
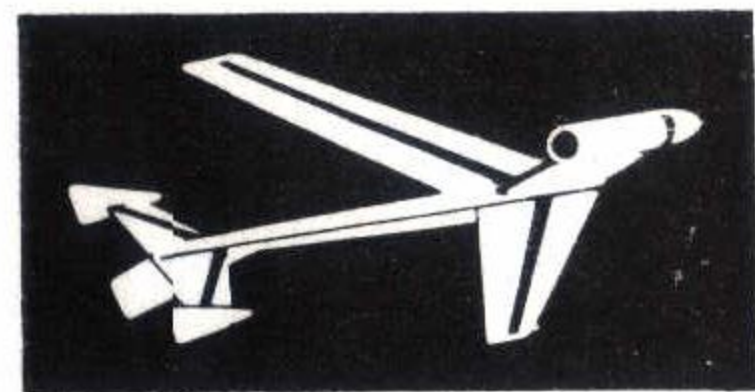
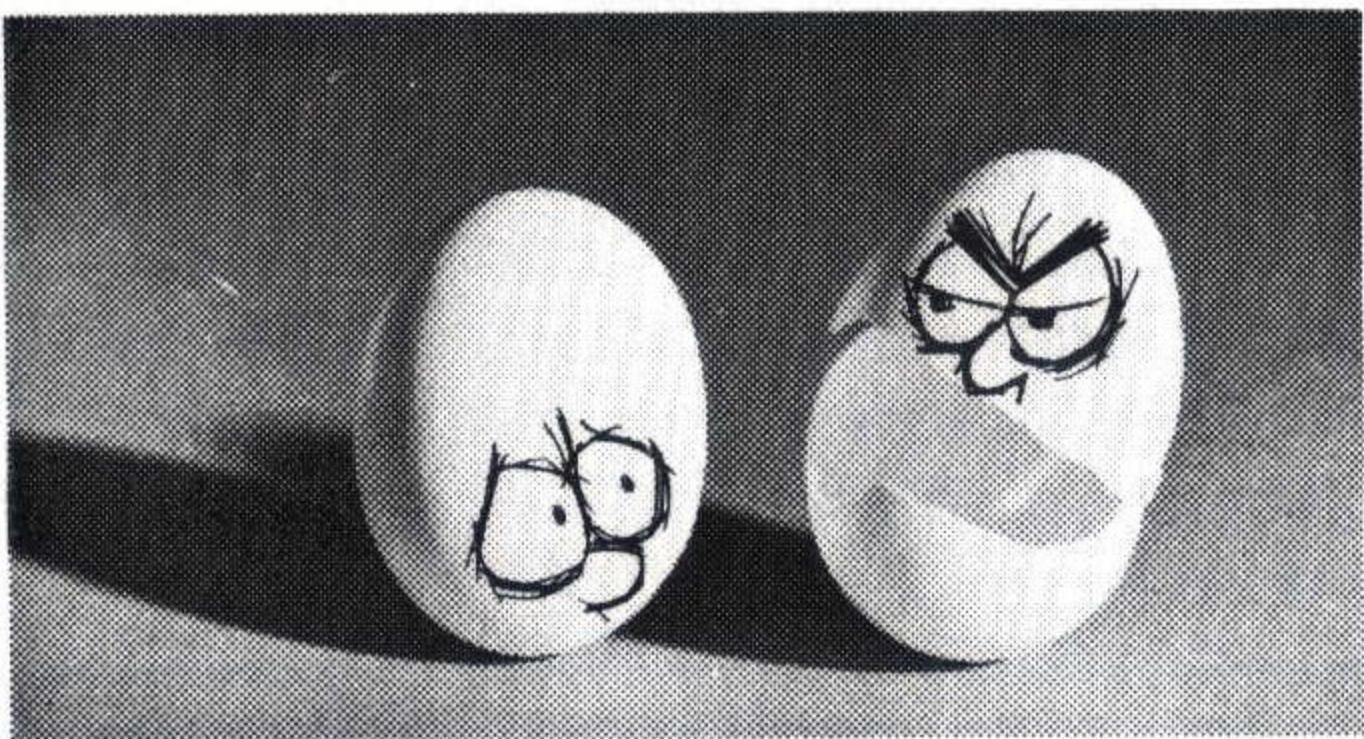


HAPPY

BIRTHDAY



December 24	January 2
Tom Kenal	Eleanor DeLisle
December 26	January 4
Carol Davis	Vern Estes
December 29	Penny Mathis
Marlys Busch	January 6
January 1	Evelyn Pomeroy
Mabel Davidson	Floyd Phillips



**AH, COME OUTTA YOUR SHELL-
THE PARTY'LL BE A BLAST!**

All systems are "go" for the Annual Estes Holiday Party.

