

EDITORIAL COMMENT

"Was the Open House worth while?" "Did it have any value?" These questions will be haunting us for several weeks to come. Can the expense and efforts that go into an Open House be justified? Personally, I believe the answer is yes.

One of the peculiar characteristics of the human mind is the ability to "tune out" what it does not wish to hear or see. With the bombardment of material from television, radio and newspaper we would go stark raving mad if we weren't able to do this. Consequently, we usually "tune out" those matters which have no relation to our own experience. For example, the bussing of school kids, the teacher strikes and the student riots in New York City wouldn't make much of an impression upon my mind, today, except for one thing: I attended the high school which is mentioned most often as the center of this unrest. So, whenever I read in the

newspaper, see on television or hear on radio an item about New York City's school problems I find myself keenly interested.

The same thing is true concerning Estes model rocketry in our nearby communities. There are many people in these areas who have had no real contact with Estes Industries. Our efforts through the news media to inform them about the company and its program of model rocketry for the youngsters across the country have been less effective than we would like for them to be. Open House has helped to change the picture. Now, information reaching those 3,200 people who attended will have more meaning. They and their friends won't be quite so quick to "tune us out." In the future our seeds of effort to communicate with the community will find more fruitful soil in which to germinate and grow.

This is the value, I believe, of Open House.



Seems there are a few grumbles by some because their pictures were not hung for display at Open House. The Public Relations department apologizes for this oversight and indicates that anyone who comes in to register his (her) complaint will be hung immediately.

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OPEN HOUSE



"Open House will be a big failure. Look at it snow." This was the sentiment early last Sunday morning. However, by 1:00 p.m. the few flakes which were still falling seemed to have little affect

upon the visitors. Nearly 4,000 flooded the halls of Estes Industries during the afternoon. The photo above represents one of the few slow and more orderly moments of the day. (continued on next page)

