

**Quoted Quips and Quaint Facts
from Nearly Everywhere**

"Mans main interest in life – the one subject that never bores him – is *himself*. Pen salesmen say that at least 97 out of every 100 persons who try out a fountain pen, sign their own names. The other three merely make doodles."

In a period when the air industry has advanced from Bleriot's chariot to the 707 – personal hygiene has progressed from Grandma's Lye Soap to five-day deodorant, the U.S. Post Office has gone from sorting mail by hand to . . . sorting mail by hand.

WELCOME NEW EMPLOYEES



Fay Auxier has joined the swing shift crew in the Mail Room. Collecting bottles and stamps are her hobbies. She also likes to ride horses and other outdoor activities. Fay, a resident of Canon City, is presently attending Midwest Business College in Pueblo.

Wayne Kellner, Canon City, has rejoined the Art Dept. after an absence of three and a half years. During this time he attended the University of Milwaukee, majoring in art. Wayne is an avid hobbyist, specializing in aircraft modeling, and he has been a member of the Civil Air Patrol.

Josephine Swift, Canon City, is the newest member of the swing shift Shipping crew. She and her husband, a coal miner, recently returned after fifteen years in Idaho. They have

seven children, one still at home, and and seven grandchildren. Josephine has enjoyed her role as a mother, cook and seamstress.

John Starr, a student at S.C.S.C. is putting his training to use in the Machine Shop. A native of Pueblo, he is majoring in Manufacturing Technology at the college. John has enjoyed building an automobile with the basic design of the Model-T Ford. *Wedding bells* will also toll for him... this week-end.

THE LAUNCH PAD
published bi-weekly
by
ESTES INDUSTRIES
Penrose, Colorado

the
ESTES
LAUNCH
PAD
April 19, 1968

Adventures
in the . . .
"Great Dust Bowl"!



THOSE THINGS? WELL, WE HAVE THIS PROBLEM
WITH OUR COMPANY'S PARKING LOT ----



A group of high school students from Ouray, a community located high in the mountains of southwestern Colorado, toured Estes Industries as part of their senior trip.



SMILING VOICES

"Estes Industries; May I help you?" . . .

Kathy Berry, switchboard operator, has been training three gals to help her at the front desk.

The smiling voices of Shirley Allen, Betty Marta and Carol Jones will be heard over the phone and the P.A. system, during Kathy's break periods, lunch hours, days off and vacation time.

Best of confusion to you, ge



A shortage of cowboys in the Southwest is reported...thus emphasizing our impression that everybody in Texas had . . . moved to Washington.

WHO'S WHO

When Jean Curnutte came to Estes Industries in December, 1964, the Print Shop was printing 50,000 initial copies of each new issue of the Model Rocket News. Today 260,000 copies are required when a new MRN is first printed. Whereas there was only one press to carry the load at that time, there are now three.

A native of northeastern Oklahoma, Jean moved to Canon City with her family in 1948. She spent three years as the matron in the women's division of the Penitentiary. Her husband, Tom is employed at the Medium Security Prison. Both boys, Gary and Jeff, are sergeants in the United States Air Force. Gary is

stationed in Turkey, and Jeff has just returned from Viet Nam. He is now located with the Air Force on Long Island, New York.

The operation of the Frontier service station in Canon City was a special family operation. This project was undertaken to give the boys valuable mechanical training.

Although she had no previous experience, Jean was hired for the specific purpose of running the press. She was promoted to assistant supervisor of the Print Shop in March, 1967; then on January 2, 1968, Jean became supervisor of the entire department.

"A mother informed me that during dinner every evening the family discusses what has happened at school. One evening, the 4th grader was telling about all the field trips his class was planning to take. The father then turned to the 1st grader and asked if any trips had been planned for his class.

The 1st-grader thought awhile and then replied, 'We take little trips to the bathroom every day.' "

from Quote Magazine thanks to Carolyn Frieman, Grade Teacher.

HAPPY BIRTHDAY

Bud Boorum	April 22
Lillian Little	April 23
Lee Rodarmel	April 29
Bessie Ferkel	April 30
Barbara Bernard	May 2



. . . FROM ROCKETEER MAIL . . .

