

OFF-THE-CUFF

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LOS ANGELES ◦ NATIONAL CITY ◦ RIVERSIDE ◦ VISTA

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Our Relationship with Standard Stations

Recently our office enjoyed a visit from Mr. R. A. Schmidt, Vice-President of Standard Stations, Inc. Mr. Schmidt works from the head office of Standard Stations in San Francisco and soon will pass his 40th anniversary in the service of Standard.

During this visit with Mr. Schmidt, many subjects were discussed, but in the main the topic of most interest to all of us as Prudential employees centered around our relationship with Standard Stations employees on all personnel levels.

Each year we attend a meeting in San Francisco together with officials of Standard Stations, The H. D. Lee Company, and all other industrial suppliers serving Standard Stations along the West Coast. At this meeting, lasting one full day, we discuss conditions pertinent to the garment manufacture, the industrial supplier, and Standard Stations—considering all three as a unit working toward the same end, the best possible uniform at the lowest cost. This uniform is a special one made for the exclusive use of Standard Stations. Many changes have been made over a period of time allowing costs to be kept down with the same wearer comfort and fit.

In addition, such subjects as regularity of delivery, inventory control, lost and damaged units, etc., are discussed and many beneficial ideas have been forthcoming from these meetings. In general everyone goes home with a better understanding of the over-all service problems and responsibility in handling this account.

We are about to complete 4 years of continuous service under our contract with Stand-



John McDonald, who has been a Prudential employee for 16 years, is our supervisor directly in charge of Standard Stations deliveries in the Los Angeles and Pasadena Divisions. This represents the great bulk of our deliveries made to Standard Stations employees. John has done an excellent job in this responsibility and has maintained excellent relationships in behalf of our company on all personnel levels with Standard Stations employees.

ard Stations. This is our largest customer. We are extremely proud to be given the privilege of servicing this account, and equally proud of our comparatively trouble-free record during this 4-year period. From the viewpoint of paying the bill, Standard Stations is our largest single account; but from the viewpoint of our

responsibility, it immediately becomes over 2,000 individual customers, each having his personal likes and dislikes to be considered. This is the area in which all of us as Prudential employees become involved.

In the control of inventory, cleaning, pressing, mending and distribution, all production employees are involved and are responsible as to quality control and proper uniform fit. Our office and material control personnel are of utmost importance in cost control through the medium of proper pricing, vacation and sick credits, loss and damage charges, and inventory control. Our driver-salesmen and route supervisors are our mouthpiece. Their attitude, conduct, and personal relationship with the Standard Station employee wearing our uniform either puts us in or keeps us out of the dog house.

In the final analysis he is the customer and the one most important to please. If the home office never gets a complaint from the field it is only reasonable for them to assume we are doing our job right.

Every Prudential employee is involved in keeping the station attendant, supervisor, area manager, and division manager satisfied, as well as the officials in the Standard Stations home office. The security of our jobs depends on how well we accomplish this end. It is our opinion that we can enjoy this business for many years to come if we are all aware of and fulfill our obligations to this most valued customer.

—from the office of the President

KEX EXPERIMENTAL WASHROOM

Callaway Mills, with the co-operation of the Kex National Association, has installed in LaGrange, Georgia, a complete experimental washroom for the exclusive use of Kex Licensees. The following is a quotation from a letter received from Callaway Mills on this subject:

"It is imperative that the greatest care be taken in the maintenance of the Kex Quality Standards. Their value and importance depends on this care. This can only be accomplished by a Specialist with experience and know-how. The Kex Washroom Committee together with the facilities of the Callaway Research and Development Division have the experience and know-how and are most anxious to help in working on any problem you encounter in your washroom. This service is as close as the telephone, the mail box or your Callaway representative. May we be of service?"

L.A. Triumphs AT INTER-PLANT BOWLING MATCH

The long-awaited bowling match between the Los Angeles and National City plants was held on Saturday, January 16, at Wonderbowl, Downey.

