## OFF-THE-CUFF

PUBLISHED BY THE EMPLOYEES OF PRUDENTIAL OVERALL SUPPLY
Los Angeles • National City • Riverside • Vista

Volume I, Number II December, 1959





# 'Making Litoles in the Darkness'

A nurse looked out from the sickroom window. Day was dying in the west, dusk was fast turning to dark and the time had come to draw the curtains. She was surprised to find that her small patient had clambered from his bed and was at her side putting a little, restraining hand on the curtain pull. The nurse turned to the little fellow and said: "There is nothing to see out there. Everything is dark." But Robert Louis Stevenson, peering through the glass, replied: "Oh no, I can see a man making holes in the darkness!" He referred of course to the lamplighter making his rounds, and, in his gifted way, even as



REV. WILLIAM S. STODDARD
Angeles Mesa Presbyterian Church
3751 West 54th Street Los Angeles 43, California

a child, left us with a picture of light conquering darkness that is not easy to forget. "I see a man making holes in the darkness!"

Our world is like a vast sickroom. Men are everywhere crippled with fear, paralyzed by pride, blighted by sinlonging to look out from the confining walls of our secular existence but scarcely expecting to find a light out there in all that darkness, scarcely believing that reason could come out of such confusion. But the realization that Christ has come into the world and that He still comes into hearts that are will
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## Los Angeles and Riverside News

#### **SERVICE**

Richard "Dick" Beecher and L. D.
"Dave" Powell have volunteered to report what's what and who's who from the
Service Department for "OFF-THECUFF."



Dick Beecher started his employment with Prudential Overall Supply on May 31, 1955 and is presently a commercial routeman serving Route 45. Dick and his wife, Melba, reside at 5502 Dowling Avenue, Pico-Rivera. They have three children, Karen 11, Butch 8 and Kelly Joe 3, who Dick states is the "tiger" of the gang. The family hobbies are fishing, water skiing and bowling.



Dave Powell, who does a capable job of handling our Service Sales Desk, began his employment with Prudential Overall Supply July 28, 1958. Dave and his wife, Martha, live at 7705 E. Brook-

mill Road, Downey. They have one child, Stephan age 12, who is a top notch Little League baseball pitcher. He had a 5 win - no loss record this past season and pitched two one-hitter games. Here's wishing you the best of luck in your future of baseball, Steve. Keep up the good work.

Hellooo-ooo Dere!

My name is Dick Beecher, better known as "Beech" here at Prudential Square.

In the issues to follow, I hope to keep you informed of "this and that" in and around ole P.O.S. of Los Angeles.

I was told by my boss man, Mr. Christian, that if I showed as much enthusiasm for work as I do for my bowling, that I'd be top dog in no time. So being as it is, we'll have a little bowling session as my first assignment.

Prudential now has seven bowling teams that I know of, and possibly an eighth. We have three L. A. teams, two 850 handicap and one 875 scratch. There is a handicap team in the Valley and one in Riverside. I believe they have two teams in National City and I heard there was one now in Vista.

The Company, through the help of Leonard Nowakowski, has ordered new bowling shirts for the whole shebang and we wish to extend our thanks to all those who had a hand in getting the new shirts.

We're having a tough time winning games in our Scratch League. It seems every team we bowl against delights in bowling their season best at our expense. Actually, we're holding back, giving the others a sense of false security.

There are twelve teams in our Scratch League, and two of them are women teams. Our team is averaging 180 per man, is in last place, but still only eight games behind first place. The women average just about the same as we do, and get awfully rough to beat at times.

Our two Handicap teams are holding their own in a twenty-two team league and from what I hear from the Valley, they're running neck and neck with our scratch team here.

We've got a good rivalry going be-

tween our two scratch and two handicap teams of National City and Los Angeles, but we can't seem to get our third match started for one reason or other. There's to be trophies for the winning teams, understand, so if and when National City is ready, we'd like to put those trophies on display up here, where they belong! Your move, Howard!

We would like to see everyone come out and watch our next match; we'll let you know of the time and place.

Well, that's all I can spare (ow!) right now but I'll be bowling you.