Launch Time: 7:30 P.M.

Date: January 2, 1970

Site: Ramada Inn of Pueblo

Do you have any favorite records that would send everyone into orbit? If so, take them to Gleda's office by December 29th so she can tape them, and you'll be able to dance to your favorite sounds.

Plan to attend--you'll have a blast!

CLASSIFIEDS

A Free Service
For Employees

Deadline: Friday Noon Before
Publication of the Launch Pad



A SUBSIDIARY OF DAMON

**LAUNCH
PAD**

Published bi-weekly
by ESTES INDUSTRIES
Penrose, Colorado
Carolyn Coffey, Reporter



A SUBSIDIARY OF DAMON

**LAUNCH
PAD**

DECEMBER 24, 1970

**MERRY
CHRISTMAS**



NEW PRODUCTS RELEASED!

Our Company will shortly unveil a new line of exciting products which will be offered to our customers. Although the items are not presently available for sale, they should be ready by late January.

If there ever was a "cool" model rocket, the title definitely belongs to the Bandit, a sleek addition to the already extensive line offered by Estes Industries. In this case, however, "cool" is not a figure of speech. It is a physical fact.

When placed on the market, the Bandit will offer model rocketeers a welcome feature: an ejection ducting system that eliminates the need for recovery wadding. Not only will this new design save the rocketeer time in preparing his "bird" for flight, but it will also give him the opportunity to further his knowledge of model rocket techniques.



Designed by Mark Kellner of R&D, the 25 3/4-inch Bandit is styled along the lines of a military-type sounding rocket. Like the other Estes model rockets, it is sold in kit form.

High altitude experimentation or just fun flying? Either one is possi-

ble with the A-20 Demon, styled along the lines of a NASA research type space vehicle. The 26 1/2-inch long Demon was designed by Wayne Kellner, and is normally flown with a "D" engine, although it can also use less powerful engines when fitted with an EM-2050 adapter.

