GOLD NUGGETS CONTEST

Good news from the Kex National Convention held at Las Vegas the first part of May. We find that we have four winners, resulting from an idea submitted to the annual Gold Nuggets Contest sponsored by Kex. Each year Callaway Mills sponsors a contest for new ideas pertaining to their services as vended through their franchise holders, and this year an idea submitted collectively by DuBois Walker, Frank Clark, Harold Foldager and Ted Gibbs won a cash prize.

The idea consisted of a new rubber extrusion head for our sweeping tool. The rubber facing acts as a substitute for the head of the K-6 tool has many advantages, such as cheaper replacement cost when worn; will not pick up and hold lint thereby eliminating the necessity for cleaning of bristles; when tool is left standing on face no damage as a result of the weight being left on the tool.

The new rubber extrusion pad will eliminate the necessity of throwing sweeping tool head away when worn out, since pad could be slipped over a blank wooden head. The new rubber head would extend protection to furniture while being used and prevents the normal twisting of the cloth on the tool. These are a few of the suggested improvements we felt this new tool head would provide to our customers and to the vendors of the Kex Dust Control System.

It was gratifying for us to have been successful with this idea and certainly gives us all the enthusiasm to submit new ideas in coming contests.

--Ted Gibbs

SUPPORT YOUR LUNCH ROOM

Six weeks ago, Nationwide Food Service took over the operation of our company lunch room. About the time this happened the Accounting Office moved into its new location. The food sales dropped as a result of this move.

A few weeks ago the Van Nuys Plant opened, and twenty of our employees moved to the Valley. The food sales took a very sharp drop.

Nationwide Food Service management contacted us stating that they are operating at a loss and cannot continue on this basis.

We are asking the support of all employees at the Los Angeles Plant. We feel that we have a fine lunch room and would hate to lose it. If any employee has any suggestions or recommendations concerning the lunch room, please give them to your supervisor.

Let's all get behind our lunch room with our support in order to keep a good service.

--Darrel Hogan

PERSONALITIES



BILLIE SIMS

It is with a tremendous amount of pleasure that we introduce to you in this issue, Mrs. Billie Sims, a woman with a rare combination of ability, primarily that of being a singularly successful executive secretary and an extremely competent wife and mother. Billie is the mother of three lovely studious girls--Gayle, 11; Kathy, 14; Angella, 16; with Kathy and Angella in their early years of high school. She lives with her husband, Ray, in the Whittier area.

Billie has discovered that elusive formula for being a successful working mother. Indeed, either being a career woman or a mother is a full time busy occupation for any woman.

Billie is by no means a new employee to Prudential Overall Supply, and without a doubt, is one of the most efficient, charming people employed by this company. With all of the busy duties of both a career woman and a mother, Billie has found time to serve as Secretary to the National Secretaries Association, an international group of active secretarial people. How she is able to accomplish all of these tasks, not only with complete efficiency, but with maintaining a charming personality, has always been a bit of mystery to those people who know her and work with her every day. Billie has filled an irreplaceable spot in our organization, and we trust that she will be with us for many happy years to come. So, speaking for those who work with you every day, Billie, our hats are off for a job well done.

--Ted Gibbs

The next legal holiday to be observed by this company is Monday, July 4.

KEY TO LAST MONTH'S TEASER

The traveler leaves Nowhere as one train from Noplace is pulling in, passes 13 more trains on the way, and arrives at Noplace as the 15th train is departing.

National City

WINNERS IN BANTAM BOWLING LEAGUE



FIRST PLACE TEAM

(Left to right): Susan Eckstrom, Jan Sothras; Jeff Veazie, Chris Sothras.



SECOND PLACE TEAM

Doug Aberin, Susan Roden, Pamela Craig, David Aberin.



THIRD PLACE TEAM

Ruth Ann Wolfe; Ronald Norman, Donald Snipes.

Last month we gave trophies to the winners in the Prudential Overall Supply Bantam Bowlers at the Cabrillo Lanes in Chula Vista. The Bantam League we sponsor is made up of 40 boys and girls between the ages of 8 and 12. The high game for the boys went to Chris Sothras with a 187; a high series for the boys went to Dave Aberin who had a 154. That's better than a 151 average. The high game for girls was Pamela Craig with a 158. High series for girls went to Janet Sothras with a 480. This is an average of 160. These scores I feel are exceptional for children of this age.