--Beech

We in the Service Department want to extend a warm welcome to the new men who have recently started working for Prudential Overall Supply in the Service Department. They are as follows:

Lou Byrd, Route 6. Lou comes to us as a graduate of U.S.C., and as you may all know, was a tremendous asset to U.S.C. as a football player. Just asked is wife, Norma-she'll tell you so. Low Norma have an eight-month-old boy named Ronald, who is the apple of their eye. He is a veteran, having been in the Navy four years and also a veteran of the theatre, making a couple of movies before joining our Company.

Jim Creswell, Jr., Route 22. Jim originally comes from St. Paul, Minnesota. He started with Prudential Overall Supply on August 4, 1959 and is doing a fine job. Velma, his wife, and Jim have one son, eight years old. Jim has a very interesting hobby of wood-working. We would all like to see some of his work. He also does a little fishing.

Nathan F. Wilson, now in training, started with Prudential Overall Supply on November 6, 1959. Nate, we are sure, will get along just fine with our employees, as one of his favorite hobbies and sports is golf. (Alright, you guys, leave him alone--what if he IS better than you?) I wonder if his wife, Marcia Kay, goes along with this sport. Nate also spends a lot of time with his two children four and eighteen months.

Robert F. Hale, Route 5, resides at 13832 Gardenland, Bellflower, with his wife, Edythe, and their two children age four and eleven. Bob is one of the few real natives of California. He was born in Oakland. When he can get away from work and other such things, he also

enjoys fishing.

Once again, welcome. We know that you will enjoy working for Prudential Overall Supply as much as the rest of us do.

We would like to congratulate the route salesmen in the field on the job they are doing. The service calls are getting fewer and fewer. We know that this is only possible through a combined effort of each and every driver giving proper service and attention to our customers. Keep up the great work. Let's keep the Service Department phone quiet.

The new sales contest is still on. Let's get with it!

-- Dave Powell

#### RIVERSIDE



CLIVE RUKA

Clive Ruka and his staff of routemen (Paul Wallace, Bill Butterfield, Bill Knisely and Harry Doernbrack) are doing their best to make our customers and competition aware of the Riverside Branch.

Bill Butterfield is doing a little farming on the side--has pheasants, goats, and 5 calves. He also bagged a deer on vacation, but we don't know whether he brought it back alive to keep company with the rest of the animals or not.

The Riverside Branch is doing a borner job of selling than bowling, but Company growth comes first.

The boys at Riverside are ably assisted by Sue Brubaker who ties out bundles and makes sure the routes are ready to roll.

#### **OFFICE**



Dorthy Lidie has worked here for 3 years as an accounts receivable clerk. She and her husband, Jack, and three children live in Hollydale. Her hobbies are crocheting and sewing.

Marian Holmes, tab operator, returned from her much needed vacation full of vim, vigor and vitality. She spent most of her time just relaxing. Glad to see you back, Marian.

Kathryn Delabar's car was smashed last week while parked at the curb in front of her favorite beauty parlor. The driver of the other car ran off and as of this date the police have been unable to locate the driver.

Skip Preedge, tab operator, is the proud owner of a new 1960 Oldsmobile "88". Stick shift and candy apple paint job were just two of the things he ordered special. It is really something.

The single girls in the L. A. office would like to know the age and height of the two eligible bachelors in the San Diego plant mentioned in our last issue.

Ralph Snead, tab operator, was also involved in an accident. Needless to say, everyone in the office is driving very carefully these days.

We have increased our office staff quite a bit over the past few weeks. Mary Dean is a new key punch operator. Barbara Henin is new on the accounts receivable staff. Carol Syrstand and Gary Lewis are new exception clerks.

Loretta Goyette, supervisor, celebrates her 11th year with Prudential. Congratulations, Loretta!

Jim Girdner, tab supervisor, went on vacation November 9. Hope you have a nice time--and by the way, Jim, don't let the girls bleach your hair this year.

Dorthy Lidie and her family were rudely awakened at 2:30 in the morning not so long ago to find a car had rammed into her home. No one was seriously injured, but the front yard was certainly a mess.