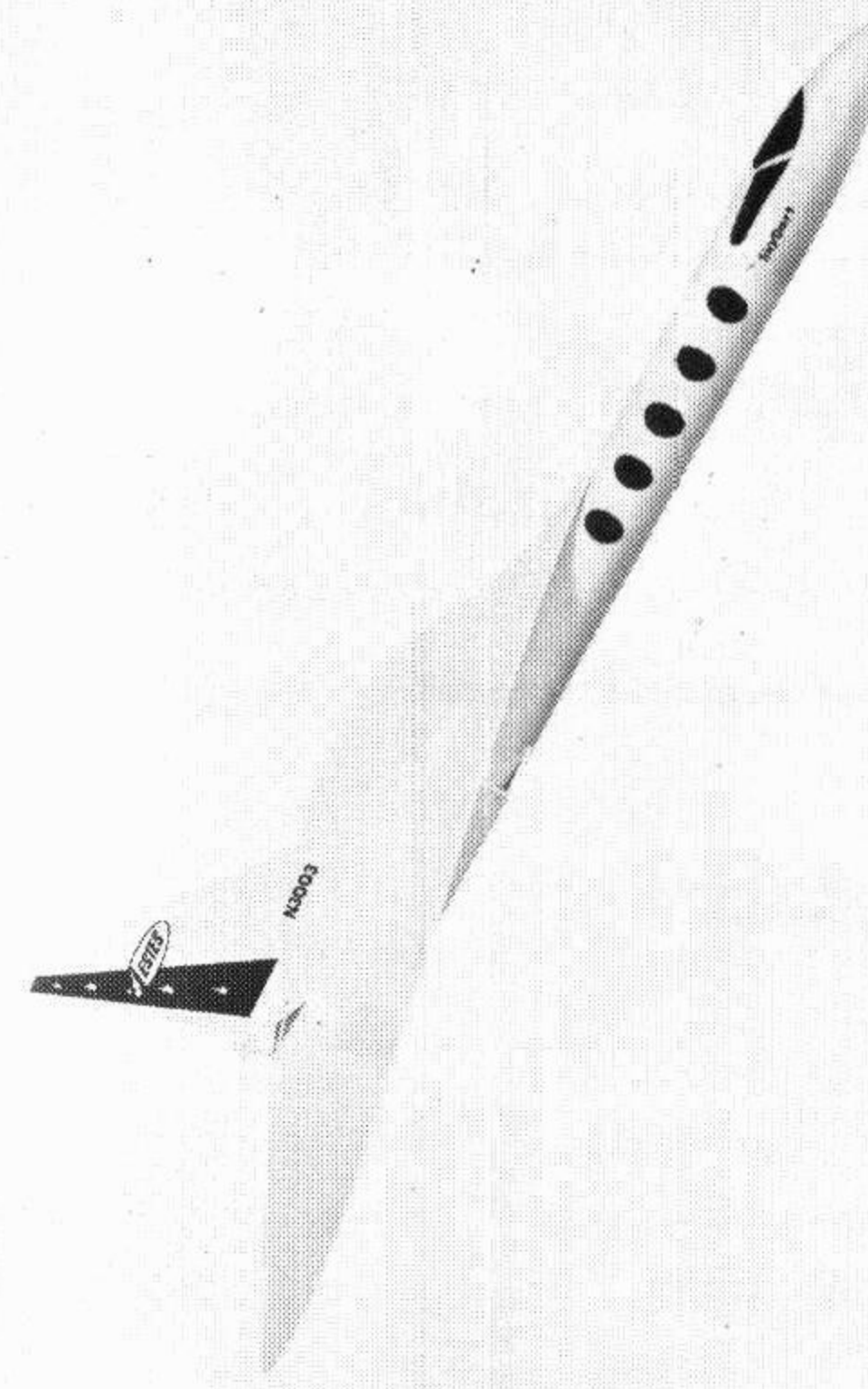


The science-minded rocketeer will find the A-20 Demon's payload section ideal for high altitude experimentation while the youngster who likes to fly his "bird" strictly for the fun of it will be equally pleased with the rocket's performance.

SST or no SST? That is the question in Congress. But here at Estes, the supersonic transport will soon be a "now" thing on a reduced scale, that is. Called the Skydart, it will offer model rocketeers the challenge to build an exciting, futuristic-looking boost glider styled for good looks and high performance.