It was a thrill for me to present these trophies. I feel we should do more in our company to encourage good sportsmanship and develop the boys and girls in our community to become good citizens.

—Howard Andrewson

We are very happy to welcome several new men into our company.

Jimmy Whitehead, our new mechanic, comes to us from Los Angeles. He and his wife, Reva, and 3 lovely children reside at 324 D Avenue, National City. Jimmy was formerly assistant manager of a Union Oil Station in Los Angeles.

Richard Hoban, who I'm sure is familiar to some of you in Los Angeles, has been with us only a short time. He was formerly with Chicago Towel Company for 15 years. He and his family moved to California for his daughter's health. Richard has recently purchased a home in the Talmadge Estates, 4766 - 49th in San Diego.

Sam Paluso, who is our House Route Driver, has been with us since March. He has been a resident of San Diego for 14 years. Sam enjoys doing yard work in his spare time and has quite a job

trying to keep one step ahead of his three-year-old son.

Bob Roper, whose picture was in the December issue as Routeman of the Month, is bubbling over with joy. His wife, Lou, being a last-minute substitution guest at the Women's Club Fas Show, won round trip tickets for two San Francisco on the PSA Electra-Jet. They spent a most enjoyable weekend. Last week being Public School Week, their son Greg was picked from his class to appear on the Johnny Downs TV Show. So the Roper family has had a busy month.



FARRIS ERWIN

In our March issue we had an article "Water, Water, everywhere." Well, it happened again, only this time it was the Sewage Department. Seems as though our boys in the washroom got so carried away with their work that they let a fender



JIMMY WHITEHEAD



SAM PALUSO

cover slip through the drain. So of course all the pipes were stopped up but we caught it before it flooded the plant. I thought sure it was Friday the 13th, but a couple of days early for that. Never a dull moment in the National City Plant.

were sorry Jack had to miss all the excitement, but I know he was a lot of help to the Van Nuys Plant (help or hindrance).

Vacation time is here again. Jack wants to know when Mary Martinez is going to get married. If you in Los Angeles haven't seen Bahtke's haircut, you haven't lived.

--Farris Erwin

SOLANA BEACH

I just wanted to put in a word for our Solana Beach Office.

Irene Zapata is our new office girl. Say, guys, she is single and only 21 years old. Her hobbies are dancing, swimming, golf and tennis.

Since you have heard so much about our Solana Beach Office, just thought you might want to see what our Manager and his wife look like. I know they are



LLOYD SIKES
Branch Manager



IRENE ZAPATA

Irene Zapata



PAUL WALLACE

happy that things are beginning to settle down from the move and get back to normal again. They like their new location very much.

--Farris Erwin

RIVERSIDE

HAPPY BIRTHDAY TO US!

This month brings to a close the first year of our branch operation here in Riverside, and a most interesting year it has been.

We feel that it has been well worthwhile and wish to take this opportunity to thank everyone at the Los Angeles Plant who has helped make it possible, and to all our customers who were understanding of our problems during this first year. Last but not least, a special THANK YOU to these five people: Sue Brubaker, Paul Wallace, Bill Butterfield, Bill Knisely, and Harry Doernbrack. These people have put their heart and

soul into making a success of our first year.

Of these five people a great deal of credit is due Paul Wallace for making this branch possible. For it was through his tireless efforts and long hours that his route (#29) grew large enough to warrant a branch.

Paul came to Prudential Overall Supply in March, 1956. During his interview he was informed that the only route available was a small route which had just been formed in the Pomona-Ontario-San Bernardino-Riverside area. His reply, "Good! I'll take it. I like to sell and a small route will give me plenty of time to solicit new customers." Paul kept his word--four years, two trucks and many tires later we are looking forward to our second year of branch operation in Riverside. Now that Paul has the help of capable men like Bill Butterfield, Bill Knisely, and Harry Doernbrack, and with the growth that is anticipated for this area we will have our own plant before too many more years come and go.

