

Mark Twain wrote about life: "Take it just as though it was -- as it is -- an earnest, vital, and important affair. Take it as though you were born to the task of performing a merry part of it -- as though the world awaited your coming. Take it as though it was a grand opportunity to do and achieve, to carry forward great and good schemes, to help and cheer a suffering, weary -- it may be, heartbroken brother."

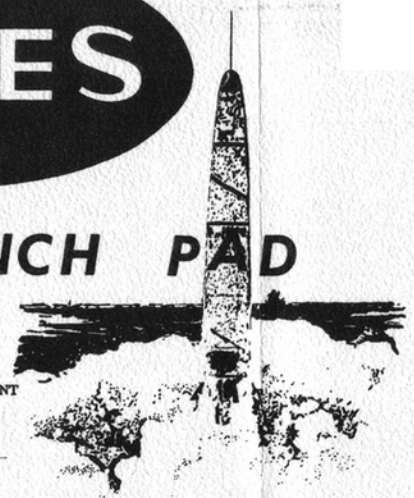
THE



LAUNCH PAD

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OCTOBER 20, 1967

EXTRA! EXTRA! READ ALL ABOUT IT!

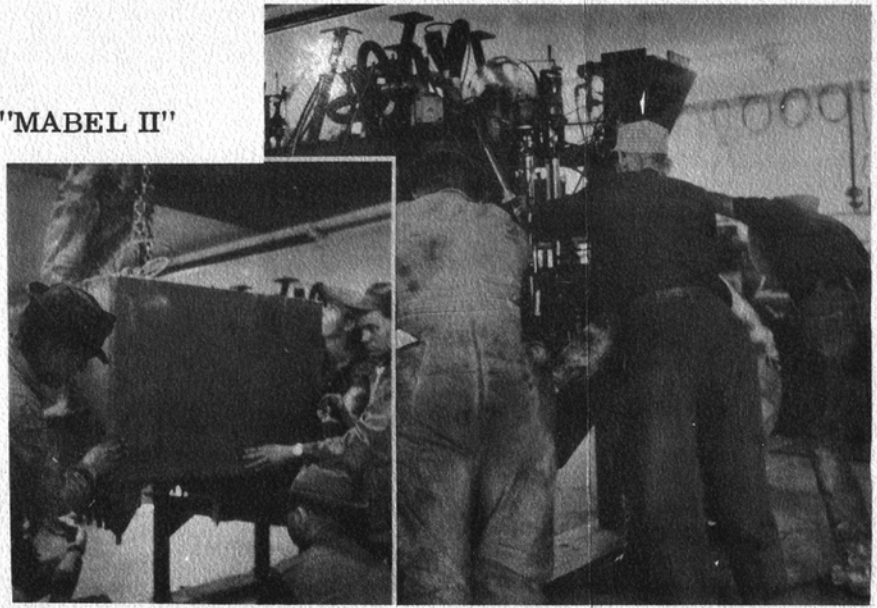
We have been in the written news at least twice, this very week. On a bulletin board in your area of the plant is a newspaper article about Estes Industries. This full page story was featured in the Pueblo Chieftain, last Monday.

Also, the Florence Citizen published an item about us in yesterday's edition. It featured the new model, the Saturn 1-B. Be sure and check your Florence paper for this article.

A NOTE FROM . . . NORM

"Good press" is a term used by many newspapermen to denote a favorable story. Well . . . within the last few months our company has had "good press" in many newspapers and national magazines. Estes Industries has become known as the world leader in model rocketry. Some of this recognition is due to an active public relations program, however most of the credit goes to you. By caring for our customers and providing service that our competitors do not provide, you contribute the best public relations campaign we could have. The good reputation we now enjoy is because of happy customers. However this joy can continue only as we maintain an effort. So, let's be 150 public relations practitioners.

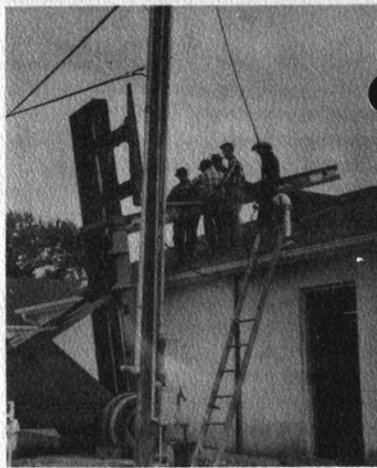
"MABEL II"



see story on the next page . . .



Tuesday, October 3, 1967, will long be remembered by "Mabel II". It was moving day. At times, her builder, Roy Burns, had been rough, tough and even ruthless in constructing her. She in turn had been stubborn and difficult. However, she had about decided to settle down in the pleasant surroundings of the machine shop to produce engines for our customers.



Suddenly the dear, innocent gal found herself cut off from a source of power, scalped and whisked off to a cold block building. How rude can men get? But who can argue with them? So with a few groans and a sigh of resignation she determined to make the best of the situation and do the job for which she was designed.

Seriously, another engine producing machine has been needed for some time. A great deal of time, ingenuity, patience, work, and money have gone into building "Mabel II". Although there are still a few kinks to be ironed out, the successful operation of this machine is going to mean much to all of us. Roy and his crew certainly deserve a well-earned word of praise for their fine work.

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"This is better than Christmas." "This is my first baby shower." These were two of the comments made by warehouseman, Dave DeWall, father of a new son, Michael David. The occasion was a shower provided by the day shift employees of the blue building. Congratulations, Dave.

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Bill Simon will provide, when needed, free Notary Public services for all employees of Estes Industries.

A sincere word of appreciation goes to each one who gave to the United Single Fund. Nearly all of the employees of Estes Industries have given. Special congratulations go to those departments whose members joined together as a team to reach the 100% goal. All of the members of the shipping department, by far the largest crew here, participated to go over the top. Other groups joining them in 100% giving were the dealer sales department, the swing shift of the mail room, and the print shop.

Some of the other departments have also come very close to the goal. There is still opportunity to give if you would like to help your team in this effort.

Finally, the greatest thrill of giving is the knowledge that one has been able in a small way to make this a better community and country in which to live.

## WHO'S WHO

Florence Willie, supervisor of the graveyard shipping crew, has been with Estes Industries since April of 1962. She remembers when the shipping department consisted of two persons doing all their work in the 10' x 10' room at the rear of office building # 1. Although the company was manufacturing only two or three kits at that time, shipping was busy with many activities now performed by others. Floss attended high school in Penrose, moved away for a number of years, then returned to settle in the community.

## THE NEW BUILDING

A Bible verse from the book of Ecclesiastes seems to sum up our feelings about the progress of the new building. "Better is the end of a thing than the beginning thereof; and the PATIENT in spirit is better than the proud in spirit. Be not hasty in thy spirit to be angry."

However, work is continuing. A real change in appearance will come in a few days when the ceiling is finished. The sprinkler system and the warehouse areas are virtually completed. In fact, John Hood, warehouse foreman, has already given the workers a gentle push out one door as he brought supplies in another.

If you have time, slip by the new building and sneak a look for yourself.

*A list of the NEW EMPLOYEES will appear in the next Launch Pad.*

## ESTES EMPLOYEES' FLOAT -- APPLE DAY PARADE Second Place in Open Competition