We are wondering if the office supervision was trying to keep the girls working until the final bell. Wednesday, November 4, the girls who tried to wash their "paddies" a little early were unable to get into the washroom, but the sad part of the whole thing was the plight of the three girls already in the washroom who couldn't get out. The maintenance crew finally gave up at 4:20 and broke down the door.

-- Dorthy Lidie



Ted Gibbs is now in his 5th year at Prudential; he has been a route salesman, supervisor, and now a salesman. Ted was born in Connecticut but has lived in California nearly all his life. He and his family now live in La Puente. His hobby is photography. He likes to develop his own color film, which is a real accomplishment.

The stork with the assistance of a C-46 cargo plane delivered a young fledgling to the Sales Department in the form of 257 lbs.—George Belotti. George comes to us not only from the good stork, but as a graduate of U.S.C. He played football at U.S.C. and later in the American and Canadian leagues of pro-football. One only has to glance at him to readily believe this. We want to welcome you, George, to our Sales Department of Prudential Overall Supply and wish you the

#### L. A. NEWS (Cont.)

very best success in the future with this company. Speaking particularly for the Sales Department, we are glad to have you aboard and we know you are going to have some good times ahead of you working in the San Fernando area.

We are pleased to report that one Harold Foldager came back from his recent vacation in Watertown, South Dakota (it's two miles from land's end and three-quarters of a mile from a sump hole, about one half day from oblivion) completely rested and with a freezer full of South Dakota pheasant. At least so he tells us. However, according to the report that we receive from our detective, he really brought back no pheasant at all, but a side of wild jackass meat and two very tired rabbits. Regardless of what he has in his freezer, he assured us that he and Margaret had a wonderful time renewing many old friendships and just doing a lot of hunting and resting.

With the return of Harold Foldager to our sales staff, this concludes the vacation periods for our department and now that everybody is well rested and relaxed we are looking forward to a fine finish to a successful year with some good headsup selling from the whole department.

By the way, if any of you have friends, relatives, mothers-in-law, creditors or acquaintances who you think might be potential customers for any of our service, we want to assure you that you do not have to do a selling job; just tell us which tree they are hiding behind and we will send our expert staff of hunters out to show these potential Prudential customers what we have to offer and what we can do for them.

Incidentally, the Sales Department would certainly like to take this opportunity to express its thanks to all departments in our Company which helped in making our installation at Clayton Manufacturing Co. a tremendous success. We realize it called for extra effort on the part of many people and you may all take a bow for a job well done.

- Ted Gibbs

### ATTENTION - SHOOTERS!

If anyone is interested in forming a trap shooting club, contact Roy Green or Floyd Potter.

#### **MATERIAL CONTROL**



Jake Oberlin is a graduate of the University of Southern California, 1951. He is married and has 4 children, all under 4 years of age, and lives in Buena Park. Jake is purchasing agent of our company, and formerly was purchasing agent for a manufacturer of industrial gas and oil burners. When asked about hobbies, he blushed and replied that in addition to his family, he likes weekend gardening, sports, and photography.

I would like to introduce Dan Wojcik. Those of us here know him well, as he has been with us since September, 1952. Dan is guardian of inventory and his accurate records are invaluable to purchasing. In shipping and receiving, Dan is assisted by Richard Brown who has just returned from vacation, and Robert Jaime, an up-coming youngster.

A bit about Dan's background: born in West Rutland, Vermont. He is married and now lives in West Covina. Prior to joining Prudential, Dan was stock room and inventory control man for 11 years with General Electric in Bridgeport, Connecticut. Dan enjoys his new Fury Plymouth, week-end gardening, and he's a YANKEE baseball fan.

-- Jake Oberlin

#### **PLANT**

Lula Delffs began work for Prudential on November 6, 1944, and has held the same job as mender for all 15 years. Originally from Carbondale, Illinois, Lula and her family have lived in California for 16 years. She now lives in Bell. Her son works for the telephone company in Downey. She also has a



LULA DELFFS

daughter living in Downey.

Lula likes to sew, doing fancy embroidery work. She makes her own clothes, and formerly sewed for other people. She is also active in Eastern Star and church work. She was union shop steward for 13 years in our plant. She has missed very few days work, and is definitely not looking forward to retirement.

