

OFF-THE-CUFF

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

VOL. II, NO. IV

APRIL, 1960



Easter
1960

When one is seemingly at the end of the road or in complete exasperation toward his fellow man, it might be helpful to remember Christ's prayer at the Cross as given in Luke 23:34: "And Jesus said, 'Father, forgive them; for they know not what they do.'"

Safety

CAN SAVE YOUR LIFE

This was the theme for our general meeting held in the cafeteria February 16 at 7:00 p.m. We were fortunate in obtaining a new film distributed by the public safety department of the Auto Club of Southern California, called "Freeway Driving is Different". This film was in color and was narrated by Lowell Thomas. Several of the do's and don'ts of present freeway driving were covered, and their recommendations are in the article.

In addition to the film, Officer C. E. (Chuck) Elberson from the local Highway Patrol gave us a very informative talk on vehicle code changes, revised speed laws, freeway driving, and other safety recommendations so important today in our everyday driving. One of the important measures that Officer Elberson stressed was that routemen driving metro type trucks keep the left door closed at all times.

From information derived from the Auto Club of Southern California, the National City Council, Highway Patrol, and local enforcement departments, the following are suggestions for freeway driving:

1. Listen to the radio for public announcements of traffic jams.
2. Study a freeway map. Know your route and the names of one or two

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LEFT TO RIGHT: WALLY SHOBERG DEMONSTRATES THE FORMULA CONTROL SYSTEM ON THE WASHEX MACHINE TO MARVIN WILLIAMS AND JIM DONLEY.

In considering equipment for our new San Fernando Valley plant, we made a careful study of all of our washroom methods and procedures. For a number of years washing and extracting has been done in two different machines. An outside study was made of a new type of machine on the market by several manufacturers wherein both operations are accomplished in one machine. Basically, the machine must clean heavy industrial garments in large volume capacity and extract the excess water without undue vibration.

When this outside study was completed, Management decided that only two types would be practical for our use. These were made by different manufacturers and it was decided that it was necessary to test in actual production these two machines in our Los Angeles plant. Soil engineers were called in to determine what foundation requirements would be needed for this test. A 31-foot

hole was bored at the Los Angeles plant to determine the type of soil at this location so that soil engineers could make a recommendation as to the type of foundation that would be needed to support this equipment. The weight of the heaviest machine was 10,715 pounds, and the wet clothes would weigh 1,800 pounds. The cylinder would operate at a minimum of 24 rpm to a maximum of 600 rpm. This would mean that the largest machine tested could reach a maximum unbalanced force of 38,000 pounds at its maximum rpm. It was possible that resonance and severe vibration could result. In order to test both machines which were of different dimensions, a cement foundation 14 ft. x 14 ft. by 6 ft. deep was constructed.

The first machine was tested for about three months on this test foundation and then was replaced by the second, which presently has been tested for about four months. Detailed tests were taken on

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We Pioneer Again

National City



John F. L. Bate (left), Port Director of San Diego, was selected by the Sales Executive Club as the "Outstanding Citizen of The Year 1959" and awarded a distinguished salesman award by Bil Reid, President of the Club. Mr. Bate gave a short review of the Port's history for the past 12 years and spoke on the subject, "A Step Ahead For Tomorrow."

In the Redwood Room of the Town and Country Hotel on March 3, a success story of the gain in shipping from San Diego Harbor was told along with the keel being laid for future growth in years to come.

"A True Salesman," selling San Diego and its facilities to foreign countries, local shippers and the people of San Diego.

--A. H. Bahrke

Don Clark visited us in National City Thursday, March 10. He not only impressed all our employees, but impressed everyone in town who had a chance to meet him. Don spoke at the National City Exchange Club Thursday evening. Everyone said it was the best talk they had heard in a long time. The part that impressed me most was his story about the hockey games. Don admitted he didn't know too much about hockey but was impressed by the way our team (the underdogs) played against the highly polished and seasoned Russian team. The determination of the American boys was outstanding. They would throw themselves in front of a Russian skater and stop at nothing to prevent them from scoring. If we all put this much effort in our work, I'm sure we would more than double our growth.

--Howard Andrewson

Next month Estella Martinez is planning a trip to Mazatlan, Mexico, to visit her mother. On February 27, Estella had a birthday party for her husband, Raymond. A few of the gals that were there: Ramona Apodaca, Maria Barajas, Josie Villalobos, Helen Cota, and Emma Val-

JOE WHITLEY RECEIVES "SAMMY AWARD"



Joe Whitley and his wife, Beverly, proudly accept a "Sammy Trophy" from A. H. Bahrke, Sales Manager; and Bil Reid, President of the Sales Executive Club; congratulates him.

