

HAPPY BIRTHDAY

July 25
Vi Long

July 26
Lucille Ossola
Claudia Tucker
Bonnie West
Clifford Bowersox
Peggy Goodwin
John Simmance

July 27
Pat Hollmer
Bill Schweighauser

July 29
Dianna White

July 30
Dan Mathis

July 31
John Zamparelli
Lee Harmon
Sharon Littrell

August 1
June Harris

August 3
Vivian Prather

August 4
Ann Dilley
Margie Mace

August 5
Peggy Apple
Linda Watters

August 6
Jim Stuart



QUIPS & QUOTES

Mixed greens are good for you, especially the fives, tens, and twenties.

Little Mary was visiting her grandmother in the country. Walking in the garden, Mary chanced to see a peacock, a bird that she had never seen before.

After gazing in silent admiration, she ran into the house and cried out: "Oh, Granny, come and see! One of your chickens is in bloom!"

—Christian Herald.

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

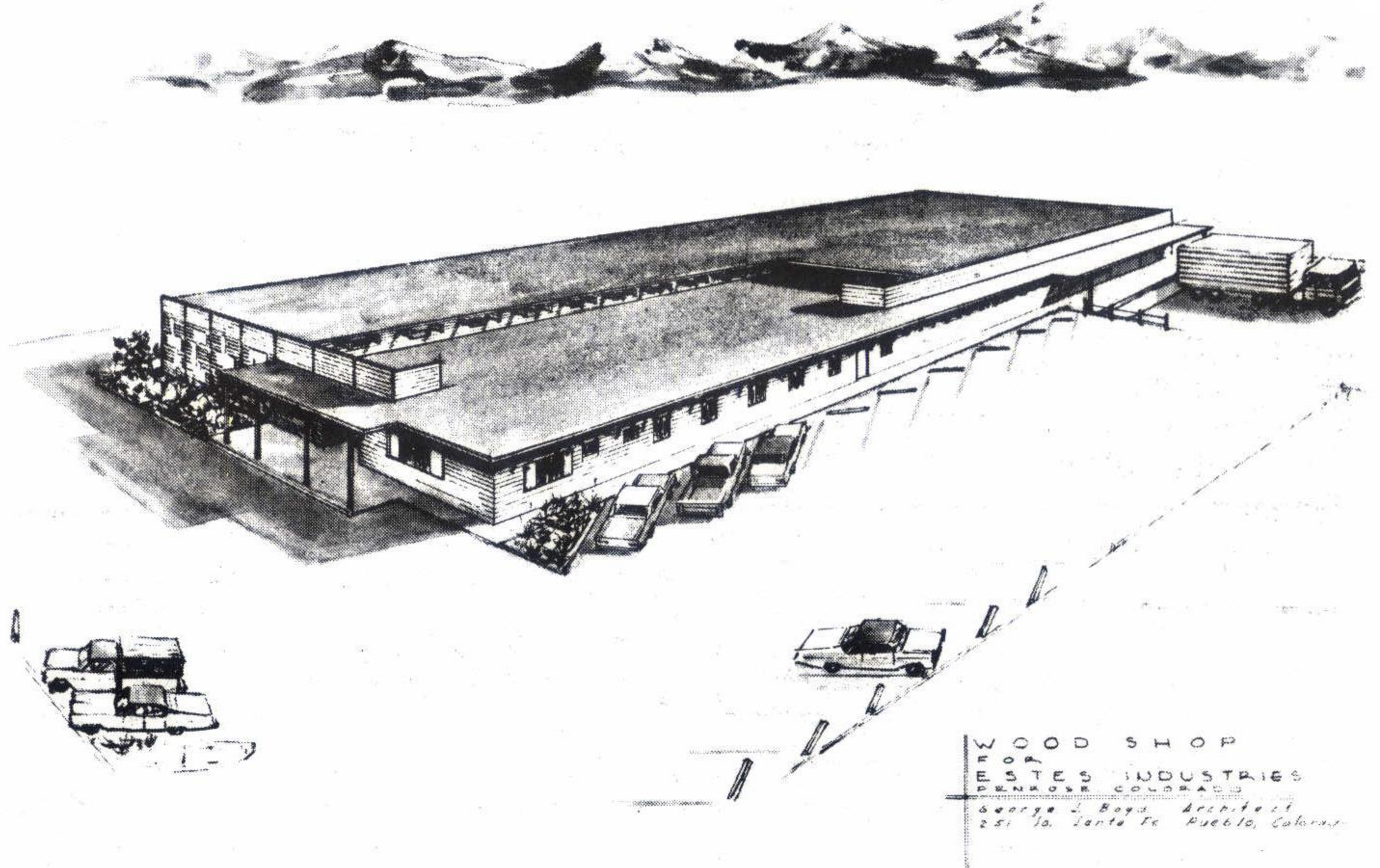


LAUNCH PAD

A SUBSIDIARY OF DAMON

JULY 24, 1970

NEW WOODSHOP & KIT PACKING BUILDING NEARING COMPLETION



WOOD SHOP
FOR
ESTES INDUSTRIES
PENROSE, COLORADO
George J. Boyd, Architect
251 1/2 Santa Fe, Pueblo, Colorado

CLASSIFIEDS

A Free Service
For Employees

Deadline: Tuesday Noon
Before Publication of the Launch Pad

Have you misplaced a wooly, beige sweater. To claim it, come by the Launch Pad office or call extension 228.

FREE: Four fuzzy, warm puppies need homes. Each is especially adorable and will grow to about 18" tall. See Cliff Bowersox 329 Rudd, Canon City if you need a puppy for your home.

FOR SALE: Fifteen acres with two-bedroom house. Call 784-6834.

MARKETING DIVISION STARTS SALES CAMPAIGN

"It's the Estes Space Spectacular!" This headline, boldly situated against a colorful background, launched the new Estes sales campaign in hobby shops throughout the country.

During the Space Spectacular, all certified Estes dealers are offering their customers a special bonus. With a \$5.00 purchase, a rocketeer can have his choice of an Astron Mark, Stinger, Scout or Falcon - free. The Astron Beta or Goblin can be selected with a \$10.00 purchase. Two of the models, the Goblin and Stinger were designed specifically as a bonus.

Why give away rocket kits? The average rocketeer who purchases kits in a hobby shop, usually spends

\$4.00. He has a choice of Estes rockets or ones produced by our competitors. The products may seem equal to him. However the Estes display catches his eye. By spending one more dollar he gets a free kit. With a little effort, the rocketeer saves that extra dollar. This helps the dealer sell more, boosting our retail sales.

The Estes Space Spectacular, which went into operation last April, has been successful. National magazine advertising, display banners, and sack stuffers have also helped publicize Estes Industries and its products. Scheduled to end this October, the Space Spectacular will be replaced by another exciting campaign.

