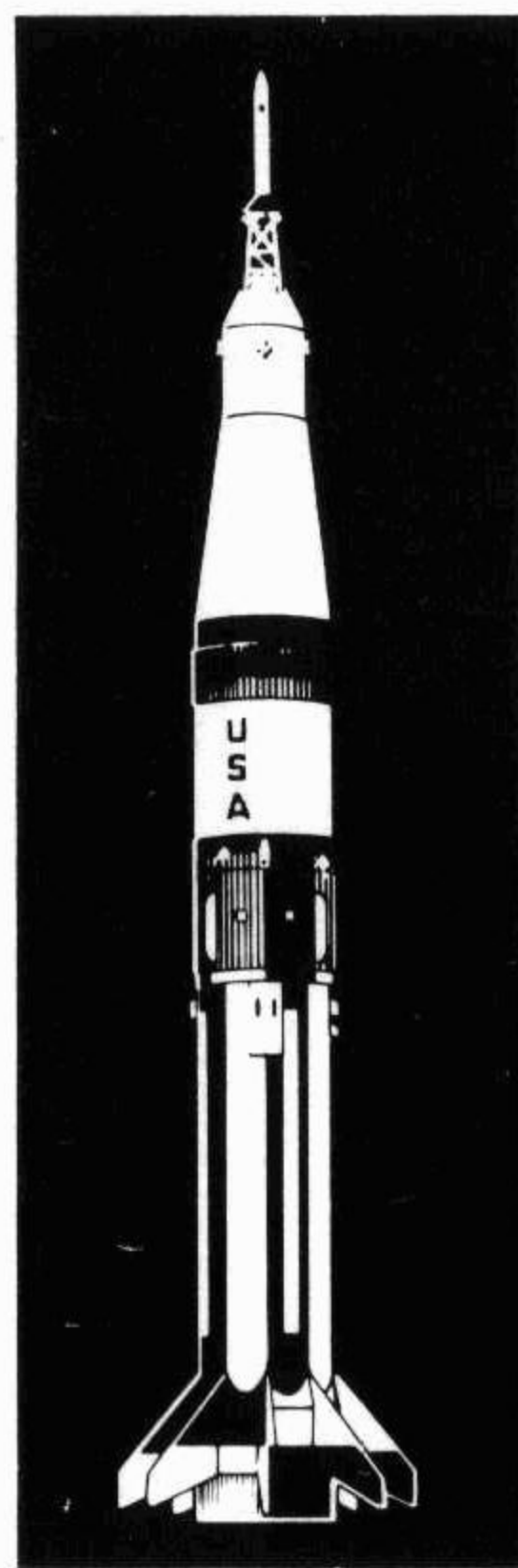


Giant Jumbo Jet, the Boeing 747. Describing the jet as the "one big airplane" Norm wonders how long it will take 500 disembarking passengers to get their luggage.

With this nagging thought he boarded a plane for Salt Lake City and Ogden, Utah. In Ogden he spent the weekend working with several youth of the area. Many of the rockets they built were used on Monday to help kick off the Weber State College Aerospace Workshop. Bob Cannon met Norm in Ogden, and the two of them conducted the workshop sessions. Bob and Norm taught 50 aerospace people at Utah State University, 800 aerospace students at Weber State and 35 scholars at Brigham Young University. Bob then left for Cedar City, Utah while Norm flew to Denver.

Following a weekend layover and a one-day stop here at the plant Norm flew east to participate in the Kansas State College Aerospace Workshop at Fort Hays. Although the wind was relatively high the young people were able to launch 50 rockets with 100% recovery.

The aerospace workshop program in the United States extends from coast to coast and is active in all 50 states. Estes Industries, through the Education office and the Public Relations department, is pleased to participate in these workshops. Although it is difficult to determine how many potential customers are reached, we know that many persons are exposed to the company's program of model rocketry for the first time. Furthermore, it is rewarding to observe our product being used so extensively in education as a tool to teach the youth of America.

