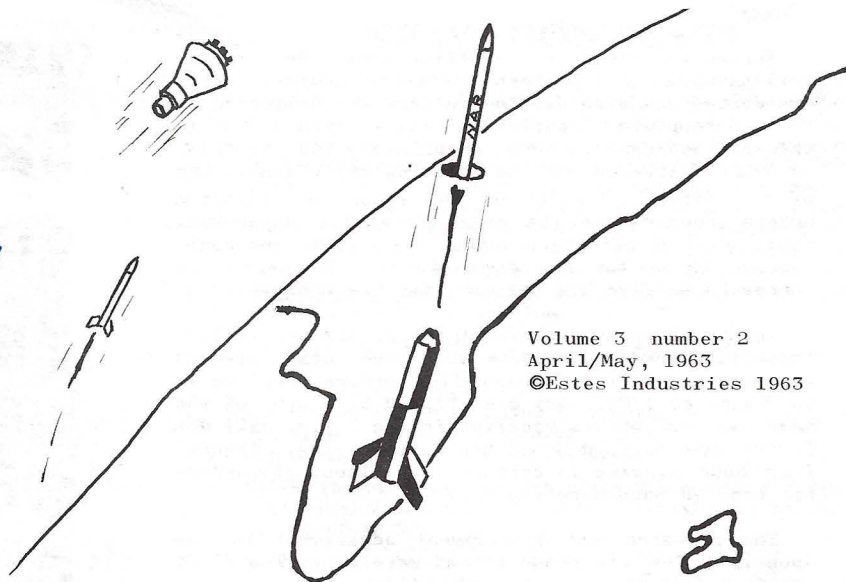


MODEL ROCKET NEWS



Volume 3 number 2
April/May, 1963
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MEET ESTES INDUSTRIES

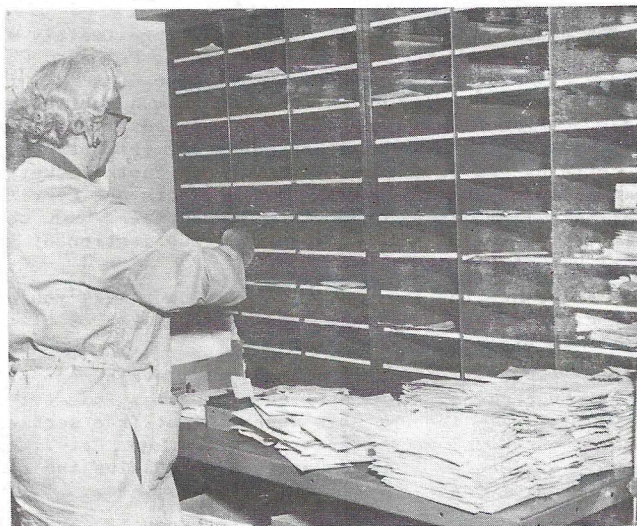
In reply to your many requests, here are some facts about Estes Industries

A case of the cart running away with the horse, Estes Industries was started in 1958 as a spare time occupation by Vernon Estes, then a Denver, Colorado building contractor. Vern devoted his energies at first to designing, building, and perfecting a machine to make rocket engines safely and automatically. The result was "Mable," a prima donna who, when happy, would make, inspect, and print one model rocket engine every 5 1/2 seconds.

The site in Denver covered 5 acres, but as more and more people became interested in model rocketry, Vern found that his "spare time" occupation was demanding full time attention, and the available space did not allow for sufficient expansion. It was decided that model rocketry was more important than contracting, and in August of 1961, Vern sold the contracting business and moved the company to the little town of Penrose in southern Colorado.

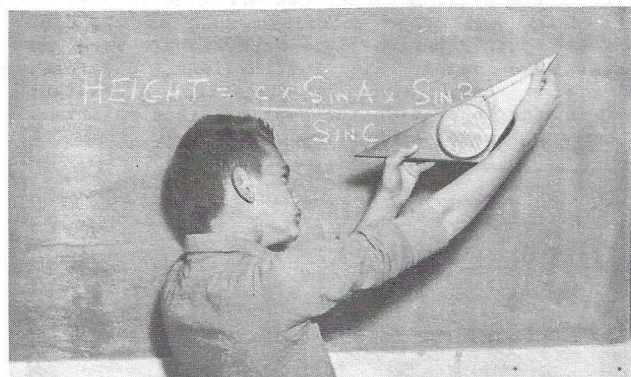
created by over 1500 percent, and in 1962 a new, modern, brick post office was built to replace the old frame building which had served the community's needs for many years.

