

**HAPPY**

**B** April 18  
Shirley Williams

**I** April 20  
Connie Linam  
Jan Carson  
Alma Jean Swift  
Betty Arring

**R** April 21  
Charles Wagner

**T** April 23  
Lillian Little

**H**

**D**

**A**

**Y**

April 25  
Margaret Meier  
Jo Ann Perkovich

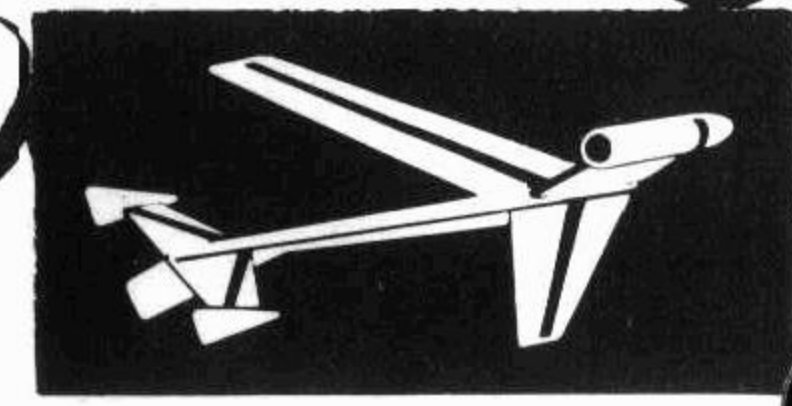
April 26  
Char Erickson

April 27  
Shirley Butler

April 29  
Paddy Dawkins

April 30  
Bessie Ferkel  
Isabelle Whittenbeck  
Eleanor Kritner

May 1  
William Holmes



**CLASSIFIEDS**

A Free Service  
For Employees

Deadline: Tuesday Noon  
Before Publication of the Launch Pad

WANTED: Used Camping Equip-  
ment in good condition. Call  
784-6903 after 5:00, or call  
Denise at Ext. 42.

FOR SALE: Muncie 4-Speed  
transmission with Hurst shifter,  
Custom 1955 Nomad Wagon,  
2 refrigerators, 1 small gas  
heater, 1 Apt. size electric  
range, 1 small antique upright  
piano, 1 set Hedman headers  
for small block Chevy, and 1  
almost new black and white  
console TV. Call 275-5817

**VOICES FROM THE PAST**

\*\*\*\*\*  
"All systems are go with the  
Blue Building (presently Kit  
Packing). The paint is on the walls  
and the ceiling is well on the way.  
The heating and air-conditioning is  
in so it won't be long now. Say, next  
week sometime - perhaps -- maybe -  
with luck.

"The new large building is  
staked out and we should see some  
progress with it in the next two  
weeks."

From the October 7, 1966, Launch  
Pad.

