

# OFF-THE-CUFF

PUBLISHED BY THE EMPLOYEES OF PRUDENTIAL OVERALL SUPPLY  
LOS ANGELES    ◦    NATIONAL CITY    ◦    RIVERSIDE    ◦    VISTA

VOLUME II, NUMBER III

MARCH, 1960

## IN HIS FOOTSTEPS

The season of Lent, which begins on Ash Wednesday and ends on Easter Sunday, is a period of prayer and penance. If we count the days of Lent (omitting the Sundays) we find that there are forty of them. The reason for this number is found in the Bible: "Now Jesus, full of the Holy Spirit, returned from the Jordan, and was led about the desert by the Spirit for forty days, being tempted all the while by the devil. And in those days he ate nothing." (Luke IV:1,2)



REVEREND JOHN J. BIRCH was born March 30, 1908 in Worcester, Massachusetts. He acquired an A.B. Degree at Holy Cross College, Worcester, Massachusetts in 1930 and was ordained at St. Michael's Cathedral, Springfield, Massachusetts May 26, 1934. He is presently Pastor at St. Luke's Church in Temple City, California. We are deeply indebted to Father Birch for his most appropriate article "In His Footsteps".

If we were asked to give one reason why we fast and abstain for forty days; why we try to say more prayers and better prayers during Lent, we would be correct in answering that we do it because Christ did it. As Christians, we profess the doctrines of Christ and follow His example. "Unto this indeed you have been called, because Christ also has suffered for you, leaving you an example that you may follow in His steps." (I Peter, II:21). When St. Peter wrote these words he was simply giving emphasis to what Jesus had said earlier: "If anyone wishes to come after Me, let him deny himself, and take up his cross, and follow Me." (Matt. XVI:24).

We refer to these seven weeks as the "holy" season of Lent. The sincere Christian will make a real effort during this period to give up sinning, to mortify his senses, but especially to attend Church and to say some special prayers each day of Lent. He will try to be holy, to bring Christ into his life, to be an imitator of Him—at work, at home and in his every waking moment. This is why we call Lent a "holy" season.

These are things we should be doing all year long, of course. But because man is inclined to be selfish and rather lazy, spiritually speaking, one has to be satisfied with something less than the ideal, and so a specific time of the year is chosen to remind him that he has a soul and that he had better give some attention to it. It takes a great deal of courage to see ourselves, not alone as others see us, but as God sees us. And the chances are that what God sees is a sinner in need of His help; a weak human being who needs to pray and to do penance. It is worth reflecting that this Lenten season may be the last for many people. You may be one of them.



## RIVERSIDE NEWS

We are either very lucky or real hale and hardy here at the Riverside Branch for the old "Flu Bug" that got to so many people this past month didn't get to a single one of us. We feel real fortunate and are hoping it was an omen of good things to come, such as, "Many New Customers".

Speaking of customers, we wish to thank Mr. Sid Hammett, Area Manager, San Diego Division, Standard Stations and Mr. Vern Swaboda, Area Manager, Pasadena Division, Standard Stations and their wonderful staff for the fine cooperation received in servicing uniforms. Mr. Hammett, it is truly a pleasure.

Note to Lloyd Sides, Vista Branch. Our favorite steak is "Filet Mignon". So that the rest of our readers will know what this is all about, we have a sales contest on between the Vista Branch and Riverside. The result of this contest should also make the KEX Mills happy.

—Clive Ruka

## L. A. NEWS

from the Ironer. They will hold 6 or 7 roller towels or C-5's as our customer would call them. This makes it much easier on the girls, saves them many steps and steps up production. I know, as I worked at the Ironer before and after the boxes. I personally want to thank the mechanics for building these boxes. I don't know whose idea it was to use wooden boxes on rollers, but whoever it was, I thank them too.

—Loretta Weaver

I would like to speak about our Towel Department. In fact, the whole Department has a new look. We have baskets for the towels instead of the bins we used to have. The baskets give us more room and are easy to handle as they roll very easy. All we have to do is roll out an empty one and roll in a full one. We have a nice long table with lifters attached which are very easy to operate. The girls seem to like it better—they have brought their production up. Also, the baskets will be cooler in summer time as they are out in the open by the windows. We would all like to thank our employer for all the improvements that have made our work more pleasant. Our aim is to do our very best to please both in production and first class work to show our appreciation for all our employer has done to make our work easier. Just a word about our K6 Rolling Machine. We are gaining in production and hope soon to be able to send out all our K6's in plastic bags which take up less room and are much nicer and cleaner than the old way of folding. I'm sure our Customers will be happy with this arrangement too.