The variety of work at Estes Industries today provides for the full-time employment of some 30 persons. This growth is due to whole-hearted support



Anna Campbell, mail processing clerk, sorts incoming mail by states. Address labels will then be made, the order recorded on the customer's individual record, and then sent to the shipping department for filling.

Estes Industries is now located on a 77 acre tract just outside of Penrose, a town of about 190 residents. Since the company moved to Penrose, the volume of mail through the local post office has in-



Mike Simpson, member of the Astron Rocket Society, demonstrates the principles of rocket tracking using the Altiscope. The A.R.S. is a club sponsored by E.I.

by America's model rocketeers. Estes Industries is the rocketeers' own company, since they have built the firm through their participation in surveys, by their orders, by their suggestions and ideas, and by their own efforts to spread model rocketry and to advertise the company to their friends and acquaintances. Today various departments such as manufacturing, mail processing, shipping, research and development, printing, and personal services are kept busy supplying the needs of America's many model rocketeers and the company's many friends.

The manufacturing operations are housed in a complex of shop and warehouse buildings at the approximate center of the company's land. Here engines, nose cones, adapters, launcher and tracker parts, etc., are made on automatic equipment. A test stand is used to run static tests on every one hundredth engine, thus insuring further the uniformity of the engines which pass inspection by "Mabel."

(Continued page 2)

Across the field is the office area. Here in the mail processing department letters, orders, etc., are sorted and opened. The letters are delivered to the appropriate department, while each order is checked, address stickers are printed, and the order is then delivered to the shipping department. One of the direct benefits of the personal attention orders receive in the mail processing department comes when a rocketeer orders two items and could receive three for the same amount. His order is corrected to give him the most for his money.

In the shipping department the orders are filled, inspected, packaged, addressed, and then delivered to the post office. Generally, orders received in the 8 a.m. mail delivery are shipped by 3 p.m. of the same day, and orders received in the 3 p.m. mail delivery are shipped by 8 the next morning. Twenty-four hour service is certain, and almost all orders are handled much more rapidly.

The research and development department is responsible for new products and services. The first successful model rocket with glide recovery, the Astron Space Plane, was developed here, as well as the tumble recovery of the Astron Scout, the direct nichrome ignition system, the Altiscope, and other items which are now fundamental parts of model rocketry. This research continues, although it is slow work, for everything must be tested, perfected, and tested more before it can be released to the public. Thus there may be a time of several months or even years between the idea and the final product.

The printing department is responsible for writing and publishing every piece of printed material used at Estes Industries. The Model Rocket News, technical reports, rocket plans, the Design Booklet (now in its fifth edition as changes are made to keep it up to date), and other materials such as the Club Guide are just a part of this department's work, as it must also supply kit instructions, catalogs, order forms, etc. Here, as elsewhere, a constant effort is made to provide the best possible materials for America's model rocketeers.



Gleda Estes, Secretary-Treasurer of E.I., packs a special rush phone order. Parts are kept in stock for immediate shipment to all parts of the world.

and works on methods to make science education as enjoyable and effective as possible. In this capacity it works hand in hand with teachers such as Harold McConnell of Pueblo, Colorado, in developing new approaches and techniques which pay off in helping to provide for America's success in the space race by producing the needed space scientists for tomorrow.

There is much more to the work of Estes Industries, but all this work is dedicated to safety, education, and enjoyment in rocketry, and devoted to giving the most and best possible service to its customer-friends.

THE MODEL ROCKET NEWS

Vernon Estes
Publisher

William Simon
Editor

The Model Rocket News is published approximately six times annually by Estes Industries, Inc., Penrose, Colorado. It is distributed free of charge to all the company's mail order customers from whom a substantial order has been received within a period of one year. The Model Rocket News is distributed for the purpose of advertising and promoting a safe form of youth rocketry, and for informing customers of new products and services available from Estes Industries. Rocketeers can contribute in several ways towards the publication of the Model Rocket News:

- (1) Write to Estes Industries concerning things you and your club are doing in this field which might be of interest to others.
- (2) Continue to support the company's development program by purchasing rocket supplies from Estes Industries, as it is only through this support that free services such as the Model Rocket News, rocket plans, etc., can be made available. This support also enables the company to develop new rocket kits, engines, etc.
- (3) Write to the company about their products, and tell what you like, what you don't like, new ideas, suggestions, etc. Every letter will be read carefully, and every effort will be made to give a prompt, personal reply.
- (4) Participate in the Writer's Program (described in Volume 2, No. 3 of this publication). Not every article submitted will be accepted, but it is through trying that one gains skill, and those which are accepted contribute greatly to the enjoyment of model rocketry by other persons also.

