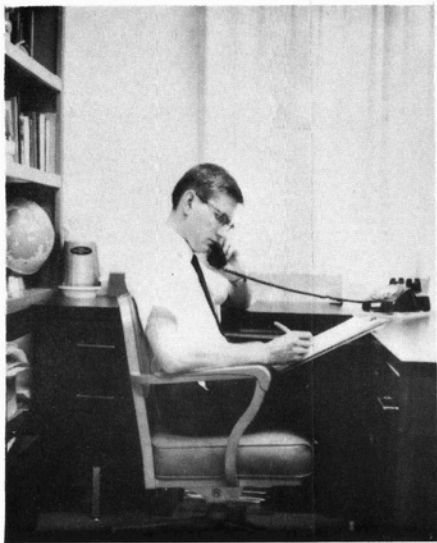


As a result of his programs "What Makes America Laugh" and "The Eleanor Roosevelt Story," he received awards for creative broadcasting.

After graduation, Norm moved back to Larned, becoming the news director for Radio Station K A N S.

Norm came to Estes Industries three years ago this week. He and his wife, Eleanor, live in the "boat house" in Penrose. As astronomy enthusiasts they have designed and built an observatory in their own backyard. It is outfitted with a clock-driven, six-inch telescope. Although the Avery's enjoy astronomy as a hobby, Norm states that his first interest is rocketry and telling the world about Estes Industries.



NORM AVERY
Public Relations Director



CONGRATULATIONS, today, to *Gene and Doris Street*, on their sixteenth wedding anniversary.

CLASSIFIEDS

A Free Service
For Employees

Deadline: Tuesday Noon
Before Publication of the Launch Pad

WANTED

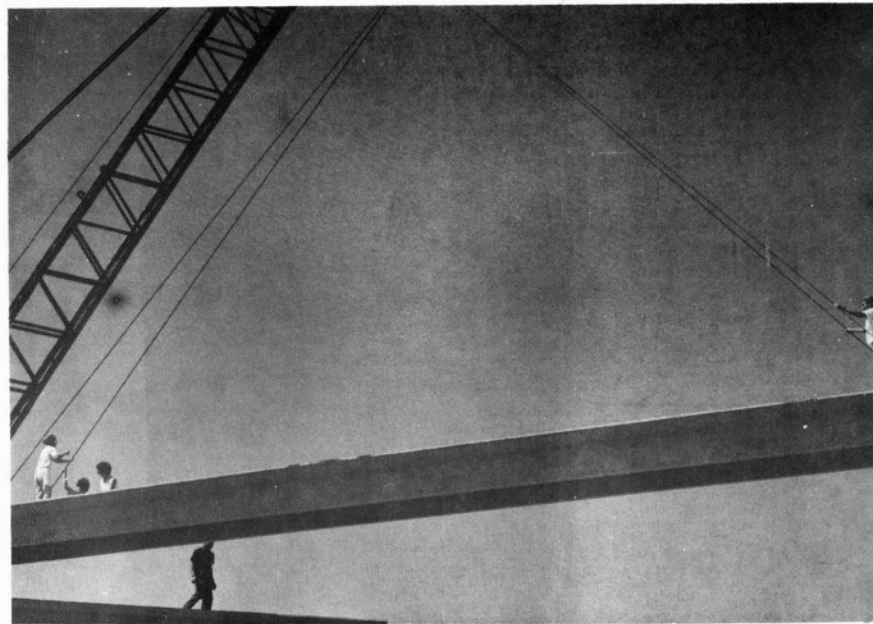
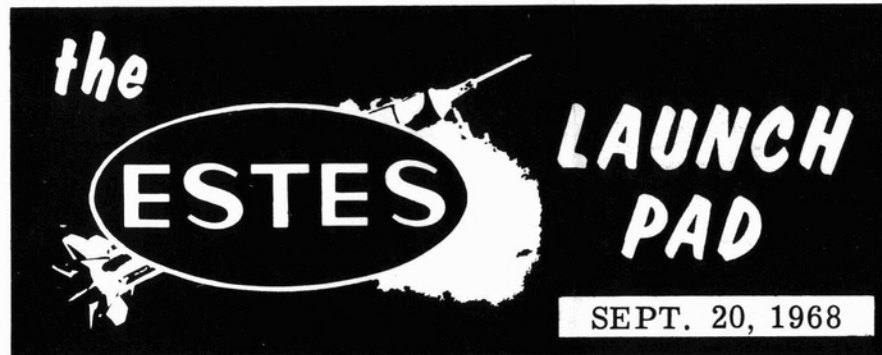
BABY BED, second hand.
Lorraine Riley.

