

CLASSIFIEDS

A Free Service
For Employees

Deadline: Tuesday
Before Publication

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

AUCTION, moving, must sell all furniture. August 30-31. 607 N. Cottonwood, Canon. 275-7742.

"OLD BLUE" 1959 Buick Station Wagon, Dan Mathis.

----- LOST -----

THREE KEYS (Yale type) on an oversized paper clamp. Please return to Gleda.

----- WANTED -----

BOWLERS, Tuesday Morning Women's League. Contact Judy Swift, 784-6681 or Janis De Cino, 784-3161.



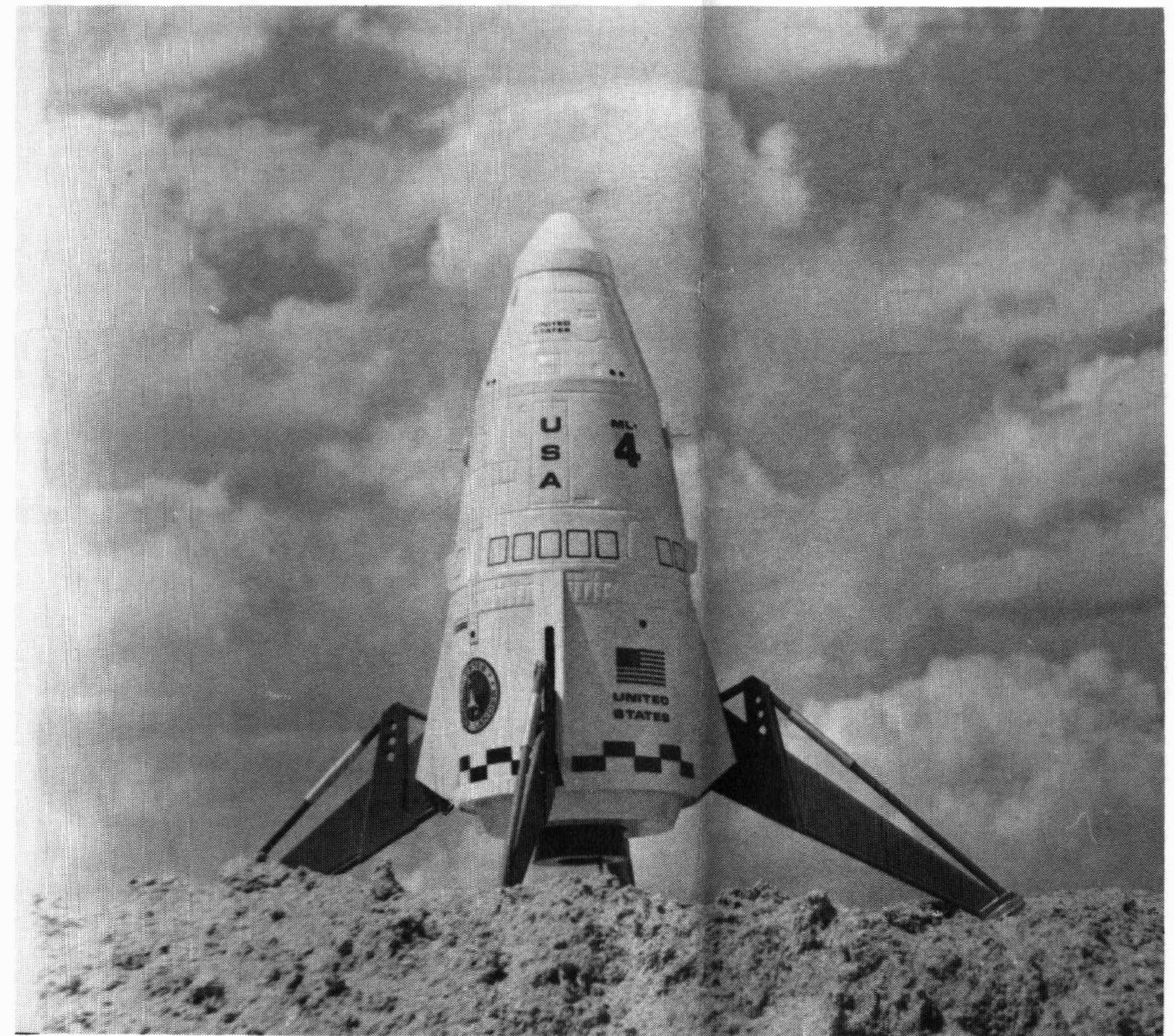
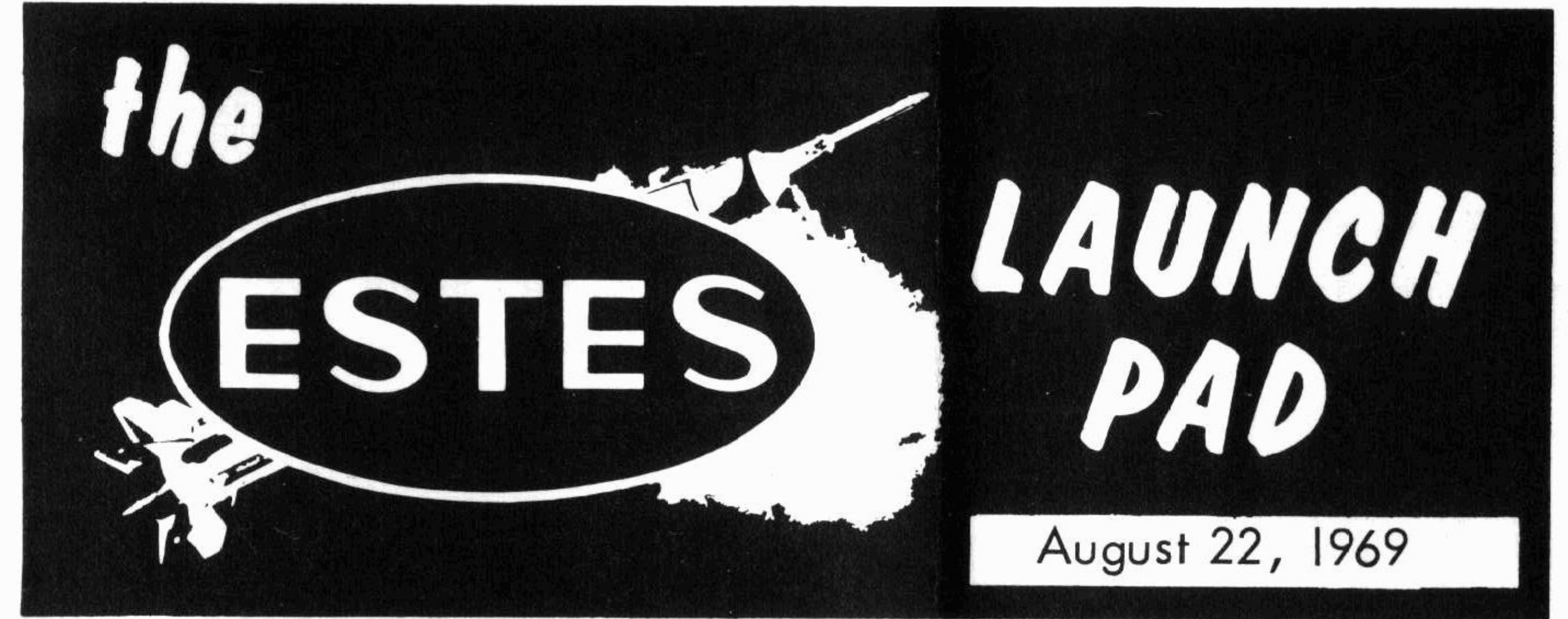
HAPPY BIRTHDAY