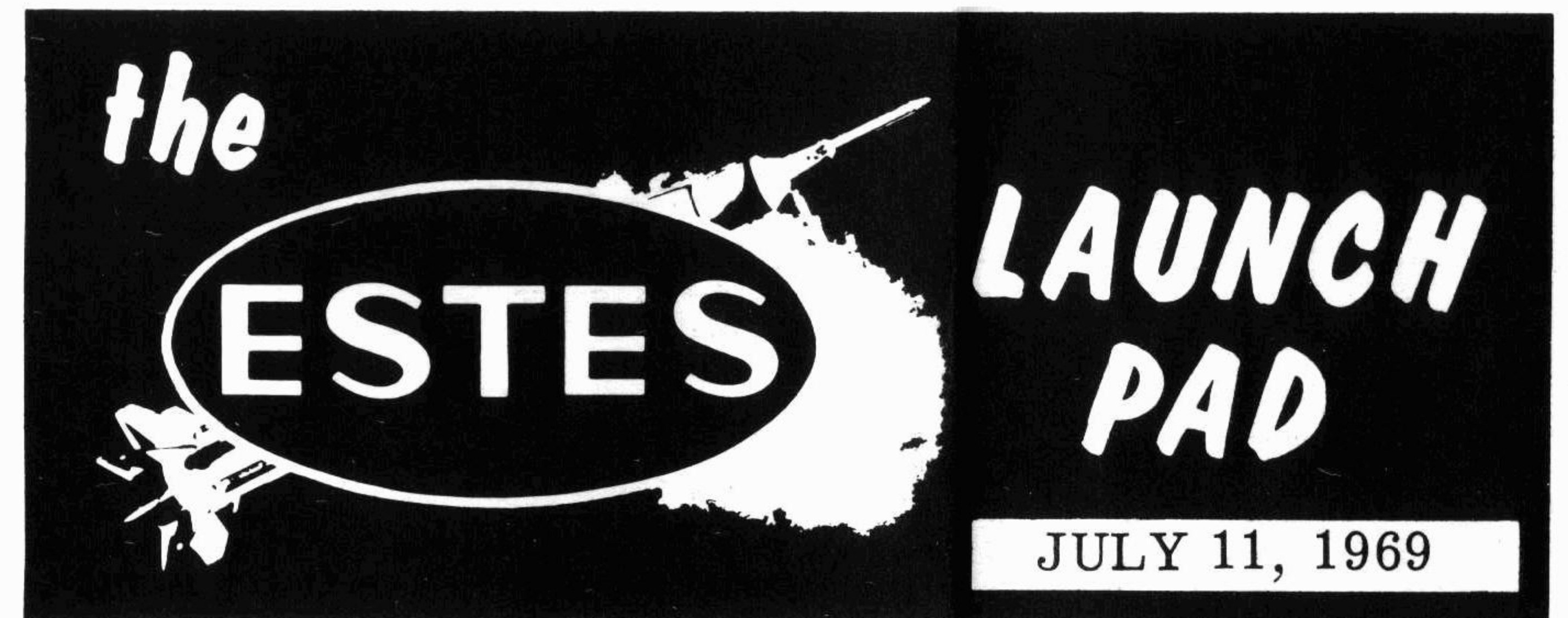


Most of us have become increasingly aware of the failure of the cooling system in the mail office building to do the job it was intended to perform. Steps are being taken to find a solution to the many and varied difficulties. Meanwhile, each of us will have to take action to help alleviate the heat.

If all windows and doors are left closed the air conditioning units will function with greater efficiency. More outside air brought in simply increases the volume to be cooled. This compounds the problem.

Also, the heat of the sun shining through the windows is quite a factor. Curtains closed against the sun can eliminate a great deal of heat.