March 3, 1960, Joe and Beverly were honored guests of the Sales Executive Club at a dinner meeting in the Redwood Room of the Town and Country Hotel.

Nine other salesmen along with Joe shared the spotlight of TV and news cameras to mark a day of remembrance for all of them. Being a winner is not new to Joe's family since Beverly and her twin sister were professional Rhythm swimmers and won the Pacific Coast Championship in 1942. In 1943, they made a picture with Esther Williams called "Bathing Beauty".

Joe came to Prudential Overall Supply a little over a year ago from Golden Tulp Potato Chip Co. and since that date has diligently applied fine attitude, skill and knowledge in acquiring a sales record our veteran salesmen could very well envy.

1960 has been an eventful year so far for the Whitleys, as a 3-1/2 lb. baby boy joined forces with them in late February, making them a total of 4 children. Joe says, "their family is complete now."

Congratulations again, Joe--we are proud to have you on our team.

--A. H. Bahrke

deramma (who formerly worked for Prudential). The party was a great success and the food was terrific. We danced and had a great time.

Maura Delgado (mender) is playing the role of grandmother once more. Mary Lou Delgado, her daughter-in-law, who was employed with Prudential last year, had a baby girl on February 27. She weighed 7 lb. 10 oz. The baby was named Teresa Ann.

Esperanza Ortega made a collection for a needy family in Tijuana. It was indeed a kind gesture on her part. Many thanks to all who contributed.

Recently a third unit was put into operation in the shirt pressing department. Although it lacks the modern look, Ramona Apodaca and Mary Martinez find it quite suitable.

My husband, Gonzalo, and I really enjoyed the bowling match with L.A. The games were pretty exciting. Better

luck next time--you guys on the Handicap Team!

--Helen Cota

Water, Water, everywhere!!! On February 12 we had just that. A plug let go on the hot water line and we had 2" of water (3,000 gallons) all over the place. Smitty, Jack, and everyone else was busy with the mops for quite awhile. Some of the girls made boots real quick out of the plastic bags. Did you ever stand in 2" of water and press pants?

Our maintenance man, Smitty, has been enjoying the Christmas present his wife gave him. The pictures in this month's paper were taken by Smitty with his new Polaroid camera. Does a real good job, doesn't it?

Juan Reyna, our coverall boy, is going to be a new papa soon. Congratulations! Juan has 12 brothers in all parts of the world but we hope he isn't trying to keep

up with his mother and dad.

We are sorry to hear that Juan Zarate's wife is back in the hospital. We hope will be out soon.

Our news is short to leave room for an article which we believe is very important and worthwhile.

--Eleanor Castro

VISTA

Everybody here in Vista is all excited --cleaning, packing and getting ready for the big move--only two weeks away. We are going to miss Vista and all of our friends here, but we are looking forward to gaining many new friends and customers in Solana Beach.

Dale Forney, Route 6, came in Friday with a rash on his face, which caused plenty of comment until it was found he had chicken-pox. Needless to say, he was sent home immediately.

We came to work last Monday morning and found our 6 x 7 ft. front window broken and extensive damage done to our door casing and building. It seems the man next door backed into the building with a '53 Cadillac Saturday night. It didn't do the building or the Cad any good, but the damage has all been repaired now.

The Vista Bowling Team is still bowling--they're not last.

--Betty Sikes

Bowling NEWS

On Saturday, March 12, two Los Angeles bowling teams came to San Diego with one thing in mind--beat National City. I'll say this--they almost did. Their scratch team came within 33 pins of beating us. They had a total of 2556 pins against 2589 for National City. The scores read as follows:

Chris Christian, 511; Clive Ruka, 455; Ed Bielman, 480; Dick Beecher, 626; Dick Sullivan, 484.

Ed Chevallier, 549; Don Sorensen, 467; George Sothras, 503; Jack Tackett, 546; Howard Andrewson, 524.

Dick Beecher got hot as a pistol and shot a 626 series. For bowling on strange alleys, this is real good. What I'm wondering is, has he been coming down here weekends to practice. All kidding aside, Dick, you deserve to be congratulated on your good bowling.

Now for the handicap match. There are many questions I would like to ask about this match. The total score for the

Angeles team was 2662 total pins last 2608 for National City. First thing, does this Gene Perkins (whom I have never seen before and I might say no one else from here recollects ever meeting him) work for Prudential Overall Supply? I think we would have beat Los Angeles if it hadn't been for his 510



SCRATCH WINNERS



HANDICAP WINNERS

series. He must be a fairly new employee or he would be on their scratch team. Congratulations, Gene, for the highest series of the handicap team. National City was approximately 50 pins ahead at the end of the 8th frame of the last game with only 2 frames to go and ended up 54 pins behind. In other words, National City dropped 100 pins in the last 2 frames. The pressure must have been just too much for our boys. No one was sick as far as I know. I felt their pulse before we started the games and everyone seemed to be alive. The total scores were as follows:

Bob Baxter, 429; Joe Farrell, 452; Jim Donley, 476; Ralph Bielman, 459; Gene Perkins, 510.

