

**"WE EXIST
if we're
too tough
to tackle,**

**WE PERISH
if we're
weak and
unready!"**

GENERAL N. F. TWINING
Chief of Staff, U. S. Air Force



MISSILE OR MYTH?

THE TRUTH ABOUT THE INTER-CONTINENTAL OR LONG-RANGE BALLISTIC MISSILE AS IT AFFECTS THE SECURITY OF YOURSELF, YOUR FAMILY, YOUR COUNTRY TODAY.

Every day we read in news reports of advances being made by ourselves and the Soviets in the development of long-range missiles. To many people, this news brings despair. Their reaction is "What protection can we have now?" or, "Of what use is our radar, our Ground Observer Corps?"

What are the facts? Advances in the development of missiles are being made, but . . . at a rate that does not make these weapons the major threat now, or in the near future. The major threat to our security is still long-range bombers.

To cope with this threat our radar, our Ground Observer Corps, our Nike installations, our fighter-in-

terceptor squadrons, are on 24-hour alert. Each is a vital part of our air defense system. Weakness in any part endangers the whole system.

The shortage of civilian volunteers is limiting the effectiveness of our Ground Observer Corps . . . weakening our air defense . . . endangering our security. The United States Air Force needs YOU as a civilian plane spotter.

In commenting on missile development, the Honorable Donald A. Quarles, Secretary of the Air Force, defined the major threat and emphasized the vital role of the Ground Observer Corps:

"While long-range ballistic missiles are undoubtedly being developed by potential enemy nations, any success apt to be achieved with these weapons in the near future will not be of such significance that primary reliance could be placed upon them. For some time, then, the greatest air threat to the United States would continue to be from long-range, fast, manned bombers.

For this reason the patriotic civilian volunteers of the Ground Observer Corps must continue to shoulder the tremendous responsibility of providing information not obtainable from our radar screen."

DONALD A. QUARLES,
Secretary of the Air Force

You are needed now. Just a few hours a week of your spare time can mean the safety of yourself, your family, your country. Volunteer today!

contact civil defense:

MA 4-5050



G O C

GROUND OBSERVER CORPS

This page is one of a series sponsored by business and civic leaders.

APPAREL—(WOMEN'S)

Richards at Newman's

ABSTRACTORS

Home Abstract & Title Co.

APPLIANCES

Joplin Butane Gas Co.
Mardick Tire and Appliance Co.
Rangeline Truck & Implement Co., Inc.

AUTOMOBILE AGENCIES

Porter Cadillac Co.
Dan Stanley Motors, Inc.
Rogers Motor Co.
R & S Motor Sales Co.

AUTO PARTS AND EQUIPMENT

(Wholesale Only)
Lewis Motor Supply Co.
Myers Motor Supply Co.

BAKERS

Wonder Bread

BANKS

Citizens Bank of Joplin
First National Bank of Joplin
First State Bank

BEER DISTRIBUTORS

High Life Sales Co.

BEVERAGES

Bay Mule Package Store
Peoples

BUILDING MATERIALS

Joplin Cement Co.

BUILDING MATERIALS (Wholesale)

Southwestern Sash and Door Co.

BUS LINES

Crown Coach Co.

CONTRACTORS

Dalton Construction Co.
Jones Brothers Construction Co.

CREAMERIES, DAIRIES

Community Dairy Products Co.
Meadow Gold Ice Cream Co.

DEPARTMENT STORES

Christman's
Montgomery Ward
Newman's
J. C. Penney Co.
Ramsays
Sears-Roebuck

DRUG STORES

Gates Drug Store
Jamison Drug Co.

ELECTRIC CONTRACTORS

Allen Electric Shop
Industrial Electric Co.
Nelson Electric Co.
Reynolds Electric Co.

FURNITURE

Newman's Furniture Division

GENERAL MERCHANDISE (Wholesale)

Bullard-Bell Co.

GROCERS

Inter-State Grocer Co.

HOTELS

Connor Hotel

INDUSTRIAL MACHINERY

E. A. Martin Machinery Co.
Mid-Western Machinery Co., Inc.

INDUSTRIAL SUPPLIES

Industrial Equipment Co.

INSULATION

Home Conditioning Co.

INSURANCE

The Patterson Agency
Wallace Wilson Agency, Inc.

LIFE INSURANCE

Financial Reserve Life Assurance Co. of America

JEWELRY STORES

Butterfield's
Zale's

LIQUORS (Wholesale)

Lincoln Distributing Co.

LEAD PRODUCTS AND INSUL. MFGRS.

The Eagle-Picher Co.

LEATHER GOODS, NOVELTIES

Meeker Co.

LAUNDRIES

Keystone Laundry and Dry Cleaners

LODGES

Elks Club

MANUFACTURERS

Miller Manufacturing Co.
Tamko Asphalt Products, Inc.
Whitaker Printing & Mfg. Co.

MILLWORK

Braeckel's, Inc.

MUSICAL INSTRUMENTS

Jenkins Music Co.

OFFICE SUPPLIES AND EQUIPMENT

Southwestern Office Outfitters, Inc.

OIL, GASOLINE, TIRES, BATTERIES

Midwestern Oil and Supply Co.

PLUMBING, HEATING

INDUSTRIAL DISTRIBUTORS
Ekstrom United Supply Co.
Joplin Supply Co.

PRINTING—STATIONERS

Hunter Printing Co.
Joplin Printing Co.

PUBLIC UTILITIES

Empire District Electric Co.
The Gas Service Co.
Joplin Water Works Co.

REAL ESTATE—INSURANCE

The Hadley Tatum Co.
T. C. Helm Real Estate & Ins.
Louis McDonald, Inc.
Rolla Stephens, Realtor
Brady Stevens Co.
J. Connor Wise

SAVINGS AND LOAN ASSOCIATIONS

Home Savings & Loan Assn.
Joplin Federal Savings & Loan Assn.

SHEET METAL CONTRACTORS

Rainey Roofing and Sheet Metal Company

SHOES

Boyington's
Rosenberg's

STEEL CONSTRUCTION

Ozark Engineering Co.

STOCKYARDS

Joplin Stockyards, Inc.

SUPPER CLUBS

Hidden Acres
Minnie's & Mill's

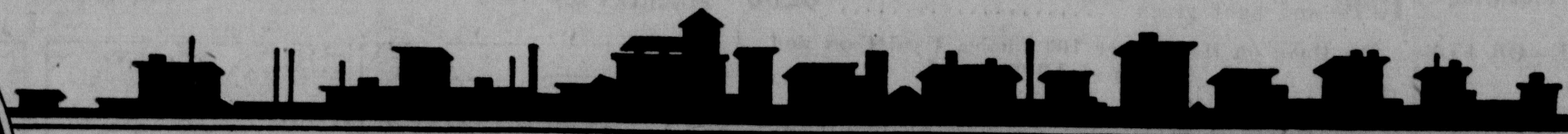
THEATER

Fox

TRANSFER AND STORAGE

Joplin Transfer and Storage Co.
Sunflower Transfer and Storage Company

Union Transfer & Storage, Inc.



FRIENDLY CENTER of the FOUR-STATE DISTRICT