

HAPPY BIRTHDAY

August 23
Abbey Lucero

August 27
Letha Ham
Denise Coulter
Robert Lamborn

August 31
Linda White

September 1
Wanda Wheeler
Peggy Sandefur

September 2
Elizabeth Artley

September 3
Charlotte Stewart

CLASSIFIEDS

A Free Service
For Employees

Deadline: Tuesday Noon
Before Publication of the Launch Pad

Recently model builder, Rick Robinson, was critically injured in a motorcycle accident. We would like to help him financially. If you wish to give, please contact us --- Avona O'Leary, Eddie Ossola and Lucille Ossola.

FOR SALE: 1 Fender Bassman AMPLIFIER. New Model. Piggy-back style. In good condition. Call 275-2959.

FOR SALE: Tailor made Bridal Bouquet and corsage finished as you desire. Pink and white ribbon roses. Call 784-3207.

LOST: 3-quart teflon saucepan at the company picnic. If you retrieved it, please notify Leona Williams, 2nd shift, Shipping Department.



NOTICE: Area schools will be starting soon. Please drive carefully and watch for children in the streets.



**LAUNCH
PAD**

A SUBSIDIARY OF DAMON

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by ESTES INDUSTRIES

Penrose, Colorado

Denise Coulter, Reporter



A SUBSIDIARY OF DAMON

LAUNCH PAD

August 21, 1970



Quiet, peaceful calm is here,
The starting of a new school year,
Except, of course, for those of you
Who have pre-schoolers at home, too.

ESTES INDUSTRIES

HONORS 6000th VISITOR

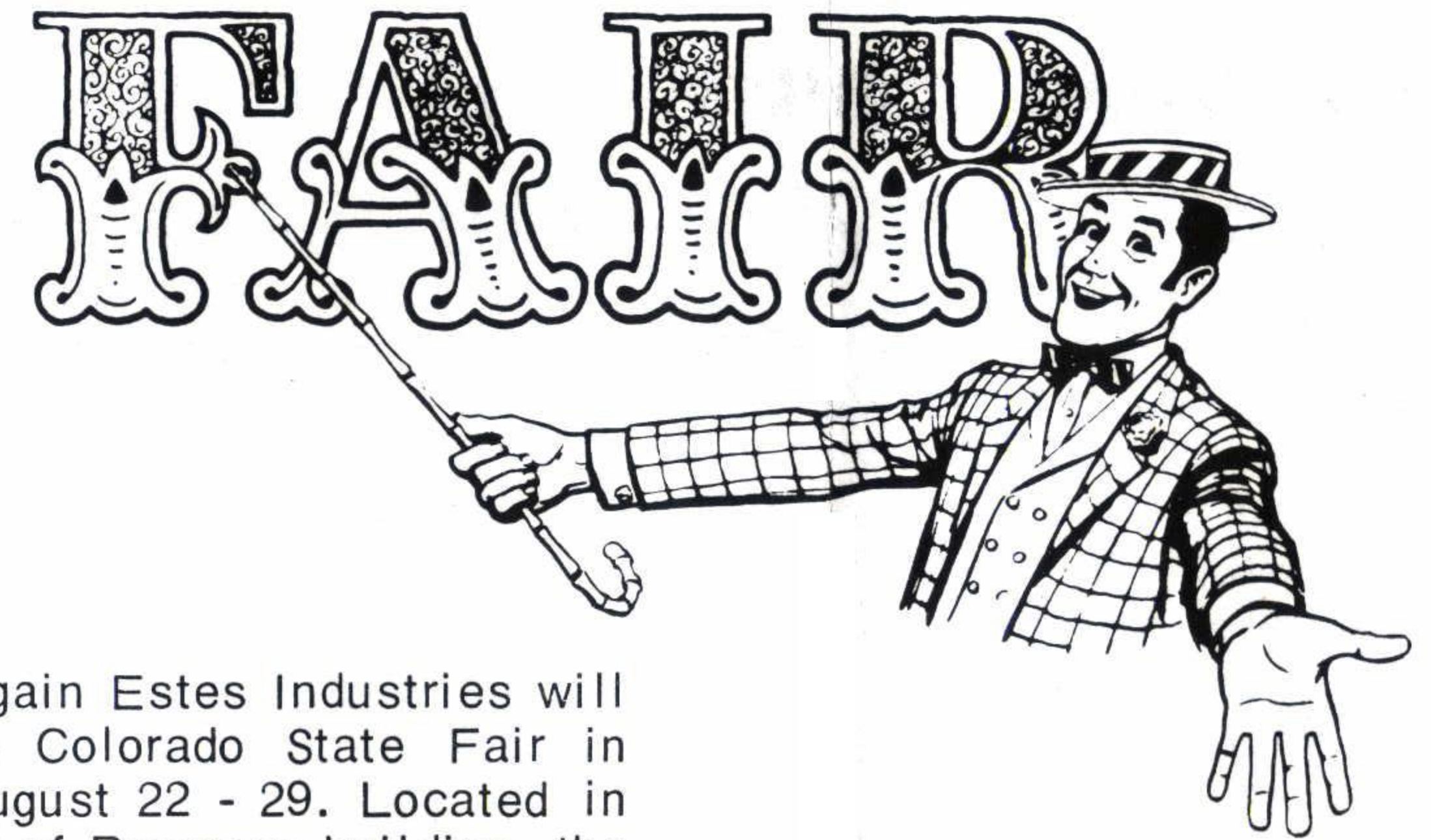
August 5, 1970 at 10:00 a.m., Estes Industries celebrated the arrival of the 6,000th person to visit the Model Rocket Capital of the World since June 1 of this year. The visitor was 13-year-old Gary Ashley of Wichita Falls, Texas.