Kel Reid, 484; Bud Young, 400; Lloyd Rash, 423; Joe McCaffrey, 450; Art Wilson, 476.

These match games are a lot of fun and I don't think either one of our teams could go any place and be more evenly matched. A little break on any of the teams could win the match for their team. This creates a real good relationship between our plants because when you lose to a team that is equal you don't feel bad about losing. I think everyone had a good time and were fed well. I thought the buffet dinner Jack Tackett set up at the Bowlero was terrific. Thanks a lot, Jack--you can have the same job next time.

--Howard Andrewson

SAFETY CAN SAVE YOUR LIFE

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- off-ramps preceding the one you plan to use.
3. Check the fuel gauge often. Be sure you have plenty of gasoline.
4. Never drive on a freeway with poor tires or poor brakes.
5. Don't drive on a freeway with a car in poor mechanical condition, especially if it tends to stall, miss, over-heat or vapor-locks.
6. Stay off the freeways if you are tired, sleepy, emotionally upset or for any reason not normally alert.
7. You may find it convenient to use parallel surface streets during hours of peak congestion. It's always a good idea to have an alternate route in mind in case of a freeway blockade.
8. Enter a freeway as nearly as possible at the speed of the traffic in the lane you are entering, except where it cannot be done safely or where prevented by a STOP sign.
9. Don't follow too closely the car in front. One-third of all accidents on freeways are caused by following too closely.
10. Avoid changing lanes except when necessary. Check traffic conditions, then be sure to signal your intentions.
11. Avoid sudden slowing down and sudden stops. If unavoidable give immediate, clear warning by hand signal and pump brakes to flash rear lights.
12. Watch several cars ahead, not just the one in front of you. If they are slowing or stopped, slow down and warn the traffic behind you.
13. Never stop in a freeway lane for a flat tire. Drive on it until you can get completely off the traveled roadway.
14. Check your rear view mirror frequently. Know who and what is behind you, how close they are and how fast they are approaching. This is especially important when changing lanes.
15. Drive at the speed of other traffic in your lane. This is not only the safest, most courteous and pleasant way to drive the freeways--it is usually the only lawful way.

--W. E. Christian

 "In recent years society has gone 'nuts' on the cult of security guaranteed by government. In short, a nation of parasites. The illusion of the age is that people can vote themselves rich. It is a superstition that Social Security depends on the promises of politicians, not on the character, confidence and courage of men. It is a fable and a fraud that the output of society can be greater than the input of individuals."

--Samuel B. Pettengill

Los Angeles

Service

The route salesmen have been doing a fine job—keeping our customers happy. We can tell this by the few customer complaints we receive. We feel one of the most important things we have to sell is "Service". When this is not handled properly the calls pour in, resulting in ill feelings and cancellations, neither of which we ever want; business can never be built on cancellations. We are working for the finest company there is. Let's all work and build together.

We have six new men to introduce to you:

Bill Schmieg lives in Woodland Hills with his wife, Ethel, and one 16-year-old boy. He has resided in California for 7 years. He was born in Independence, Ohio, and his hobby is woodworking.

Ronald Dempster was born in Vancouver, Canada. He lives in La Puente with his wife, Elaine, and one 2-year-old child. He served in the Canadian Legion, and his hobbies are bowling and baseball. Ron worked for Prudential Overall Supply in 1957. Welcome back!

Ed Dishman has lived in the San Fernando Valley for 13 years. He resides in Panorama City with his wife, twin boys and 2 daughters. They bought their home 10 years ago in this fast-growing community. Ed is very active in Little League. He has managed teams for 3 years; His team is the Major Dodgers. He is active in his church—serves as choir member, teaches, is fellowship and recreation chairman, and has served on the Church Board. He has helped with the Y. M. C. A. His hobbies are bowling, dancing and softball. Ed is from an old laundry family, and worked in the wash-room at the old Prudential Laundry at Slauson and Vermont at the age of 14. He has been employed at Lockheed Aircraft for the past 9-1/2 years, holding the position of leadman and flight line mechanic.

Edward C. Sanders (Sandy) is married and has 3 children—a boy 16 and 2 daughters 15 and 10. Sandy's lovely wife, to whom he has been married for 18 years, is presently enrolled at Compton College. He attended West High at Waterloo, Iowa. He enlisted in the Navy in 1941 and was on active duty in the South Pacific. He moved to California in 1952.