One of the young ladies in our Department is soon to hear wedding bells, but as yet she won't give me any data, so until then I will have to keep you guessing as to her identity. Lupe Arrigata has been transferred back to towels. Welcome back Lupe—hope it's for keeps this time.

Eulogio has the flu. He is our Bundle tier and bailer and does a fine job. We sure miss him when he isn't here. Hope you will be well again real soon, Eulogio.

(Continued on Page 4)



After all the praise in Loretta Weaver's article for our mechanics, we thought it appropriate to introduce ORVAL DENNEY who is in charge of this Department of the Los Angeles Plant.

As you all know by now we have a very nice account with Max Factor. We notice the women's dresses most because they are so colorful (and smell nice, too). The aprons have a nice perfumed odor too. We are very proud to have Max Factor as one of our many customers. Distributing is getting very modern. They have a wardrobe closet (anyway, that's what I call it) with sliding full length doors in their department. In this they house all the clean Dacron pants of our customers until time to be sent out for delivery to you, our customer. It was built by our mechanics—a job well done "fellows". Since taking care of the Dacron pants "among many other duties" is Alice's job, she thanks you "the mechanics" very much.

Distributing also has a double conveyor belt—one placed on top of the other. This was Mr. Nowakowski's idea. The bottom conveyor belt transports the complete bundles to the bundle tier to be tied out. The other conveyor belt runs in the opposite direction. It transports keno (keno is garments that do not go on the particular day's work the girl is working on) to Vickie, our shortage girl. This saves the distributors many steps a day and saves Vickie's working space.

Our flat work ironer has a few new things also built by our mechanics. One of the new things is the wooden boxes on rollers in which the roller towels fall into



WAYNE CHRISTIAN, Service Manager of our Los Angeles Plant takes time out to render a typical all around Prudential service.

## OUR NEWSPAPER AT WORK

In our February issue of "Off the Cuff" there was an article submitted from a San Diego plant regarding Crofton Marine Engine Company. This company is in production manufacturing a utility type vehicle called the "BUG".

On Monday morning, February 15th, I received a call from Mr. Bill Steen, who is head of vehicle maintenance at Northrop Aircraft Company in Hawthorne, regarding the aforementioned type vehicle. Mr. Steen inquired as to a local distributor for the Crofton Marine Engine Company in as much as they were interested in the "BUG". I contacted Howard Andrewson in San Diego and passed this information on to him, and he in turn contacted Mr. Robert Jones of the Crofton Co. in San Diego. Mr. Jones called Mr. Steen long distance notifying him that the local distributor was the Braje Equipment Company in Gardena. Mr. Nick Brajevich, owner of this company, was at the Northrop Aircraft plant that afternoon with a demonstrator to show Mr. Steen.

I called Mr. Steen today, and he informed me that arrangements have been made for a demonstrator vehicle to use in their fleet for a week to two weeks period, and that when this trial is complete, they will know more definitely if they will purchase said vehicle, the "BUG".

You will be notified of any later developments pertaining to this article.

—W. E. Christian



## NATIONAL CITY OFFICE NEWS

We at National City are still trying to survive from this flu epidemic.

We are happy to welcome Beverly Ball back into our Company. She has been away for about a year now due to illness. Beverly moved into a new home while away from the Company, which I know she is very proud of. We are happy she is better and able to work with us again.

Bahrke has decided to stay with us as Sales Manager, after working with Jack Tackett for a week in the Plant. He says Jack has to work too hard.

### "INTRODUCING THE PENCIL PUSHERS"



Lydia Sweet    Audrey Cooley    Shirley Bain    Shirley Teague

LYDIA SWEET has been a Prudential employee for 4 years.

She is our Sales Register Clerk, Lydia and her husband reside at 133 Roosevelt in Chula Vista. Mr. Sweet is an employee of Rohr Aircraft. They are originally from the Oregon Coast where they owned and operated a Salmon Cannery for 7 years. Lydia's hobbies are gardening and back yard barbecues. Her name fits her well. She is a very "sweet" person.

AUDREY COOLEY, our Accounts Receivable Clerk, has been with our company 4 months. Audrey, Ronnie, and their two children reside in Coronado, where her husband is stationed in the Navy. Audrey says with two children she has no time for hobbies.

SHIRLEY BAIN, our Payroll Clerk, has her time limited here with us, due to her husband receiving his transfer orders. He is in the Navy and will be stationed in Alameda. Hey Marvin, we have a Texan too.