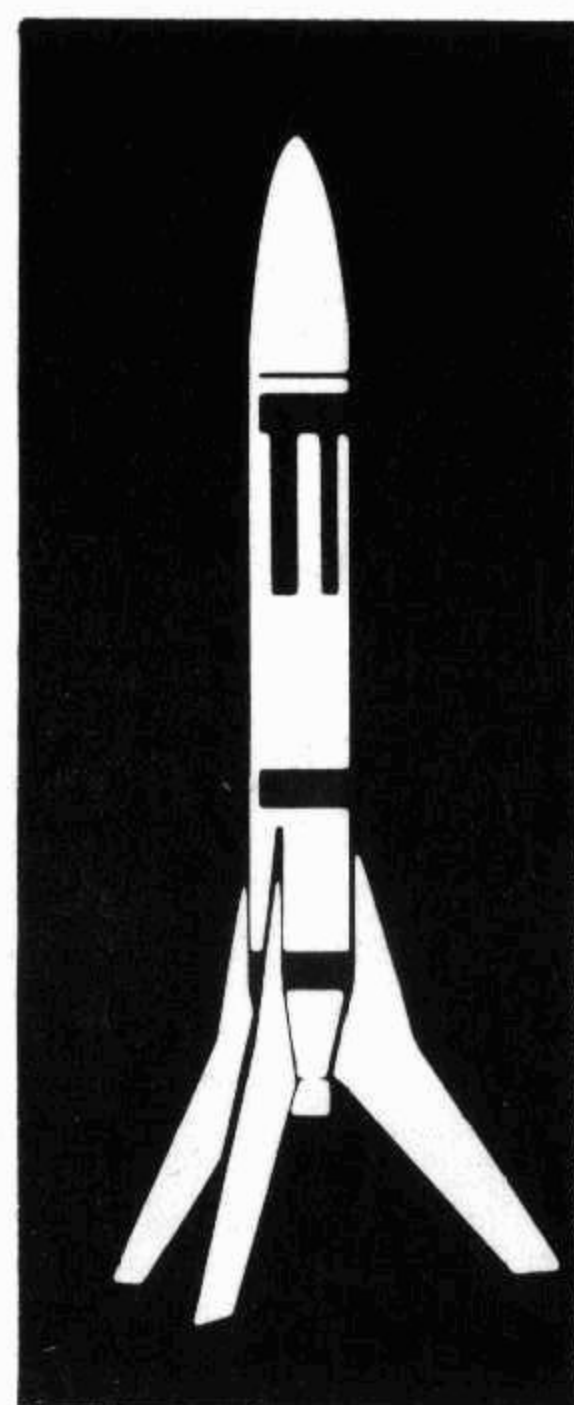
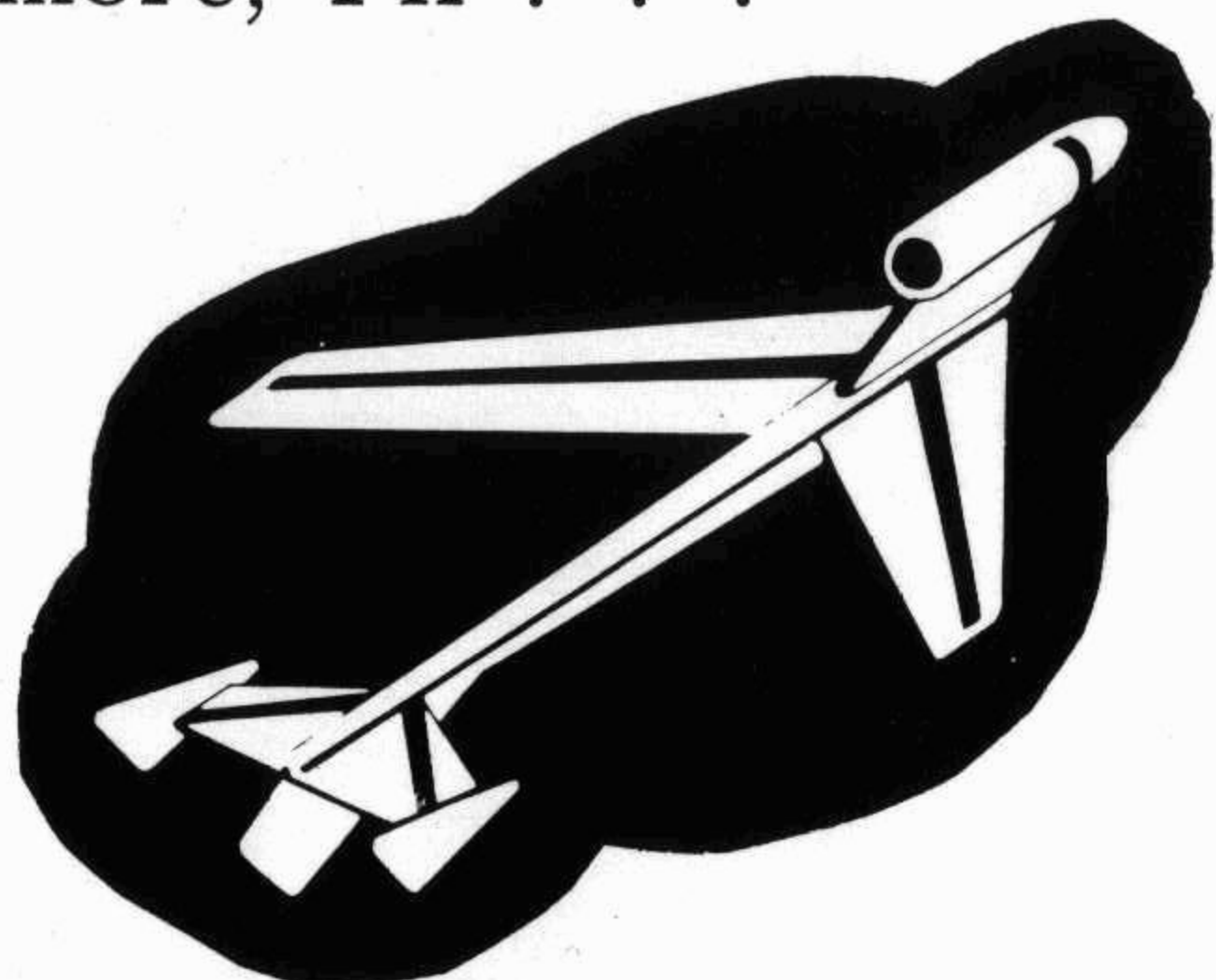
The success of the occasion was due to the combined efforts of many people. The Canon City Chamber of Commerce Prospectors, the Florence Chamber of Commerce and the Florence Lions Club manned many key posts around the area, directing traffic, registering guests, greeting visitors and otherwise making the whole affair move smoothly. Dozens of employees turned out to staff their departments and show visitors the work done at Estes Industries.

