

**Inner-city Scouts live in the space age in city**

**Youthful Rocketers Blast Off from OSACS Pad**

**All Ages Boost Model Rocketry**

**Rocket Derby is theme for Club**

**Model rockets are 'in' among today's youth**

**Rocket building teaches teachers**

**Rocket Club to Form at Forum**

**Rocket launchings are for real, even if they aren't going to moon**

**Model Rocketry Adds to Traditional 4-H Projects**

**Rocket Derby Held By Cubs**

**101 Rocket Firings Keep Jr. Hi Audience Zooming**

**Youngsters Win Rocketry Award**

**Model Rocket Club Sets Demonstration**

**Rocketry in Grade School**

**Rocket Design Earns Award**

**Model Rocket Club Sets Demonstration**

**Class Studies Rockets**

**Rocketry Program**

**Ecorse Cub Scouts Hold Rocket Derby**

**OB Rocket Club Intro Hobby To NC Junior**

**Nation rocket show due here**

**Sussex 4-H Program Space-Minded Participants**

**Union 4-H rockets into a space-age hold**

**Rocketry Club To Hold Show**

**Rocketry Unit Plans Introductory Meet**

**Rockets to fly**

**2 Picatinny Men Spend Weekends On Launch Pad**

**Model Rocket Contest Due On July 20-22**

**Club to Launch Rockets Sunday**

**Rocket Research Group Helping High School**

**Students Stage Rocket Program**

**Rocket launchings scheduled Sunday**

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**Rocketry Meet**

**Model rocket contest to honor Eagle landing**

**Holmes Rocket Club ranked eighth in nation by Assn.**

**Rocketry Club plans 6th public show**

**Rocketers will fly into summer**

**Wayne 4-H Show**

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**Rocket Society Launches Drive For Members**

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# Model Rocketry more active than ever!

Are YOU getting your share?

EVERYTOWN USA - Take a look at some of the headlines on these recently published newspaper articles. Do they tell you anything? They should! (It's probably happening right in your neighborhood;) If it is in fact, happening in your neighborhood, having a varied selection of model rocketry supplies and equipment in stock at all times

(continued on page 2)

## MORE ACTIVITY... (Cont.)

makes good sense, doesn't it? Of course it does, but you don't want to carry two identical lines. We don't think it's smart to carry identical lines either! That's why Centuri continually comes up with new and interesting kits! Sure . . . some of our kits are similar to others, after all . . . a basic rocket is a basic rocket! But what we're really driving at is the "new" Centuri! The "new" look in model rocketry. Who else has a "Bug"? Who else has a "Mach-10"? Who else has a "Sky-Lab"?

Twelve years ago, when this hobby of "model rocketry" started . . . most rockets looked the same. Most model rockets flew the same too. But not today! After a kid gets started in this hobby with a "basic" model rocket . . . his interest invariably turns to rocket powered vehicles with different flight patterns . . . different recovery systems. Rockets that do something besides go straight up and down. THIS is why you should have Centuri in your store! We are the innovators! And we've only scratched the surface!

So ask your distributor for some Centuri rockets on your next order, and "see" the difference!! Remember . . . variety is the spice of life!

## Demonstrations Build Business!



Typical "FREE" handbill prepared by Centuri for Frog Hobby. →



← Frog Hobby Center and Centuri Sponsored this demonstration in N.Y. The response was terrific!

Beyond the shadow of a doubt . . . the best way to build up rocket sales is through LIVE launching demonstrations to the public. This has been proven time and again by Centuri dealers who arranged or sponsored model rocket demonstrations in their store's parking lot or nearby fields or parks. If it is properly promoted, and we'll help you do it, you are SURE TO GET NEW CUSTOMERS!! New customers buy'em . . . fly'em . . . and come back for more! It doesn't take long to build up a good following if you once get them interested, and demonstrations do just that!!

While we would love to have a factory demonstrator at every launching, we simply don't have the man power to go around. However, we do have several experts at our plant who can guide and assist local rocketeering talent and Centuri dealers in organizing crowd pleasing, sales stimulating rocket launching demonstrations.

It's absolutely amazing just how much talent we find in the field . . . experienced rocketeers who are really flattered when someone asks them to help with a launch demonstration. This gives them a chance to show off their rockets, their launching skills, and their knowledge of the sport. This sort of willing rocketeer exists where

ever rockets are being sold. Usually he is a frequent customer, or one of the organizers of a nearby Rocket Club. The talent IS there just waiting to be asked!!