Our Exception Clerk is SHIRLEY TEAGUE. Shirley has been with the company for 1 year. Quoting Shirley, "I get a vacation this year". We all look forward to vacation time. Her husband, Chet, works for Communications Company. They and their three lovely children live in Chula Vista.

—Farris Erwin

## NATIONAL CITY PLANT NEWS

Just outside the Supply Room, Barbara Morrison greets her MR's and cancellations every morning. She also greets our customers as she is in charge of Call Office. Last month, Barbara had a birthday party for her son Michael who was just Steve, her eldest son, was unable to end because he came down with the chicken pox. Incidentally Michael came down with them a week later.

Florence Ellis in the Supply Department is our A-1 steamstress. She is also Shop Stewardess for the union members. Florence has been with Prudential 1 year.

Ethel Young is our rip'em and clip'em gal. She measures pants and helps keep our stock up on the shelves. She has been with us about six months. She is an active member of Eastern Star. Ethel's husband, Ben, was sick recently—old Mr. Flu got hold of him and almost succeeded in getting her in his clutches. We're glad to hear you are both feeling better these days.

Irene Remund works in mending and helps us out in Supply. Between Juan Zarate and yours truly (Helen Cota) we keep her going. Just so you know which machine you're using Irene!!!

At our work table, Rory Garcia prepares our orders for marking. Rory came from Texas and has been with us about ten months. Her brother Gregory works the washroom. Recently Gregory was come sick with the mumps. In fact two other members of their family also had the mumps. Rory had us worried for a while. Anyway, we're glad to have you back at work Greg . . . new boots and all!!!!

Sally Garcia marks the orders and folds clothes for us. She hasn't been in Supply too long but she's doing fine.

Georgia Coffman is our gal from Tennessee. Every time they play the Tennessee Waltz she gets homesick. Georgia takes care of the dry cleaning and prepares the orders for tying.

The Welcome Mat is out once more—this time it's for Beverly Ball, who is back to work after an operation. Welcome back Bev, we're all glad to have you amongst us.

Beverly's husband bought her a home last September while she was off work. Beverly is working in Supply for new clothes keeping our stock up to date.

Congratulations are in order for Jesus Garibay and his bride Eva. They were married Valentines Day, May you have lots of happiness ahead of you.

—Helen Cota



In our last month's "OFF THE CUFF" we mentioned we were building a bird cage around our Towel department. There has been quite a bit of comment about this. However, we feel this is a secret to control our shop towels. We have two very fine girls working in this department, as you can see in the picture above. They are: left to right, Catharine Fyffe and Nancy Chappell.

After two months of looking we have finally come upon a location in which to move our Vista operation. Lloyd Sikes and myself with Mr. Clark in his airplane flew over the whole North County to try and locate the most feasible spot for our North County operation, which is now being operated out of Vista.

We decided to look in the vicinity of Solana Beach. We have found space in a building owned by the Bill Jacks Instrument Company. There is also a possibility that we might buy a piece of land as a future site for a plant operation. The prospects for growth in this area for the next 10 years is tremendous. I talked to Mr. Ashburn of the San Diego Board of Education about the expectations for this area in the next 10 years. He said right now they expect to build at least 40 schools before 1970. This is hard to believe knowing all this area is practically vacant right now.

The area I am talking about runs from Hwy. 101 to 395 and from Rancho Santa Fe to Marimar Road. Mr. Ashburn also said they had no idea how many schools the county would be building in this area. At the present time there are three industrial tracts set aside for future industrial plants.

One of these is about 30 acres in Solana Beach, about 200 acres in Delmar, and the largest is in Sorrento Valley, which if I remember correctly, will probably be about 2000 acres.

After reading this article I hope you are as enthused as we in San Diego are about this area and also the move to Solana Beach. —Howard Andrewson



## OUR RESPONSIBILITY TO NEW EMPLOYEES

As every employee is aware, Prudential is growing and expanding. Soon we will be operating a new plant in San Fernando Valley. We will soon start employing and training new employees to take care of this expansion.

This is a critical time in the matter of "Personnel Relationship" when these new employees enter our plants for the first time. Can you remember when you first came to Prudential? This was a new job and you were anxious to make a good impression, and wondered if everything was going to be all right.

Can you recall the supervisor or employee who was to "start you off on the right foot"? Did you get started that way, or were you given the barest details of what to do, where to go, and how to start? Maybe you were lucky and the employee to whom you were assigned was considerate enough to show you all of the details and tell you something about Prudential.