Attracted by one of our billboards on U.S. Highway 50 between Pueblo and Canon City, Gary, his parents and his 17-year-old sister stopped to take a tour of the Estes plant. After the demonstration rocket had been launched at the end of the tour, Gary was told the good news.

Less than five minutes later, Gary and his family were sitting in the executive lunch room, sharing a

commemorative cake with Vern, Gleda and other company officials. The surprised young man was also presented with a two-stage Omega -- his very first model rocket kit. To make his day complete, Gary got to keep the Alpha rocket (already built) that decorated the cake.

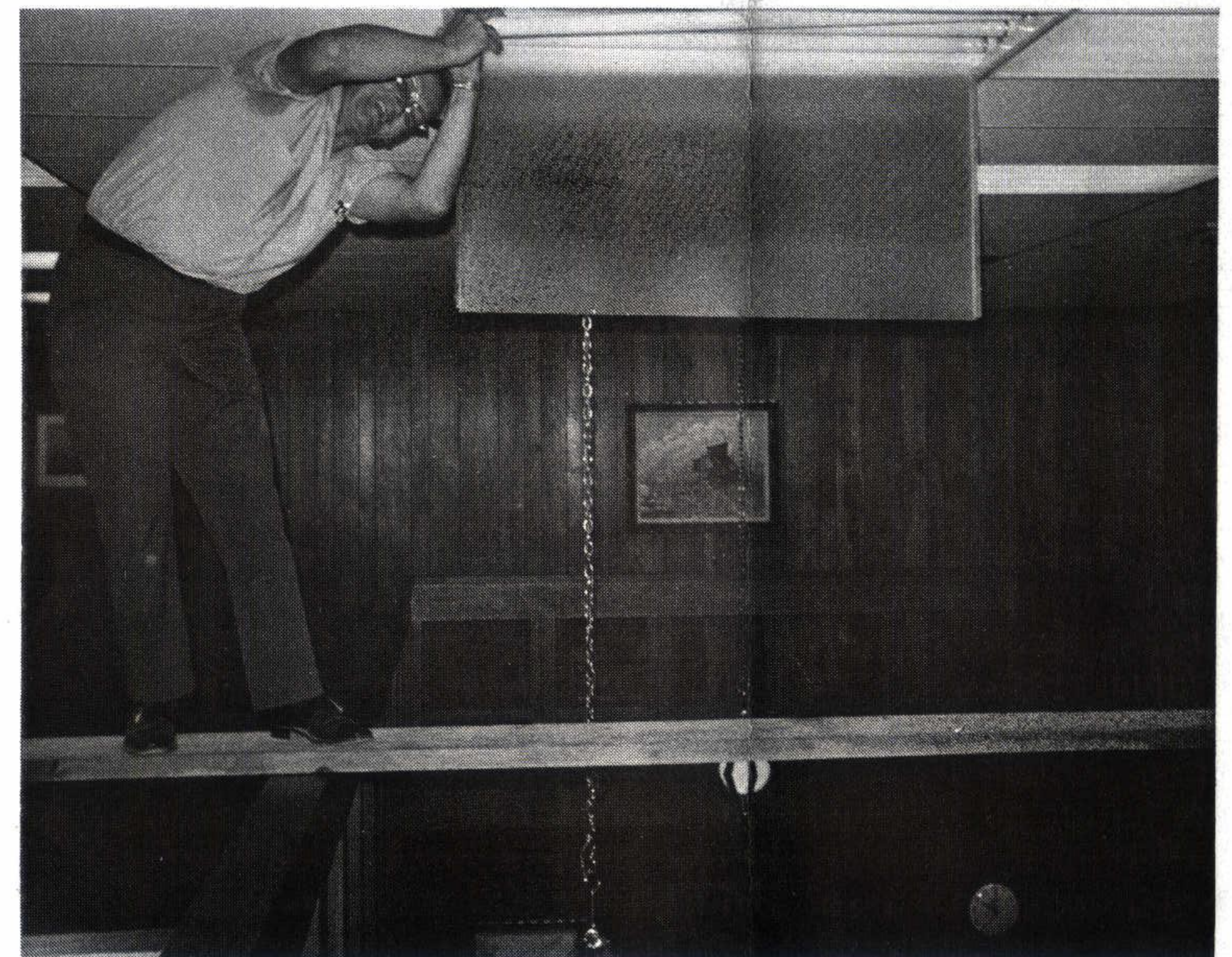
The morning's surprises were not, however, confined to Gary Ashley. They also touched Robert Cannon, executive director of Communication Division. A native Texan who holds a Master's in education, Bob discovered with some pride that Gary is attending Wichita Falls' Reagan Junior High--a school where he once taught science.



