

Carlisle's

CORRECT SHOES

X-RAY FITTINGS

for men, women and children

Phone 881

420 Norfolk Avenue

Norfolk, Nebraska

March 3, 1957

Dear Harry:

With this letter is a copy of a letter I received from Mr. Don E. Self, Jr., and a copy of the letter I wrote him. I hope it all meets with your approval. I will say that it was a bit difficult for me to write it, as I did not know just what to say without making anyone unhappy!!.

I am out of tubes, but will have a batch in soon--I hope. I was out this afternoon shooting the Parabee II, and shot it out of sight every time. Almost lost it a couple of times because of the wind. As yet I have not tried it with a 2 stage load, as I will never get it back if I send it up in the wind--and we have plenty of wind around here. One of these evenings I will try it when things are calm.

I have been waiting for a report on the high powered loads--let me know the percentage of burn throughs. You should get the last 2 boxes of stuff soon. Hope it does not inconvenience you to much to paint and put on the fins. The charge 3 and 4's are ok to play with, but the hot loads have the most kick, I know.

Among other things I have been wondering when I should contact Mr. Brown in regard to loading the tubes, and the company that makes the plastic noses like the MarkII needs? Before doing this I should have an idea of how many we want to get set up to make.

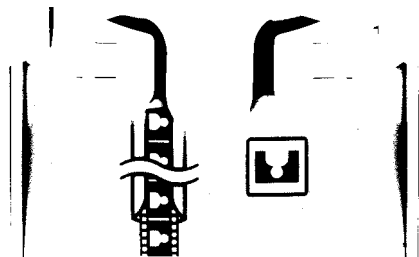
Another thing that is important is the box to put all the stuff in. The present school of thought in merchandising puts great stress on the 'package' that an item comes in. Now to me this is a lot of hooey--perhaps I have been working in stores to long. But the experts all maintain that the package is important in selling. If you have time, take a look at the highclassed, multicolor boxes that the plastic model planes are put in. The boxes cost more than the merchandise they contain!! And that is where I get lost. My wife is a great one to fuss for hours wrapping up Christmas presents---and she says "It isn't the gift, it's the THOUGHT'---and I tell her that to me it "Ain't what's on the package, it's whats inside that counts!!

However, since we will be selling to a more select group of people the fancy box may not be so important.

I am sure that all shipments of the boosters will have to be made by Express, Freight, or Truck. The minimum for express is \$1.80. However, it may be possible to get distribution set up so we can ship to centrally located spots in the various states. I am sure that we can ship to schools, and people who used them in research work. That will take some study.

I checked with our local printing company, and they told me they could change the cuts in the instruction sheet to match the MarkII with out much trouble. I have about 1000 of the old sheets

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which are ok.

The plastic the chutes are made from is cheap. I bought a roll of the stuff from J. C. Penny (they ordered it for me) and it only cost 4 or 5 bucks. I have made several hundred chutes from the one roll and have yards of it left.

The cord for the chute is also cheap. I like a cord with a wax finish, as it does not tend to stick to itself as does the soft cord like on the chutes I sent you. This is a minor detail, and we can get cord quick and cheap.

One thing not to overlook is a place to store the boosters--prior to sending them out to the customer. Mr. Brown has told me and shown me how they handle their storage. Depending upon how many pounds of stuff you have to store---the laws set down distances you must be from other buildings, roads, etc.

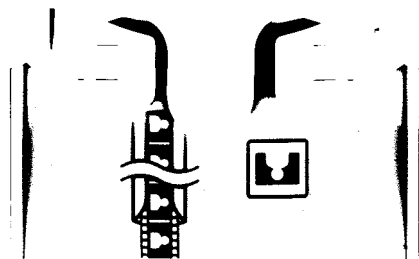
I saw 'Wide, Wide World' this afternoon, and the whole area around White Sands looks like it was made for storing explosives!! I sure enjoyed the program, and the launchings of the various rockets. My children kept saying 'they look like the Rock-a-chute'--and honest even I could see the resemblance--ha. How's that for being sold on my self!!!??

The other morning I got up early and saw the display of missiles in New York--on the Today program. They sure are the nuts!! As I get it the Today program was a Navy show, and the Wide Wide World was an Army promotion. You are with the Navy--right?? And while I'm writing about you--Have you still got a cat named Cosmo?--an understanding wife named Barbara-- and will one of the Rock-A-Chute motors fly the space bhip model that stands on your desk??? And about your 'other name' Lee Correy--I am checking tomorrow to see if one Lee Correy did'nt write a story that ran in the Post last fall. I THINK he did--and my reading it at work caused several good customers to get extra fast service so I could get back in the stock room and finish reading it!! And another thing--are all the fine things in Men, Rockets and Space Rats about you TRUE?????

No, I have'nt subscribed to a detective agency--just re-reading some of the books I have around the place. And I will say that I was surprised and pleased to stumble onto this information!!

You will have to take my word about myself! And check with me as to the TRUTH of anything you ever hear about ME. All I can say is that I am just an average guy that makes his living selling shoes!! And for fun loads rockets in his basement!! Just like the guy that made fireworks in the basement in the play 'You can't take it with you'. Only I don't test my stuff by shooting it up the chimney---But I used to--had to quit when we converted to natural gas!!

