

WHO'S WHO

At one time *Bill Simon* was in charge of oiling, greasing, inking, preparing and running the offset printing press. His primary interest, however, was in the field of research and development. Bill would still prefer to oil, grease, ink and run the press and experiment with new models and products, but his job as Vice President leaves him little time for these things.

Bill came to work at Estes Industries in June 1962, from the state of Oregon, to edit the *Model Rocket News*. At that time there were about twenty employees working for the company, and the catalog listed only three kits—the Scout, the Mark, and the Space Plane.

Bill was single then, living at the Penrose Trading Post. Time has a way of changing such things. This Christmas

Eve, he and *Gail* will celebrate their First Wedding Anniversary. They (and their dogs and cats) are enjoying their home here in Penrose.

The Vice President has seen many changes over the past five years. The one-man Art, Printing, and R&D department has turned into three departments. With the rapid growth of the company and the expanding of the field of model rocketry he has turned more toward the area of management. Besides continuing as MRN and Catalog Editor, his primary duties are overseeing these departments as well as the Public Relations and Ed. departments and assisting any other department when necessary. Bill feels, though, that his most important job is in trying to relieve Vern of a few of the headaches in running a growing company of this size.

LOTS OF LOVE

(author unknown)

*"Before your gifts are all wrapped up
and gayly ribbon tied,
Oh, please remember to tuck in
a lot of love inside.*

*The gift itself may be quite small,
but love tucked in with care
can change it to a wondrous thing,
an offering rich and rare.*

*The gift itself may soon wear out. . .
its usefulness be past,
but always you can be quite sure
that love tucked in will last!"*

INSURANCE BENEFITS INCREASED

In July 1966, Estes Industries completed arrangements for a group insurance plan providing life insurance, loss of income and medical insurance for all of its employees and their eligible dependents. The company decided to pay the premium

in full for each one of its employees so that no one would be denied the coverage because of economic reasons. If an employee chose to extend the coverage for his entire family, the additional premium could be deducted from his pay check.

During the first year of this policy, employees and their dependents received a total of \$14,218.00 in benefits.

Because of the upward spiral of hospital costs, the company decided to increase the benefits for employees. The hospital room and board benefit has been increased from \$15 a day to \$20 a day, and the hospital miscellaneous expense allowance has been increased from \$300 per confinement to \$400 in full plus 75% of the next \$2,000 expense.

For those of us who have insured our eligible dependents, the additional cost will amount to about \$1.53 more per pay period. The company will continue its policy of paying the full premium for employees, including the added cost of this expanded coverage.

THE

ESTES

LAUNCH PAD

PUBLISHED BI-WEEKLY

BY THE PUBLIC RELATIONS DEPARTMENT

DECEMBER 15, 1967



TV SPECIAL CANCELLED

As you noticed, we weren't on TV last Sunday. This was due to a situation at KRDO-TV which caused the cancellation of our program. The entire KRDO TV SPECIAL was to last an hour with Estes Industries featured during fifteen minutes of the time.

Sixty minutes of program requires a great deal of time and film. It was learned, last Friday, that the time factor was the monkey wrench in the whole works. Because of future time commitments the entire program was permanently cancelled.

The Estes program film has been returned to us. As time permits a shorter form of the 400 foot film will be prepared and may then be sent to the various TV stations in the area.



HAPPY YOU HAVE JOINED US

Dorothea Holmes—Penrose—Engine Production, day shift. Four children. Hobbies are writing and art and music.

Georgia Lee Janke—Canon City—Print Shop, swing shift—one child. Hobbies: painting, reading and bowling.

Jerry Darlene Vale—Canon City—Print Shop, swing shift—one child.

“Some of our knowledge of simple things we take for granted, until we realize that a child must learn it for the first time.”

My grandson was poring over a model order catalog of model rockets and engines when he said, “Gee, Grandpa, I’ve sure got to send for a lot of catalogs!” When I asked him why, he showed me that each thing he wanted had a different “Catalog No.” and he thought each number represented a different catalog.”