Once again Estes Industries will be at the Colorado State Fair in Pueblo, August 22 - 29. Located in the Parade of Progress building, the Estes booth which was designed by Norman Avery will feature model rocketry through film and exhibits. Harriet Stuart, wife of Estes' Assistant to the President, Jo Anna Angel and Karolyn Snow, tour guides, will

answer the inquiries of Fair visitors. Our tour guides will also build rockets, demonstrating the proper procedures for construction. Everyone is invited to stop by to view the Company booth.

LESSONS, ANYONE?



J. B. Nickels, Building and Maintenance Manager, was caught recently practicing his high wire act in the lobby of the administration building. Bumping his head on the ceiling became the real problem as he did a balancing act between the balcony rails.

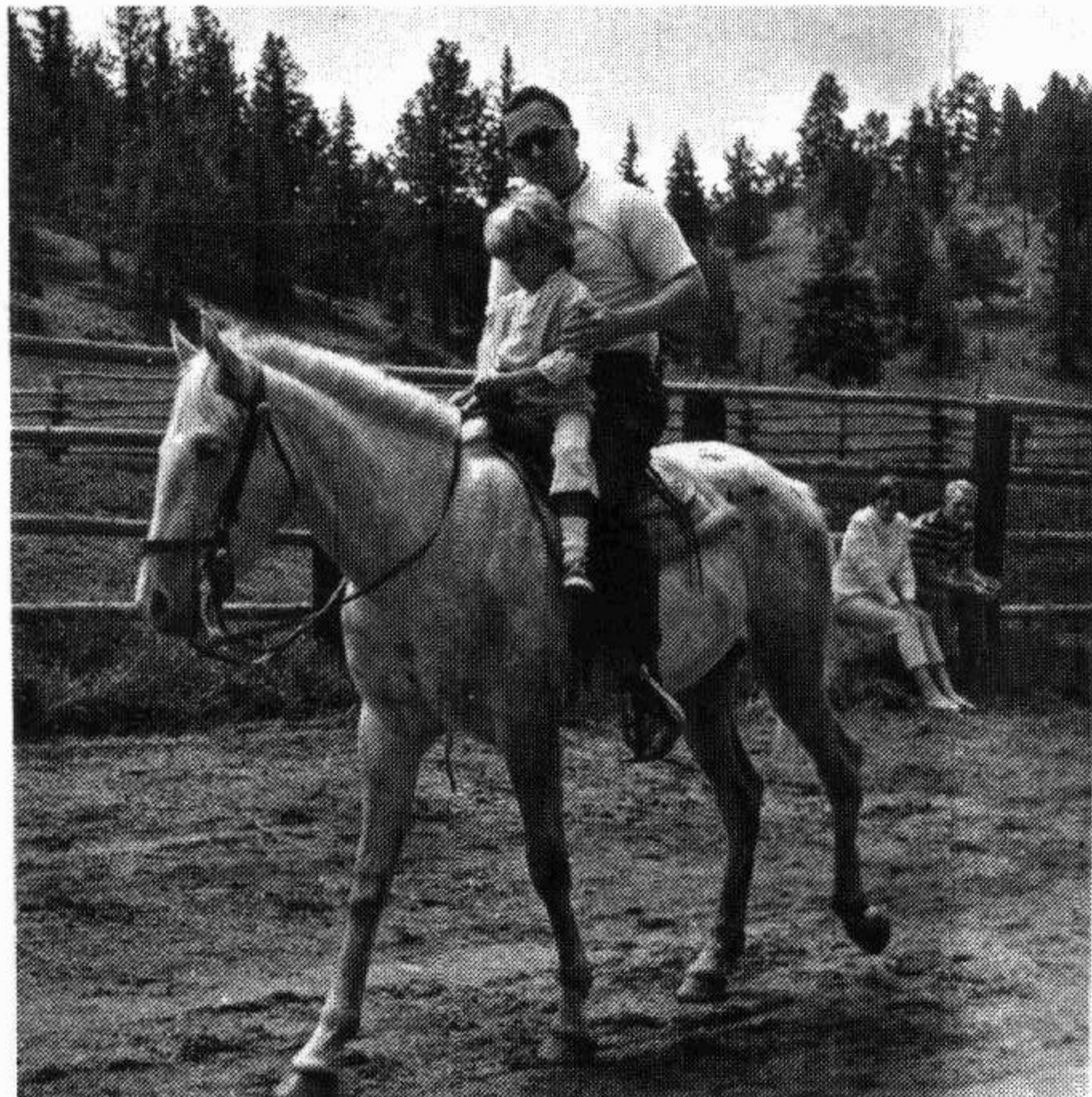
1970 COMPANY PICNIC

Despite the black, threatening rainclouds that gathered at mealtime, the 10th Annual Estes Industries company picnic was a great success. The cool mountain scenery near Cripple Creek enhanced a great opportunity to become better acquainted with each co-worker's family.

Riding horses, stage coach and jeep rides, and a lively baseball game were the highlights of the

early afternoon. Unfortunately, by the time the meal was ready storm clouds had begun to dominate the scene. Like a true space team, though, the Estes employees didn't let the approaching clouds dampen their appetites. Most of the picnickers even managed to finish their meals before the storm hit.

The whole picnic was great. See you all there next year -- come rain or shine.



The animals dominated the afternoon.



A step into history.



Food, at last!

10 MPH SPEED LIMIT SET



Over 1,000 visitors toured the Estes plant last week according to Frank Genty, Information Services Director. With so many persons visiting our facilities, children and adults can be found throughout the day wandering about the administration building or watching rocket launches.

Recently a near accident occurred as a car left the parking lot too rapidly. Although no one was injured, our visitors were sprayed with gravel and the children were frightened. Please heed the 10 mph speed limit set for the parking lots.

LEFT TURN ?

There is nothing worse than trying to slow down on a fast highway when a huge semi is rapidly gaining speed behind you. What do you do? You have to get to work? A glance in the mirror tells you that there is a small chance of survival if you slow down gradually. But wait! There is oncoming traffic in a lane that you need to cross.

Quickly you check the truck behind you again. It's not far away, and it must be doing at least 70 m.p.h. The turnoff is getting closer--

and so is the oncoming traffic. Once more you check the position of the truck, and gasp. All you can see is part of the grill and one front headlight.