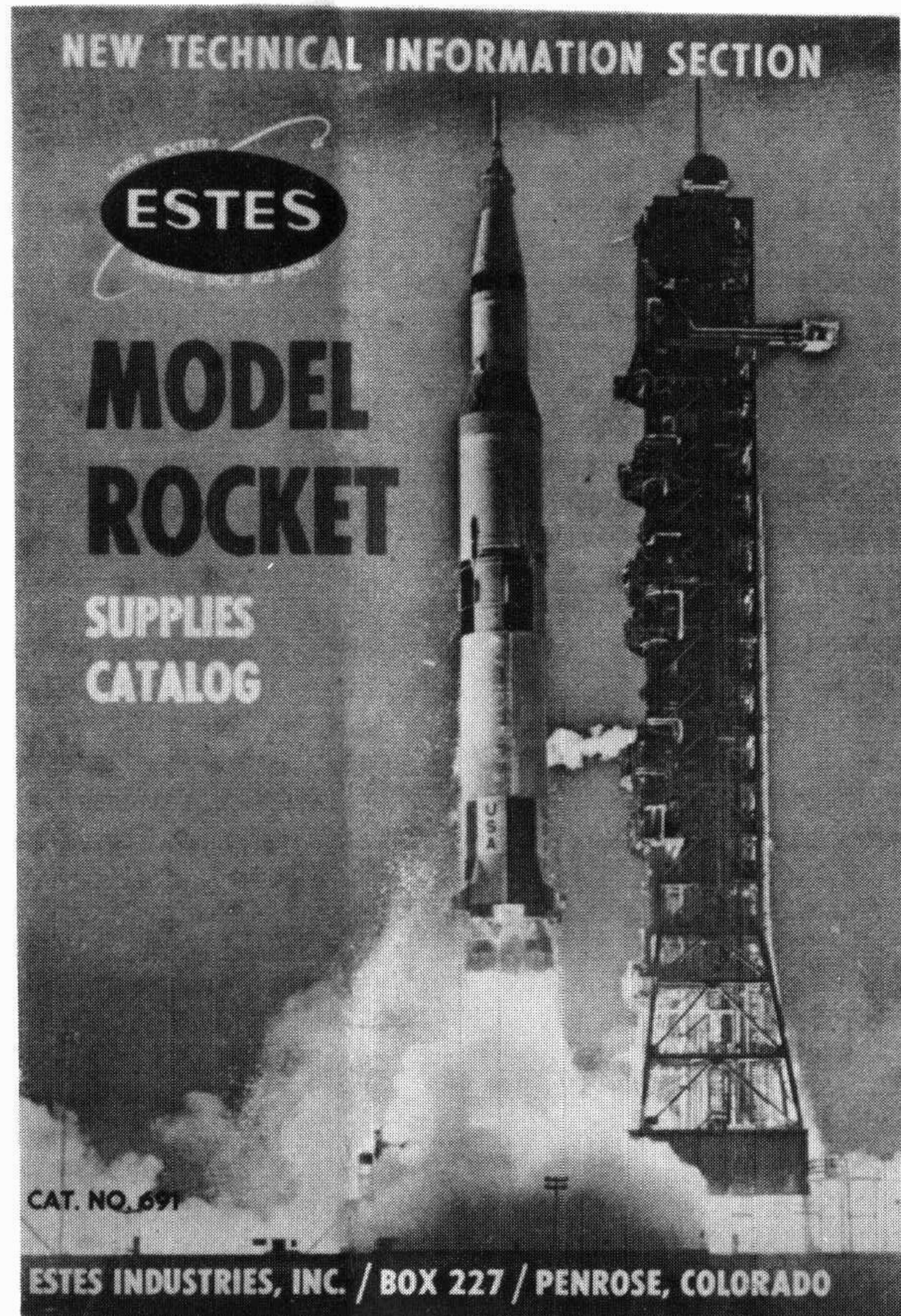
THE LAUNCH PAD  
published bi-weekly  
by  
ESTES INDUSTRIES  
Penrose, Colorado



The time has been precisely determined: At 12:17 A. M., M. D. T., Monday, July 21, 1969, Neil Armstrong will be the first human to touch the moon. A few minutes later the flag of the United States of America will be unfurled and implanted firmly upon the lunar surface.

The moon. It has been there since the beginning, and man has wondered about it since the first of his kind glanced upward and saw a domain beyond his own. Now it will know the imprint of man's eternal questing. And that first imprint will be made by an AMERICAN!

