

PUBLIC RELATIONS

First Tuesday, NBC, DuPont Magazine, Mechanix Illustrated, My Weekly Reader, Science in Today's Living, CBS Radio, International Harvester Scout Commercial, all have one thing in common—that's Estes Industries. Each has featured Estes in picture or in word. What's more, Estes Industries did not approach any of them initially. Each knew of our excellent program and product and sought us out.

Why Estes? Well, one reason for our good media coverage is the fact that we are a unique industry. But, so are paper clips—It must go further than that. Estes is known to

its customers as a company that can be trusted to produce a good item and not bankrupt them or their parents. The customer also knows that he can write to us and get a courteous reply. This is very important, particularly when you are 13 years old. That is the key to our publicity. When one person is happy, he tells another.

Everyone who works here at Estes Industries is in his own way, a public relations specialist. Careful attention to giving our customers the best possible service has resulted in programs like First Tuesday. To everyone who helped, then, goes our special thanks.

HAPPY BIRTHDAY

Peggy Hammel	Sept. 6
Les Shaefer	Sept. 6
Mary Amedei	Sept. 7
Margaret Thomas	Sept. 8
Mackie Young	Sept. 16
Russ Ann Mace	Sept. 16
Ruth Day	Sept. 18

TOO LATE TO CLASSIFY

FOR SALE

TWO PIECE BEDROOM SET, includes coil springs and mattress, an adaptation of English rococo styles, the chest of drawers is characterized by stylized shell pulls and serpentine lines. \$60. INNERSPRING MATTRESS SET, \$25. 784-6131.



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

the

ESTES

LAUNCH
PAD

Sept. 5, 1969

CHRISTMAS



IN SEPTEMBER?

"Christmas in September?" Sounds a bit odd, doesn't it? It is true, though. For most Estes employees Christmas does come in September!

For several years Estes officials looked for effective ways to reward employees for their efforts in behalf of the company and investigated a
(continued on next page)

WELCOME TO THE ESTES ROUNDUP



Our picnic will have a Western theme this year and Western outfits would be just dandy for this occasion - so pull on yore boots, grab yore hat and saddle up for the Bib Feed on Sunday.

This Sunday, September 7, at 1:30 P.M., the Estes company picnic for employees and their families will be held at Portland Park. Sloppy Joes and refreshments will be furnished by the company. Don't worry about bringing plates, cups, silverware or napkins - they'll be furnished. Just bring yourself, your family and a side dish.

One of the features of the afternoon will be an egg-loft duration contest, using your own payload rocket. The object of the contest is to see who can safely loft an egg (raw), keep it up in the air the longest and then return it to the judges in one piece (no nasty cracks, please!)

Other activities of the afternoon will include a talent show, contests, races and a white elephant. There will be fun for every member of your family.

For those of you who may not be familiar with the location of Portland Park, the map may be helpful. Once you get to Portland, it is impossible to miss the park.

This will be an enjoyable afternoon for all of us and our families. See you there!



variety of special considerations for those who wished to continue working over a long period of time. As a result of this extended study, two new profit-sharing plans were "launched" last November 1. One plan provided a Christmas bonus for each employee, and the other plan stipulated that an equal amount be set aside for investment-retirement. Both plans hinged on the company profits for the year.

Last Sunday, August 31, the books for the 1968-1969 Estes fiscal year were closed. To complete this closing, Dan Mathis, chief accountant, his crew and a group of volunteers inventoried the supplies and materials here at the plant. As soon as the loose ends of this inventory are completed the profits of the company can be determined. The percentage of these profits designated for the two plans was determined by the Board of Directors in November. At that time it was hoped that at least \$50,000 could be earned, this first year, by Estes employees.