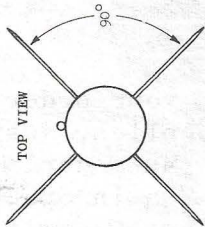
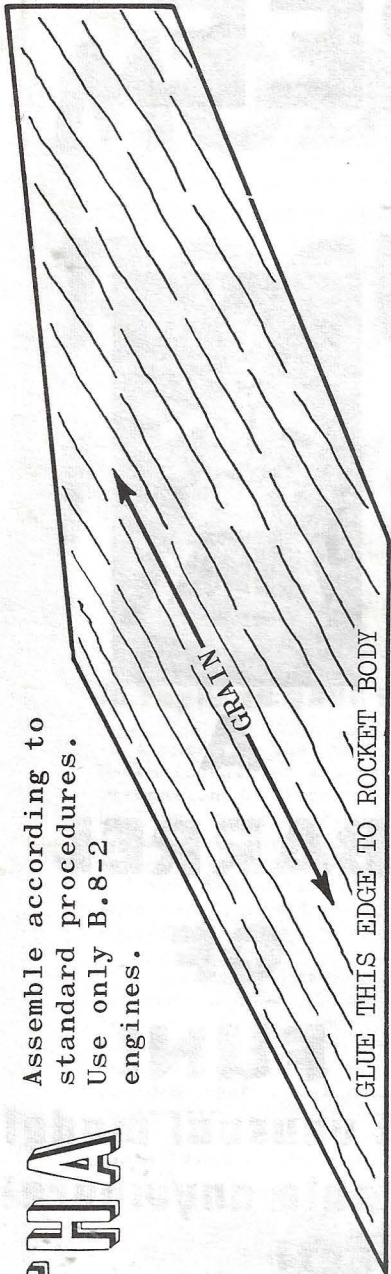


Vernon Estes, president, and Betty Vaughn, secretary, discuss materials to be sent in response to requests for information about rocketry. Personal attention is given to each inquiry or suggestion.

Each request for information, each suggestion, idea, tip, etc., is given to the personal services department, headed by Vern. Here every effort is made to answer the rocketeer's questions, sometimes by referring him to printed material, but more often, after considerable discussion of the problem, by a direct reply to the specific question. This department doubles as the Educational Services Department,

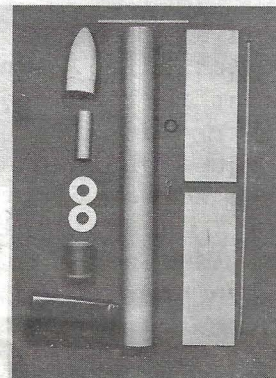
BIG BERTHA

Assemble according to standard procedures. Use only B.8-2 engines.

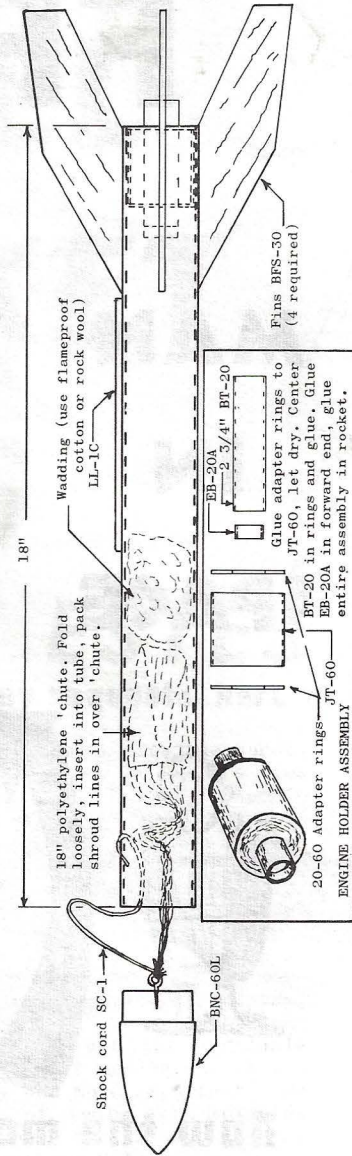


PARTS LIST

- BT-60 Body Tube
- BT-20 Engine Holder
- BNC-60L Nose Cone
- BFS-30 (2) Fin Stock
- PM-2 'Chute Material
- SC-1 Shock Cord
- SLT-1 Shroud Lines
- SE-1 Screw Eye
- LL-1C Launching Lug
- EB-20 Engine Block
- JT-60 Adapter Tube
- TA-1 Adapter Rings



To hold engine in place, wrap tape tightly all the way around the outside of the engine holder tube, overlapping from the tube to the exposed part of the engine.