Revenge was sweet but terribly hard fought for both Los Angeles teams as L.A. wrestled trophies from our National City counterparts. The boys on our own handicap team actually outshot the rival team plus beating out both scratch team totals.

High man for all four teams was none other than little mighty-mite himself, Jim Donley, with a fine series of 561, with games of 205-176-180. Nice going, Jimmy! Next in line were Ed Chevalier, Nat'l. City scratch -- 555 (219-156-180); Don Sorenson, Nat'l. City scratch--517; and Art Wilson, Nat'l. City handicap, with a 503. All the rest of us (myself included) were under the 500 mark.

The two handicap teams had quite a battle all the way, what with National City winning two out of three games only to lose the match on total pins 2807 to 2754.

I think that Bob Baxter, Joe Farrell, Jim Donley, Capt. Ralph Bellman, and drag-anchor man Frank

PHOTOS:

1. Winning team in scratch competition. Left to right, standing: Dick Sullivan, Wayne Christian (holding booby prize awarded to National City), Ed Bielman; squatting: Clive Ruka and Dick Beecher.
2. Winning handicap team: Jim Donley, Joe Farrell, Bob Baxter, Ralph Bellman and Frank Clark.
3. Some brought their wives along for moral support: Mrs. Sullivan, Mrs. Christian, Mrs. Andrewson and Mrs. Nowokowski.
4. The four team captains exchanging the match trophies. George Sothras, left, of National City hands scratch team trophy to Wayne Christian of L.A.; and Bud Young of National City, right, surrenders handicap trophy to Ralph Bellman of L.A. It took Bud a long time to calm down after that wild ride with Chauffeur Bahrke.
5. Waiting their turn up to bat.
6. All right, you guys—let's get some wood!

Clark deserve a well-earned hand! The handicap team from the south consisting of Art Wilson, Bud Young, Lloyd Rash, Kel Reid and Joe McCaffrey, although going down to defeat didn't do so without one heck of a match.

Spectators watching the teams bowling would have thought that the scratch teams were really the handicap teams and vice versa, the way we blew easy spares and the low scores bowled.

Our L.A. team consisting of Wayne Christian (Capt.), Ed Bielman, Clive Ruka, Dick Sullivan, and yours truly Dick Beecher, won two out of three games and took total score by the narrow margin of 24 sticks.

Hot-shot Beecher was throwing a ball that looked like it was full of water! It must have been 'cause I was low man on the team--479. Dick Sullivan had the best excuse, even tho he was high man on our team with 499. He hadn't had a ball in his hand since an auto accident back in December. Ed Bielman and Clive Ruka were sandwiched in between just like hamburgers. For Wayne Christian, all I can say is, I know his ball wasn't loaded!

Jack Tackett and Howard Andrewson talked a real good game but when the chips were down, pressure got them. George Sothras had his trou all day long (I know how he felt), and if Don Sorenson could have thrown out his first game, the score might have been the other way around.

Leonard Nowakowski, Darrel Hogan, John McDonald and many others from both cities gave us all the encouragement we needed.

It was a "team" win for both L.A. squads, and the losers won, too, in the good sportsmanship displayed.
--Dick Beecher

We are getting off to a fine start in 1960 in spite of the flu epidemic in January. Four new men have come into the Service Department recently: Bill Paine, Eddy Landis, Marty Johnson, and Eddy Dishman.

Bill Paine was born and raised in Iowa. He attended Hampton High School and went to Iowa State College. Saw service in the Navy during World War II. He has a daughter, Darlene. Bill loves to play golf, bowl, and dance. Cuff links are his small hobby.

Marty Johnson was born and raised in Alabama. He has a lovely wife, Dottie, and a daughter, Cleo. His hobbies are photography and boxing. While in high school, he won a boxing scholarship to college. He was in the Marines.

In our next issue we will have some interesting information on Eddy Dishman and Eddy Sanders.

We leave you with this thought for the month: The only person you should try to get even with is the person who has helped you.

--Dave Powell
Sales & Service Dept.