Donald E. Krausfeldt, his wife and 4 children live in Stanton, California. Don was born in Chicago, Illinois. He has had 3 years with Prudential Insurance Company; and his background includes 12 years of route experience.

Eugene Perkins graduated from high school in Bridgeport, Illinois. He comes



BILL SCHMIEG



RON DEMPSTER



ED DISHMAN



ED SANDERS



DON KRAUSFELDT



GENE PERKINS

to us with considerable experience as a route salesman. His hobbies are boating and fishing. Attention, girls—Gene is single and lives with his parents in Bell Gardens.

We welcome all the above to our company.

We not only have an excellent crop of new men coming on, but we note that during February there were several anniversary dates in our Service Department: John McDonald, 16 years; Floyd Potter, 10 years; Martin Pinkerton, 7 years; Frank Scott, 5 years; Herbert Baxter, 4 years; Mark Stafford and Ralph Bielman, 2 years each.

Before we sign off for this issue, we would like to say "hello" to Bud Lyons, Route 10, and tell him we are all so glad his operation was a success. We were all praying for him and will surely be glad to have him back. Hurry back, Bud—we need men like you.

We leave you with this thought for the month: "Wisdom is knowing what to do next. Virtue is doing it."

--Dave Powell

Sales

In recent weeks it has come to our attention as a result of some sales efforts in our special synthetic line that perhaps some of our personnel in Sales and Service are, to some degree, unaware of just how many specialty items are becoming standard rental products with us. Everyone of you are well acquainted with our new synthetic line of Dacron pants and the fine reception that they have had with our customers; but along with this, we have available a complete line of special synthetic items in nylon, dacron, and

other synthetic blends. Lab coats, smocks, gloves, caps, and booties constitute the nucleus of the line. These are generally being used in the missile and electronics industries, in the new "snow white" areas that have been developed in recent months to cope with lint and dust problems that these industries are facing.

In the way of a little information on this, it has become necessary for many of the major firms in this area involved with research and development and manufacture of components used in our national space program to eliminate from their areas of work, dust, lint, humidity, and any foreign material that can create a defective product. This is so critical that hundreds of thousands of dollars are being spent in developing specially constructed rooms, complete with air and dust locks, critical temperature control, critical air conditioning control; and as a particular interest to us, critical garment control. The modern welding process in missile work requires an absolutely dust-free, foreign-matter-free weld. As a result of the fact that this is a new area of research and production for these companies, most of them are not aware that a rental service such as ours exists for them. This rental service will be of tremendous value to them when they are encompassing their cost analysis, bid proposals, etc. This is not only new to them, but to us in our industry; Prudential is one of the pioneers of the new rental field.

With a complete dry cleaning system available in our new Valley installation, and the experience and stock that we have available here at Los Angeles to

offer to our customers, we are in a position to supply any specialized synthetic garment that may be dictated by the constantly changing demands of modern research and development. Should any of you be acquainted with, or aware of such special needs, please feel free to contact the Sales Department for any additional information of a technical nature or special help that you may need. In the coming months, we feel confident that this synthetic program will become an important phase of our business at Prudential Overall Supply.

Best wishes are in order to Harold Foldager as a result of his recent appointment to our new Valley plant. Speaking for all of us in the Sales Department, Harold, we certainly want to wish you every success in your new efforts in the San Fernando Valley. It is certainly with regret that we see you leave the Los Angeles plant. Working with you has been a pleasure for us all.

In closing for this issue, a couple of worthy thoughts: "Perhaps one reason the dollar will not do as much for you as it used to, is that so many people nowadays do not want to do as much for a dollar as they used to."

Mistakes:

"The sins I see in other folk
Are the only ones I mention--
Any mistake that I might make
Is justified by a good intention!"

--Ted Gibbs

Material Control



WHO IS SHE?

You all know her. She started in Supply, February 1952. She is young at heart--has 4 sons, 1 daughter and 8 grandchildren. In the past years, her days have been long: for after her 8 hours here, off to home, cook dinner and other household duties and then read, read, and more reading aloud until she could manage no longer. This went on for years, she was reading textbook material to

her youngest son, blind through illness since the age of 9. After endless reading and timeless days, he graduated from high school. Now she could relax after all these difficult years, so she thought, You guessed it, he is now in his second year at East Los Angeles Junior College.

So she has continued to read and sometimes mumbled aloud while he with his great powers of concentration absorbed all her readings. The pressure has been relieved somewhat now, for after 4 operations, sight was partially regained. Hopes are high for complete recovery following further surgery. If you don't know who she is now, the following clues should reveal her identity. She often helped out in the cafeteria and was recently transferred from the plant into Material Control, handling the inventory control on towels and delayed delivery. You finally guessed, she is our lovable Frankie Rhine.