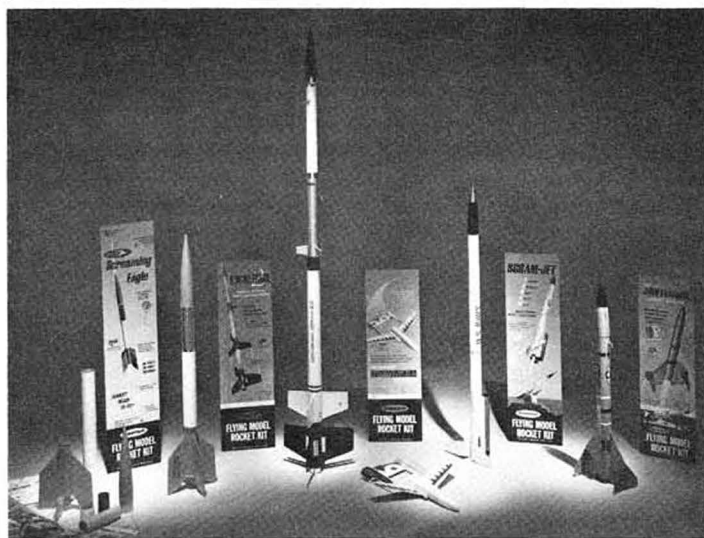
If you'll just drop us a line we'll show you how to handle all of the following:

- 1) How to organize the demonstration.
- 2) How to build (or borrow from Centuri) a multi-pad launching system.
- 3) How to publicize the demonstration and arrange for local press coverage.
- 4) How to obtain publicity posters, handbills, and newspaper ad clips at no cost. (supplied by Centuri)
- 5) How to obtain the demonstration flight models and motors from the Centuri factory at no cost.
- 6) How to keep the crowds interested, excited, and informed as the demonstration progresses.
- 7) How to arrange for prizes and stunts which will direct the excited spectators into the sponsoring dealer to purchase their rockets.

We KNOW that the "show & tell" approach to selling model rockets works!! We've seen it!! In fact . . . we believe so strongly in this approach that we are willing to supply the materials and expert guidance to support your efforts. You'll sell more rockets . . . more engines . . . more everything! Increased sales is right at your fingertips. Call or write Larry Brown here at the factory and we'll get the ball rolling . . . right now!

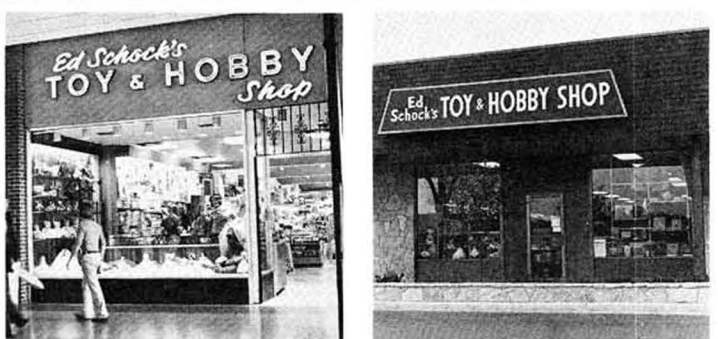
## NEW KITS!

Five NEW rocket kits are now available through your hobby distributor or from the factory direct. They are: (1) "Screaming Eagle", an almost-ready-to-fly 16½" single-stage rocket kit that requires no cutting, no sanding and no painting. A few spots of glue and it's ready to go! Sells for just \$2.00 too! (2) "Excalibur 2", a high altitude two stager, 29½" long for only \$2.50 (3) "Hummingbird", a beginners boost glider at a low \$1.25 (4) "Scram-Jet", 18½" military-styled sport rocket for \$1.75 and (5) "Jayhawk", 12½" semi-scale target drone also at \$1.75.



These five new kits are sure to find popularity with your customers. All have pre-cut parts and colorful decal sheets included.

**Centuri**  
**Kit of the month**  
**Screaming Eagle**  
**\$200**  
 Kit No. KF-3



★ ★ ★ ★ DEALER OF THE MONTH ★ ★ ★ ★



Ed Schock, owner of five shops, shows how he puts Centuri line "up front" for a fast turn over. He carries all custom parts too!

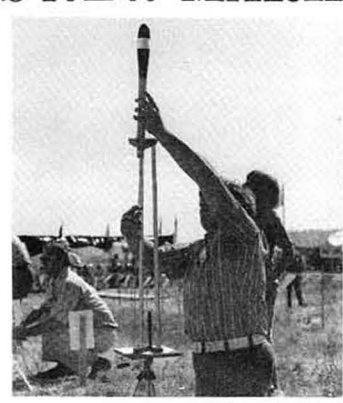
**Ed Schock S-E-L-L-S the CENTURI line!!**

If you were to ask Ed Schock about model rockets, you'd think he owned rocket shops instead of toy and hobby stores. He is really "hot" on rockets and carries the full line of Centuri kits, engines, outfits and custom parts in his five stores in the Indianapolis area. He puts them "out front" in his store displays in a "Model Rocket Department" atmosphere. He uses the Centuri posters effectively too. Their position above the rocket kits makes it easy for beginners to find out how engines work and the likes right from the posters. He keeps his Centuri Parts Selector Display on the counter for fast, easy selection of his full line of custom parts. Put Centuri "out front" in your store! It sells!

