

AUGUST BLITZ CAMPAIGN

Four representatives from Estes Industries traveled to a dozen states during the month of August contracting prospective new dealers. Bob McGill, Herb Birkhead, Guinn Sanders and Tom Kenal discussed Estes model rocketry with hundreds

of hobby shop owners in the eastern United States. This blitz campaign was a historic first for Estes. Reporting for the group, Bob submitted the following memo. It's worth sharing with all Estes employees.

MEMO

To: Jim Stuart
From: Robert A. McGill
Date: September 3, 1970

RECEIVED SEP 10 1970

Subject: August Blitz Campaign

Jim,

An important fact was made very apparent to the four sales representatives during the August Blitz -- Estes is the number one name in model rocketry. Just as important is the fact that we found Estes is one of the most respected names in the entire hobby industry.

We are well known for our service, quality and the efforts we make in serving our customers efficiently and fairly. This reputation is one that each of our employees has made possible by their conscientious work and without their continued help, would be impossible to maintain.

I hope you can somehow forward this information to the employees as they should be proud of the results of their individual efforts as members of the Estes team.

RM/cd

cc: Don Beebe



ESTES

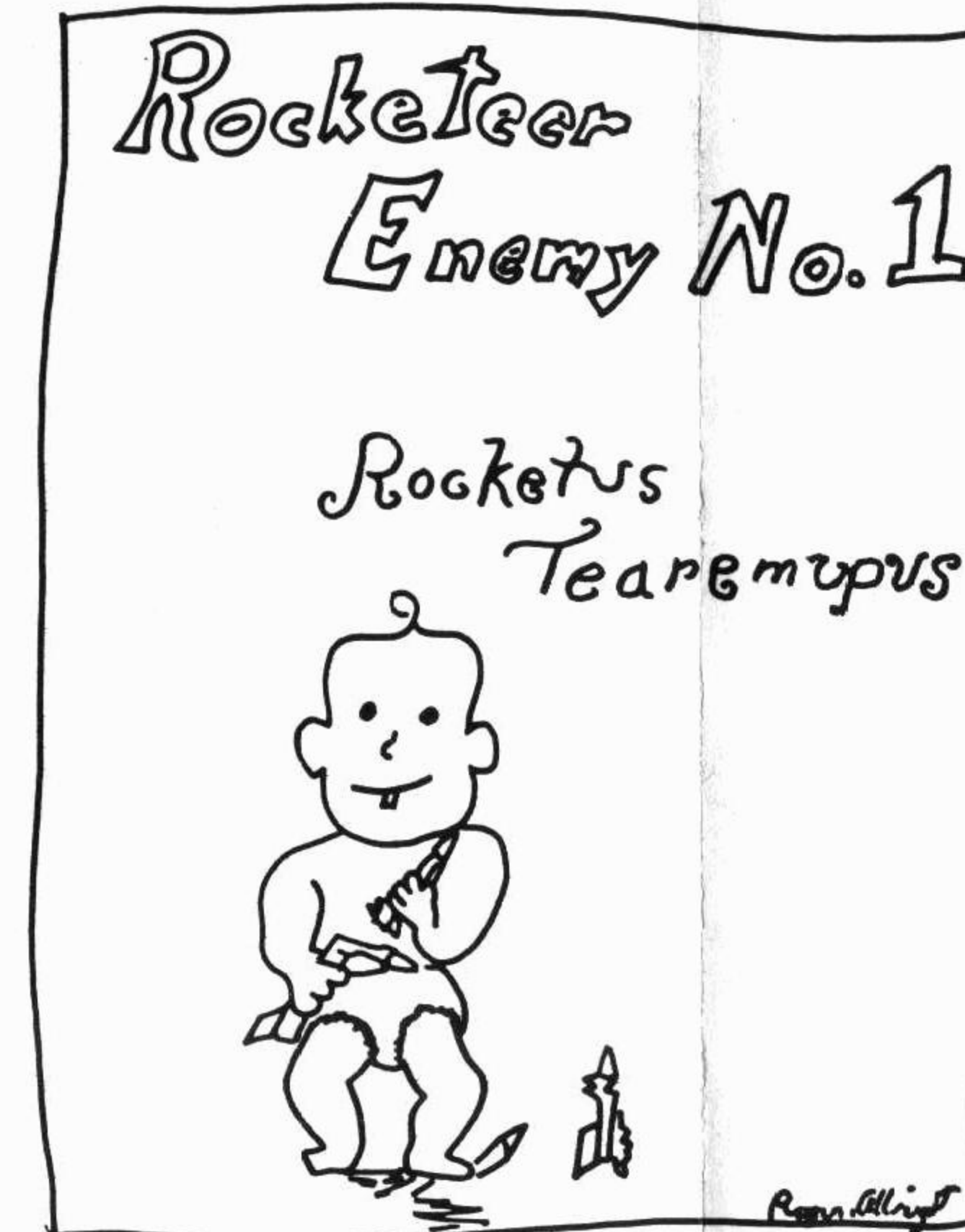
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INSURANCE

The deduction, slightly increased, for dependent insurance under Blue Cross and Blue Shield is reflected in the pay checks received today. The increase is \$1.59 per pay period. It

should be noted, however, that no deduction will be made in the final check of a three-payday month, an event which will first occur in October.

FROM ROCKETEER MAIL



Remember the article and cartoon about the "Rocketus eatumupus" in the June issue of the Model Rocket News. One of our Texas modelers has discovered another enemy of rocketeers. He shares his problem with us.

This kind of friend is found in many homes of model rocketeers. He has many aliases, like, Junior,

or "The Kid" etc.

This menace is many times caught red handed but easily escapes by just crying which instantly attracts "Mama" to the scene of the crime, which saves him.

Rocketus is usually about 2 feet tall and can just barely walk, he is cute and acts very innocent, SO WATCH IT!

WHATS THAT NEW BUILDING?

Overnight, one more building has arisen on the Estes skyline. This new structure, located between Kit Packing and Engine Manufacturing, will house the compressors and pressure tank for the new air system.

Most of the machines in our production areas are operated by air under pressure. As the Company

has expanded, the need for greater air capacity has become critical. Ed Brown and Earl Estes, with the help of a number of other plant employees, have spent many months developing and installing the new system. This project should be complete within a few weeks.