--Jake Oberlin

Office

Marian Holmes, tab operator, really splurged last week. She bought a new 1960 Montclair Mercury. Marian drives about 50 miles a day to work for us, so it doesn't take long for her to wear out a car. Marian is only 4'11", so she looks real cute behind the wheel of her "Baby Lincoln" as she calls it.

After Marian got her new car, you should have heard all the conversations between Gary Lewis, exception clerk, and Jim Girdner, tab supervisor, on the power and dragging ability of their cars and Marian's.



Jim Girdner returned from the hospital after having his tonsils out in top shape. (From his picture, he looks streamlined at the neckline).

I'm very sorry to report that Norma Corliss, key-punch operator, has taken a relapse and was ordered back to bed by her doctor. She was feeling fine when she came back to work but the thyroid gland is a particularly odd gland in the body and sometimes, even with proper care, doesn't work as it is supposed to. We do hope Norma will be on her feet again soon and back with us.

Our deepest sympathies to Lillie Myers, whose husband was fatally injured in an accident March 23.

Dorothy Lidie walked out her front door one night and completely forgot that the front yard was not all level (her husband had some of it dug up) and very gently fell flat on her face and ended up with a sprained ankle. She was rubber-necking at the traffic going down Garfield.

Kathryn Delabar's brother was out here from the East for a short visit this past week. Her sister-in-law passed away and her brother and his daughter came out for a trip. Under the circumstances, they had a very pleasant visit.

--Dorothy Lidie

Plant

El día cinco del mes pasado falleció la señora Lupe Rodelo, esposa del compañero Gabino Rodel, tanto la Gerencia de esta Compañía, como el personal de empleados en general, se unen a su pena y por medio de la presente expresan sus condolencias tanto al señor Rodelo como a sus hijos y demás familiares.

Se fue Febrero loco y llegó Marzo, que es mas loco Y se nos esta llenando el invierno, que entre paréntesis, aquí en el sur de California de invierno no es mas que el puro nombre; ya quisieran otras latitudes tener un invierno como el de aquí.

En este mes celebraran su cumpleaños y les cantaremos el acostumbrado: "Happy Birthday To You", a los compañeros y compañeras siguientes:

Mary Cabral, el día 2; Angelina Onate, también el día 2; Victoria (Viki) Cabral, el día 5; Emma Avila, el día 7; Maggie Mae Levias, el día 8; Eulogio Ornelas, el día 10; Minor Myers, el día 15; Cesarea Gastelum, el día 17; Pedro Salazar, el día 18; Rafael González, el día 21; Margaret Folgero, el día 22; Victoriano Herrera, el día 23; Joe (YoYo) Romero, también el día 23; Victoria Vasquez, el día 24; y Mary Rodriguez, el día 29. Que pasen su cumpleaños muy felices en compañía de familiares amigos y demás personas que los acompañen.

Y también en éste mes cumplen un año mas de trabajar en "Prudential Overall Supply" Patrocina Ramirez, el día 4, un año, Maria López, el día 5, 4 años, Marvin (Capitán) Williams, el día 8, 6 años, Juan Colón, el día 10, un año, Rosatis Contreras, día 16, uno año, Teresa Arriaga, el día 18, 3 años, Floye Matlock, el día 19, 7 años, Mackie Pomas, día 23, uno año, Jessie Fuerte, el día 26, 7 años, Eulogio Ornelas, el día 26, 4 años, Angelita Zamunio, día 26, 4 años, Jessie Diaz, día 27, 7 años, Luis (Capitán) Garcia, día 30, 7 años. A todos felicitaciones.

--Eduardo Echevarría

Some here at Prudential are making changes. Marvin Williams, our Supervisor, is being transferred to the Valley plant April 1. We will miss Marvin. He is very nice to work for--cooperative in every way. Lots of success in the new plant, Marvin. Marvin will be replaced by Roy Haas; who is also cooperative in helping us with our problems.