We think the paper is very nice, and we appreciate very much having an for our expressions. We in the plant are no spare time on our hands, as there is always a job to be done. Everyone is working very hard. We are proud of all the improvements which have been made during 1959, a few of which are: new flat work ironer, big washer, some new Coverall-matics, Shirt Formatic, and new pants presses. But the great thing to appreciate is the new ceiling fans.

We feel fortunate in having Jim Donley and Marvin Williams as Plant Managers. They are nice to all of us and always have a smile for us.

Flo Navero, Press Supervisor, is called so much that we know she would like to change her name.

We had a good response to the call for donors to the Blood Bank,

At this time we wish to extend a cordial welcome to all new employees. Vacations are about over for the current year.

It's about time somebody expressed appreciation to Bea Clark for the food and service provided in the pany cafeteria. Some new equipment has been added recently in the cafeteria.

Katie Majirra's husband has been sick but is much improved. Jesse Diaz has been off from work on account of illness.

Maggie Levias spent her vacation in San
Francisco at the Grand Session of the
ern Star. She reports a nice time.

Jovita Vaughn has returned to work after being absent for a few days for an operation on her foot. Lillian has returned to work after illness.

Joe and Margaret are proud parents of a baby girl. This is their fifth child. Congratulations are in order. Margaret formerly worked for Prudential.

Iva Bebber is all smiles, as she's looking forward to being a grandmother again.

Agnes Penn, formerly an employee, returned for a visit recently. We miss Ruth Bray very much, and hope she returns to our department soon.

-- Lula Delffs



Bethel McMillian has worked here 7 years. She is currently head of the Folding Department. She has 2 children—one lives in Norwalk and the other in Illinois. Her hobbies are needle work, and making lovely artificial flowers from wood fibre and other materials.

Lois Crutchfield, lead lady over the Ironer, left work on October 15 after 6½ years employment with Prudential. We were all sorry to see her go; she will be missed by both employees and management. We who worked with her found her to be kind and considerate of others. We truly miss you, Lois, and hope you change your mind and come back for another 6 years or more.

Tupe Arriga spent the last weekend actober in Tijuana, Mexico. Lupe formerly was a folder in the Towel Department but has now been transferred to the Ironer.

Maria Lopaz, worker in the Marking

#### **BIRTHDAY PARTY FOR FLOYE MATLOCK**



The Distributing Department gave their Supervisor, Floye Matlock, a surprise birthday party. She got many nice gifts, even unmentionables. Caroline brought homemade enchilades which were very hot but good, nevertheless (sorry, boys, she's taken). Vickie made the cakes—they were delicious. You boys who are looking for a good cook: Vickie's available, and nice looking, too! Marvin Williams and Jim Donley joined the party just in time to eat.

Front row(lest to right): Floye Matlock, Elizabeth Hernandez, Loretta Weaver, Alice De La Riva, Elvira Vega. Back row: Larry Miller, Caroline De La Riva, Delia Marraccini, Sally Gastelum, Victoriano Perez.

Room, spent her two weeks vacation in Mexico City the first part of this month.

Minnie Jiminez, worker in the Marking Room, recently returned to work after a vacation in Albuquerque, New Mexico, with her mother.

A bouncing baby boy was born to Mr. and Mrs. Robert Castaneda on November 12, weighing in at 7 lbs. 7 oz. His name? Robert Jr., of course. The Castanedas have two little girls, and this is their first boy. Hold on to that hat, Bob! Bob is order clerk in the Shop Towel Department.

-- Bethel McMillian

Loretta Weaver is in her third year at Prudential. Originally from Oklahoma, she and her family now live in Whittier. Her husband, Ned, works in the warehouse for North American Aviation. They have one boy, 7. Loretta's hobby is housework.

Twenty pints of blood were donated to the Prudential Blood Bank on September 22 by the employees of our plant. Of the 20 pints, 4 were given by our department.

Alice had her long tresses cut and



LORETTA WEAVER

this is very becoming to her. Sally is going to get married but won't tell us who the lucky guy is, or when the event is to take place. Elizabeth gave her darling daughter a birthday party recently. Susan is one year old. Vera is really making good use of our bonus plan-makes a good bonus every week. She owns a 1960 Buick, that's why. She's single, too.