Abbey Lucero	Aug. 23
Susie Snyder	Aug. 24
Arlene Wheeler	Aug. 26
Letha Ham	Aug. 27
Wanda Wheeler	Sept. 1
Joan Dickinson	Sept. 1
Elizabeth Artley	Sept. 2
Carol Linam	Sept. 4
Marigene Dowell	Sept. 5



"Ammonia! Ammonia!"

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



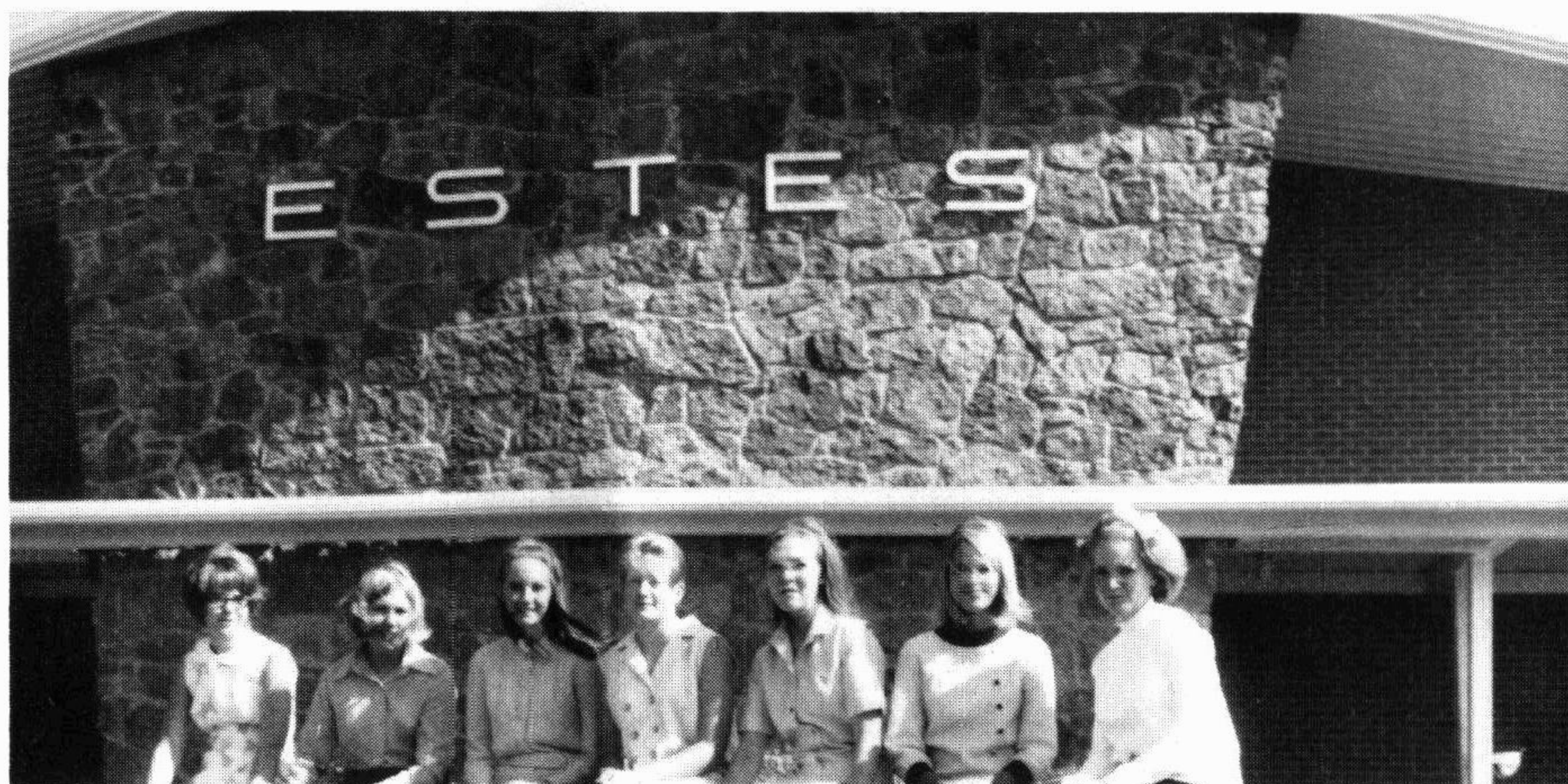
A tiny spark of an idea was born last winter in the mind of Wayne Kellner as he considered the possibility of scaling a model of Pegasus/Global Transport, a futuristic rocket designed to probe the planet Mars. After months of research, this model was ready for publication in the 1969 catalog. (continued on next page)

The Mars Lander has made first use of any type of landing gear in Estes model rockets. These landing gear act as fins, to provide a stable upward flight and are hinged to cushion the shock as the craft lands upright.

Relatively new has been the use of debossed body shrouds, This concept in detailing gives the craft a more realistic appearance. Due to the smoothness and gloss of the shrouds, many comments concerning the plastic-look of the model have been made.

The seven pages of instructions include 54 separate assembly illustrations, most of which were drawn by Gene Street. A later addition to the kit will be a fact sheet describing a theoretical manned flight to Mars and back.