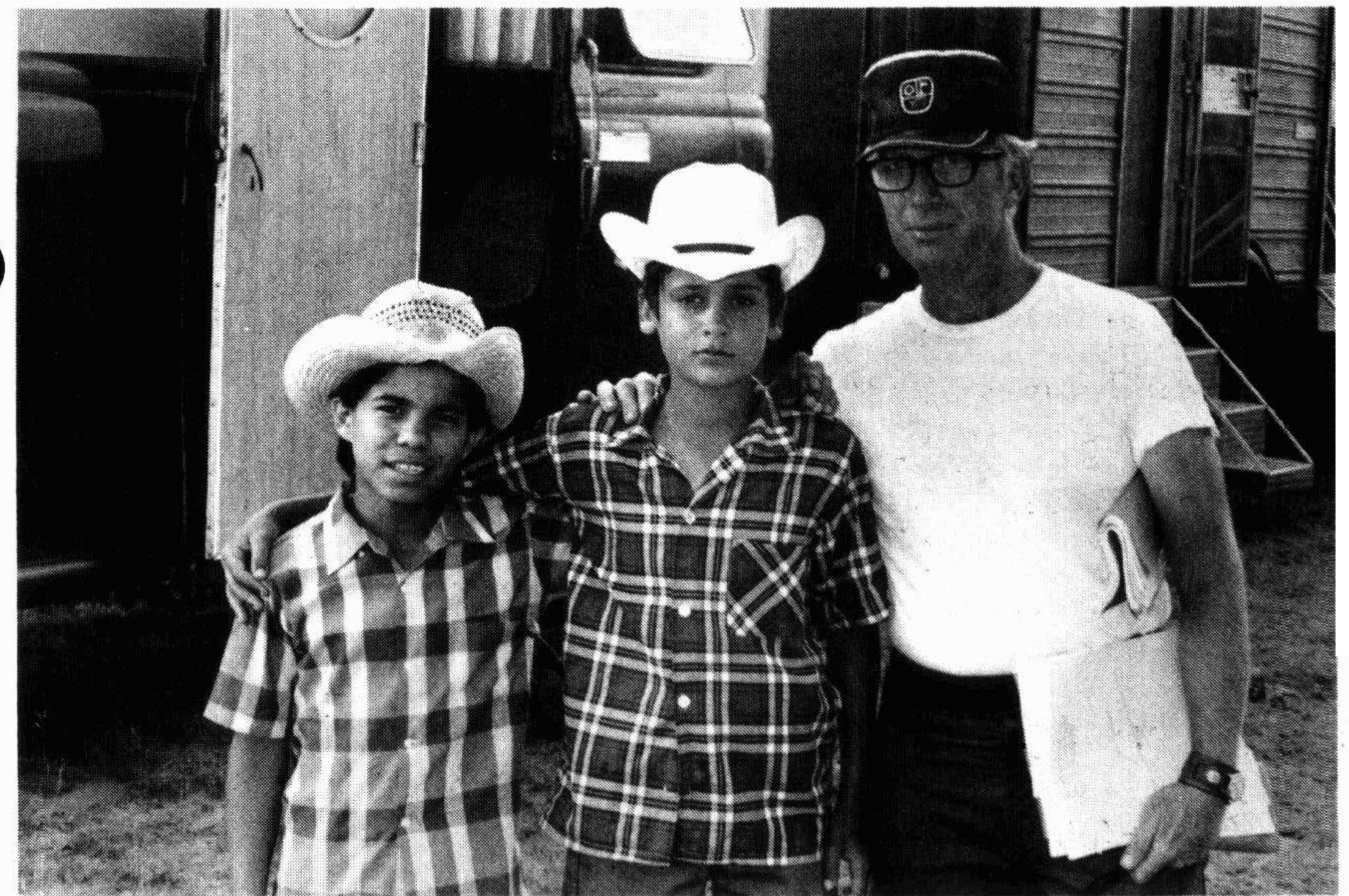
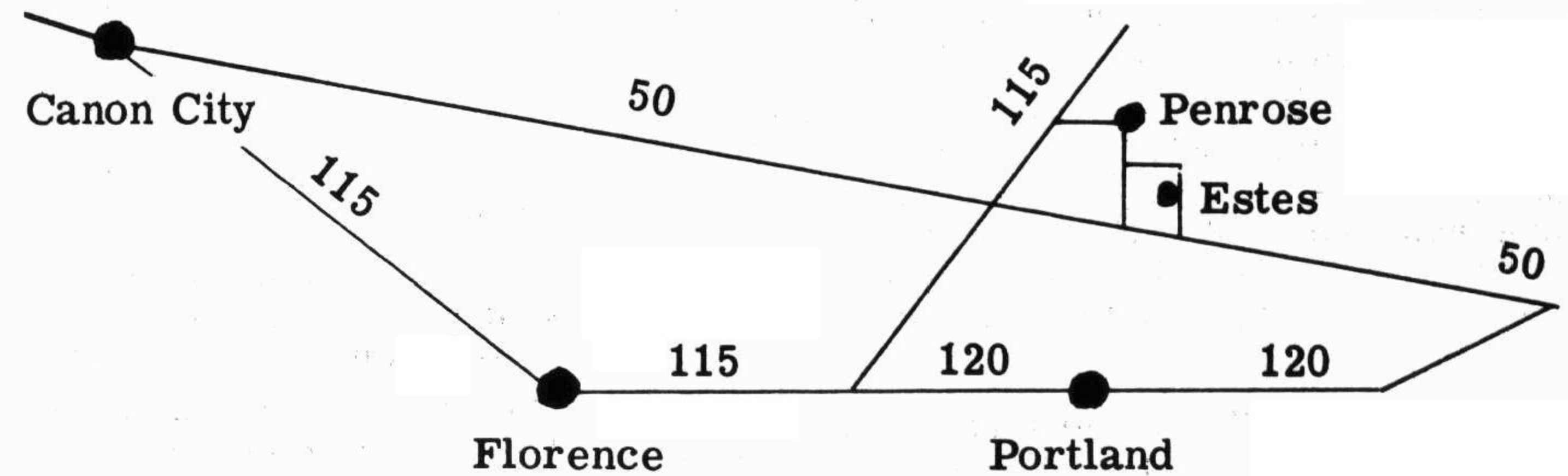
Several times we have noticed the extra financial figure inscribed on our paycheck stub. This state-