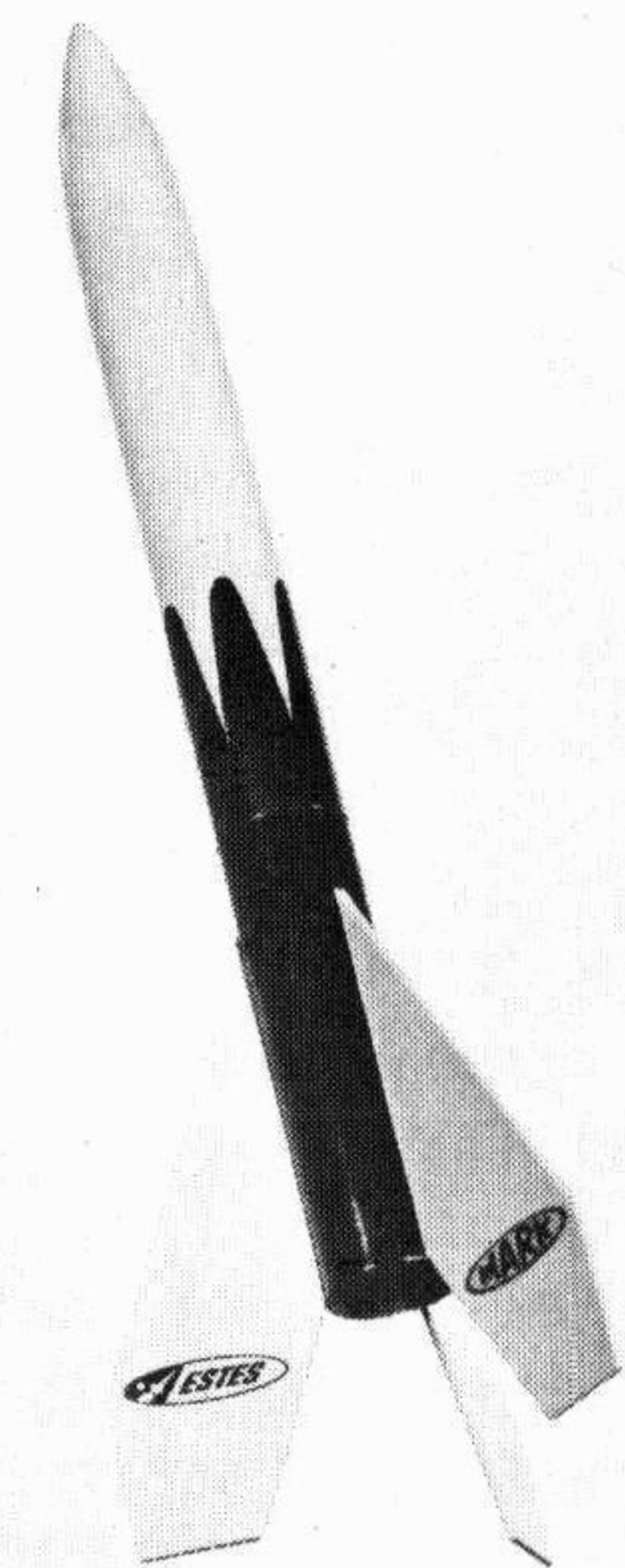
With its Skydart, a 16-inch long "bird" with a 12.6-inch wing span, Estes is introducing a revolutionary

development in model rocketry. When placed on the market, the new boost glider--designed by Larry Renger of R&D--will be the only model rocket kit of its kind to feature an internal rear ejection pod. The light-weight pod, which pops out at ejection with the spent engines still in place and is brought gently back to earth by parachute while the rocket glides down. When installed, the pod is completely out of sight inside the body tube and in no way mars the stylish appearance of the glider.