While Wayne did the major work on the Mars Lander, other members of the R & D staff offered many helpful suggestions.



It has been a busy summer for our tour guides. During the months of June, July and August last year 2600 rocketeers and their parents walked through the front doors to visit Estes Industries. With still two weeks left in the month of August, our guides have shown the plant to 5,000 individual guests. It should be noted that nearly all of these visitors came in small family groups.

A note of appreciation is certainly due our front line Estes rep-

resentatives. Jean Roland served as head tour guide, coordinating the entire program. Girls devoting their full time to showing our visitors through the plant were Karolyn Snow Jo Anna Schmidt, Patsy Donohue and Carol Harris. Betty Estes, Penny Mathis and Pat Weaver did a commendable task as part-timers. A word of "thanks" also goes to the Mail Room, Accounting and the Education Services for adjusting their work schedules to allow these girls to give our loyal rocketeers an A-1 tour.

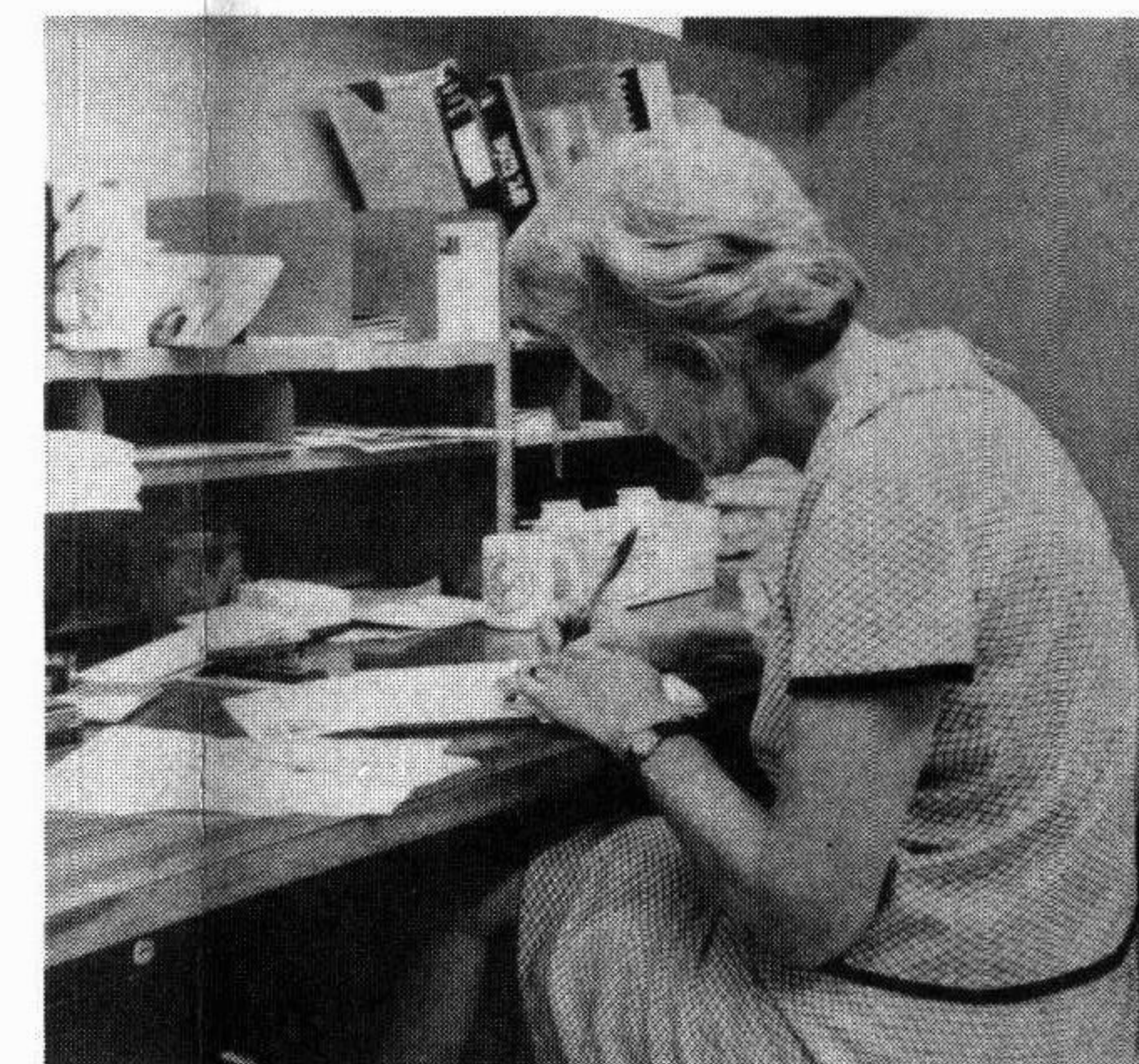
WHO'S WHO

Four and one-half years ago Arlene Wheeler began working here at Estes Industries. She was given a spot in the old office building. Her first working area is now the living room of the Earl Estes family. In those early days, Arlene performed secretarial work for Vern and Gleda, acted as receptionist, operated the Friden and performed some customer service, dealer sales and rocketeer mail duties. This was back when many of these operations were combined.

Originally from Delta County on the western slope, Arlene moved to the Northwest during the days of World War II. Her two children still reside in that part of the country. Art, self employed, lives with his wife and three children in the state of Washington. Doris, the mother of four, is a resident of Hermiston, Oregon. Her husband is also self-employed.

Arlene now lives in the community of Brewster, just west of Florence. In her spare time Arlene enjoys working in the yard, reading, crocheting and textile painting. Before he was killed in a tragic automobile accident, Arlene's husband was active in sales work.

Arlene is head of our Educational Services department, formerly known as Rocketeer Mail. The department sends informational material to schools and teachers, handles orders from schools and registered clubs, offers services to model rocket clubs, Scouts and other interested