Delia is going to night school, taking up typing and bookkeeping since she wants to be a secretary. We know she will be a good one. Is anyone looking

#### L. A. NEWS (Cont.)

for a good secretary, single, that is?

Victor is our bundle tier. Doing a very good job, too. Leo does all our odd jobs for us. Don't know whether he's married or not, girls.

Floye Matlock (our supervisor) is married, has 2 sons in school and a married daughter. Also has two grandsons, and may be a grandmother again before long. Hope it's a darling little girl. Floye's not 40 yet, either. Oh, yes, Ruth just joined our department this month. Ruth is Katie's beautiful daughter. Katie works on one of our presses.

To the single routemen of National City: We have several available girls in Distributing. We believe they would fill the bill for you and would crate them and ship them to you, but shipping charges are pretty high these days. So come up and visit us sometime.

--Loretta Weaver



Ed Echevarria is writing a column in Spanish for our Latin employees. Ed claims Chalchihuites, Zacatecas, Mexico, as his home town, but has been in the United States a number of years. He has been with Prudential for 5 years. One of his hobbies is reading in either Spanish or English and for a number of years was a reporter for a Mexican newspaper published in the United States. He also does leather work and wood crafting. He has three children and nine grandchildren. He was a policeman in Mexico for 20 years. You should see this guy's signature-it's really a work of art!

"OFF THE CUFF."

Con la publicación de "nuestro" peri-

ódico "OFF THE CUFF," al que hemos sido invitados a colaborar, los que hablamos el Espanol y no estamos familiarisados con el idioma Ingles, nos preguntamos: Que quiere decir ése nombre?

La traducción literal sería: OFF fuera o sin, THE el y CUFF puño, o sea la parte de la camisa, del saco o de otras prendas de vestir, por donde sale la mano; (además de que esta palabra tiene otras acepciones) resumiendo, OFF THE CUFF seria SIN PUÑO o SIN PUÑOS.

Pero, bien sabido es que para interpretar un nombre, una sentencia o una frase, de cualquier idioma, no hay que apegarnos a las rigidas reglas de la gramatica, ni a las dispociciones casi dictatoriales de las Academias, muchas definiciones no se encuentran en los voluminosos diccionarios por que el publico las interpreta a su manera y es cuando se transforman en modismos, o sea la forma particular de expreción. Es asi como podemos escuchar en Mexico: "Fulano esta echando agua", esto no quiere decir que el tal fulano este arrojando agua, sino simple y llanamente quiere decir que algun sujeto esta vigilano, cuidando o mas bien acechando; en Cuba podemos oir: Te estan comiendo el mandado, esto equivale a: Se están burlando de ti.

Tomando todo esto en cuenta, escudriñando aqui e indagando alla, e llegado a la conclución de que: el nombre de nuestra publicación es presisamente UN MO-DISMO, que quiere decir: EXPRESARSE CON FRANQUEZA o como decimos tambien en Español: hablar sin cortapisas.

Esta expreción: OFF THE CUFF, parese que tiene su origen en tiempos no muy remotos, cuando los hombres elegantes todavia usaban bonbin, cuello "parado" y naturalmente los puños de la camisa perfectamente almidonados; en esa época los jovenes estudiantes preparaban su examen escribiendo presisamente en THE CUFF, de la camisa, las respuestas que tenian que dar a las preguntas del maestro o los - sinodales a quienes de echo engañaban.

Esta practica es sin duda, mas o menos lo que en fechas mas recientes han hecho los "ilustres genios de la televición." En resumen, con los puños puestos se expresa lo que ya esta preparado, sin los punos, "OFF THE CUFF", lo que la mente va pensando es lo que se va expresando.

Y ya que nos acordamos de los tales "genios," aqui tienen ustedes un refran moderno:

> Si son genios de Televición, no des por ellos ni un tostón.