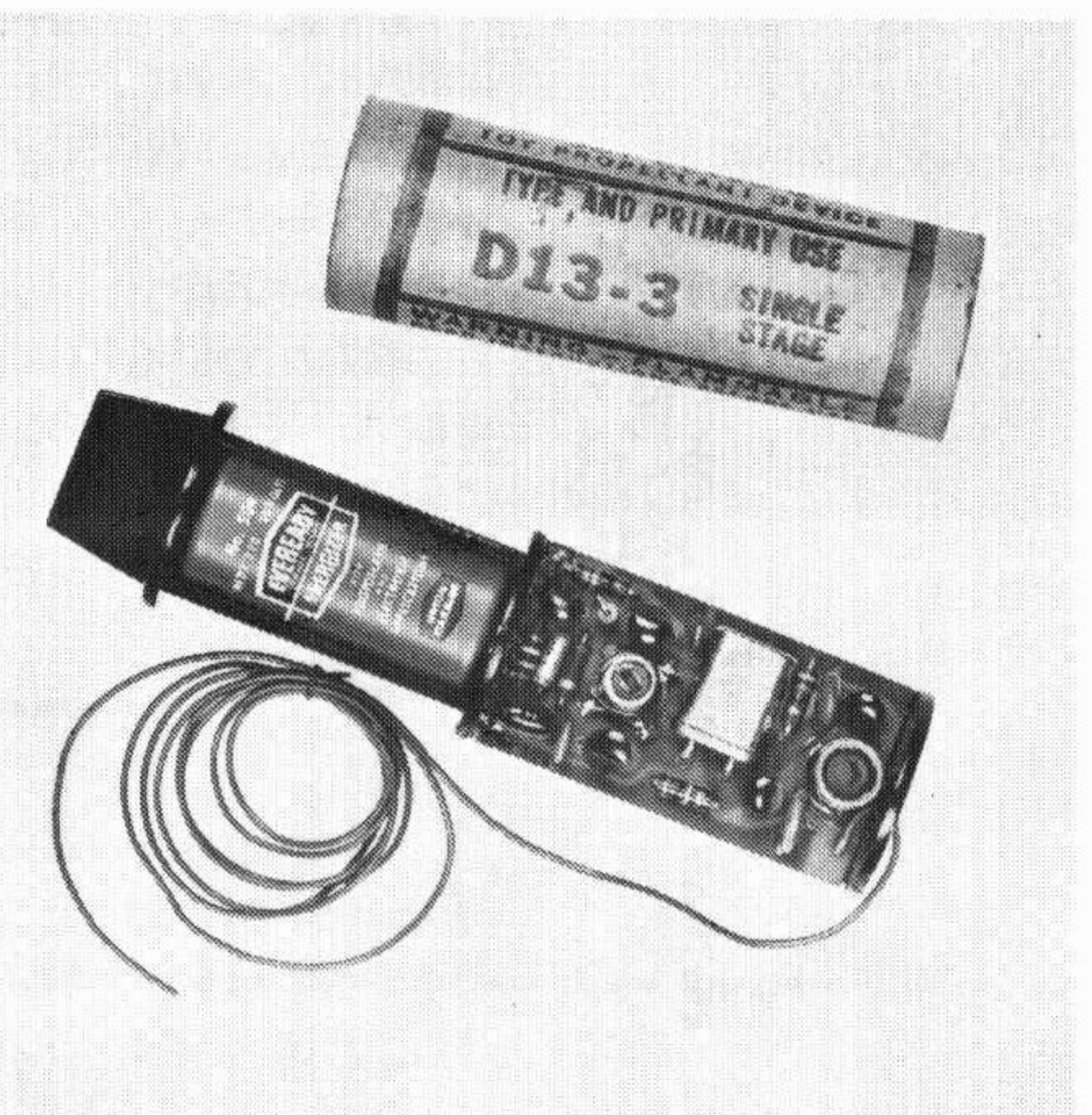


One of the basic tools in model rocketry is a sharp knife. However, that's something the rocketeer won't need to build the Mark II, a new "bird" that is an updated version of the Astron Mark. All parts in the kit, including the fins, are pre-cut. An easy-to-build, easy-to-fly beginner's rocket, the Mark II is the only model rocket of its type to have a mid-ejection recovery system. By eliminating the break between the nose cone and the body tube, drag is reduced and the rocket reaches higher altitudes than conventional models, even with small engines. The rocket's descent is also slower, and because of the lighter weight,

possible damage to the fins is minimized at landing.



The streamer-recovery Mark II was designed by Larry Renger, who chose a spiral-wound tube that is lighter and truer in shape than the type used on the older Mark.



Our "Transroc" opens up a whole new world for the rocketeer. It fits neatly into a BT-50 and transmits over distances of more than 1/2 mile. Battery life in the beacon mode is over 24 hours. The Transroc uses a trailing wire antenna and

continued

broadcasts with 100 milliwatts on Channel 14 of the 27 Megahertz Citizen Band. This basic unit can be used for providing a rocket-find-

ing beacon and, with the addition of other components, telemetering actual sounds or other data from the rocket.

MARKETING EXPANDS

The Marketing Division has been busy with plans to set up more new dealers for Estes. Don Beebe, Marketing Director, has announced two methods by which we intend to improve the promotion of our products.

Estes presently has two men whose task it is to gain new dealers. They come under the title, New Dealer and Development Managers. Since this program has been so successful, two more men will be added to the Marketing force to solicit dealers. Under this plan, the United States will essentially be divided into four parts, each territory being covered by one representative. The two new men

will first undergo an extensive 2-week training period here at the plant.

Don also announced that we will be airing a 1-minute experimental television commercial in two major cities, Wichita, Kansas, and Salt Lake City, Utah. The actual shooting for this commercial will be done on January 7th and 8th in Denver, while the air date is set for January 25th. This method of advertisement will be tested for an 8-week period. The intent of the experiment is to determine the effectiveness of this method of promotion of Estes products.