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That is enough about me. Now about rockets.

The fuel used in the Jetex motor is called GuanidineNitrate. I may have spelled it wrong--but that is what it sounds like to me. Now this stuff is cool, as far as explosives go. And that is why they can mail the stuff. As I get it, a lot depends upon the ignition temperature required to fire an explosive to classify it as 'safe' for the mail. And the way it burns once it is fired is important. But I don't see how they get by mailing the 'wick' or fuse. It burns fast as gunpowder, and is plenty hot when it burns. At any rate they do get by mailing the stuff.

I have tried many other propellents, and the most promising was a mixture made from liquid roofing tar and potassium perchlorate. It will fly a rocket, but I have been unable to pop the chute as slick as I do it with the gunpowder.

I had read that Jato was a mixture of asphalt and perchlorate. But I never had enough nerve to melt the asphalt and stir in the perchlorate--so I tried liquid roofing tar and it worked. I have been going to send in a sample to the Bureau of Explosives for a classification, but have not done so yet.

I think I told you on the phone that the problem of the tubes can be taken care of by using a tube made from a paper called 'press board'. It is heavier, a tube the same bore and length as the one I am now using will weigh 1 gram more--and have a bit thicker wall. But they will not burn through, even in 3 inch length. We can go over that part later. But I tell you this so you will know that the tubes will be no problem.

One thing that will be important is the powder used in the delay charge. As I use it, it is a very fine dust. Loading them as I do is not much trouble, but for the delay powder to be loaded by machine will require a powder in a grain form so it will feed through the machine. We may have to get your War Heads friend to check with DuPont to see if they make a very slow powder. I think this detail can be whiped without tomuch trouble. They could make it I am sure.

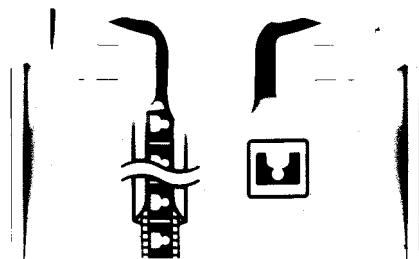
A lot of this letter contains items that come to my mind, and are things we will have to dope out. Let me know just what you want me to do--if anything!! I'll do all I can to get the ball rolling.

This is enough. Hope to get a letter full of good news from you tomorrow.

Best regards

Orville Carlisle

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COPY OF LETTER RECEIVED FROM MR. DON E. SELF., JR.,
FALCON PROJECT ENGINEER, 1803 Almo Avenue, Alamogorodo, New Mexico,
February 27, 1957.

Dear Mr. Carlisle:

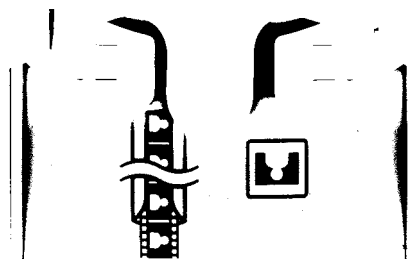
During recent meetings with Mr. Harry Stine of WSPG and Mr. Gilbert Moore of A&M College I became acquainted with, and interested in, your 'Rock-A-Chute' missile. Although my work at Holloman Air Development Center brings me into contact with them often during working hours, we are separated by about seventy miles and it is hard to get together after work for launchings of the 'Rock-A-Chute' devices.

With this explanation out of the way, I can get on with what I want! I would like to obtain one Rock-A-Chute vehicle and about a dozen motors for my own use, if you could supply them. Please mail to my home address, with the cost, and I will remit payment by return mail. I would also enjoy discussing with you any ideas you may have regarding commercial possibilities of this item.

Yours very truly,

Don E. Self, Jr.
Falcon Project Engineer

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March 2, 1957

Mr. Don E. Self, Jr.
1005 Alamo Avenue
Alamogordo, New Mexico

Dear Mr. Self:

Thank you very much for your letter in regard to the Rock-A-Chute. It is indeed a pleasure to have people such as you show an interest in the Rock-A-Chute!!

I can appreciate the problem of being 70 miles away from the launching activities!! You have no idea how I would like to be there too!!

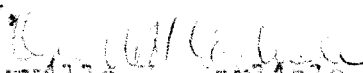
At the moment my stock of boosters is 'shot'. I have been waiting for over a month for a supply of the tubes to arrive, but as yet they have not come in. The tubes are special made, and the mill that supplies me makes the tubes up for me before a other jobs.

I suggest that you contact Mr. Stine to see if he has any of the boosters left. I sent the last batch I had to him about 10 days ago. If he has any to spare you say he will be able to deal him out of a few.

I have had some correspondence and conversation with Mr. Stine in regard to the commercial possibilities of the Rock-A-Chute, and as a result I am not in a position at this time to make other contacts. Again I suggest that you take this matter up with Mr. Stine, since you see him while at work.

I am writing Mr. Stine tonight, and I will tell him of your interest in the Rock-A-Chute. Thanks again for your interest in it.

Yours truly,


Orville C. Carlisle
420 Norfolk Avenue
Norfolk, Nebraska

urd/ohc

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