Y pasando a los asuntos de FAMILIA, les partisipo, por si algunos no lo saben que en el hogar de nuestros ex-companeros Benjamin Galván y Jenne O.de Galvan, quienes por mucho tiempo lavoraron en esta "casa", hace dias "aterrizó" la sigueña, con un bultito no muy liviano.....9 libras, fue BABY BOY.

Tambien el hogar del compañero Roberto Castañeda y su esposa Virginia, fue vicitado por la cigueña, con otro Baby Boy.

Regresaron de sus vacaciones Julian Venegas, se fue a Jeréz, Zacatecas, Maria López fue a la Ciudad de México y Calixto Vázquez estrenando poderoso Chevrolet.

En el mes de Diciembre partiran su pastel de cumple años, apagando sus correspondientes velitas las compañeras Conne Garcia el dia 8, Lupe Arriaga y Lupe Olmos el dia 12, Maria Martinez el dia 21 y Teresa Arriaga el dia 22 todas ellas felicitaciones.

Y para todos los compañeros en general, FELIZ NAVIDAD.

Escribió EDUARDO ECHEVARRIA

Prudent View

By the very nature of our business in making weekly deliveries and pick-ups to and from a customer, we constantly have our hand in the customer's inventory. In this relationship with the customer the entire integrity of our company is constantly at stake. We must do everything within our power to see that this relationship is handled in a precise, accurrand above all-an honest basis. If leave room for any question in the customer's mind as to the accuracy of our count in handling customer inventory, we are headed for trouble.

#### "MAKING HOLES IN THE DARKNESS"

Continued from Page 1

Christmas means that the light of God came forth to illumine the darkness of men's minds and the love of God came forth to conquer the hatreds of men's hearts. God "made a hole in the darkness" when Jesus was born. This is the meaning of Christmas.

Christmas is the time when the harsh, stupid mechanism of the world runs down and men are ruled for awhile by the good sense of good will. Now, at this season of the year, we see deeply and clearly that love for God and man is the key which unlocks the treasury of heavenly blessing. In view of all this, we might well pause to ask ourselves the question: "Am I making holes in the darkness? Working in my accustomed place, doing my regular job, living my normal life, am I allowing the love of God to flow through me and the truth of God to shine through me? Where there is discord, am I sowing peace? Where there is sorrow, am I bringing honest sympathy?

re someone is wrongfully accused or sandered, have I the courage to speak the word of kindness and truth? When I am surrounded by the darkness of fear and doubt, am I bearing in my hand and heart a lighted candle of courage and a glowing lamp of faith?"

Let us resolve this Christmas, in full recognition and gratitude for the Light God sent to shine in the darkness of this world when Christ was born, that we will do our humble, honest best to — make holes in the darkness.

At this Christmastime we asked Rev. William S. Stoddard to give us an article for our publication. In his usual devoted way, Rev. Stoddard has given us that little extra food for thought. In his article he refers to Robert Louis Stevenson. Many years ago we at Prudential adopted as a guiding principle the following quotations from Robert Louis Stevenson's Christmas Sermon:

"To be honest, to be kind, to earn a le more and to spend a little less, to se upon the whole, a family happier for His presence, to renounce, when that shall be necessary, and not be embittered, to keep a few friends but these without capitulation, above all, on the

#### RETIRED EMPLOYEE VISITS PLANT



Mr. John D. Clark, President of our Company, was honored recently by a visit from Mrs. Laura Nichols Lane. Laura recently retired after working at Prudential for 22 years. She surely looks and acts as if retirement has been good for her — but maybe a newly acquired husband has helped also!

same grim condition, to keep friends with himself - here is a task for all that a man has of fortitude and delicacy."

We at Prudential re-dedicate ourselves to this principle. I take this opportunity to wish each of you a Happy and Most Joyous Holiday Season.

- John D. Clark, President



## SOCIAL SECURITY TAX INCREASE

The maximum Social Security Tax rates will be increased to 3% instead of the present 2-1/2%, beginning January 1, 1960, for both employees and employers.

This means the tax for each employee, whose earnings are \$4,800 or more, will be \$144 in 1960 as compared with \$94.50 in 1958 and \$120 in 1959.

The increased Social Security Taxes are to pay the cost of the higher Social Security benefits enacted in 1958.