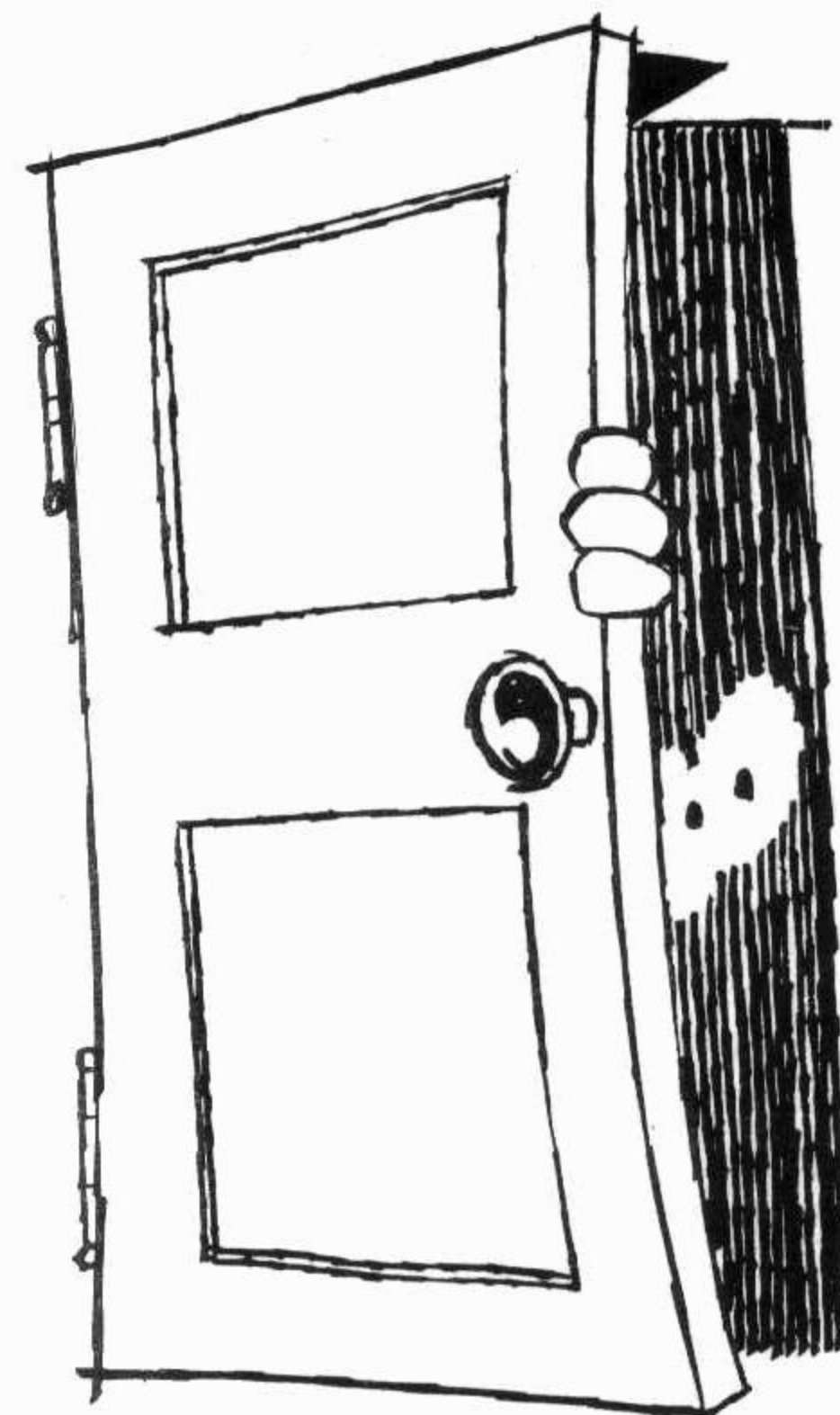
NEW ARRIVALS

Brunhilde Latimer is the proud mother of a daughter, Zanoba Bee, born October 20. Brunhilde and daughter are both doing fine at their home in Penrose.