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

*the*

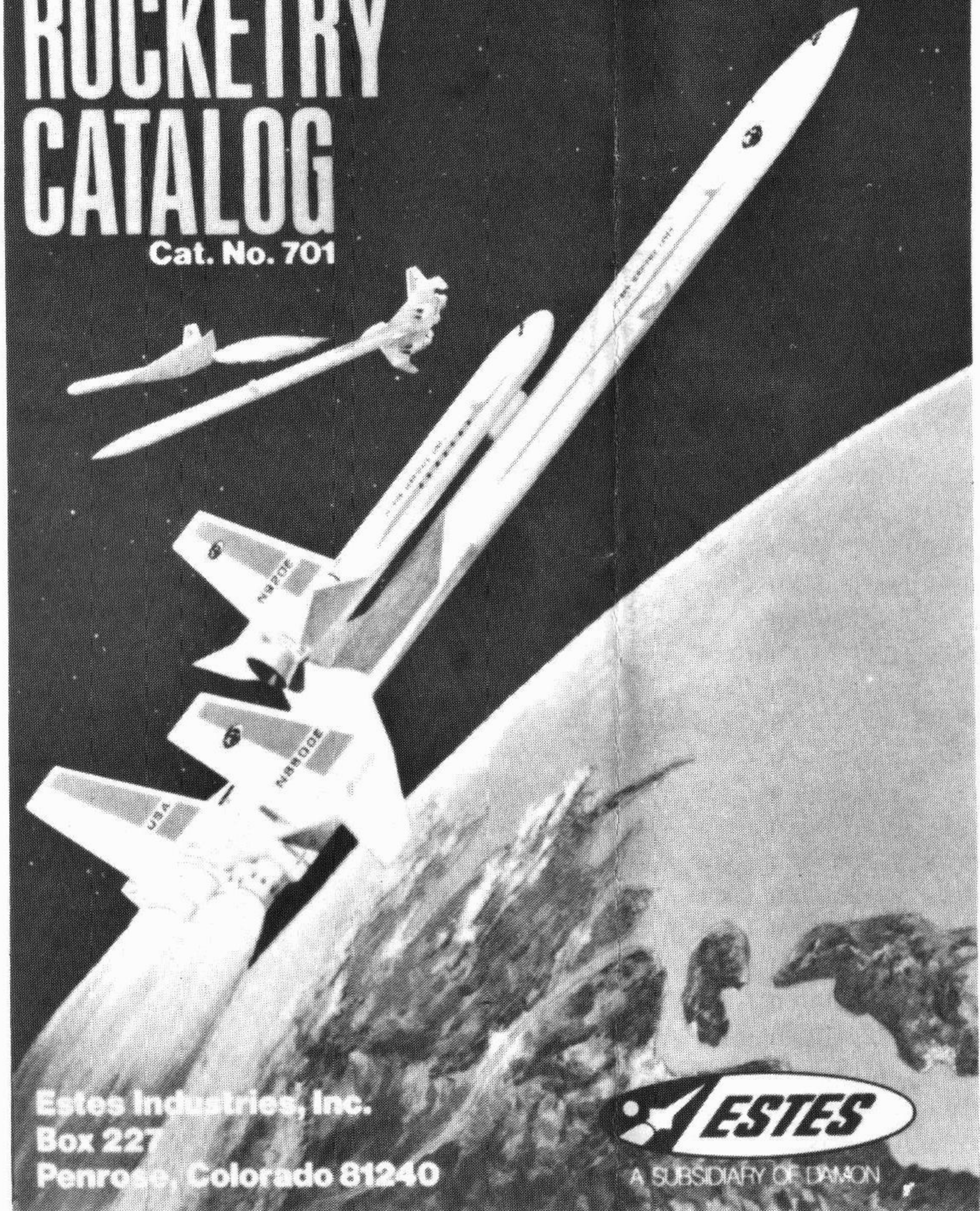
**ESTES**

**LAUNCH  
PAD**

**APRIL 17, 1970**

**MODEL  
ROCKETRY  
CATALOG**

Cat. No. 701



Estes Industries, Inc.  
Box 227  
Penrose, Colorado 81240





## OAKIE CHECKS THE MACHINES AS CATALOGS ARE SENT TO ROCKETEERS



"It arrived, Doc, and on time!"

"What has arrived?"

"Why the new 1970 Estes Model Rocketry Catalog, of course."

The 1970 catalog, more colorful than ever before, is dedicated to the model rocketeer. The exciting cover picture seems to hold the promise of a future that will lead young minds to explore the frontiers of space by first asking questions about rocketry.

In 1963 the Estes catalog contained only 60 pages. With the limited number of model designs, one rocketeer decided that the industry had developed to the limit. He wrote, "I'm giving all my supplies to my little brother. There's nothing left to develop and I can't see flying model rockets just for fun."

Our most recent catalog contains 144 pages, 20 pages more than last year, and nearly 2½ times the size of the 1963 issue. The expanded Model Rocketry Technical Manual in the center of the booklet helps guide the rocketeer to answers of frequently asked questions. Our many products, the majority developed over the past 7 years are only a foundation for future advances.