1

Dear Sirs,

I would like know if you have a rocket that is not dangerous. My father will not let me have a dangerous one. If you do please tell me what the cost, size, and what the comes with it. Please send me a catalogue.

3

I want to thank you for taking time and trouble to answer, so nicely, the letter my son sent you last Oct.

It does a great deal for a child to be treated as a person even if they are only 9 years old - to often adults look right over their heads

We are ordering some of your rockets for Donald for Christmas I know he will enjoy them.

Thank you again for your time & trouble.

2 A letter of explanation and encouragement was written to this young "fella". A few weeks later the following note was received from the boy's mother. It encourages us to believe that the quality of our work and the spirit of our service does indeed count. We know that many dads, mothers and kids do appreciate what we are trying to do, but it sure is heartening for someone to say so.

Dealer Sales is the first department to out-grow its office in the new building. The members of this crew are now in the process of moving into their new quarters in the west wing. Less than four months ago, they moved to the new building with a crew of three. That number is now five, and the prospects are for greater expansion in the future.

Just three years ago, schools and educators were handled by Oakie Six in the Mail Room while George Miller purchasing agent, dealt with the prospective dealers. Late in 1964, June Harris came to Estes to work with customer problems. Soon dealer and school orders was added to her duties. About a year later the work load demanded that two departments be formed — one called Dealer Sales and the other Customer Service. June chose to work in Dealer Sales.

Ines Prelas joined June to form the nucleus of a crew in October, 1966; Jan Roetker became part of the staff in October of last year; Lillian Little transferred to the department two and a half months ago; and just recently, Darlene States joined this busy group.

Primarily, the Dealer Sales department handles all of our dealer accounts. This means determining if a prospective dealer is qualified, processing orders from established dealers and helping them with their problems. This crew also works with all school and educator accounts. Inquiries coming from special educational workshops are answered here. Other major activities of the department include the processing of all discount orders and the writing of refund checks. Finally, June acts as bus agent — filling out prop-



papers, tracing lost shipments and handling any problems that might arise.

One of the factors in the tremendous growth of this area of our business was the addition of Mabel-II in engine manufacturing. Because we were previously unable to produce enough engines to meet the demand most prospective dealers were put on file, and established dealers and schools were severely limited in the number of engines they were allowed to order. When *Mabel II* began operating, it became possible to handle the engine demand. Inquiry cards were sent out to prospects who had been turned away over the years. The positive response was tremendous. During the second week in February,

415 packets were sent out to those who returned inquiry cards indicating an interest. Since that week, two months ago, 140 new dealers have been added to June's files and many more applications are being processed.

There are several requirements an individual must meet to become a *certified* dealer of Estes products. He must be a responsible adult with a *hobby shop*. (We are not interested in placing model rockets and supplies in the dry cereal section of a supermarket or on the dusty shelves of a department store.) He must be "willing to accept the responsibility of promoting a safe model rocketry program." And a prospective dealer must sign the *Ethic Code*. This code reads:

“As a dealer in Estes model rocketry supplies I pledge:

- * To uphold the highest standards of safety in model rocketry.
- * To limit the sale of model rockets, engines and supplies to those mature enough to handle them safely.
- * To display prominently the Astron Safety Code.
- * To encourage all purchasers of model rockets to study and follow the Astron Safety Code.
- * To study the literature supplied by Estes Industries so that I can advise my customers concerning model rocketry.
- * To encourage the scientific and educational use of model rocketry.”

Working closely with the Education dept., the Dealer Sales crew handles all school and educator requests. Ed packets are sent out, inquiries are answered, orders are processed, and invoices on school accounts are handled. Jan Roetker says

that two new files of educators and schools have been added since Oct.

Dealer Sales serves approximately 2,000 educators and 600 dealers. Each day, the department receives inquiries from 20 new educators and sets up six or seven new dealers.

PERSONAL GLIMPSES

Margie Prather, Shipping Dept., reports that her daughter is in the hospital. Six-year-old Veronica May is suffering from burns received when she fell into a brush fire. We all hope she will heal soon.