Congratulations to Mary Lee Fontecchio! She is a grandmother again! Her daughter Patsy had a baby girl on December 14.

F-L-A-S-H !

John Hood claims to have 57 flights from his Big Bertha! Can you top that?!



Hello! I'm Carolyn Coffey, your new reporter for the Launch Pad. Now you know who that snoopy new girl is. I'm "nosey" because my business is finding out everything about what's going on here at Estes.

I would appreciate any information concerning new workers, special occasions, hobbies and anything else that will be of special interest to all of us. If you enjoy passing on good news, be sure to call me at extension 228!

QUIPS & QUOTES

The five most important words are "I am proud of you." The four most important words are "What is your opinion?" The three most important words are, "If you please." The two most important words are "Thank you." --the Proof Sheet

Flim--"You say you know one woman who is really pleased when her husband is down and out? Who? Flam--"An astronaut's wife."

Those who would give up essential liberty to purchase a little temporary safety, deserve neither liberty nor safety. Ben Franklin

The woman had spent the whole afternoon trying to balance her checkbook. When her husband came home, she handed him four neatly typed sheets, with items and costs in the respective columns. He read them over carefully.

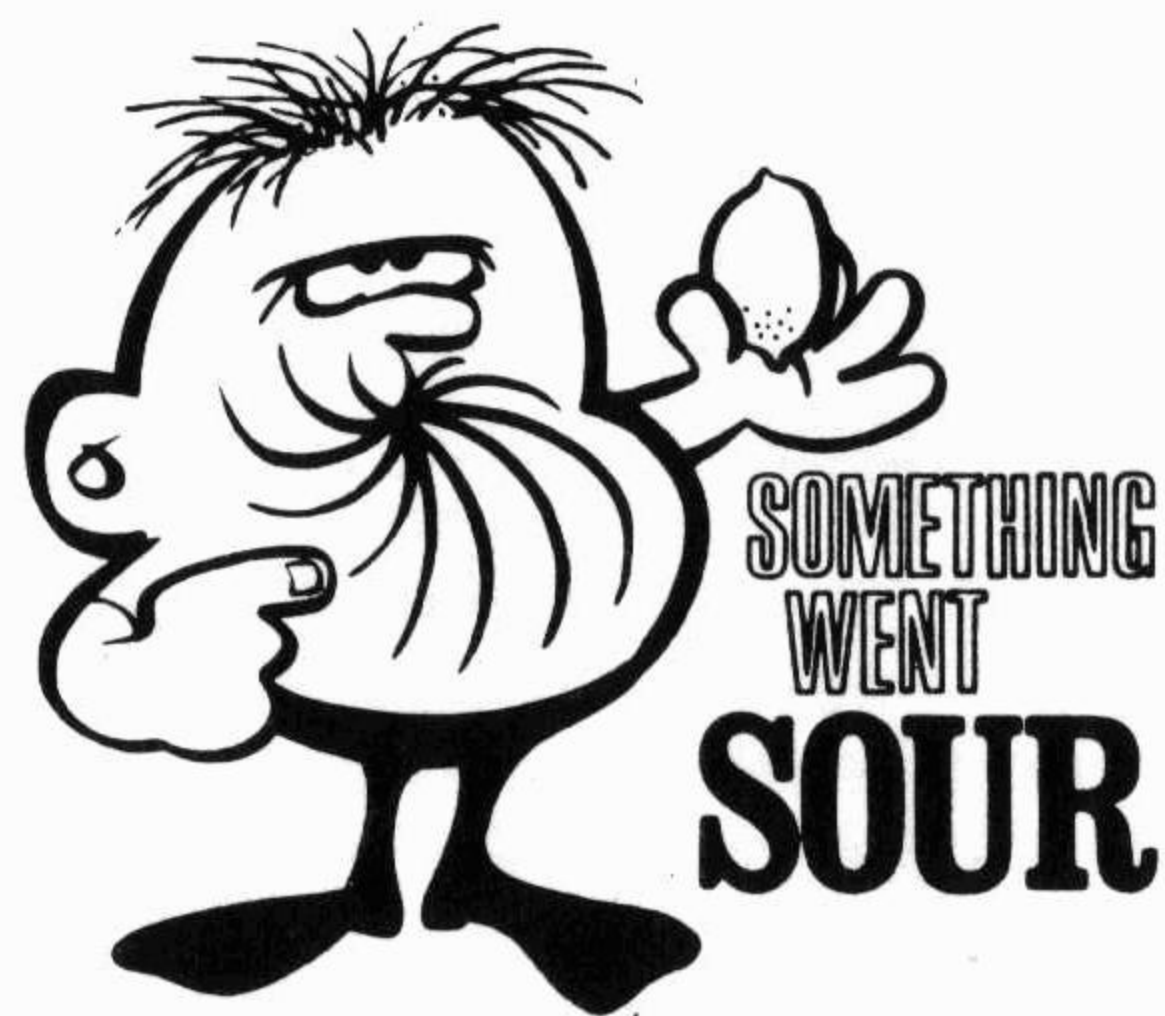
"Milkman, \$1.25; cleaners, \$4.67, etc." Everything was clear except one item reading ESP, \$24.49.