WELCOME



NEW EMPLOYEES

Communications Division welcomes the talents of Evelyn Fullmer. Evelyn, who just moved to Pueblo from Salt Lake City, is the secretary for Bob Cannon, Executive Director. Her main interests are people, travel and reading.

Our warmest greetings to you new members of the team.

Linda Stovall has rejoined the Mail Processing crew on the second shift. Reading, singing and dancing are her favorite hobbies. Linda and her husband Rob, residents of Penrose, have recently returned to the state after a brief stay in Oklahoma.

The secretarial pool in the

wedding



Doug and Ann are making their new home in Pueblo.

Our best wishes to the happy couple.

Wedding bells are ringing for Ann Dilley on the Mail Room second shift. She became the bride of Doug Thompson, July 13 in the First United Methodist Church of Pueblo.

VISITORS GALORE

If our tour guides (Jo, Colleen, Sandy, Jeanie, and Karolyn) seem slightly out of breath these days, there are good reasons for it--4,330 to be exact. That's the number of visitors who have gone through our plant from June 1 through July 18 of this year, breaking all records since we started having tours back in 1964.

"We didn't have a regular tour program then," Gleda Estes recalls, "and we never knew when someone would drop by and ask to see our operation. Vern, Bill Simon, Norm Avery, Gene Street, myself, or whoever was handy and knew his way around would become on-the-spot guide." It was not until 1966 that the first regular tour guide was hired. By then, the reputation of Estes Industries had spread far and wide, and it was no longer possible to handle the tours on a "volunteer" basis.

A tour today takes an average of 30 minutes and provides the visitors with a comprehensive look at all operations that can be shown without breaking safety rules or disclosing classified information.

After being greeted at the reception desk by Pat Menefee and signing the guest book, the visitors meet their guide, and the tour begins. The itinerary includes stops at Gleda's office (with its interesting collection of foreign and Estes historical rockets), a large map where visitors

can mark their state or hometown with colored pins, Customer Service, Mail Processing, Shipping and the Postal Annex. Then the visitors are taken outside and given a briefing on the production area (no photos, please). A demonstration launch follows. After that, the visitors are shown the Retail Store, where they are greeted by Alice Hammock. If the group is a small one, the tour guide arranges for a short stop at Rocketeer Communications and the Education Services Department.