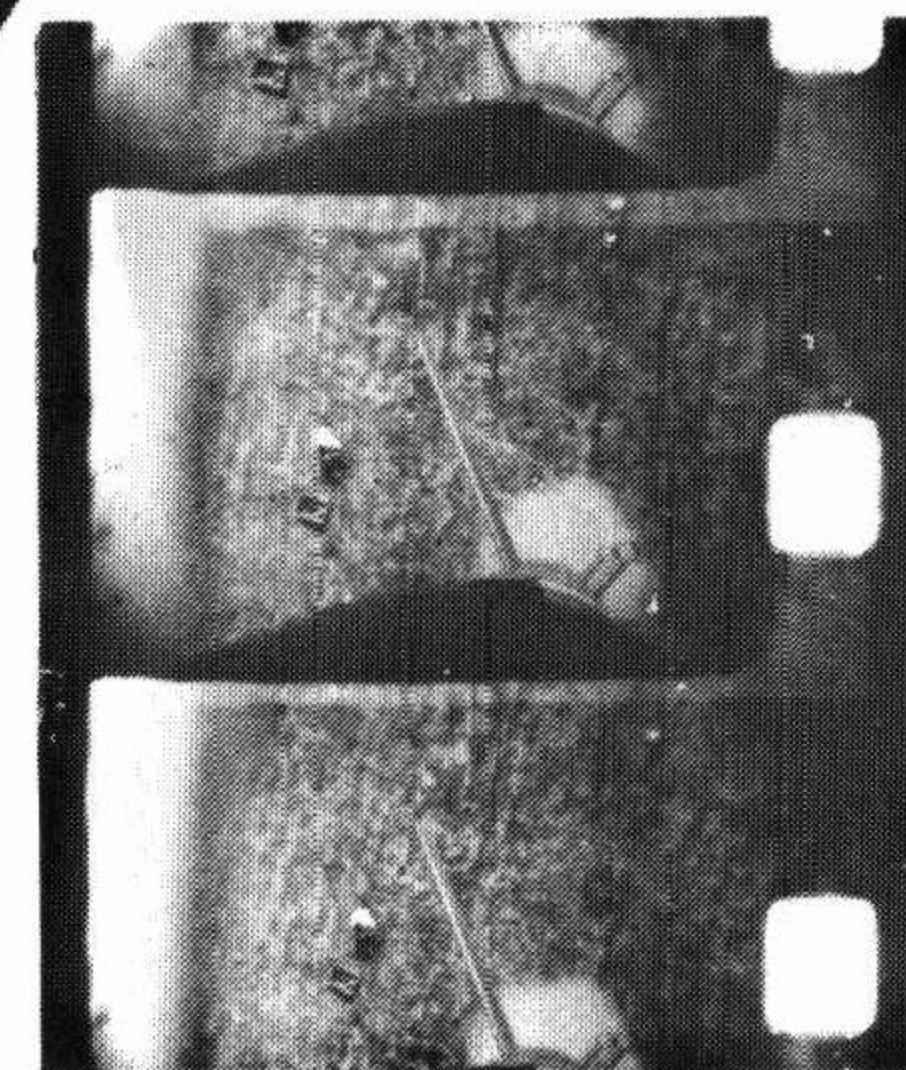
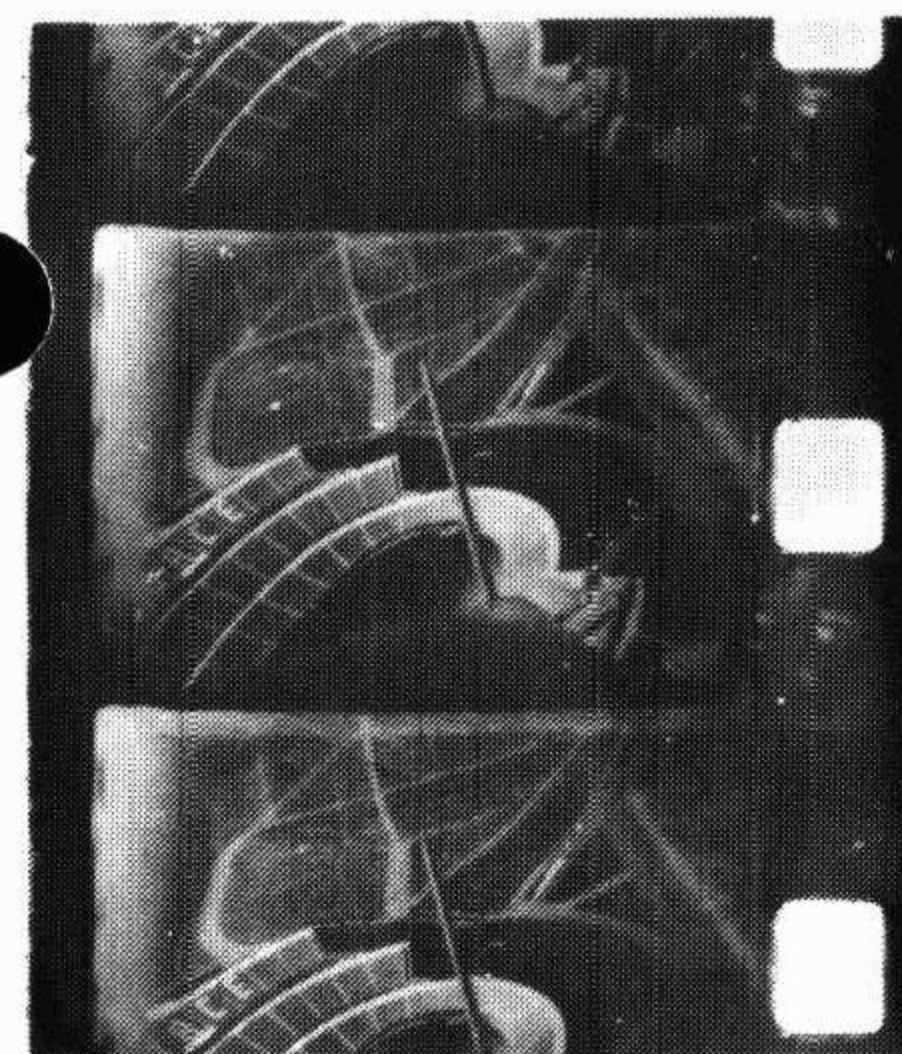
Preparing each year's catalog and sending it to our customers requires long hours of work and the help of many personnel on the Estes team.