WOMEN BOWLERS, 9:00 p.m.
Fri. evenings, Florence.
Avona Orndorff.



CONGRATULATIONS to *Tom Fisk*, Engine Production. Tom became the father of a six pound girl, *Cynthia Ann*, on the 4th of September. Grandpa *Fred Cooley*, Engine Production, is also holding his head mighty high these days!

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



Is it a bird? Is it a plane? Is it superman? No, it's only Dolores Emory, Bertha Merris, Mackie Young and Bob Ownbey riding up on the last double-tee section of the new warehouse roof. Their weight, added to the 11 tons of the double-tee, nearly caused the 110 thousand pound crane to collapse. Fortunately, however, it stood the strain.

PROMOTIONS

Barbara Stump, a member of the Shipping Department for the past three years, has been promoted to assistant supervisor of that department's graveyard crew.

Judy Swift, an Estes employee for two years, has accepted the position of supervisor of the Mail Room's swing shift crew.

The Print Shop reports two promotions: *Jean Curnutte*, who has been made head supervisor of the department; and *Darlene Snyder*, who is now supervisor of the day crew.



WELCOME NEW EMPLOYEES

Phyllis Allen has joined the Kit Packing day-crew. A resident of Florence, Phyllis has four children - two boys and two girls. Her husband is manager of Montgomery Ward's Automotive Department in Pueblo. Phyllis enjoys painting, sketching, and drawing in her spare time.

Nona Conran, a recent graduate of Florence High School, is enjoying her work in the Print Shop during the swing hours. She moved with her family from Colorado Springs to Penrose about six years ago. Reading is an especially enjoyable pastime for Nona.

Barbara Kuras, a native of Chicago, is the newest member of the Kit Packing swing crew. Relishing the quiet country life of Penrose, her hobby is raising and training dogs. Barbara hopes to enter one of her dogs in greyhound racing soon.

Coy Thomason, now living in Florence, has joined the Print Shop's day crew. A native of Alabama, he also lived for a while in Florida. Coy and his wife, who works at the First National Bank, enjoy bowling as a recreational activity.

Virginia Springmeyer, Vern's new secretary, brings with her a number of years of administrative secretarial experience. A resident of Cortez for many years, "Gini" recently moved to Canon City with her husband, an agent for Farmers Insurance Group, and their two sons. The Springmeyer family enjoys several activities together, with skiing, bowling, and horseback riding high on their list of interests.

HAPPY BIRTHDAY

Betty Marta	Sept.	22
Josephine Swift	"	22
Annie Finney	"	24
Harry Werner	"	24
Linda Payne	"	27
Bud Houston	"	28
Barbara Kuras	"	28
Karen Ransom	Oct.	1
Irene Fry	"	3
Lyn Griffin	"	3
Ruth Mead	"	3
Irene Powell	"	4



THE PUBLIC RELATIONS DEPARTMENT

WHO'S WHO

"PUBLIC RELATIONS is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance."

--Public Relations News

"Estes Industries? -- Who's that?" "What do they do -- what's model rocketry?" As each of us becomes involved in explaining these questions to our relatives, friends and strangers we are performing public relations work. Specifically, however, Estes Industries has a department whose major task is to "spread the good word." If the company is to be an effective force in guiding space-minded youngsters into a safe, constructive, and educational program of model rocketry, the public must be made aware of our goals for today's rocketeers and the methods we are using to fulfill those goals. In short, the world needs to know what it's all about.

The task of coordinating advertising, preparing promotional material and writing news releases falls under the direction of *Norm Avery*, Public Relations Director. The department also develops exhibits and displays intended to promote the company and its services. Public Relations also, when needed, aids in education workshops.

