

SPECIAL AWARD

Estes Industries was recently named "Employer of the year 1969" by the Pueblo Mayor's Committee on Hiring the Handicapped. The nomination of Estes for such recognition was based on the number of handicapped employees working here at the plant and our contracts with area sheltered workshops--State Hospital and New Hope School.

Although the company made no effort to seek this award we did appreciate the honor. As a customer-oriented organization our purpose is to satisfy the needs of rocketeers. Therefore, we have made it a policy

to use qualified people to attain this goal regardless of a physical handicap.

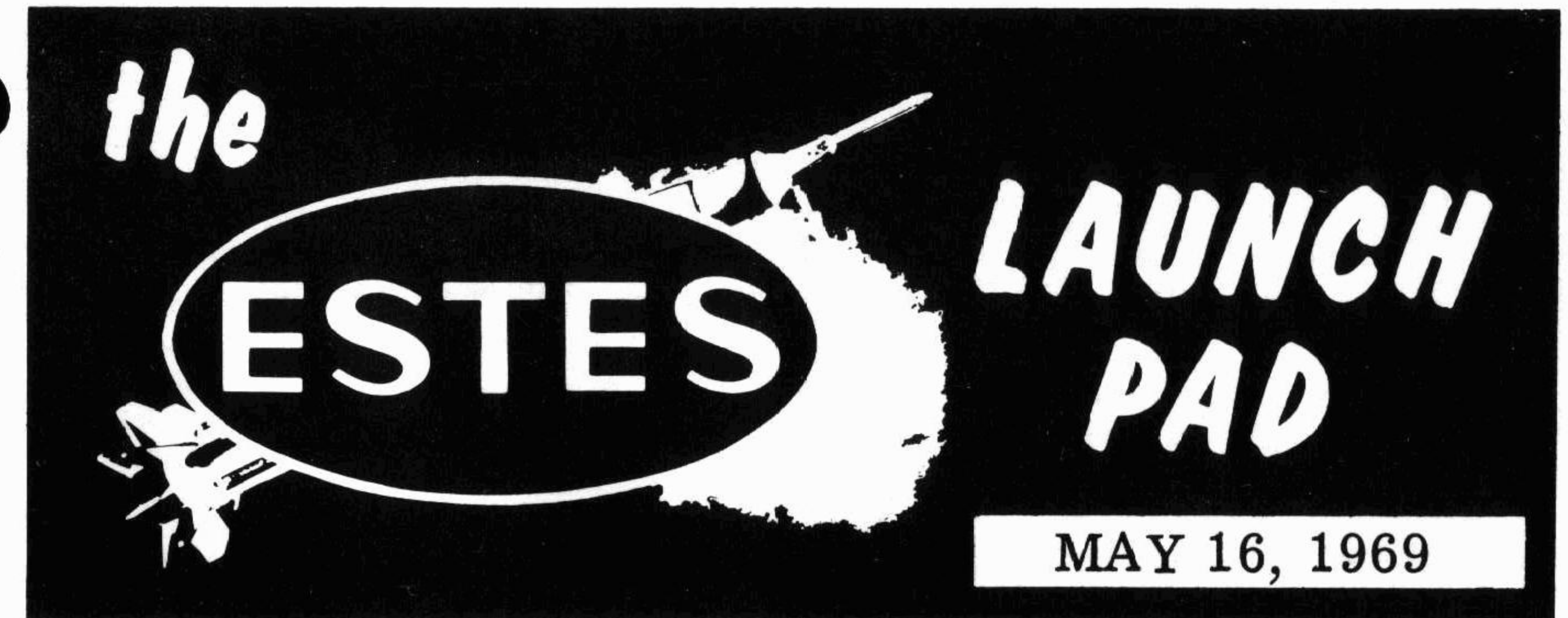
Pueblo's Mayor Hudspeth also informs us that the committee has nominated Estes Industries for statewide recognition as "Employer of the Year 1969."

Advertising wasn't always as aggressive as it is today. This ad appeared in an American newspaper fifty years ago: "The public is kindly requested to buy Universal Whitener tooth powder. It is neither better nor worse than most of the others in my store, but I think it is just about as good as any of them, and I particularly recommend it because it is made by my nephew who is a very deserving young man and hopes to be married soon on the strength of it."



A baby girl, born on her great grandfather's birthday, became the first grandchild of *June Harris*, Dealer Sales. Terry, the mother of Shannon Kay, is a former employee from Shipping and Packing.

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



CLASSIFIEDS

A Free Service
For Employees

Deadline: Tuesday
Before Publication

----- WANTED -----

GIRL TO SHARE APARTMENT
in Penrose, nice and large.
Janet Osborne, Shipping, sw.

----- GIVE AWAY -----

KITTENS: To go to good
homes, will make extremely
good house pets, large supply
to choose from. 784-6271

----- FOR SALE -----

PORTABLE T. V., 11" RCA
Victor. Mark Gilbert



PROGRESS IS BEING MADE ON THE OFFICE, SHOWER
AND LUNCH ROOM BUILDING FOR THE ENGINE PRO-
DUCTION DEPARTMENT. NO COMPLETION DATE
FOR THIS STRUCTURE HAS BEEN SET.