This summer's record-breaking number of visitors is about three times the total from June 2 to July 19 of last year (1,563). As for the number of individual tours conducted, it has increased over twofold, from 305 to 660. The record for one week was 981 visitors during the week ended July 11 of this year.

Since each tour includes a launch (unless the weather prevents it), the Estes tour guides have flown their demonstration Big Berthas nearly 700 times this summer. Careful preparation, and close attention to prevailing breezes, have kept losses or damage to a minimum. Fortunately, there are no "Rocketus eatumupi" around the Estes plant. But a few rockets have drifted onto the roof. Thank you J. B. Thank you Nick. Thank you Les. Our tour guides appreciate your climbing up and down that ladder!

PROMOTIONS



Lillian Little is now the assistant supervisor of School Sales Order services. An Estes veteran of three years, Lillian enjoys oil painting and working with plastic molds.

Congratulations, Lillian, on your recent promotion.

FUN + FROLIC + FOOD =

Get the calendar and circle Sunday, August 9. That is the date scheduled for the 1970 company

picnic.



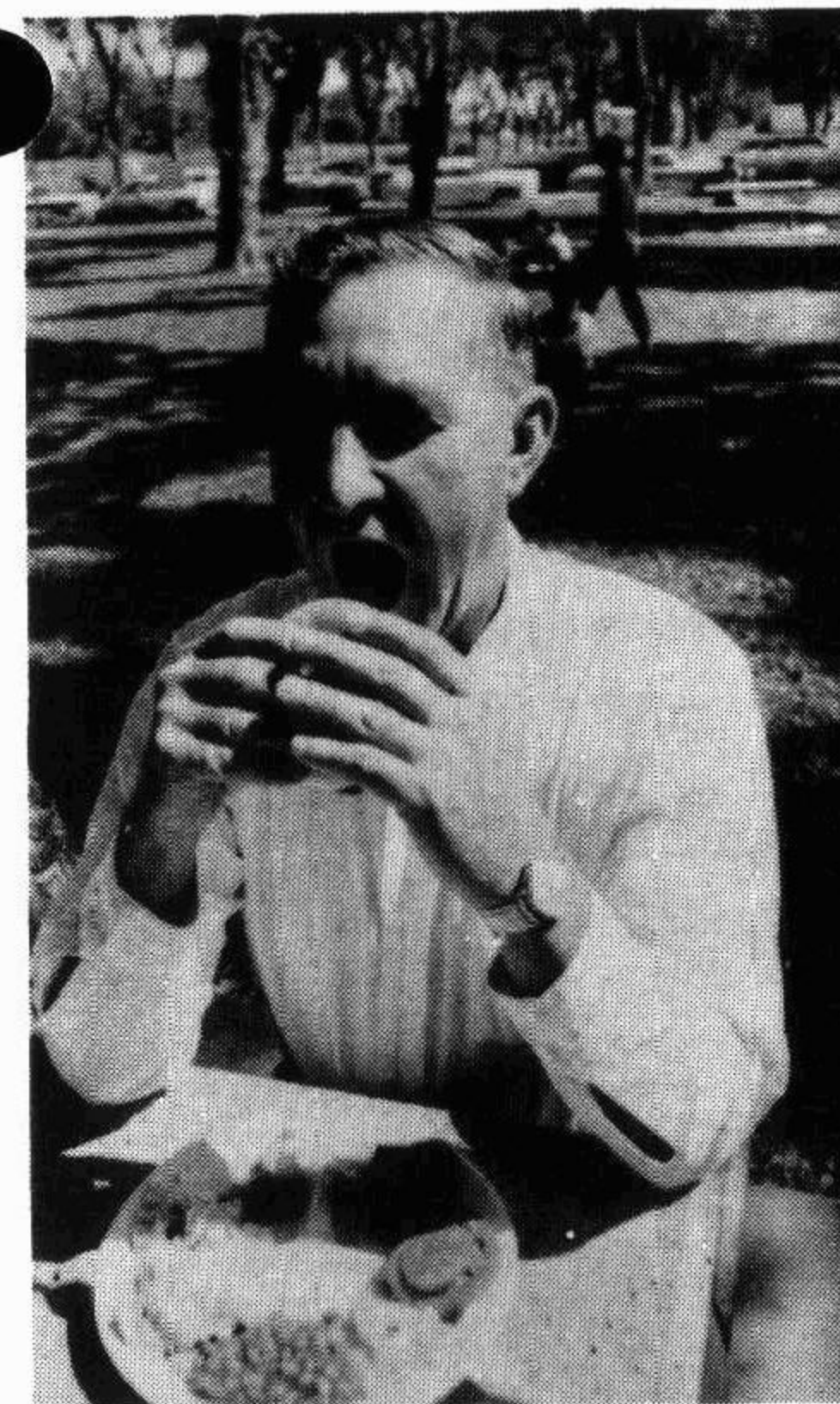
Games and entertainment for the entire family