A special note of appreciation should also go to John Boiey who directed the traffic control, Bob Cannon who managed the rocket launchings by the Astron Rocket Society, Doris Street who (after many hours of preparation) supervised the distribution of the refreshments and each Estes employee who manned his (her) battle station so valiantly.

Open House, March 2, 1969, is a day that will long be remembered at Estes Industries.



"If that kid comes back for a fist full of cookies once more, I'll . . ."



That's right, B. J., look your very best!



"Ha! Ha! I'm safe behind this machine!"



"Please, would you rescue me?"

Announcing...

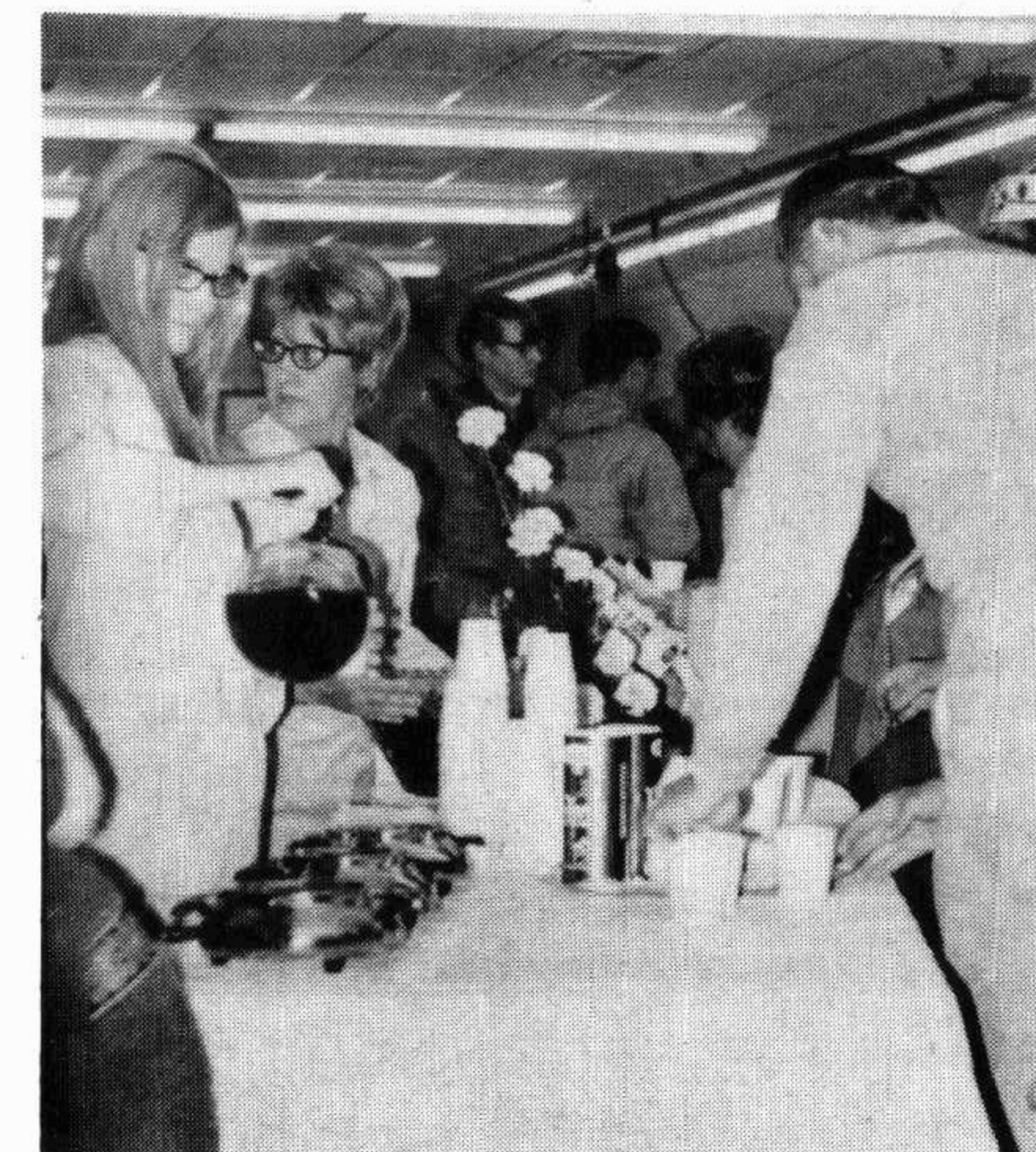
The 12-minute company film, shown at the Open House, may be viewed in the Conference Room next week on Tuesday or Wednesday at 3:10, 3:40, and 10:10 P.M.