Fred Cooley, Engine Production, is back to work after recovering from injuries suffered in a fall. Glad to have you back, Fred.

Lorraine Neighbours, Shipping, became the happy bride of Pat Riley, Sunday, April 7. They are residing in Pueblo but plan to move to this area soon.

Wedding bells will soon ring for Terry Harris, Shipping. She will be married to James Patton, Army Sp/4. He is returning this month from Viet Nam.

MARY POPPINS III

The third nose cone machine, "Mary Poppins III", is now in full production. Again we salute the Machine Shop crew.

SIXTEENTH ANNUAL NATIONAL SCIENCE TEACHERS ASSOCIATION CONVENTION, WASHINGTON, D. C.

March 29 - April 1, 1968
Bob Cannon and Norm Avery

The N.S.T.A. Convention was attended by over eight thousand educators. Most of these were department heads, district science coordinators, other administrators, and local teachers. Over eight hundred people registered to receive our educator's packet of information about model rocketry.

Our exhibit attracted many persons. Especially gratifying were the instances when old customers or new friends brought their friends by to see our display. Many new friends for model rocketry were made. During the next few years many thousands of school children who might otherwise have missed the opportunity should be exposed to model rocketry in their science classes as a result of someone from their school's faculty visiting our exhibit.

The Shipping Department, Bill See, John Hood, and Jo Hodge are to be congratulated for getting the mass of material required for the booth to the right place at the right time. Jan Roetker, Arlene Wheeler, Jocelyn Elstun and Dolly Baker are to be commended for the massive job of preparing the letters and mailing the requested materials in such a short time.



"Sneeze when you are driving 70 miles an hour and you will cover 330 yards dazed and semi-blind! . . . Sneeze three times in 15 mile-an-hour rush hour traffic and you will be in the same state for 220 yards. According to *MOTOR TREND*, the Auto Association of Britain says each sneeze involves about 15 seconds of grimacing and snorting, two seconds of complete distraction from driving, then three seconds of head-shaking and eye-wiping."

from the Denver Post

PROMOTION

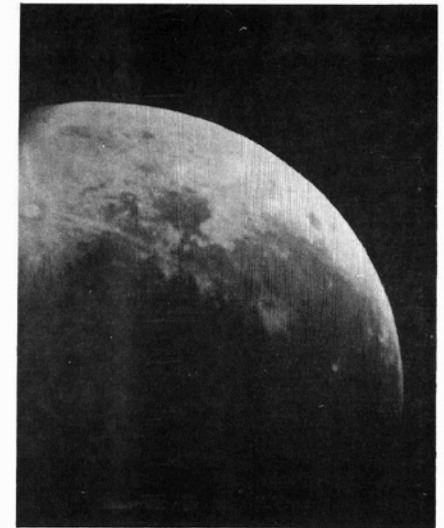
Darlene Snyder has been promoted to the position of assistant supervisor of the Print Shop. She came to the company in November, 1967, with eight years of experience in press operation. Just recently from Minnesota, Darlene loves Colorado, and Canon City in particular. She especially enjoys working with children in camps.

Congratulations on your promotion, Darlene!

INSURANCE INFORMATION

Hartford Life insurance, the company under which each 90-day veteran here at Estes is insured, has furnished the enclosed leaflet indicating the increase in our insurance benefits. The benefits affected are found on page 2 of our insurance booklet. The printed sheet should be placed in the booklet for permanent record. These changes became effective December 9, 1967.

As new employees become eligible they will receive a booklet with this information brought up-to-date.



Although the clouds somewhat obstructed the first phase of the lunar eclipse last week, the sky cleared above Penrose by 10:30, allowing this picture to be taken. Norm and Eleanor Avery, whose hobby is astronomy, were thrilled to be able to view this natural phenomenon through their new telescope. The next total eclipse viewable from North America will be in 1971.



THANK YOU

I would like to thank the late employees for being so thoughtful while I was in the hospital. I was glad to receive the cards, flowers, and gifts from the late employees.

*Sincerely,
Sharon Estes*