The new employee's first day of work is the best chance that an "old time" employee ever gets to develop a loyal employee and a good worker. It is also the best chance to "sell" our company to this new employee.

There are many things we "older" employees take for granted—such as: Where to put your coats; how to punch the time cards; when are the "coffee breaks" and lunch periods; where is the washroom; whom to go to for answers to questions regarding your work; introduction to fellow employees. During the first few days of his employment the new employee in talking to his friends and acquaintances about Prudential will be answering a lot of questions about it. The question most asked of him will be, "How do you like it there?" It is your handling of this new employee that is going to be responsible for the answer the friend gets to that question. Will it be a half-hearted "Oh, it's a job", or will it be an enthusiastic "It's swell!" His answer will depend on you. Here is one place where you can help Prudential's public relations.

The employee who takes the time to get new employees started right in their work will be well repaid by having created an efficient working team. Your attitude is going to be reflected by the new employee, and the rest of the group.

Remember, "First Impressions really count." If we radiate enthusiasm for our job and Prudential, it might be contagious.

—Frank Bailey

### MORE L. A. NEWS

(Continued from Page 2)

One word about the Bailer—it bails towels in 500 bundles—one of the best things ever happened to the Towel Department. I understand Mr. Shoberg designed the Bailer which is very easy to operate. Thanks Wally.

Sorry I'm late with the news. Will certainly try to do better next time. Say you people in the Wash Room and Marking Room—How about some news? Certainly would appreciate it. Thank you.

—Bethel McMillian

### MORE NATIONAL CITY PLANT NEWS

(Continued from Page 3)

Ofelia Ibara is going to be married to Carlos Gusman, Feb. 27, 1960. She will be dressed in white for the religious ceremony. After that they will leave for Mexico City on their honeymoon. Ofelia was born in Tepic Nayarit, Mexico, July 8, 1937. She is the only girl in the family, with six brothers. The things she likes most are going on trips, dancing and the beach.

We are very sorry Josie Villalobos has been gone due to illness. We hope she is feeling better and will return soon.

—Eleanor Castro

### VISTA NEWS

The race was won by the builders of Sam Williamson's new home. They beat the stork by at least two months. Sam and Marsha are making the big move this week-end.

Roy Strubhar was happy to end his temporary bachelorhood by the time his wife returned from a two weeks' vacation in Yuma. Roy says he just doesn't go for all of these little household chores.

It looks like Dale Forney just isn't going to give the girls a break. Although he is our only unmarried employee, he devotes most of his spare time to bowling in three different leagues. He also plays basketball in the Escondido City League. Dale was a star player in school, and in his senior year was high scorer in the State.

Lloyd and Bettie Sikes are getting settled down again after being invaded by relatives from Indiana. Four families arrived within three days of each other; some were not even expected. Needless to say, there were guests sleeping everywhere but in the bathtub.

—Betty Sikes



F. H. BAILEY, Secretary-Treasurer of our Company puts 12 years of service and loyalty to Prudential into this article.

L. A. News . . .

### L. A. FLEET SAFETY

As of January 1, 1960 we have formed a Safety Committee in the Service Department. We felt this committee was needed due to the increase in the reportable accidents with which our department was charged during 1959.

Posted in the lobby of our Los Angeles plant are one first place, and two second place Fleet Safety awards which we have so proudly received in past years.

In 1959 we had a total of 27 reportable accidents within all our plants and branches. This was double the number accidents in any previous three years. Of these 27 accidents reportable, 11 were of the "back-up" type. WOW!!!

We realize that driving the type vehicles which we use in our business, we have certain "blind spots", therefore it is of most importance that in the future, before getting into our vehicle that we check for any obstructions, vehicles, etc., behind before putting said vehicle in backward motion.

As a result of our accident frequency in 1959 this meant an 18% increase in our insurance coverage for 1960, therefore in the following months it will be the function of the Safety Committee to recommend ideas to keep all of us "SAFETY CONSCIOUS".

Volunteers for the Safety Committee are John McDonald, Keith Rogers, Harlan Buettner, and Harold McIntyre. This Committee meets the first Wednesday of each month, and in meetings held to date they have come up with some excellent suggestions. They have recommended a Fleet Safety board for our routemen's room, listing gold stars for no accident blue stars for non-chargeable accidents, and red stars for chargeable accidents; yearly safe driving cards which are provided by the Greater Los Angeles Safety Council; and larger type side mirrors on our vehicles.