THE ANNUAL COMPANY PICNIC



. . . . help everyone develop a gigantic appetite.



To make the Eighth Annual Picnic as successful as all the previous ones, we need your help. Each family and single guy or gal is requested to bring a special dish. Check the list in your department for a variety of foods to choose from. Would you like to volunteer for a

committee? See Deby Mahoney or Kathy Gale, or just start taking names of other volunteers and join as a group.

No time, but plenty of ideas? Send them in by phone, letter or the nearest rocket. Please make your suggestions as soon as possible.

WHO'S WHO



LOIS BROMPTON

Lois Brompton is celebrating her third year at Estes Industries this month. When she started as a kit packer in 1967, the small blue building that housed the main offices had been completed. (It is presently the home of Kit Packing.) The Kit Packing-Shipping Department was so small that it fit into one room of the building.

Lois has worked on the first shift since she began. Besides packing rocket kits, she has helped the department move twice as it grew to its present size. The entire crew is anticipating a third move later this summer when they can transfer into the new building now under construction.

Lois and Tom Brompton moved to Colorado about thirty years ago from Lake Villa, Illinois. After living in the West, Lois has decided that she wouldn't trade the Penrose area for any part of Illinois. The Brompton's enjoy their home at the Top Rail Ranch, four miles east of Penrose.

The Brompton's are very proud of their home and family. Joy and Judy, the two older children are mission-

aries with different Christian organizations. Joy and her husband Don Iden are preparing to spend the next two years in Guatemala. This fall Judy and her family will be leaving for Singapore.

Dorie, a practical nurse, is also interested in missionary work. Jim, the Brompton's only son, works at Portland and helps with the great variety of chores found on every successful ranch.

Lois enjoys her present position at Estes Industries. "My favorite benefit," she mentioned in speaking about the company, "is the paid holiday. It is almost like recess." In the near future Lois plans to catch up with some reading, her favorite activity, and visit with her family before the children start traveling to foreign countries.

When opportunity knocks, you have to open the door yourself.

Nothing you put into a banana split is as fattening as a spoon.

"FLOATING" DEALER ESTABLISHED

Most Estes dealers are very ordinary people. They have hobby shops built firmly on dry ground. Others are situated in military bases where they cater to our GI's instead of the younger rocketeers.

Recently we set tradition aside and established a "floating" dealer --a U.S. naval ship. Pleased at receiving the dealership, R. W. Michaels and his crew gave us this description of our newest dealer's headquarters.

"SORREL is a 180 foot buoy tender class vessel, home ported in Seward, Alaska. The ship's crew consists of 47 enlisted men and 6

officers. There are many unmarried crewmen attached and the photograph received (of the Dealer Service Staff) has been most warmly received.

"Our work is unusual by stateside standards, in that the ship is called on to perform Search and Rescue missions, provide supplies to the numerous isolated light stations, and maintain the numerous costal lights.

"At present, we have about eight model rocket enthusiasts, so our orders will probably be quite sporadic and small in cash value. However, your most generous offer of dealership is appreciated by all."

new ARRIVAL

Cigars were being passed around the Machine Shop last July 8 when Mike Murphy became the proud papa of a baby girl. Michele Leann, a pretty Miss weighing 7 lbs. 8 ozs., has one brother, three-year-old Sean.



VOICES FROM THE PAST

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"Pictured with its designer is a twenty-engine scale-model of the Vostok, a Russian rocket reportedly used for manned launches. This photograph was sent to us by Jaroslav Broz, the young Czechoslovakian who worked with us for a time last fall.

"... er-ah ... we don't recommend a 20-engine cluster for everyday flying ..."

From the March 8, 1968 issue of the Launch Pad.