Preparation for the 1970 issue was under the direction of Bill Simon, Executive Director of the Research & Development Division. Articles for new products were written, prices, specifications and descriptions were checked for accuracy, and many new photos and illustrations were added. Before printing each page was carefully proofread for errors or stray marks.

Once the catalogs were printed they were delivered to Oakie Six, Department Head of Mail Processing, for distribution. Each interested rocketeer will receive a copy in the near future.

The rush to print the 1970 Estes Model Rocketry Catalog is over. However, the ideas for the 1971 issue are already beginning to form. Browse through your catalog and give us your reaction. Suggestions should be passed on to Bill Simon. With the help of the entire Estes team, the next issue will be even better.

## MOTION PICTURES COME TO MODEL ROCKETRY



The concept of a motion picture camera mounted on a model rocket has evolved slowly since October, 1968. Finally completed by Mike Dorffler of the R & D staff, the Cineroc will be on the market by May 4.

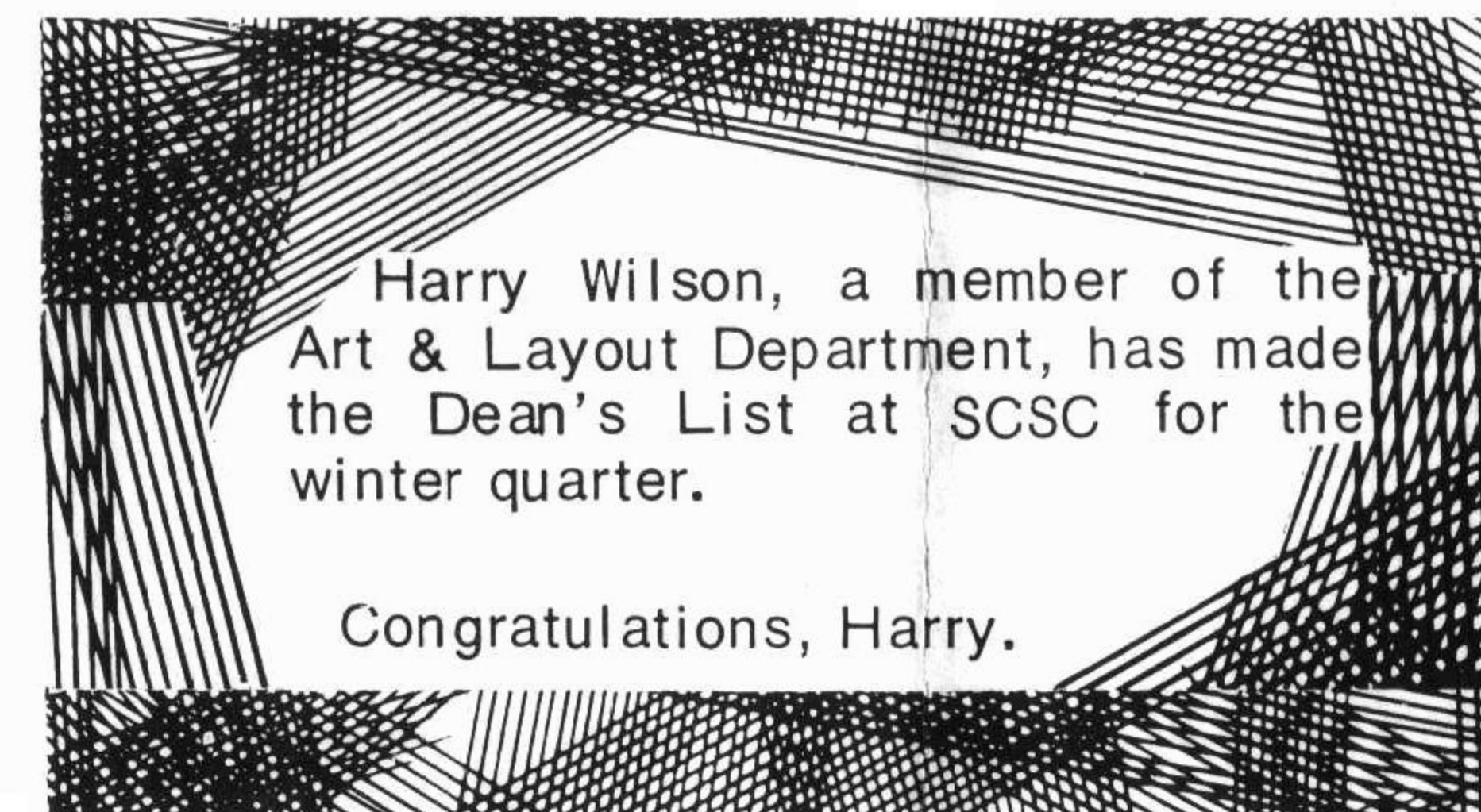
The Cineroc, a cousin of the Camroc, is one of the most exciting developments in model rocketry in over five years. It enables the advanced rocketeer to make moving photographic studies from a vantage point never before possible: the rocket itself!

