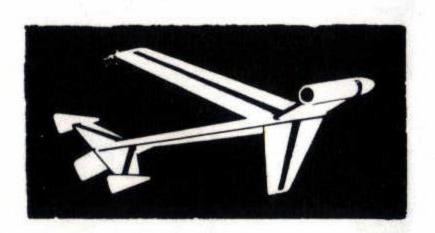
September 22

September 22 Josephine Swift

September 24
Annie Finney

September 26 Vonda Robinson

September 27 Linda Payne JoAnne Arnold



THE LATEST NEWS

United Parcel Service begins servicing Estes Industries. This private carrier of packages will be transporting many of our model rocket and supply packages to the eastern United States. Formerly, these parcels went by U.S. Mail, truck and bus. Full story with pictures will be in the next Launch Pad.

CLASSIFIEDS

A Free Service For Employees

Deadline: Monday Noon Before Publication of the Launch Pad

FOR SALE: Building Lot, 79' x 200' on DelRay, East Canon, 1½ blocks from school, 275-3480 or 275-7403.

FOR SALE: Newer 2-bedroom home in Penrose, 1½ acres, Verna McCallister, 784-6248.

September 28
Bud Houston
Pat Singer
Harry Gregory

September 30 Deby Mahoney

October 1
Paul Chambers

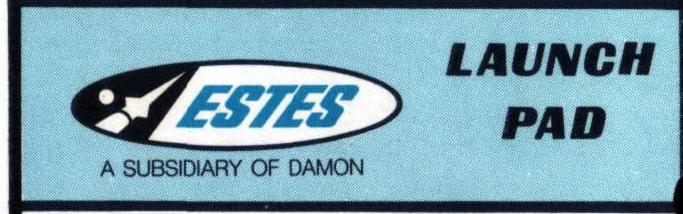
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VACATION LAMENT . .

My typist has gone on hir holiday
My typist has gonn on a spree.
Mx typish hap gone oh hyr haliduy
A gting bacq mu hypist to me.
Bling bac% oK sring back
Oh Bynk b4c% my typisth to mi,
to mo,

Btung bicq oesling 8ack
Ah Blynch Ba!! K my t½pys to
Odern!