groups and answers the questions of individual rocketeers. When Arlene started with the company most of these activities were performed on a part time basis by one person. Under her guidance and working in close harmony with the Education Director, educational services now require an active staff of a dozen persons.



Focus on: THE SHIPPING DEPARTMENT

Margel Davidson

The primary purpose of the Shipping Department, a 24-hour-a-day, six-day-a-week operation is to fill and ship customer orders. However, this action is only part of a final step in the many and varied activities of this large department.



to the "Deluxe Starter Special" which includes an Alpha kit, two engines, and Electro-launch with batteries, building materials and a design booklet.

Other specials prepared here

To begin with: personnel are delegated from each shift to make boxes—big ones, little ones and in-between ones—for their own crew plus a surplus of boxes for the following shift. The smaller boxes are made by hand, the larger by machine. It is a never ending task. Blisters come and go, but the boxes go on — and on — and on.

Our "specials," pre-packaged starter outfits for beginning rocketeers, are also packed in the Shipping department. These starter specials range from the "Beginner's Special" which includes an Alpha kit, two engines and a design manual

are those in the ES group. These contain materials and supplies that rocketeers use in making the different rockets — fin stock, nose cones, body tubes, glue, shock cord, shroud lines — an assortment that will give the participant a chance to use his own creative ideas.

The CK-3A, another special is composed of paint, decals, paint-brushes, sandpaper and other materials to give the finishing touches to models. The use of them will add hours of enjoyment and education to the hobby of model rocketry.

Other pre-packaging tasks

in the department include items such as igniter wires, launch lugs, engine mounts, nose cone weights, photo flash batteries, and many other miscellaneous items. Also, educator workshop packets and packets for dealers are prepared.



A handy compartment with shelves and bins for supplies is used by the shipper to fill her orders. It is kept filled by a stocker or runner. Little shipping would get done if a shipper had to hunt for each item when the supply on hand was exhausted. Eight work stations have been provided for mail order shipping and two for the dealer and school orders.

During the busy season back packers are employed. They work behind the shippers, checking and boxing the orders. This is regular procedure in dealer and school shipping because of the size of orders.