Once in the air, the lens of the Cineroc Super-8mm camera gives a sharp image with a great depth of field. The launch lugs and fins of the booster rocket, only six inches from the camera, can be seen as clearly

as the terrain far below. A semi-slow motion picture effect is obtained with the Cineroc's exposure rate of 26 frames per second, making the camera ideal for studies of ignition, booster separation, stability, and parachute opening action.

An essential part of the Cineroc is the Flight-Pac film cartridge. Packaged by the Dark room staff, the Flight-Pac is another excellent product designed by Estes Industries. Slipping easily into place for instant use, the Pac eliminates the dangers of ruining film through exposure to light.

Unlike the Camroc, the Cineroc comes completely assembled. Fully loaded it weighs only 3 ounces, a weight easily lofted by the Astron Omega, a "D" engine bird specially designed for the Cineroc.



Harry Wilson, a member of the Art & Layout Department, has made the Dean's List at SCSC for the winter quarter.

Congratulations, Harry.



## CHRISTMAS TIME, ALREADY?



Anyone walking through the Shipping Department recently may have thought Christmas was here. Boxes and postal bags filled with completed orders were overflowing in all directions.

The backlog of mail was a direct result of the recent halt in postal service for several major areas of the country. Before service was restored, 40 cartons and numerous mail sacks filled with packages had been set aside.

The strike did not just effect orders being sent out. The flow of mail entering the plant was also cut to a trickle. Some departments, finding themselves short of mail to process, were able to catch up on other work which had been neglected.

However, as soon as full mail

service was resumed, orders from the entire country suddenly flooded the company, requiring many employees to work overtime. The Shipping Department crews relinquished their days off until the orders were filed and shipped. Other departments also felt the pressure through an increased demand for supplies.

Customer Service is still receiving an unusual amount of mail. Many rocketeers have written about the delay in their orders.

Special appreciation is expressed to all the personnel, and their families, who gave up a little extra time to help. With the combined effort of everyone on the Estes team, the problem was overcome.

As for Christmas, there are still 252 days left for shopping.

Bill and Gail Simon are the proud parents of a little dark-haired daughter. Valerie Kay, born at 5:05 a.m. on April 14, weighed 8 lbs. 5½ oz. and is 20 inches long. Bill is the Executive Director of the Research & Development Division.



# W H O, S H O

Is Friday the 13th an unlucky day? It isn't for Shari Green, secretary to the Personnel Director. Shari's birthday is May 13, a date which occasionally falls on Friday.

Shari is almost a native of Colorado. Although she was born in Raton, New Mexico, her family moved to Canon City while she was a small child. In school Shari was always busy enjoying various activities with a group of friends that called themselves the Atomic 7. She graduated from Canon City High School as a business major and a member of the National Honor Society.