A close working relationship with state and national aerospace officials is maintained through Norm's department. This includes organizations such as the National Aerospace Education Council, the

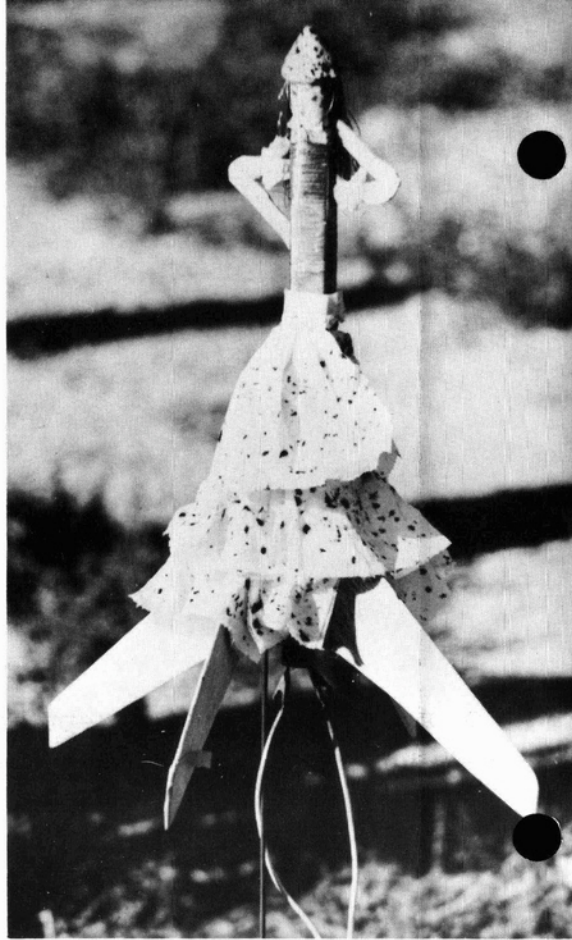
National Association of Rocketry, the military branches of our government, the United States space centers, and civilian leaders in the field. These contacts help provide data for our Research and Development Department, legislation favorable to our program and products, and official acceptance of model rocketry.

The Public Relations Department became very directly involved in in-plant activity when it "launched" the Launch Pad in May, 1966. This year, because of Norm's experience and background, supervision of the Photo Lab was placed under the department's jurisdiction.



Norm grew up in Larned, Kansas, graduating from the Emporia State Teacher's College in 1963 with an B. A. degree in Communications. While attending college he managed the Student Communications Center and taught audio-visual aids. When Emporia State received a grant from the Foundation for the Blind, Norm was placed in charge of producing the program "Wise Use of Leisure," designed to aid blind people in their quest for active use of leisure time,

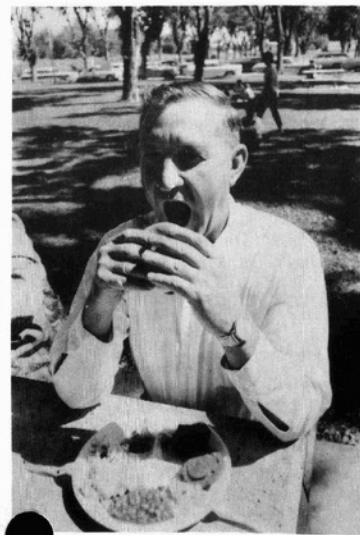
And would you believe that this lovely design by the Woodshop was ingeniously made from nichrome wire, scrap balsa, Altiscope rings, copper wire, battered fin stock, discarded nose cones and flame-proof you know what.



The Annual Picnic
Portland Park
Sept. 8, 1968



It really did something for the recovery crew.



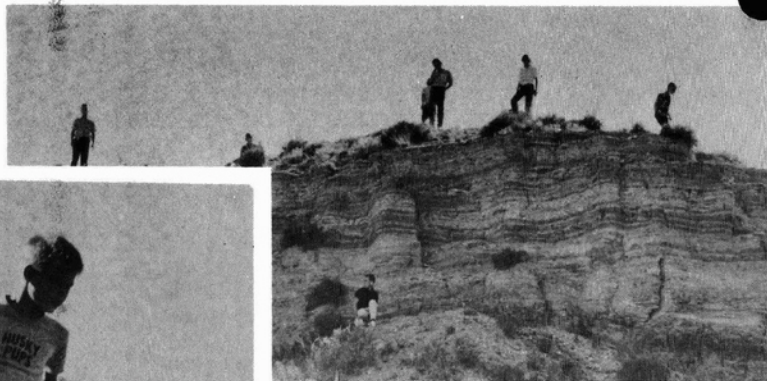
It was a great day . . . except that no one seemed hungry.



The girls insisted on showing the boys how to pitch horse-shoes . . .



Two of our supervisors kept bopping each other in the mouth ----- with popcorn.



. . . and the boys watched from a safe distance.



Josephine Swift's "moon maid" won the odd-rocket design contest. Her four-year old granddaughter, Lynette, not to be outdone, brought her own rocket along.