ment indicated the anticipated amount of our own bonus earned to that date. In the near future a figure will appear again. Only this time it will be final, telling each of us who has been with the company at least three months as a full time employee how much we have earned. Sometime between the 15th and 24th of December the Christmas bonus will be distributed in cash, and an equal amount will be set aside in an investment-retirement fund. It is the company's way of saying "thank you" for the individual and team effort which has gone into making this a profitable year.

As a reminder to all of us who are sharing in these plans and as an indication to all new employees who will be eligible for participation in the future, the new fiscal year began on September 1, just five days ago. That means we are now beginning to earn for next year's Christmas bonus.

The next few Launch Pads will feature these two profit-sharing plans in an effort to explain them fully. If you have any specific questions, please bring them to the Personnel Department.

PICNIC MAP



Standing between the assistant director of the new television series, "Then Came Bronson", and Manuel, formerly a star on "Tarzan", is Dino Stephenson. Dino is the son of Debbie Stephenson, day shipper.

"Against a Cold Gray Wall", Dino acted as a stand in for Manuel on most action shots. Particularly harrowing was the stunt riding on horseback.

Debbie states that it is an experience that Dino and the rest of the family will not forget.

During the filming of the episode,

PICNIC

Sept. 7

Sunday

SCHEDULE

- 1:30 GAMES
- 1:30 - 2:00 LUNCH
- 2:00 - 3:00 TALENT SHOW & AWARDS
- 3:00 - 4:00 ROCKET LAUNCHING
- 4:00 - 5:30 WHITE ELEPHANT AUCTION
&
CONTESTS AND RACES

Everyone bring a white elephant to the picnic!