Warily he asked, "What does ESP mean?"

"Error some place," she explained.

HAD YOU FIGURED?

There are 1400 minutes in a 40 hour week. If you give 50¢ per pay check to the United Fund, you are giving 10 minutes of those 2400 working minutes--or the length of one coffee break a week--for the United Fund.



EXCUSE US

Due to an oversight, we failed to give the Five and Six-Year Anniversaries in the last issue of the Launch Pad:

SIX YEARS

Jean Curnutte, Print Shop
June Harris, Dealer Sales

FIVE YEARS

Margaret Babcock, Kit Packing

IN A SPECIAL SALUTE ...

The Estes team is making a special effort to gain the eager support of our rocketeers for the two Moon missions scheduled for 1971, Apollos 14 and 15.

On December 28 a special mailing will be sent to each model rocketeer. The package, bearing a "Follow Apollo" theme, includes the "Model Rocket News," a new products brochure with a Space Certificate application involves a request for acknowledgment that the Rocketeer launched a rocket in commemoration of the Apollo 14 lift off.

Each rocketeer will attempt to duplicate the pre-launch countdown procedures and simulate actual conditions as closely as possible by deciding in advance upon his launch's time slot. In doing this, the boy will be able to watch the Apollo 14 lift off on television and at the same time be able to schedule his commemorative launch in close proximity to that of the Apollo 14.

Since we at Estes also have an intense interest in the Apollo project, "Follow Apollo" stickers will be given to us along with our payroll checks.



All of the agencies in the Fremont County United Fund have made their contribution to our community. Some of them have directly touched our lives.

Think about the United Fund agencies and the things they are accomplishing. Any donation we wish to make may be made in cash, check or through the Company's payroll deduction plan. All contributions or pledge cards should be given to supervisors by Friday, January 8, 1971.

NEW EMPLOYEES

The welcome mat is out for Bob Crofford who has recently joined the first shift of the Print Shop crew. Bob lives in Canon City with his wife and two children. Hunting, fishing, bowling, and tinkering with autos occupy many of his spare moments.

We also extend a warm welcome to Paul Smith, our new credit manager. Paul lives in Florence and spends much of his time enjoying spectator sports.

Sharon Bundy is now the assistant Supervisor of Mail Processing's second shift. Sharon's interesting activities include model construction, reading, traveling, and oil painting.

Bob Daniel is now the acting department manager for Engine Manufacturing. Bob lives in Penrose with his wife and two children and says horses occupy much of his spare time.

PROMOTIONS



Karen Strandberg has moved from Accounting to the Services Division where she is now secretary to Dick Bowers. Karen, a resident of Canon City, is married and has 5 children. Some of Karen's spare time is spent reading, knitting, crocheting, cooking, and painting.

Bill Schweighauser now has the responsibilities of head maintenance position in the Machine Shop. Bill, who is married and has 2 children, lives in Florence. His hobby is working on cars.

Our condolences go to Lorraine Neighbours whose father passed away December 9. Lorraine works in the Shipping Department.

We wish to express our heartfelt sympathy to Darlene Snyder of the Print Shop. Her father passed away November 19.