For the first year or so Paul's family saw very little of him, for by the time he drove from his home in Lakewood to the Los Angeles Plant and from there to his route and back again there was little time to spend at home. But he had confidence in the potential growth of the area. He sold his home in Lakewood and bought a home in LaVern, which enabled him to spend more time building his route. He was then able to make one trip a day into the Los Angeles Plant by keeping his truck at home overnight.

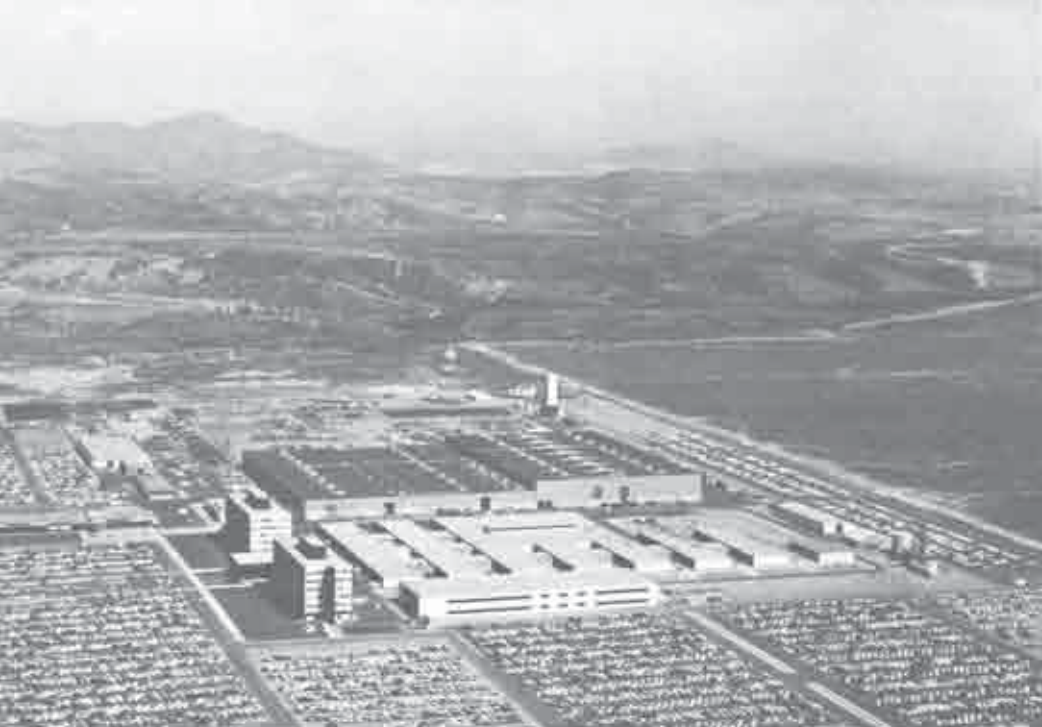
Paul and his wife, Zada, and their three children--Denise, 10; Dana, 8; Mark, 7--enjoy cook-outs and fishing trips together. Paul takes pride in his hot biscuits baked on an open fire. Sometimes they are on the crisp side, but they are good!

Prudential Overall Supply is fortunate that Paul decided to make it his home away from home.

--Clive E. Ruka



PAUL WALLACE, PRUDENTIAL'S PIONEER ROUTE SALESMAN IN THE RIVERSIDE AREA, IS SHOWN MAKING A DELIVERY TO "DUTCH" DOWDS, STANDARD STATION MANAGER IN WEST RIVERSIDE.



HOME OF ATLAS—Convair (Astronautics) Division of General Dynamics Corporation builds U. S. Air Force Atlas Intercontinental Ballistic Missiles at this plant on Kearny Mesa on the outskirts of San Diego. General Dynamics invested more than \$26,000,000 for 252 acres of land, 28 buildings containing more than 1,400,000 sq. ft., and for equipment required for this modern industrial complex designed by noted architectural firm of Pereira & Luckman, A.I.A. The Air Force has supplied machine tools and other equipment valued at more than \$15,000,000. Of approximately 17,900 Convair-Astronautics employees, about 12,000 work at this plant.