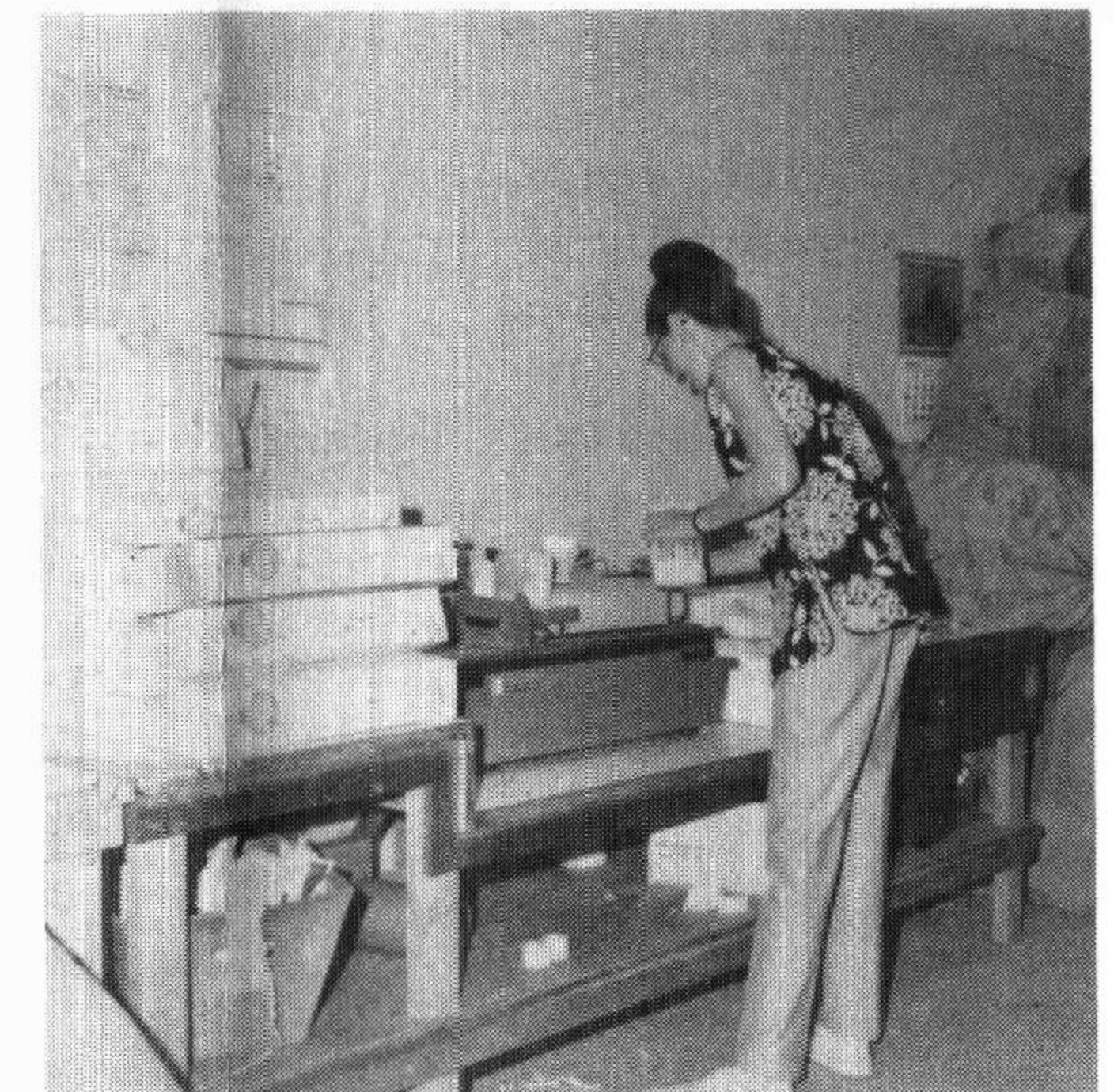
The final step in Shipping is the postal annex. The shippers bring their packaged mail to the mail clerk who weighs it to determine the postage required. Two postage machines are used by the department, one for regular packages and

one for the engine tubes. As often as needed the postage meters are taken to the Penrose Post Office where the seal is broken, the amount of postage we have used is determined and the meters reloaded.

After the postage has been placed on each parcel, it is tossed into the proper postal bag according to destination. The mail sacks leave the plant twice daily for direct mailing from Colorado Springs. In an ordinary 24-hour day the Shipping department sends out 80 to 100 bags of mail. Their output often exceeds this when a big rush (such as now) is on.

Mail to dealers and schools usually leaves the department by bus, truck or rail. Five times a day Continental Trailways stops here at the plant for our bus shipments.

Many orders are international. The mail clerk sometimes has a few anxious moments trying to determine if the destination on the package is Africa, "Down Under," or an island in the Pacific.