Two of Prudential's former employees have rejoined us. Marquite Horton is a new exception clerk and will be working for awhile with Carol Syrtad, who has a date with the stock next summer. We also welcome back Billie Sims, secretary in the sales, service and administrative departments.

It never rains but what it pours. Last month I reported that Norma Corlis' little boy had surgery. This month Norma herself is under doctor's care. She will be out for four or five weeks.

The office staff was quite pleased to have a visit from Rautelem Paul Wallace who has moved to the Riverside branch. It was good to see him--we miss the ole boy around the main office.

It would seem the office has survived the Holiday season in good shape. Everyone enjoyed the three-day holiday to the utmost; but best of all, there were no auto accidents.

Sue Manning is sporting a little extra weight on her left hand these days. She finally got her boy friend to pop the question. After working so hard to get him, of course she said "Yes". Congratulations, Sue.

Jean Kershaw got a lovely gift from her boy friend who is now in service with the Army in Europe. He sent her a tape recorder, which in itself was fine, but the instructions are printed in German.

Skip Preeedge is threatening to get married. That the insurance rate on his car will be lowered. I have news for you, Skip. The insurance rate may come down, but everything else goes up. Just stay your ole sweet self.

--Dorothy Lidia, Office



NATIONAL CITY 1959 SALES CONTEST WINNERS



JOHN STOCKLI



JOE WHITLEY



TOM HICKEY



RAY STRUBAHR



LLOYD RASH

Pictured above are the happy winners in National City's 1959 Sales Contest. This was one of the most exciting contests in the National City plant's history. John Stockli won the first prize of \$1,000, although it was nip and tuck between him and Joe Whitley all during the month of December. Joe actually put on more business, but lost first place on bonus points. All these boys have done an excellent job of putting on business, and Prudential Overall Supply is really proud of them.

OTHER NATIONAL CITY NEWS



The above picture shows a group of the Jential Bantams gathered around the Christmas tree sporting their new bowling shirts furnished by Prudential. This year our San Diego plant has substituted the sponsorship of a junior group in place of some of the adult teams previously sponsored. San Diego County now has 40 juniors between the ages of 8 and 12 carrying the Prudential banner and we expect great things to come from this group. At least we are sure that the lanes at Cabrillo Bowl will ring with excitement when our teams compete. Children continuously engaged in any type of competitive sport under competent adult guidance should develop into better citizens than those running the streets with nothing to do.

Isn't it funny—when the other fellow takes a long time to do something, he's slow; but when I take a long time to do something, I'm thorough. When the other fellow doesn't do it, he's too lazy; but when I don't do it, I'm too busy. When the other fellow does something without being told, he's overstepping his bounds; but when I go ahead and do something without being told, that's initiative! When the other fellow states his side of a question strongly, he's bullheaded; but when I state a side of a question strongly, I'm being firm. When the other fellow overlooks a few rules of etiquette, he's rude; but when I skip a few, I'm original. When the other fellow does something that pleases his boss, he's polishing the apple; but when I do something that pleases the boss, that's cooperation. When the other fellow gets ahead, he's sure had the lucky breaks; but when I manage to get ahead—man! hard work did that! Funny, isn't it—or is it?

—Howard Anderson

PROUD PAPA

Joe Rodriguez, office manager, claims another income tax exemption as of Saturday, January 23. A son, Joseph Scott, was born to Joe and Mrs. Rodriguez and weighed 6 lbs. Mother, son and father are all doing fine.

Audrey Cooley has taken the position of accounts receivable clerk in our office. Audrey and Shirley Bain took Friday off for a Dependents' Cruise. In other words, a day out to sea with their husbands.

We wish to welcome a new route-salesman into the fold—Bob Mathvin. He is married, girls—so hands off!

Results of the inter-plant bowling match were disappointing to us. Score was very close all the way, but Chris finally lucked out. The next match is scheduled for March 12. If L.A. has any ideas of sending another saboteur down for the next scheduled meet, they might as well forget it—we are wise to the way Frank Clark operates now!