CONVAIR ASTRONAUTICS LEADS IN SPACE PROBES

Convair (Astronautics) Division of General Dynamics Corporation was created in 1954 to facilitate development of the Atlas Intercontinental Ballistic Missile (ICBM), and to expand Convair activity in the field of space flight.

Fabrication of the first Atlas test vehicle was started in 1955. The first propulsion system and component tests were conducted in June, 1956, and the first captive and flight test missiles were completed later that year.

An Atlas component test facility was established on Point Loma in San Diego; captive missile test facilities were formed at Edwards Rocket Base north of Los Angeles and at Sycamore Canyon on the Camp Elliott Naval Reservation northeast of San Diego; flight test facilities based at the Atlantic Missile Range, Cape Canaveral, Florida.

In late 1956 construction began on the 40-million-dollar Atlas plant on San Diego's Kearny Mesa. In March, 1957, the Astronautics Division was formally separated from Convair-San Diego, and transfer of the Astronautics Division to its new Kearny Mesa plant was completed in 1958.

The Atlas, America's first ICBM, is designed to deliver a thermonuclear warhead more than 6,000 miles. It contains more than 40,000 parts, not counting subsystems supplied by associate contractors—engines, nose cone, etc. In a unique staging version originated by Convair, all five rockets are ignited prior to launching. After a few minutes of flight, during which the missile is lifted well into its trajectory, the booster engines and associated equipment are jettisoned to lighten the load. The sustainer engine continues to accelerate the

missile until it has attained a velocity of approximately 16,000 mph. During powered flight the course and speed of Atlas are governed by the guidance system. The missile employs a station on the ground through the period of early operational use, then changes to self-contained guidance. Using self-contained guidance, the missiles can be fired in a single salvo, instead of being launched in series. It also permits scattering the missile launchers so that each becomes a separate aimpoint for the enemy and also permits protecting the missiles by storing them in underground "silos".

Convair's field staff of more than 1000 persons at Cape Canaveral acts as agent of the Air Force and puts each missile through ground testing, final checkout and test flight. During each flight, data is radioed back to earth and recorded on some 10 miles of magnetic tape. From this information, engineers can reconstruct an Atlas flight in detail.

By March, 1960, a remarkable record of flight testing had been achieved. In less than 9 months, 21 Atlas missiles were successfully launched. The average distance traveled was about 5,500 miles. Average impact was less than 2 miles from the target.

As the first extensively tested ICBM, and the first to launch itself into orbit, Atlas has become the sturdy wheelhorse of the Early Space Age. Missions announced to date, and now under way, include:

1. Boosting the first U.S. manned capsule into orbit. This is a project initiated by the National Aeronautics and Space Administration. The capsule will circle the



ATLAS STARTS LONG FLIGHT—An Atlas, the free world's most powerful intercontinental ballistic missile, takes off from the Air Force Missile Test Center, Cape Canaveral, Fla., for a 5,000-mile test flight down the Atlantic Missile Range. Threetimes the missile has been fired for its full design range of more than 6,300 miles. The Atlas will be used in many of this country's space programs, including Project Mercury.

earth at an altitude of 100 to 150 miles for up to 24 hours. A group of 7 Armed Services volunteers, receiving "the most extensive course of training ever offered to a party of prospective explorers". One flier will be picked to make the trip just before the first manned orbital launch.

2. Boosting the first heavy (4-1/2 ton) satellites into orbit.
3. Boosting instrumented probes into space.
4. Boosting the first "high-energy" vehicles into distant orbits. Initial capabilities will include soft-landing a half-ton payload on the moon.

Through our National City Plant, we service a complete line of our many rental items. We are indeed proud of our association with Convair Astronautics as well as with other divisions of General Dynamics Corporation.

DISNEYLAND

The new Magic Kingdom Club membership cards are now available, and will be issued upon request to replace the expired cards. They are free to all of our employees.

Upon request, one membership card is issued free to each employee, covering the entire family of the employee.

When visiting Disneyland, the employee presents his membership card at the Disneyland Magic Kingdom Club ticket window at the main entrance. This card entitles him to purchase family tickets at a savings over the regular family ticket plan. See the bulletin board for book prices.

--Darrel Hogan