Your company must match your contributions dollar for dollar throughout the year; and our Social Security Tax liability, insofar as your wages are concerned, will be increased as much as yours. Accordingly, on January 1 your company

will be taxed 3% on your wages. This, with your 3% deduction, makes a total of 6% of your wages credited against your Social Security account.

--Harold E. Prudhon (Our corporate attorney and member of the Board of Directors)

WASH HOUSE

Good clear marks and correct listing

Good clear marks and correct listing of garments picked up will insure proper distribution and prompt delivery.

#### **HUMOR??**

Little Johnny approached his father in the evening with his homework. "Say, Pop," he inquired, "will you help me with my 'rithmetic problems?" "What are they about, son?" "Teacher says we gotta find the least common denominator," Johnny replied. "Good heavens!" cried Pop in disgust. "Ain't they found that yet? They wuz a-lookin' fer it when I was a boy."

MERRY CHRISTMAS TO ALL!

## National City and Vista News

Shirley Bain along with Jack Tackett and Howard Andrewson have been visiting the Los Angeles plant this past month. They were glad to get back to National City so they could breathe. Joe Rodriguez visited L. A. on Tuesday, November 3. It was his first visit to the Los Angeles plant, so we were wondering what would happen to him. Guess he made it ok, as he showed up for work here the following morning. Said he didn't really appreciate National City until he was in Los Angeles for a day.

We are happy to welcome Onita Fernandez and Audrey Cooley as new clerks in the office.

Joe McCaffery was wondering if there have been any offers after the write-up in the first issue of our paper. We have one more eligible bachelor down here now-Kelvin Reid.

Lydia enjoyed her vacation very much. Just wasn't long enough. We are glad to have her back.

Al Neumayer returned to work after being in the hospital. We are tickled pink to have him back again.

Farris wants to tell you the truth about Howard. He doesn't really have as much hair as his picture shows.

We had a bowling match scheduled for Saturday, November 7, but L. A. chickened out, and the match has been postponed indefinitely. Our bowling teams are sporting new shirts--an impressivelooking black and white.

We have a new route salesman in the Vista area -- Dale Forney on Route 6. Route 14 at Vista has been showing an exceptional increase in volume for the past seven weeks. In fact, all three Vista routes are showing steady increases under the competent supervision of Lloyd Sikes, District Manager.

National City management is sponsoring several sales contests, and extend congratulations to the following routemen who are leading in these contests: John Stockli, Jack Bohlen and Ray Strubahr. All three men were initially employed in 1959.

Howard Andrewson was host at a luncheon on Monday, November 9, given for the following: Lydia Sweet, Farris Erwin, Shirley Teague, Onita Fernandez, Shirley Bain, and our office manager, Joe Rodriguez.

Josie Villalobos, who has been away from work for quite a while is now back with us again and working very hard. Virginia Parrolles has been absent for at least a week, as her mother is in the hospital. We hope she will soon be well so that Virginia can return to work.

Another of our boys is getting married: Juan Jose Reyna, on November 21. It is also rumored that Ofelia Ibarra will be married in January.

Our old Juan is very happy because his wife is doing fine after having a baby boy. He wanted a girl but is happy with the boy, nevertheless.

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#### **ROUTEMAN OF THE MONTH**



**BOB ROPER** 

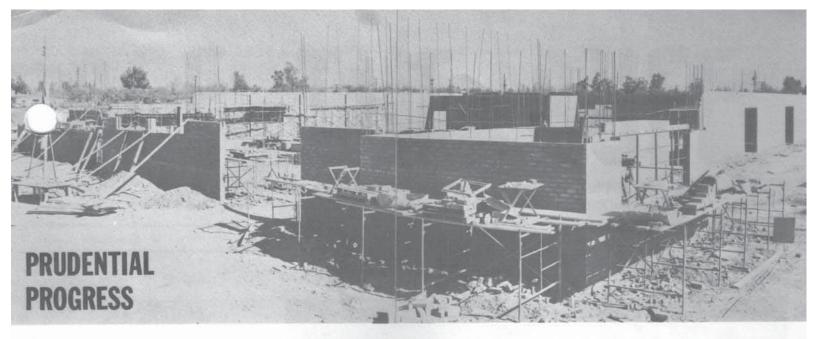
The remark most often heard around National City these days is, "Look how clean Bob keeps his truck!" Of course they're speaking of Bob Roper, driver on Route 15. But cleanliness isn't his only virtue, as Howard Andrewson and Archie Bahrke both report he's doing a good job of keeping our customers happy.