SPACE TV PROGRAM

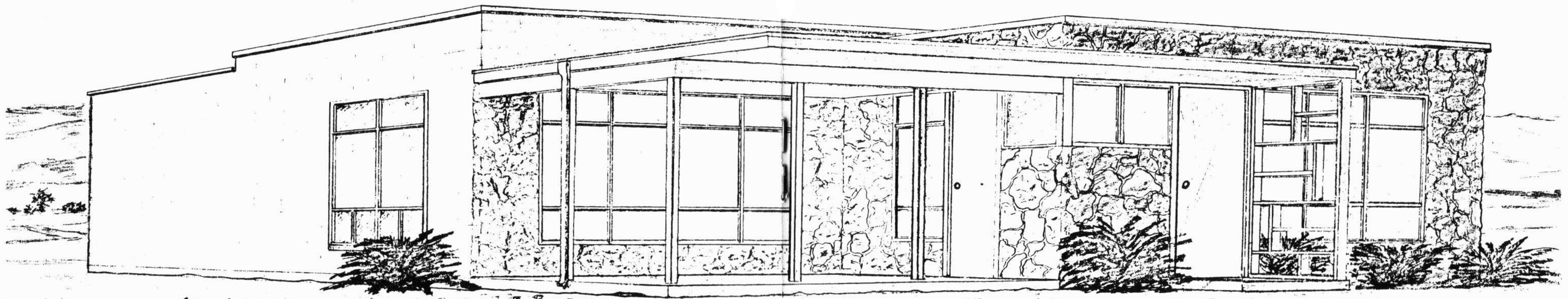
Monday, March 14, the TV series, "Man and His Universe" will present a program entitled *The View from Space*. It is sponsored by North American Rockwell, an aerospace industry.

HAPPY BIRTHDAY

Lenora Dickens	March 8
Rich Wolf	March 15
Cathy Donley	March 16
Mary Lee Fontecchio	March 17
Dorothea Holmes	March 18



"I wish they would hurry with that punch."



THE NEW ENGINE MANUFACTURING OFFICE BUILDING

WELCOME NEW EMPLOYEES



The Mail Processing department welcomes back Pat (Legan) Weaver who joins the graveyard crew and Linda Gee who returns to the day crew.

Linda is married and lives in Canon City. Her husband is now stationed with the Army in Germany. Linda finds that she is held captive during her spare moments by her year-old son, Daniel.

Pat, a former Estes tour guide, resides in Canon City. Her husband is a member of the working force at Dale Russel Ford Company. Pat enjoys crocheting and sewing in her spare time.

Lynn Erickson, with a background in journalism, joins the Rocketeer Mail staff. Her college days were spent at Denver Women's College. Lynn, a resident of Pueblo, enjoys writing as a creative spare time activity.

Thelma McGrath joins the Packing department's day crew. A native of Pueblo, she is the mother of two girls and a boy. Thelma enjoys traveling about the country with her children.

Barbara Russell just recently moved from Oklahoma City to Canon City with her husband, an experienced carpenter. She takes over the position of secretary to the vice president. Barbara finds reading a very pleasant spare time activity.

Jim Stuart left his position as assistant vice president of Sparkletone in Pueblo to become Vern's assistant here at Estes. He lives with his wife and two sons in Pueblo. Enjoying working with wood as a hobby, Jim has built his own hi-fi cabinet and has remodeled his own home.