# OFF TO THE CAPE



As you look over your personal copy of the new catalog, turn to the YELLOW PAGE CENTER SECTION. This 32 page construction and technical manual is one of the really exciting additions to the 1969 Estes catalog. It was designed to answer the questions most commonly asked by model rocketeers. Bill Simon, vice president, and Gene Street, chief illustrator, worked together to produce this remarkable new section.

Two new models never offered before in any piece of Estes litera-

ture are the Mars Lander, conceived and designed by Wayne Kellner, and the Saturn V, researched and designed by Bill See. Wayne and Bill are members of the Research and Development team.

Browse through your catalog. Give us your reactions. In fact, now is the time to begin preparing the 1970 Estes catalog. When you have a new idea or suggestion, please pass it on to either Bill Simon or Jim Stuart. With your help our next catalog can be even better.

Monday morning, Vern, Gleda, Betty and Sharon will leave for Cape Kennedy. Joining them at the Cape will be Sven Englund, winner of our 10th Anniversary Launch-stakes Contest, and his family from New Canaan, Connecticut. They will all watch the launching by the huge Saturn V of the three moon-bound astronauts and will tour the Space Center facilities.

Prior to the launch of the big bird, CBS television will devote some time to model rocketry, featuring an actual launch of one of our Saturn V models. G. Harry Stine, a pioneer in model rocketry, is working with CBS on this program. Another presentation of model rocketry may possibly occur Sunday, July 20th, the day the LM descends to the surface of the moon. The "V" to be used by Mr. Stine was provided by our Research and

## WEDDING BELLS

Wedding bells will be ringing July 12th for Kenneth Buchanan. He is the son of Delbert, supervisor of Engine Manufacturing, and Neva, secretary for the department. The bride-elect is Susan Timmons of Azusa, California. The wedding will be held at the Azusa Presbyterian church. Kenneth, who is serving with the United States Navy, worked at Estes for a time.

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Will care for 1 or 2 small children in my home during swing or graveyard hours. Call 275-7747 after 4:00 P.M.

Development staff.

Watch your bulletin boards for further information!



## TRANSFER

Lyn Griffin has recently transferred to the Rocketeer Mail department. She will begin her new duties there on Monday the 14th of July, upon her return from a California vacation with her family. Many thanks to Lyn for her faithful service while Personnel Director.

# Focus on: MAIL PROCESSING

Shari Green



What does the Mail Processing department do? Well, first and foremost we naturally process mail. Don't just shrug your shoulders and think "So?" It's not all that simple.

Twice a day mail arrives in the mail room where it is sorted. That which pertains to other departments, offices or officers in the plant is sent to its proper destination through the interoffice delivery system. The greater share of the remaining mail is customer orders. These are binned according to the state from which they originated, opened by state and taken to checkers.

A checker must see if the prices and catalog numbers on an individual order are correct. She also makes certain that we have received the proper amount of money to cover the order, gives free kits and determines the number of labels needed for mailing. When a checker is satisfied with the order she passes it along to her puller.

The Mail Processing department has an active file, indexed by zip

code, of nearly one-third of a million customers. Pullers take the checked orders, find each individual's card and record all pertinent information. This includes date, amount of order and free kit given. The package labels are made by the puller, using a special spirit duplicating process. The order is then ready for the shippers.

If a customer is not in the file a new card is made for him, his order is recorded and his card set aside 'til the end of the day. These new customers receive a special packet of literature from the company.

Zone mail (customer responses as a direct result of our advertising) is handled separately but in much the same manner as the regular orders. The only additional step involves a notation as to the particular ad or source from which the order came.

Bulk mailing is another im-



portant part of the mail room operation. This involves the mailing of a beginners brochure with an introductory letter to all new customers, sending catalogs and dispatching the Model Rocket News. Special inserts sent with the catalog and MRN include model rocketeer postcards, the leaflet "A Rocketeer's Guide to Avoid Suicide" and order forms. Envelopes, automatically addressed by the Scriptomatic machine, are placed in the Inserter with the literature involved in the partic-



ular mailing. This machine mechanically inserts the material into the envelope and seals it. The sealed envelopes are then sorted by zip code, tied, sacked and weighed for postal pick-up. By performing these postal duties we are allowed a special bulk rate which saves the company a great deal of money.