Paul, one of our mechanics, has been wrestling with the ole flu bug. He could hardly speak above a whisper the last few days, but that doesn't stop him--he is always right there when we need him. He keeps our tying machine running. This

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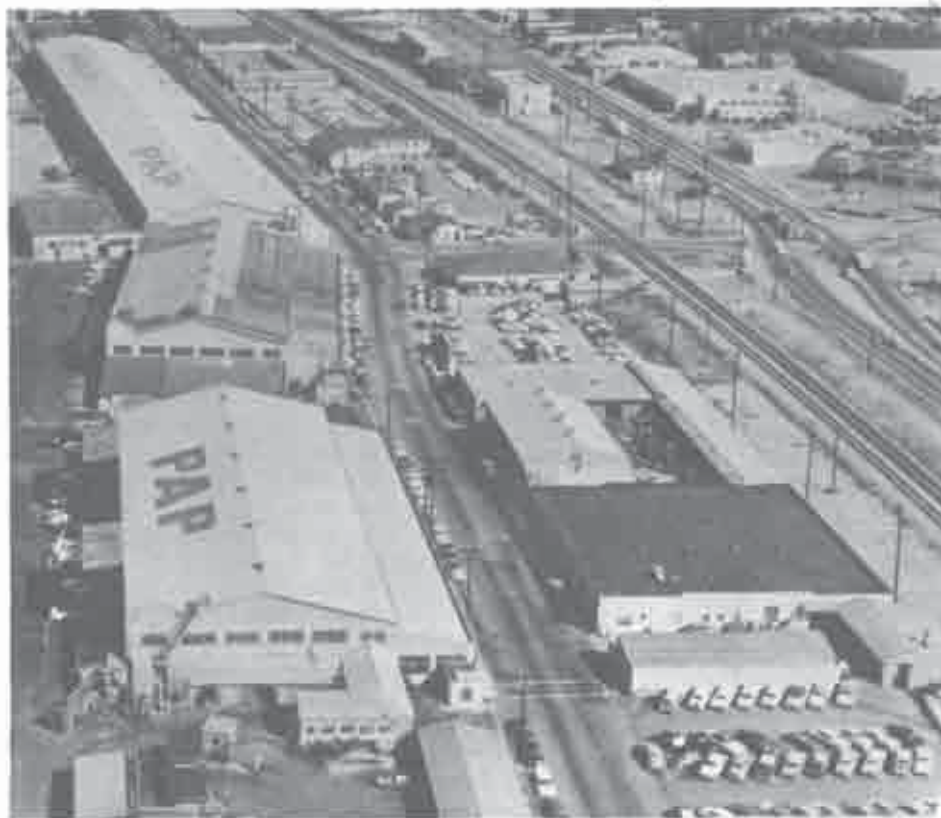
Cables Vital Link in Space Program

Man's conquest of space has aroused great interest and competition. Since the beginning of this Nation's great struggle for missile supremacy, a gap has existed between the design of a system and the actual operation of that system. This year marks the fifth anniversary of the founding of Pacific Automation Products, Inc. The Company was organized in 1955 to fill the pressing need that existed for short-length cable components for industrial and military programs. In addition to the requirement of cable components, teams of systems engineers, thoroughly familiar with automation and missile systems, were needed to tie together control instrumentation in the electronics field.

Early acceptance of the Company's systems concept proved to be the stepping stone to rapid growth and general acceptance by over 200 customers. A staff of approximately 170 engineers and technicians are maintained who devote in the aggregate a substantial portion of their time to designing cable assemblies and missile launching and testing site cabling systems, as well as to developing new products. These research and engineering functions are supported by chemical, electrical and mechanical laboratories and testing facilities in the Company's Glendale plant. The Company's custom cables and cable assemblies have been used in many current missile programs, including the Air Force's Atlas, Snark, Bomarc and Titan, the Army's Hawk, Sergeant and Jupiter, and the Navy's Polaris, Regulus, Vanguard and 117-L.

Cable assemblies are fabricated and tested in the Company's Glendale, California plant and shipped to launching and testing and radar tracking sites in ready-to-install condition. At the site, personnel of the Company install all inter-unit cabling, together with recorders, transducers, controls, consoles, accessories and other instrumentation. Thereafter, specialists employed by the Company check out all electrical circuits for compliance with specifications, confirm the operation of each instrumentation system and validate the firing and launching controls.

The importance of saving time and cost in the ballistic missile programs cannot be over-emphasized. The Company has developed methods of prefabricating large portions of the customer's cabling system. These techniques, coupled with a more efficient, less expensive "shop fabrication," rather than "field fabrication," have produced cost savings of 52% in a typical cabling installation. In addition, these methods reduce the installation time for a typical facility by 75%.



AERIAL VIEW OF PACIFIC AUTOMATION PRODUCTS, INC.
1000 AIRWAY - GLENDALE, CALIFORNIA

The systems business also includes the design and manufacture of missile and control system simulators, used for testing the operation of missiles and missile launching controls. For these simulator systems, the Company furnished all necessary cabling and builds or purchases all necessary electronic apparatus.