Duane Renfrow brings his skills to the Photo Lab. A native of Canon City he has spent the past two years in Miami, Florida. Duane enjoys photography as a hobby and has restored eighteen Model A's since his Army days.



Apologies to Dealer Sales. We didn't mean to overlook you in the Open House brochure.

PROMOTIONS

After serving eight months as day shift supervisor Mary Lee has been given the responsibility of supervising the entire Packing department. Best of luck, Mary Lee!

Viola Martin is now the supervisor of the graveyard crew in the Wood Shop. She held the position of assistant supervisor of this shift since June, 1968. Congratulations, Viola.

Overheard at the dinner after Open House: "Who's that red-nosed fella?" "His name is John Boley." "What does he do at Estes?" "He's our parking lot attendant."

THE EVENING AFTER



"I'm bushed. "

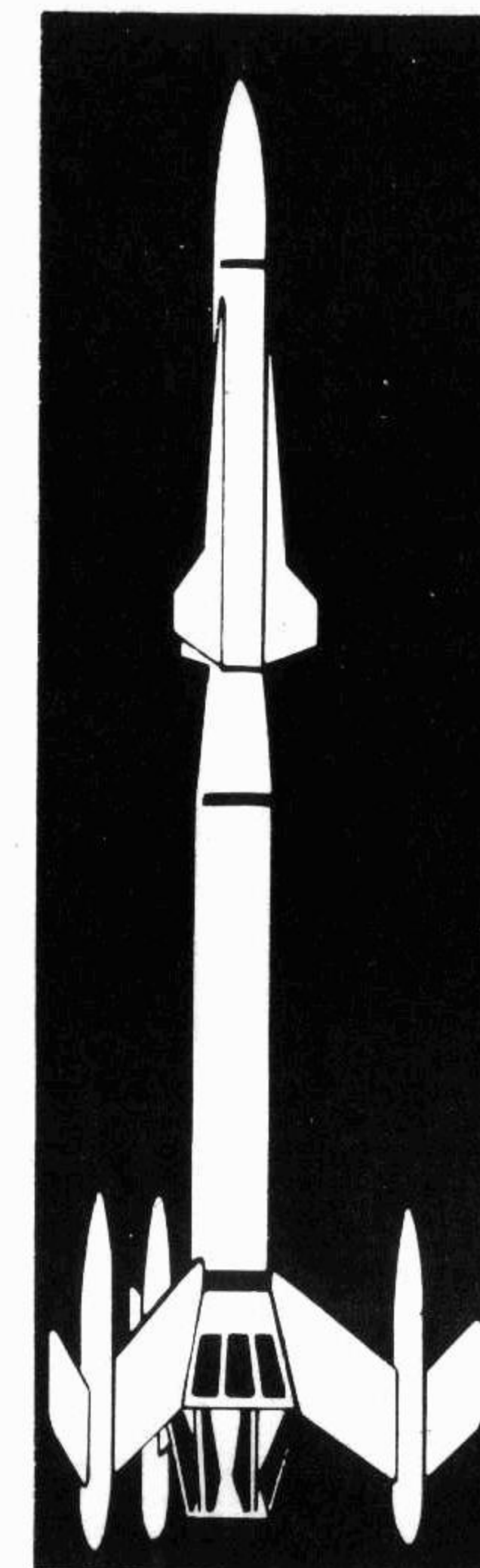
Governor and Mrs. John Arthur Love

regret they cannot accept your nice invitation to attend the Open House of Estes Industries on Sunday, March Second.

We are entertaining guests that day, but send our best wishes to you.

OPEN HOUSE VISITORS

Nearly forty communities in Colorado were represented at Open House. Visitors also included people from: Madison, South Dakota, Ft. Wayne, Indiana, Minneapolis, Minnesota, Kearney, Nebraska, Waukou, Wisconsin, Evansville, Indiana, Kilseyville, California, Oklahoma City, Okla., Carson, Iowa, Norfolk, Va., St. Francis, Kansas, Anchorage, Alaska, Tampa, Florida and St. Louis, Missouri.



"Us too. "



"Not me! I feel great! Let's have Open House every week!!"