Beginners brochures go out daily, catalogs twice a week and our Model Rocket News weekly.

When a new publication is printed, be it catalog or Model Rocket News, the mail room crew



must swing into action to get the new item addressed and sent to every customer on file. Right now the mailing of the new 1969 catalog is our major task.

We also perform some duties for other areas of the plant such as Dealer Sales and the Education department. Special mailings for these departments are addressed and inserted in Mail Processing.

Once the mail and bulk mailings have been cared for we can turn our attention to other items that keep customers happy and the mail room operating smoothly.

We have a constant stream of requests for free materials. They may be as simple as "order forms, please" or complicated as "ever-thin' ya got." Recently Oakie Six, our department head, has been delegated the task of writing refund

(continued on next page)

checks for customers who have made overpayments and for orders that must be returned for some reason.

The files must be culled, usually four times a year, to remain up-to-date. All cards for customers who have not ordered for a year, and



cards for those who have requested a catalog but have not ordered within three months, are taken from the active file. Address changes and corrections are important. Returned merchandise because of address problems is remailed when the correct residence of the customer is determined.

### HAPPY BIRTHDAY

Gladys Hart	July 13
Lee Trimble	July 14
Billie Fall	July 16
Bob Cannon	July 16
Wayne Kellner	July 17
Clara Van Dyne	July 17
Roy Burns	July 20
Dale Linam	July 21
Dolores Hernandez	July 23
Margie Prather	July 24
Violet Long	July 25

The Mail Processing department now employs nearly forty girls. It is a twenty-four hour operation. As already noted, Oakie Six is our department head. Other supervisors include Louise Williams, day; Billie Fall, day assistant; Wanda Wheeler, swing; Betty Marta, swing assistant; Connie Meeks, graveyard assistant; and Jean Fowler, bulk mailing assistant supervisor.

## PROMOTION

**Connie Meeks** has been promoted to the position of assistant supervisor of the Mail Processing department's graveyard crew. A resident of Canon City, she has been with the company for four months.

Congratulations, Connie!

## TRANSFER

During the July staff meeting conducted the morning of the 9th, Vern announced the transfer of **Chuck Helsel** to the position of Personnel Director for Estes Industries. Lyn Griffin has served in this capacity since March of 1968, and had recently requested a transfer to another area of work within the company.

Chuck has been with Estes Industries since March of 1967. During the past 2-1/2 years he has been a member of the public relations department and the Launch Pad Editor. Chuck will retain his duties with the Launch Pad as a part of his personnel work.

Congratulations, Chuck!



Dave Mathis, son of Dan Mathis, the company's accountant, has qualified with his vehicle for the Soap Box Derby. Sponsored by Estes Industries, Dave will be competing in a field of fifty to sixty cars. The winner will receive a trophy and a \$500 savings bond. He will move on to the national

finals to try for the \$7500 scholarship offered as first prize.

The Derby will be this Saturday, July 12, in Colorado Springs, beginning at 10:00 A.M. It is to be held on a prepared track behind Williams Chevrolet, Academy Blvd.

Best of luck, Dave!

## NORM'S TRAVELS

"The weather in Spokane is full of rain and the temperature is 68. We will land in approximately eleven minutes. Please fasten your safety belts, and thank you for flying United Airlines." These words, announced on the plane's intercom system on May 30, reminded Norm Avery that his month-long journey for Estes Industries had begun.

Participation in the Washington Aerospace modeling activities held at the National Guard Geiger Field just outside of Spokane was the purpose of this first stop. The Estes exhibit was seen by 700 young people and adults. Many of them became interested in model rocketry for the first time. Incidentally, the

rain ceased, allowing the two-day event to be held under warm and friendly skies.

The next stop on the schedule was Ellensburg, home of Central Washington State College. Here Norm presented model rocketry to a group of third, fourth and fifth graders. Later in the evening he addressed 40 adults at the college aerospace workshop.

From Ellensburg he proceeded to southern Seattle for another adult workshop. One of the 50 participants, employed with the Boeing Company, took Norm out to see the

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