—Farris Erwin

Angelina Marques made an emergency trip to Mazatlan, Mexico, to visit her husband's brother who was ill. Angelina is now back with us again. Camarina Ranjel is very happy these days; she's been driving her boy friend's truck to work. Dolores Bradley will soon be leaving on her vacation to Mexico City.

Catherine Fyffe and Nancy Chappell have something new added to their towel department. Smitty and Chuck caged them in with poultry wire. Somebody took down the sign on the window, "Don't feed the animals."

Esperanza Rosas, one of our pressers, has been bringing in some very delicious tamales every week which her sister makes. I hear that Jesus Garibay is planning on a trip to Urapan, Michuacan. Hope he has a nice trip.

—Eleanor Castro

SIGNS OF THE TIME:



The above card, and equivalent size envelope, were received from our good friend Lee Lorton of the Mechanics Laundry & Supply, Inc., Indianapolis, Indiana.

RIVERSIDE NEWS

We all agree, including our customers, that the good name Don Clark made for himself while Football Coach at U.S.C. can't help but make our company (now the best in the industry) even better. Shortly after the public announcement was made, our bowling team took three games from the top team. The manager of the lanes asked me if Don had had us doing push-ups that morning to get us in shape. So with the promise of the biggest boom in history ahead, and with Don to keep us in shape, how can we miss?

We were all happy to hear that Dick Sullivan, supervisor in Los Angeles, is back on the job after his automobile accident.

Speaking of accidents, Paul Wallace was involved in a three-car collision on his way to work January 7. The cause was a lady driver --Paul said she was a cute little thing. (This is for your benefit, Zadio).

Don't know what we would do without Darrel Hogan. You see, Darrel is our contact man in Los Angeles. I bowl him out for everything that goes wrong, yet he insists he is always glad to see me. Thanks, Darrel.

Poor Harry Doernbrack, Route 34, was caught at the top of Cajon Pass in a snowstorm without chains. The summit station didn't have chains to fit his truck, and this meant he had to drive back 15 miles to Victorville. This wasn't Harry's regular day in that area; he braved the storm to sign up a new account.

—Clive E. Ruka
Branch Manager

DID YOU KNOW....

In the construction and equipping of our San Fernando plant, your company is investing approximately \$15,000 for every employee we eventually expect to employ in that facility?

NEWS HOUNDS:

Please have your news for the March issue ready by February 15. Considerable work is involved in putting this paper together after you submit your news. You may mail your news copy to Prudential Overall Supply, Room 206, 4041 Marilton Avenue, Los Angeles 8.

We appreciate the cooperation you have given us 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. Thank you!

Prudential Customer Manufactures Small Car

Ready to ride the wave of user demand for small, low cost cars, Crofton Marine Engine Company, San Diego, has started production of a small utility car of functional design called the Crofton "BUG".

This new vehicle has the general appearance of a half-size, war-time jeep but weighs only about 1100 pounds. It sells for \$1350 at the factory in San Diego.

The "BUG's" wheelbase is 63 inches; overall length, 105 inches; tread, 40 inches; width, 48 inches. A 35-horsepower overhead cam, liquid-cooled, 4-cylinder gasoline Crofton engine powers the vehicle in a conventional manner. This small vehicle easily fits in the back of a pickup truck.

San Diego companies, owned by W. B. Crofton, have engaged in manufacturing and distributing heavy machinery and engine parts for the last 26 years. In addition, Crofton long has been the San Diego outlet for two major General Motors Corporation products—the full line of GMC trucks and the line of Detroit Diesel engines built for automotive, marine, and industrial applications.

"Experience and skills acquired through the years by employees in our truck and engine business have been readily adapted to manufacturing the 'BUG'", Crofton said. "Currently, 31 of our 105 employees are involved in our new vehicle operation. If any more are needed, we can transfer them with no need for training—an important consideration in this tight labor market."