As a part of its systems business, specialists are maintained to effect modifications as needed on the electronic controls and cable connections at various missile launching and tracking and testing sites in the U.S. The Company's personnel remain in the area as firings of missiles take place. Each time an actual or simulated firing occurs, information concerning the performance of the missile is received at the site. The agency in charge of the facility then determines the requisite modifications to be made to the control equipment and such modifications are made prior to ensuing firings.

Pacific Automation Products manufactures and sells custom electronic cabling in a great variety of designs independent of its systems business. For the most part such cabling is designed and manufactured by the Company to meet special needs of customers.

In the design of custom cabling, two important features are the lay pattern (or

plan of arrangement of required wires and fillers in the cable) and the jacketing process. Numerous factors are taken into consideration in designing the lay pattern, such as wire types and fillers necessary to meet electrical requirements, isolation of conductors by grouping or shielding to reduce mutual inductance or cross-talk, grouping of conductors to facilitate branching, positioning of coaxial lines to afford protection, and arrangement of wires and fillers to produce a cable of minimum size and weight. The Company uses two principal methods of jacketing, a cold process and an extrusion process.

Pacific Automation Products has very progressive administration headed by Mr. Arthur P. Jacob. This team is dedicated to meeting the challenge of man's conquest of space. Capturing its share of the potential markets is a major objective to which Management is applying itself. Pacific Automation Products intends to continue its policy of applying the engineering and scientific talents to the improvement of its own products and services, and to developments within the field in which it operates. Company engineers are presently conducting studies with respect to frequency control devices, missile launching and testing equipment, applications of cabling systems to commercial automation, use of radio-active

elements in the examination of cable connections, and development of criteria for standardizing cable components in order to enable the Company to produce "shelf" items usable with many types of electronic apparatus.

In June, 1958, Pacific Automation Products organized Space Electronics Corporation under Dr. J. C. Fletcher and F. W. Lehan with a view to broadening its activities in the electronics industry. The operations of Space are centered in the field of missile electronics and electronic equipment, both airborne or ground-based, for use with satellites and other vehicles designed to travel outside the earth's atmosphere. To date, Space has obtained a number of research and development contracts.

Pacific Automation Products is especially proud of the caliber of people whom it has been able to employ, and the Company has added substantially to its staff in the past year. The enthusiasm, loyalty, and capacity for production and growth of the hard-working, hard-hitting team, of whom many are shareholders, are the key factors that will enable Pacific Automation Products to meet its future goals with success.

We at Prudential are proud to serve Pacific Automation Products in their various departments.

A. PLANT NEWS

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type machine is quite different from the others in the plant. It trips automatically --the very thing for the shop towels because it is faster. We can keep the conveyor empty for the folders.

Fauncho? That's what we call him. He keeps all the machinery greased and oiled, and also keeps our laundry trucks rolling. He is very handy--made 2 boxes with little wheels so we can roll them up to the conveyor belt to catch the rejected towels. This I certainly appreciate, as we had to use cardboard boxes before. Thanks, Fauncho.

I suppose everyone will be visiting Disneyland now that our company has furnished us with discount cards. I have promised my grandchildren to take them --they are looking forward to this adventure. It is good to see the happy anticipation on their little faces.

--Bethel McMillian

Welcome to Roy Haas, new plant supervisor.

Always some improvement around here --we appreciate the 2 new water fountains in the plant. It will soon be hot and we enjoy the new ceiling fans this summer. We also have a nice new divan in our lounge.

Glad to see Isabel back to work after a sick leave.

Katie Mojica is a grandmother again. A new grandson. She now has 6 grandchildren.

Sally Gastelum has returned back to work after her honeymoon. Makes her new home in Bell Gardens. She is now Mrs. Sally Viberos. Congratulations!

Ruth Bray enjoyed her birthday February 21. She received some very nice gifts and had cake and ice cream.

Lula Delffs spent a weekend recently at her little home in Twenty-Nine Palms. She went with her daughter and family.

Glad to have Juana Vasquez back--she is the proud mother of a "big" girl.

Welcome back, Martha, after your operation.

--Lula Delffs



MARGARET FOLGERO

How many coveralls can an employee press in 17 years? This question was put to our oldest (in years of service) press operator. She smiled and humbly said, "Well, I guess it would be quite a few." In 1943 this lady applied for a job at Prudential and was hired. She has missed very few days since that time.

The admirable part of this story is that no matter how warm the weather becomes, she presses coveralls with the best of them. She is seen running from the bus stop to the plant in order to be at her press by starting time. She is away from her press at break time and for lunch, then back to work. Loyalty of this type cannot go unnoticed.

When she started in 1943, coveralls were pressed entirely by one operator. She saw this method replaced by the sleeve unit, body unit, and leg unit. She also saw this type of production replaced by the new Coverall-Matic. When asked about these new innovations, she stated that she had seen them all come, and felt that it was a part of progress in our business.