Bob is a comparatively "new" employee at Prudential, having begun in February, 1959. He formerly drove a frozen foods truck for Klauber-Wangenheim Wholesale Grocers for four years. Prior to that he peddled coffee for Caswell Coffee Co. Both these companies have pulled out of Southern California, but we're sure Bob had nothing to do with

their decision to move--if he did, let's hope the chain is broken and the same thing doesn't happen to Prudential!

He and his wife, Louella, and their two children live at 2351 Shamrock in East San Diego. They enjoy model railroading, square dancing, traveling in the back country, and gardening. Of these hobbies, model railroading would predominate, as he's working on quite an HO-gauge project right now in his homemade basement. The railroad's buildimountains and landscapes are his handiwork.

Once again--our hats are off to Bob Roper--we hope you've found a home with our Company!



At long last, we have finally completed our architectural plans for the construction of our new plant in the San Fernando Valley. Property was acquired for this facility last year and construction is now underway at 8144 Haskell Avenue (immediately east of the Budweiser Brewery) in Van Nuys.

The building is to be of brick construction, containing 32,000 square feet under roof, with adequate adjoining paved

ng area. The construction contract awarded to the Encino Construction Company of Canoga Park. The architectural firm of Heitschmidt and Thompson drew the plans and is providing engineering and construction supervision on this building.

Although we are presently attempting to serve San Fernando Valley from our Garfield and Bandini plant, we certainly feel that a plant in the Valley will enhance our growth potential in this area. We expect eventually to operate 25 trucks from this new plant, and assure you that it will be a source of pride to all Prudential employees.

The back of our property adjoins the property already acquired by the State for the construction of the new San Diego Freeway. When completed this freeway should make Santa Monica and the adjoining beach areas not more than ten or fifteen minutes' driving time from our Valley plant. Construction of this plant project is scheduled for completion ap-

proximately April 1 of next year.

Realizing that the co-operation of all employees' efforts in the past have made the construction of this new facility possible, management wishes to take this opportunity to thank each and every one of you for your continued company spirit and co-operation.

In view of the fact that our State freeway system is scheduled to eventually take our present property in National City, we have acquired a two-acre site on F Street adjoining the Cabrillo Freeway in Chula Vista for the eventual construction of a new production facility to serve San Diego County.

John D. Clark, President

#### NATIONAL CITY NEWS

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Albert Luente is also treading high these days after his wife presented him with a baby boy. The rest of their family



"BARKIE"

is girls. Seems as though the stork has been busy in the extreme southern part of the state.

Who can solve this riddle: Dolores Bradley says she doesn't know what's the matter with her--she's growing shorter every day, but her feet are getting bigger.

The Bahrkes report that they have a swimming pool at last, instead of a big hole in their back yard. Seems the contractors took their time in completing the pool, but Bahrke says they did a good job after all. Small wonder, since he held a club over their heads all summer. Now that the news about the pool is out, Bahrke may have to start charging admission!

--Reported by Farris Erwin, Archie Bahrke, Howard Andrewson, and Eleanor Castro.



#### ATTEND CONVENTION

John D. Clark, President, and Leonard Nowakowski, General Manager of the Los Angeles plant, attended the Institute of Industrial Launderers Convention in Miami, November 16 through 20, traveling to and from Florida by jet airliner.

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#### **NEWS DEADLINE**

Our newspaper will "hit the streets", so to speak, approximately the first of each month. Please have your news ready by the 15th of the month. You may mail it to Dale Bain, Suite 206, 4041 Marlton Avenue, Los Angeles 8, Calif.

Your co-operation has been splendid thus far, and to insure the continued success of "Off-the-Cuff" we urge you to get your news in at least by the 15th, earlier if possible.