In desperation you dodge in front of other cars as the truck roars past you. By sheer magic you have made it safely to the parking lot at Estes.

Now relax! That is all in the past. With gentle persuasion from several Estes executives, employees and visitors can safely reach the plant in one piece.

SATURDAY CLOSING

As a temporary measure we are going to close operations at the plant on Saturdays. This is on a temporary basis during the period our volume is low and employees are working 32 hours per week. It is also contingent on our ability to get our customers' orders processed promptly during the rest of the week so as to not create more than the single day (Saturday) delay in customer shipments.

The only exceptions to Saturday closing will be Tour Guides, Retail

Store, Custodial Services and one person to answer our IN-WATS Line in Dealer Services. Frank Genty is handling all arrangements for providing tour and phone services on Saturday.

This is only a temporary situation and, even as such, is experimental. Changes in arrangements may be made from week to week as needs require.

Everyone's cooperation in making this change will be greatly appreciated.

W H O, S W H O

Ruth Breece, now the assistant supervisor for the first shift in the Shipping Department, remembers vividly the department's hectic move into their present quarters in the administration building. Although the Shipping Department was only half its present size when she started work in 1967 on the second shift, it had already outgrown its facilities. The gals thought they were ready for a change of scenery. Finally the new blue building was ready, and the equipment was transferred. Everything seemed fine.

Later in the spring when the ground thawed there were second thoughts about the blessings of being in a new building. Mud was everywhere. Not all the gals on the second shift were able to get to proper parking places. Many of them got stuck in the chug holes that dotted the area around Estes. If there wasn't a man around to get them out, the cars remained parked in their inconvenient locations until the ground froze again.

Originally from Des Moines, Iowa, where she grew up with five sisters and one brother, Ruth came west because of romance. One summer, relatives in Canon City invited the family to visit Colorado. During her short stay, Ruth met Ray Breece, a local mail carrier. After two years of



RUTH BREECE

writing letters, Ray and Ruth were married in Des Moines and moved to Wetmore where they now make their home.

Ruth's main hobbies and activities center on her home and family. She and her husband find plenty of time to take their three children - Frank, Cindy, and Debby - fishing and camping, teaching them to enjoy nature.

The Breece children are also learning to enjoy rocketry and to cooperate with each other as rocketeers. Cindy builds the rockets while Frank flies them. Although Debby is still too young to enjoy the hobby very much, she likes to run after her brother while he retrieves the rockets.

In February, 1970, Ruth was promoted to the position of assistant supervisor. It is a challenging post that she enjoys very much. To help herself improve her abilities she has taken advantage of the company's education policy. A Dale Carnegie course and supervisory training were two of the classes Ruth enrolled in. She hopes to continue her education

Familiar Faces in new places

The Finance Division and the Woodshop have recently announced promotions within their areas of the plant.

Sheila Rodarmel is the new executive secretary for Troy Carroll, Executive Director of the Finance Division. A resident of Canon City, Sheila has been with Estes Industries and the Accounting department for over a year. Her other interests are working with ceramics and collecting antiques.

Karen Strandberg, an eight-month veteran of the company, has been placed in charge of Credit Control. Karen also lives in Canon City,

enjoying needlework as a change of pace from her position in the Accounting Department.

The new assistant supervisor for the second shift in the Wood Shop is Ruth Rothgeb. Ruth, a Florence resident, will celebrate her first anniversary at Estes the end of October. Although she and the rest of the Wood Shop crew aren't really looking forward to the turmoil of moving equipment to the new building, she is positive that they will enjoy the new facilities.

Congratulations, Sheila, Karen and Ruth, on your new positions.

A friend set down things in which we have to have faith to keep our everyday life going: Elevators, trains, buses, planes, bands and businessmen. Every move we make every day demands that we have faith in machinery, men, things and

institutions. Our whole banking system would go to pieces if we did not have faith. Our postal system demands a perfect faith on our part that a letter dropped into a box will reach its destination. It is faith that keeps the world alive.

wedding

Essie Lucero became the bride of Leroy Trujillo, Saturday, August 1, at St. Joseph Church in Pueblo.

Essie has been a member of School Sales Services for eight months. Our best wishes to the happy couple as they make their new home in Pueblo.