Mueller Clipper—Scott Mueller—Ed.



“Seasons Greetings from a Rocketeer”

I wish to dedicate these words, sung to a familiar tune, to Estes, as my Christmas present to them;

On the twelfth day of Christmas, Estes sent to me, twelve 'lectro-launches, eleven A.8-3's, ten MRN's, nine BT-60s, eight Honest Johns, seven Farside Xs, six Astron Falcons, five Space Planes, four 12" 'chutes, three Wad packs, two GT-3's and a Saturn IB on a Tilt-a-Pad.

*and a Merry Christmas to you too,
Bill Sanders - Ed.*

Ellen Seymour—Canon City—Shipping, swing shift—seven children. Hobbies: sewing and painting.

Sharon Rahn—Canon City—Woodshop—swing shift—two children. Hobbies: handcrafts and gardening.

... It is indeed a pleasure to welcome each one of you to Estes Industries.



SNOWFLAKES . . .

by Freddy Gifford

*Snowflakes, snowflakes, see them tumble
For snowflakes are really very humble.*

*Besides their making of fun for me
They clean the air so we can see.*

*They give us water, ice, and cold.
But they're wonderful I'm told,*

*They give you the Christmas Cheer
For more than part of the year.*

(Freddy is the son of Wanda Gifford, Shipping. He is 12 years old.)

HOLIDAY PARTY

Plans are underway to make this one of the finest holiday parties ever! The date has been set for December 30 at the Club Paradise in Canon City. You are entitled to bring your mate or one guest.

The entertainment and decoration committees have begun work, but there is still a need for volunteers. Both committees will meet in the East Wing of the New Building (!), this Saturday evening, at 7:30 PM. More information about the activities of the evening will be available later.

BIRTHDAYS.

*Oakie Six
Sandi White
Anna Campbell
Rose Kerrigan
Betty Poor
Lily Swift
Lola Copper
Joyce Sartor
Sharon Myers
Mark Gilbert*

Dec. 16
Dec. 18
Dec. 20
Dec. 21
Dec. 21
Dec. 21
Dec. 23
Dec. 25
Dec. 26
Dec. 27

NO PICTURES???

Have you noticed there are no photographs in this Launch Pad? There is a reason. It takes extra work on the part of the print shop crew and the photo lab technician to process and prepare photos for the Launch Pad. These employees have been devoting all of their time to printing, collating and folding the latest edition of the Model Rocket News. Since serving our customers is the most important item of business around here, we felt it best to skip the pictures, this time.

We would also like to commend the M.R.N. department for their work in sending out the Model Rocket News. These two departments have carried a special load the past two weeks.

Finally, everyone deserves a word of appreciation for the extra effort put forth to bring rocket joy to our rocketeers.

PERSONAL GLIMPSES:

Jackie Cooper's son Larry leaves for Viet Nam soon. The two sons of *Lola Copper* are also being stationed overseas. *Glen* left the first of December for Viet Nam. *Melvin* leaves for Germany soon. *Steve*, son of *Louise Shade*, and *Ronnie*, *Viola Martin's* son, will be home on leave for Christmas. All four mothers work in the Woodshop.

... We pay a special tribute to all of our boys and girls in the armed services this Christmas season. A well earned SALUTE to them and their families.

Carol Ann, daughter of *Lorraine Neighbours*, Shipping, will be married to *Chuck Granbush*, of Pueblo, Dec. 26.

A baby shower for *Judy Adamic*, of customer service, was held at the home of *Verna McCallister*, November 26. Hostesses were *Verna McCallister* and *Lucile Barber*, both of the same department. Sandwiches, jello dessert, cake and punch were served to seventeen guests.

Margie Prather, Shipping, and *June Knight*, Woodshop, are recovering from surgery. *Margie* is now at home. We are certain these girls would appreciate a word of encouragement from their friends.