THE BIG SWITCH

Bright and early Thursday morning (would you believe 6:00 A.M.) John Boley, Director of Marketing, staggered into the building. With the determination and agility of a "bull in the china closet", John began moving files, desks and all other objects not nailed to the floor. It was transfer day for John and school sales.

Since John is working with the dealers on a program of advertising and promotion, efficiency dictated that his office be moved into the Dealer Sales department. At the same time the tremendous boom in dealer and school business, carefully guided by June Harris, made it necessary to divide these two areas into separate company func-

tions. School sales were transferred to Rocketeer Mail, under the direction of Arlene Wheeler. Actually, this department has been handling most of the school and educator correspondence for some time. So -- school files, desks and personnel were "blitzed" into John's former office.

To the employees who have been with the company for more than two years the growth of school sales, dealer sales and rocketeer mail has been phenomenal. A couple of years ago one whole corner of the old lobby was occupied by personnel answering boys' questions and two people cared for all dealer and school business. Times certainly have changed.

WOULD YOU BELIEVE . . .

. . . You can soon work for yourself?

On May 7 you can begin working for yourself for the remainder of 1969, if you are an average taxpayer.

But up to that day, National Chamber taxation experts estimate, you will, in effect, simply be working to earn enough to pay all of this year's tax bills—federal, state and local.

The U. S. Geological Survey reports that the earth is just about the same size as it was 200,000,000 years ago. This should explode the theory that everything shrinks in hot water.



Lee Rodarmel, Wood Shop, is in St. Thomas More Hospital, suffering from pneumonia. We wish Lee a complete and speedy recovery.

HAPPY BIRTHDAY

Sandra Grieser	May 18
Roger Hammock	May 19
Louise Lewis	May 19
Evangeline Avila	May 20
Ines Prelas	May 21
Duane Renfrow	May 29
Beverly Thompson	May 30

WHO'S WHO

Billie Fall, a native of Pueblo, is a three year veteran here at Estes. She joined the Mail Processing department's graveyard crew in March 1966. Billie was soon promoted to shift supervisor. Later she transferred to days choosing to give up her supervisory position.

Billie's husband is also a native of the Pueblo area. Eleven years ago, motivated by a desire to raise



their children in a smaller community, Otis and Billie moved to Canon City. Otis became associated with Cotter Corporation. He recently left Cotter to accept a correctional officer's position at the State Penitentiary.

The Fall's are parents of three children, two boys and a girl. Scott, a junior high student, is thirteen. Duane, a fifth grader, is eleven.

The third member of the young trio is eight-year old Cheryl, a third grader. The children dearly love to ride horses, owning two of their own. While horseback riding ranks first as their hobby the family also enjoys hunting and fishing during their spare moments.

Billie remembers when the bulk of the mail processing operation was performed in a room less than twelve feet square, she does not, however, desire to return to the "good old days."

*Beginning with this "Who's Who" column a picture of the featured employee will be included. Plans are to use individual photographs to make the Pad more personal.



The new Estes "non-flying SATURN V, designed exclusively for Kennedy Space Center, is virtually ready to go. We are hoping the plastic parts will arrive in time to allow us to fly a shipment of these kits to the Cape in time for Sunday's Apollo 10 shot. The kits will be placed on sale at the Cape's tourist center.

Look for more information about the Saturn V in next Launch Pad.

MAY 16, 1969

WELCOME NEW EMPLOYEES

Packing welcomes three new employees to the department. *Lee Trimble* and *Dolores Hernandez* join the swing crew while *Clarice Inmon* comes to the graveyard shift.

Lee, born in Clayton, New Mexico, graduated from Central High School in Pueblo. She lives with her family and enjoys painting in her spare time.

Dolores and her two children, live in Florence. She finds pleasure in writing and hopes some day to reap a few rewards from this creative hobby.

Clarice, whose husband is a mechanic for Triangle Truck Company, lives in Canon City. They have two children at home and two away. Clarice enjoys rock hunting.

The Print Shop extends a welcome to *Judy Flieger*, *Sandy Johnson* and *Rose Thomas* on swing shift and *Donna Weeks* on days.

Judy, a native of Pueblo, is the mother of a four-month old son. She enjoys horseback riding, dancing and other activities.

Sandy likes skiing, swimming and other activities which require athletic ability. She is a 1967 graduate of Canon City High School.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

If each day we strive to do our work better than the previous day, seeking to remove imperfections, we will make the world a better place in which to live. We never need to fear

Rose hails from Oregon where her family was involved in the printing business. Rose now lives in Canon City and enjoys the sport of bowling.

Donna's husband is parts manager for the Bill Berry Motor Company in Canon City, and the couple have two sons. Her favorite pastime is bowling.

Marvin Peffers, a native of Michigan, is the newest member of the Engine Manufacturing team. He and his family now make their home in Canon City. Marvin enjoys gardening, woodwork finishing and hunting.

Pat Hollmer likes to decorate cakes and work at other creative tasks. She and her husband, an employee of Portland, and their four children live in Penrose. Pat is the newest member of the Wood Shop's swing crew.

Sheila Rodarmel began secretarial duties for the company's Director of Marketing. Sheila lives in Canon with her two sons and husband, who is a certified welder. The family likes to raise calves, and Sheila also enjoys working with ceramics and antiques.

that we will be replaced by a new machine or system because we will be the master of that machine and the brain behind that system.

- - Quote Magazine