The Estes crew had finally completed the move to the more spacious quarters of the Kit Packing Building when Shari joined the Mail Processing Department in December, 1966. At that time the department seemed like organized chaos to her. Everything was momentarily out of place. There was constant trouble with many of the older machines which the crew claimed were held together only by rubber bands and paper clips.



**SHARI GREEN**

Although Shari enjoyed the work she was doing, her outgoing personality led her into other areas of Estes' operations. During the summer of 1967 she was trained as a tour guide, explaining plant operations to young rocketeers and their families. Eventually she transferred to the position of secretary to the Personnel Director.

"Action" is one of the key words that describes Shari. Although she enjoys sedate pastimes like sewing and embroidery, bowling and stock car races interest her more. Shari's immediate plans for this summer include picnics and outings with her family and friends. A chance to visit her brother Colby while he is home on leave should bring the season to a perfect close.

Shari enjoys the pace of her position at Estes. Interviewing new applicants and maintaining the personnel records are two of her major tasks.



# WELCOME



## NEW EMPLOYEES

*Our new employees receive a big Estes welcome as they join the team.*

Dixie Stevens, a native of the Florence area, enjoys working with the graveyard crew in Kit Packing. Bowling, badminton and embroidery are Dixie's favorite activities.

*Norma Richards and Phyllis Erps have joined the Mail Processing Department on the swing shift.*

Norma, originally from Lamar, Colorado, lives in Florence with her family. Norma enjoys hiking, reading, and cooking.

"Interesting" is the word Phyllis uses to describe growing up in a family with three brothers and two sisters. Sports of all types, particularly bowling, are enjoyed by this Canon City resident.

*The Shipping Department has swept off the welcome mat for Gwen*

*Kaminski, Joan Hammel and Maxine Coca.*

Gwen, a native of Canon City, is on the swing shift. She will have plenty of summer mornings now for riding horses or simply working outside.

Joan has also joined the swing shift crew recently. Joan, who likes to read and sew, lives in Canon City with her family.

The day shift welcomes Maxine. A Pueblo resident, she also comes from a large family, but wouldn't trade places with any one. Studying the various styles of cars is one activity that never tires Maxine.

Engine Manufacturing swing crew greets Robert Lamborn. Bob lives in Canon City with his wife and four children. Whenever he gets an opportunity, Bob disappears to his favorite fishing hole or works in his garden.



Wedding bells are ringing for Margaret Failing, varitypist and secretary in the Visual Graphics Department. She became the bride of Randy Payne, Sunday, April 5, at the First Baptist Church of Canon City. Margaret and Randy are making their home in Canon City.

# TO WHOM IT MAY CONCERN

You say you love me, but sometimes you don't show it. In the beginning, you couldn't do enough for me. Now you seem to take me for granted . . . some days I wonder if I mean anything to you at all.

Maybe when I'm gone you'll appreciate me and all the things I do for you. I'm responsible for getting food on your table—for the clean shirt you wear—for the welfare of your home—for the thousand-and-one things you want and need. Why, if it weren't for me you wouldn't have a car to drive.

I've kept quiet and waited to see how long it would take for you to realize how much you really need me.

Cherish me . . . take good care of me . . . and I'll take good care of you.

Who am I? I'm your job.

Enjoy your work today. Enjoy the people you work with. You won't get another chance to enjoy this particular day.

REMEMBER - - - TOMORROW IS THE FIRST DAY OF WHAT'S LEFT OF YOUR LIFE.



The Launch Pad needs reporters! Is someone in your department getting married or celebrating the birth of a new baby? Is there a new machine or a different and better method for doing something? Tell the world, or at least tell the Launch Pad.

If you enjoy passing on good news, you may be the perfect reporter to announce the events in your department. Be sure to call Denise at Ext. 42 for further details.

## QUIPS & QUOTES

"Some of our knowledge of simple things we take for granted until we realize that a child must learn it for the first time.

"My grandson was poring over a mail order catalog of model rockets when he said, 'Gee, Grandpa, I've sure got to send for a lot of catalogs!'

"When I asked him why, he showed me that each thing he wanted

had a different 'Catalog No.' and he thought each number represented a different catalog."

- - Mueller Clipper

We wish to express our sympathy to Phyllis Erps whose 3-year-old brother was killed Wednesday night when struck by a car. Phyllis is a member of the Mailroom swing shift.