Mr. Crofton said that market reactions to the "BUG" indicate more than adequate sales volume will develop to sustain production plans. Markets include lightweight delivery service, transportation for utility and postal employees; industrial plant maintenance; dude ranching; maintenance of golf courses, beaches, and parks; transportation within airports; and for hunting and camping.

Initial production plans call for manufacture of vehicles at the rate of 500 the first year.



NEW 1100-LB. UTILITY VEHICLE - THE CROFTON "BUG"
MANUFACTURED IN SAN DIEGO BY A PRUDENTIAL CUSTOMER,
THE CROFTON MARINE ENGINE CO.

The first units were shipped from San Diego during the last quarter of 1959. Manufacturing is being phased into the active Crofton production of engines and engine parts. Crofton builds inboard and outboard marine engines in the 5-to-45 horsepower range as well as industrial engines for the military services. They meet the 1000-hour endurance tests of the General Services Administration.

Those sold to the military services are used on portable generators, pumps and fire-fighting equipment. Engines for both automotive and industrial power are built for original equipment manufacturers and end-users.

The "BUG" was designed by Robert W. Jones, an eastern engineer Crofton brought to San Diego to manage the Crofton Marine Engine Company. Jones' experience includes en-

gineering and production positions with the Allison Division of General Motors, Twin Coach Company, Packard Motor Car Company, Rolls-Royce of England.

The 44 cu. in. engine develops 35 hp at 5200 rpm, and maximum torque of 40 ft./lbs. at 3700 rpm. Bore and stroke are 2-1/2 x 2-1/4 with 9:1 compression. The engine drives through a 3-speed transmission with synchromeshed second and direct. The 6-1/2-in. single-plate clutch operates hydraulically. The heavy-duty rear axle has a 4:65 ratio and a capacity of 4,000 lbs. The "BUG" rides on leafsprings and is braked hydraulically. The wheels carry 4:50 x 12 tires.

We at Prudential are most proud of the fact that Crofton Marine Engine Co. uses our varied services in all their departments.

MORE L.A. NEWS

Elizabeth, husband and daughter are planning on moving to the Valley. Hope all of you have fun in the Valley and that your darling daughter finds many new playmates. Vera is moving to Anaheim soon. But she is still going to work here. Now don't go to Disneyland too often, Vera.

Yes, it's true. Floye is going to be a grandmother again. The big event will take place in June. We are all helping her hope for a granddaughter. Floye and husband just bought a beautiful home in Garden Grove.

Alice's husband is on vacation, so he comes down and has lunch with her. Sarah has been transferred to our department. Welcome to the clan, Sarah. Caroline has a sprained wrist. Vickie is still looking for the right man who likes good home cooking. I have nothing on Dell, so will have to leave her out of the gos-

sip column this time.

--Loretta Weaver

Olivia Vega and Louisa Perez spent New Year's with their grandmother in Phoenix, Arizona. Olivie and Louisa work in the towel department. Louisa became ill on the trip, and has had to quit work.

Juana Davila returned to work the first of the year after a sick leave.

The little ole mean flu bug has been busy since the Holidays. First one then another came down with the flu. However, the siege has apparently come and gone now, with most everyone back to work.

--Bethal McMillian

We missed Marvin Williams very much while he and his family were in Texas over the holidays. It's good to have you back, Marvin. We have had some changes in the cafeteria.

Olive Demply, the new manager, is doing a good job and serving good food.

Sally in distributing will soon be hearing wedding bells. The diamond is beautiful, and our congratulations to you. Ruth Griffard is back to work after illness. Flo, do you want a new chair for your desk for your book work?

PLEASE GIVE ME SOME NEWS FOR THIS PAPER!

--Lula Delffs

We had no intentions of slighting any of the reporters or departments this time. Ted Gibbs graciously relinquished the space for the So Department in order that we might devote me room to the bowling tournament. Eduardo Echevarria wrote a fine article en-espagnol, and we are withholding it for use as a feature article in a later edition, together with its English translation.

--The Editors