Our new SCREAMING EAGLE is the kit you've always wanted to sell beginners. A rocket that will give a perfect flight the FIRST time . . . and one that's easy to assemble. Well, here it is! No cutting, no sanding, no painting! Glue a few pre-cut, color coordinated parts together and it's ready to fly! It's so easy to do, you can put one together yourself for a store display model in just a matter of a few minutes. Sells for only \$2.00 too!! Order Kit No. KF-3 . . . it's on our new order blanks!

**CENTURI DEMONSTRATES AT NATIONAL MEET**  
**ENERJET SETS NEW MARKS**

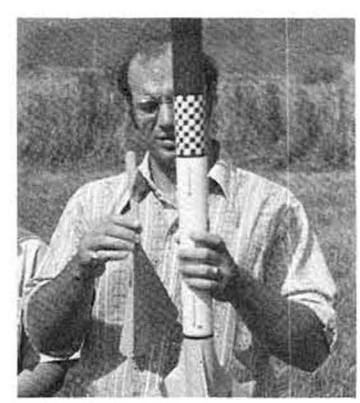
Seattle was the site for the 1972 National Model Rocket Competition in August, and as usual, Centuri was well represented at the meet. World and National Record attempts were made by the Centuri crew using Enerjet kits and engines. Pending verification, the Enerjet rockets established two new Records in the "F" Powered Egg Loft and Condor Boost Glide. On one attempt at the world record for standard 1/4 lb payload lifting, an Enerjet Nike Ram exceeded the record by 1000 feet!



A new Egg Lofting record was set by this standard Enerjet "Egg Crate".



This stock Enerjet Nike Ram exceeded a world payload record by 1000'.



Checking out the record setting Enerjet Pterodactyl prior to launch.

# Centuri DEALER NEWS



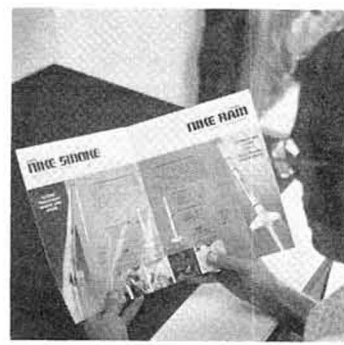
Bob Del Principe makes a final check on his record setting launch of an Enerjet Pterodactyl in the Condor Boost Glide event at NARAM-14.

## ENERJET DEALER PROGRAM NOW IN FULL SWING

Enerjet is catching on with advanced rocketeers. Enerjet is setting new records at National Meets. Enerjet is the highest flying, most powerful model rocket line available anywhere! It's available to you, now . . . in new attractive packaging. Ask for our catalog on a postcard. We'll get one right out to you. Better yet . . . Call Larry Brown here at the plant. (602-263-5810)



Enerjet rocket kits are now being packaged in these new "see-thru" plastic covered tray cartons for easy customer inspection right in the box.



We have a good supply of Enerjet catalogs on hand. They are free for the asking . . . so why not get started with this line today?

## DECEMBER MOON SHOT TO BE LONGEST EVER

Apollo 17, with astronauts Eugene Cernan, Ronald Evans and Dr. Harrison Schmitt aboard, depart for the moon on Dec. 6 at 9:38 p.m. EST. This will be the first time that the launch will take place at night.

Now would be a good time to plant the idea of a simultaneous launch of a Centuri Saturn 5 in the minds of some of your more talented customers. As you probably know . . . this kit is for experienced modelers and requires a considerable amount of time to build. A built-up Saturn 5 in your window with announcement of the simul-launch could sell quite a few kits if you start early enough.



The Centuri Saturn 5 can be converted to Enerjet Power for single engine reliability. Since the simul-launch will be at night . . . you may suggest that a light of some kind be used for tracking.

## CONTEST NEWS

Centuri's Model Rocket Customizing contest is officially over and the entries are pouring in from all over the country. They are really great and the judging is going to be interesting, to say the least. The models will be judged in the same manner that was outlined on the contest rules and the National winners will be announced in the next issue of Dealer News. We will show pictures of the judging, a line up of the finalists and of course, the National Winner!

This contest was Centuri's first effort in promoting a national contest and your cooperation is greatly appreciated. Thanks very much from all of us here at Centuri!!

## WE'D LIKE YOU TO MEET--



Charlie Fox

Affectionately called the "Silver Fox", Charlie Fox has been Plant Manager here at Centuri for the past five years. No, he didn't get the white hair on this job . . . he had it before he came to Centuri, but it seems to somehow be getting whiter! Are you hitting the (tint) bottle, Charlie?

# Centuri DEALER NEWS

Sept. 1972

CENTURI ENGINEERING COMPANY  
Box 1988 - Phoenix, Arizona 85001

**MODEL  
ROCKETS  
MORE ACTIVE  
THAN EVER!**