NEW CONTEST!

The object in this contest, first suggested by Jerry Rogers of Alpharetta, Georgia, is to help the sport and science of model rocketry grow by getting more people to build and fly model rockets. Active participation in this contest can help reduce rocketry accidents by replacing dangerous basement bombing with model rocketry which has demonstrated its basic safety, can help your local model rocket club gain new members, and can help Estes Industries to continue and expand their free services such as the Model Rocket News, rocket plans, educational materials, research and development, etc.

29 Big Winners!

- 1st Prize--\$50 in merchandise credit
- 2nd Prize--\$25 in merchandise credit
- 3rd Prize--\$10 in merchandise credit
- 4th Prize -- \$5 in merchandise credit

Fifth through twenty-fifth place winners inclusive will receive merchandise credit certificates in the amount of \$2.50.

Winners will be notified by mail.

CONTEST RULES **Start Now!**

- 1) Entrants are to list the name, address, city, and state of each person they have persuaded to become model rocketeers during the period of June 1 to August 31, 1963. Persons whose names are listed must have placed a minimum initial order for rocket supplies with Estes Industries of at least \$5.00 during the above period to be accepted by the judges as active model rocketeers.
- 2) Persons on the entry list may have obtained copies of the Estes Industries catalog prior to the opening of the contest, but may not have ordered before the contest opening.
- 3) The decision of the judges is final.
- 4) Contest entries must be postmarked no later than midnight, September 7, 1963.
- 5) Contest entries must be written legibly on 8 1/2" by 11" paper. Entries become the property of Estes Industries, and no entries will be returned.

Don't forget to stop by and see us on your vacation!

CATALOG REQUEST

Do you have a friend or buddy who is interested in model rocketry? If so, fill out this special catalog request form. We will send him (her) a catalog free of charge. Additional requests may be listed on the back of this form.

YOUR NAME

name

address

city, zone, and state

SEND CATALOG TO:

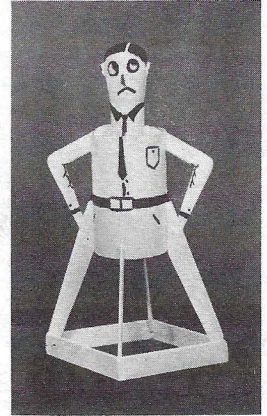
name

address

city, zone, and state

FREE

MAN IN SPACE



A BARREL OF FUN!



**Now the most unusual model
rocket kit available anywhere!
Flies to 800 feet!**

When you send in your order for \$5 or more in rocket supplies, just write on the order form: "My order is over \$5; send me a free Man in Space kit," and we'll rush it to you with your merchandise. Only one free kit may be sent for each \$5 of your order, but if your order is for \$10 or more, you may request both the Man in Space kit and the Astron Scout kit. The Man in Space kit is available only as a free kit; it may not be bought separately. So rush your order in and get yours soon. Offer expires September 30, 1963.

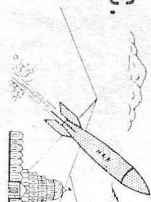
Free with \$5.00 order

This issue of the Model Rocket News is shorter than usual as the staff is attempting to bring its publication onto a regular schedule. The next issue, June/July, will be distributed in June, and will be a full-sized issue. Some of the articles which will appear in the June/July MRN are:

- 1) Writer's Program article by Dean Black on fin design for model rockets.
- 2) Writer's program article by Gordon Mandell on boost-glider design and theory.
- 3) New survey summary and report on rocket safety.
- 4) Design for Odd Ball contest winning rocket.
- 5) Regular features, including Letter Section, Notes from the Boss, Idea Box, Clip 'N' Mail, etc.

Estes Industries, Inc.

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PENROSE, COLORADO



**MODEL
ROCKET
CAPITOL
OF THE
WORLD**

Bulk Rate
U.S. Postage
2 5/8¢ PAID
Penrose, Colo.
Permit No. 1

RETURN REQUESTED
if not delivered