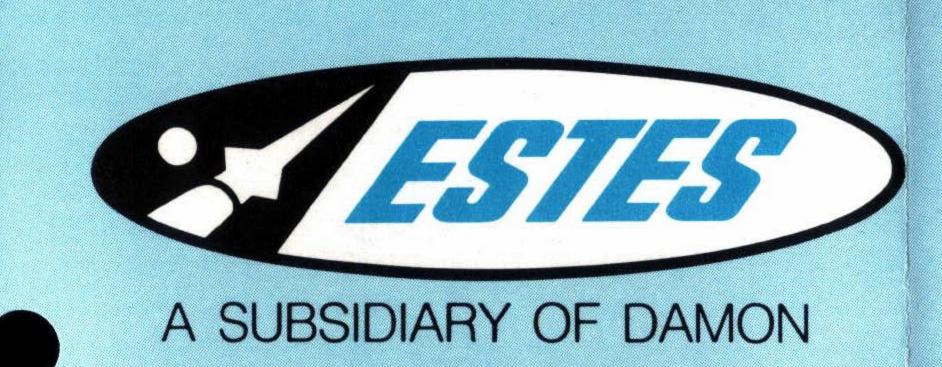
From Modern Secretary Magazine



Published bi-weekly

by ESTES INDUSTRIES

Penrose, Colorado Chuck Helsel, Editor



LAUNGH PAD

SEPTEMBER 17, 1970

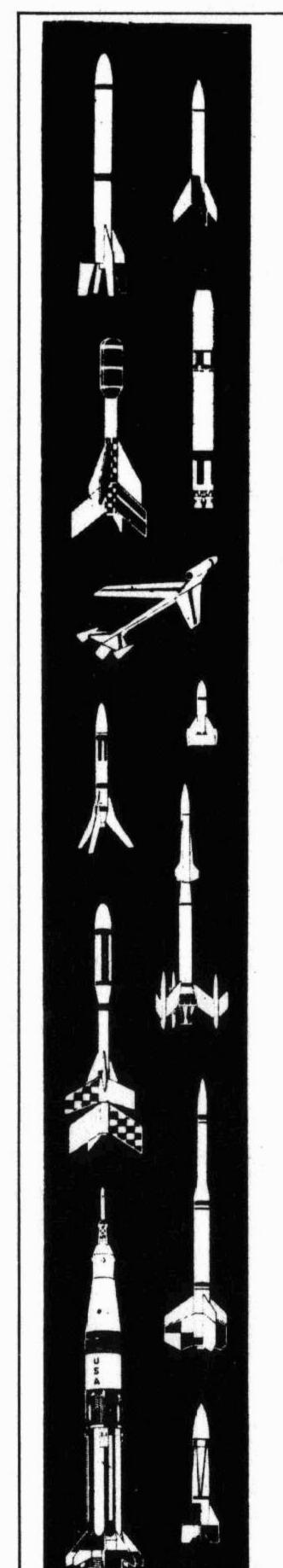


The Launch Pad, abbreviated today, will be expanded next issue to explain the fine points of the new Employee Fringe Benefit package. The specific details of the policies presented on September 1 & 2 will be featured in the October 1st Pad.

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

Robert A. McGill

Date: September 3, 1970

RECEIVED SEP 1 0 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

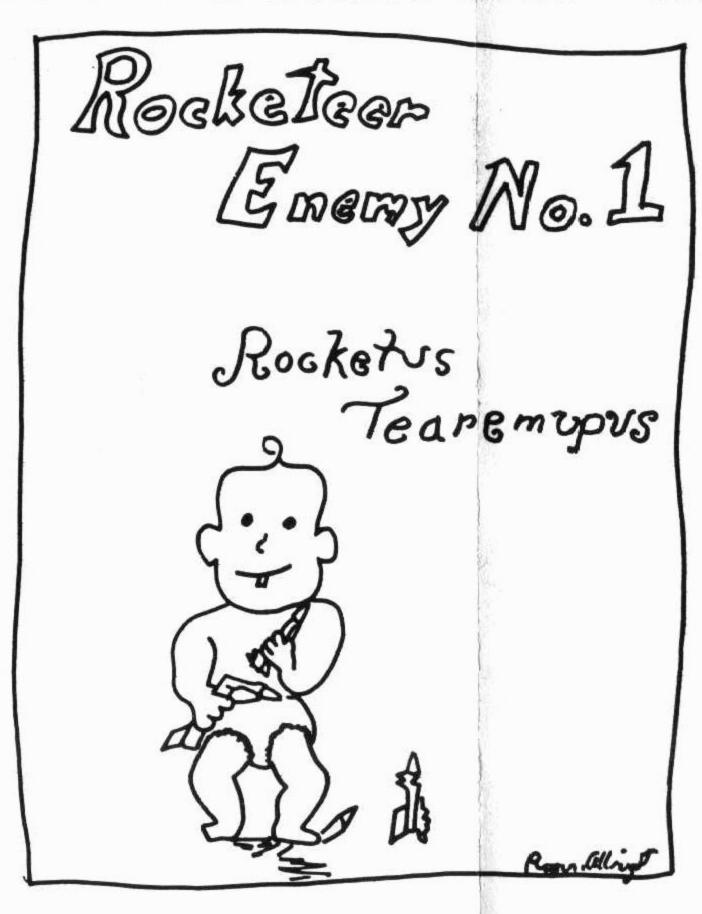
INDUSTRIES INCORPORATED
Box 227
Penrose, Colorado 81240

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 excapes 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 ew 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.