So they go — big boxes, little boxes and in-between; in trucks and buses, in trains and planes — to rocketeers in the USA, Canada and across the sea.

Allocating tasks, catching mistakes and assuming responsi-

lity of the Shipping operation is Dianna White, department head. Assisting her is Betty Jo Schmid, assistant supervisor on days; Ruth Breece and Lucille Ossola, supervisor and assistant on swing; and Floss Willie and Barbara Stump, supervisor and assistant on graveyard.

MAIL PROCESSING

WELCOME NEW EMPLOYEES

ENGINE MANUFACTURING

Engine manufacturing has added two new members to its day crew.

Originally from North Carolina, John Merrill lives now with his wife and three children in Pueblo. John spends his spare time hunting.

A life-long resident of Colorado, Bill Holmes makes his home in Pueblo with his wife and one daughter. Bowling is Bill's favorite pastime.

PACKING

Packing is putting to good use the talents of two new employees.

Ethelene Frazier is working the graveyard shift, while Carol Pace is kept busy on swing.

Ethelene lives in Pueblo with her family which includes two brothers. Art, along the lines of painting and drawing fill her spare moments.

Carol hails originally from Illinois. She and her family are making their new home in the Pueblo area. Mother of one 8 year old daughter, Carol manages to find a little time for bowling and sewing.

PRODUCTION MANAGER

The company's new production manager, Don Heberly, is the father of four: two boys at home and one married son and daughter. He also has a 3½ year old granddaughter. Don lists photography and fishing as his hobbies. Right now, he confesses to some confusion as to what nose cone goes in which kit.

R & D

"Taking pictures of clouds." That's what Elwin Boody lists as one of his hobbies. Elwin lives in Canon with his wife and little girl who is two years of age. For three years, owner and operator of Columbine Monument, Elwin is now working with our R & D staff.

John Simmance, newest member of our R & D team is a long time builder of models — all kinds! John was born in India and is a British subject. He has traveled a great deal in his lifetime. Mrs. Simmance is French born. They met in Egypt, and are now living in Penrose with their three children.

Mail Processing has gained eight new employees. Lori Dussart, Sandra Cassias and Carol Seip have joined the graveyard shift, and Sharon Bundy, Connie Fowler, Sandra Mock, Mary Lou Hochovar, and Marsha Frazier have joined swing shift.

Lori, a 1968 graduate of Florence High School, lives at home with one sister and one brother. Horseback riding and reading are Lori's spare time activities.

The mother of a three year old daughter, Sandra and her husband, an electronics technician with the Pueblo Army Depot, live in Pueblo. Sandra spends her spare time model building and listening to music.

After three years in California, Carol makes her home with her parents, one sister and one brother in Pueblo. Typing and singing are

Carol's favorite hobbies.

Also from Pueblo and a 1969 graduate of Centennial High School. Connie makes her home with her family. Driving and reading fill her spare moments.

Originally from Nebraska, Sandra, her husband, and two small daughters, make their home in Canon City. In her free hours, Sandra enjoys sewing and western music.

Mary Lou, a 1969 graduate of South High School, lives with her parents, two sisters, and one brother. Sewing, reading, and swimming are her favorite activities.

Married for two months, Marsha lives in Pueblo and her husband is in the Army at Fort Carson. Marsha's free time is taken with sewing.

SHIPPING

The Shipping Department has added three new members to its staff. Betty Jo Lee and Alma Swift have joined the swing crew and Ilma Pearson, graveyard.

Choosing to give up her nursing career, Betty Jo makes her home in Pueblo. The mother of two boys, she enjoys astrology and scientific reading.

Alma, a former employee, and the mother of two children, lives in Rockvale. She spends her spare time sewing and reading.

Moving to Colorado from New Mexico, Ilma and her husband, of Gray Line Trucking, make their home in Canon City. Ilma enjoys bowling

Yolanda Garcia is the newest member of the Wood Shop's graveyard crew. She and her husband, an employee at People's Denver Furniture, live in Pueblo. Yolanda spends her free moments cooking and sewing.

MODEL CONSTRUCTION

Rick Robinson has joined the model construction crew. Originally from Delta, Rick and his new bride of two months are now making a home in Florence. Rick seems to make life his hobby and spends any extra moments just enjoying it.