Margaret Folgero is this quiet, hard-working lady who has won the respect and admiration of all of us. We are proud to know you, Margaret, and we hope you are able to keep that press going for many years to come.

Alice, in Distributing, was presented with an automatic Scotch tape machine which she is very proud of. Push the handle down and presto, just the length

you want. This machine makes Alice's work much easier.

After 5 years of marriage, Elizabeth and husband are expecting the stork. The great white bird will appear sometime in September for them. She has worked at Prudential for approximately 5 years. We wish you much happiness and luck with the new one, Liz and Gene.

We all wish you, Marvin, lots and lots of luck at our new plant in Van Nuys. We'll miss you.

--Loretta Weaver

RIVERSIDE

It just doesn't pay to brag on your good health as we did in the last issue. Soon afterward, Bill Knisely was stricken with the flu. If that wasn't enough, "Old Misfortune" struck again, and again Bill Knisely was her victim; this time it was the mumps. Why she should twice strike down such a wonderful guy as Bill is hard to understand.

At last, the Ruka family sold their home in Whittier, and soon will occupy their new home in Arlington, California.

Attention: Lloyd Sikes, Vista Branch--hope you have made reservations at a good steak house!

--Clive E. Ruka

THE PRUDENTIAL VIEW

The control of merchandise is like the farmer who noticed a trickle of wheat coming from the door of his grain bin. He said to himself, "I must fix that door some day, for I am losing some of my wheat." Soon field mice found the leak and kept themselves supplied with food throughout the long winter months. In the spring the farmer opened his grain bin and found that most of his grain had been carried off by the field mice.

Shop towels and other rental merchandise assigned to our customers also have a way of leaking out of his storage bin. His employees or customers often carry the merchandise away thinking that just one towel makes little difference. Much of the leak is caused by indifference or lack of proper education in handling rental merchandise.

Our obligation to a customer is to encourage him to instruct his employees in proper control of rental merchandise. Monthly charge off of lost shop towels is a part of this control. Regular replacement of lost towels is a reminder to our customers of a leak in his bin, which is a leak in his bank account. We want to keep his bin filled with grain as well as our own.

--Darrel Hogan

When little Johnny returned from summer camp, his parents asked him if he had been homesick. "Not me," replied the youngster. "Some of the kids were, though, the ones that had dogs."

WASHEX WASHER

(Continued from Page 1)

extraction, vibration and washing ability. Time studies were made in the loading and unloading as well as the washing and extracting time cycle. These were compared with our present method where the washing and extraction is conducted in separate pieces of equipment. After these extensive tests under actual production conditions, it was decided that the last equipment tested was practical to meet all of our requirements with less handling time and without undue vibration to the machine and surrounding area. By combining two operations into one machine, we would not only eliminate the material handling problem but also the balancing of loads from the washer to the separate extractor. The conditions of ever-existing wet floors in the conventional washroom would also be eliminated. Less floor space would be required which is of great importance with the high cost of land in San Fernando Valley.

It was also determined that a load of clothes could be properly washed and extracted in one machine in the same period of time that was necessary for washing only in a conventional washer.

Management finally decided that the Washex Machine was the most practical for our use. In this machine, the cylinder is 110 inches long by 46 inches in diameter. It is so constructed that it is divided in half horizontally and also again divided vertically, making four separate pockets with a capacity of 150 pounds each. The same floor space is required that is necessary for a conventional washer of 400 pounds capacity. It is equipped with three separate drive motors. A 7-1/2 horsepower motor turns the cylinder 23 rpm through a gear reduction drive for washing. The intermediate speed 7-1/2 hp motor takes the cylinder from the 23 rpm wash speed into a higher rpm to properly balance the material around the cylinder wall preparatory to the extraction. After the cylinder is balanced, the extractor motor takes the load on up to the high speed of 600 rpm. It takes approximately 2 minutes for it to go from wash cycle to top extraction speed. At the end of the extraction cycle, it takes only 35 seconds for the cylinder to come to a complete stop from the full speed of 600 rpm. The brake that is used to stop the cylinder from this high speed is of the same type as is used on the Sabre Jet and requires a very small space on the drive end of the machine. This entire operation is controlled by pre-cut automatic formula which is not touched by human hand through its formula cycle. All operations of the machine including wash, formula, extraction time, etc., can be readily changed by inserting a new master formula control disc in the control cabinet. Our entire washroom will be equipped with this type of washer-ex-

tractor in our new San Fernando Valley plant.

Although the initial equipment and installation investment is extremely high for this type of equipment, we are positive that in the long run production costs will be reduced.

WASH HOUSE WISDOM

A great many people have been frightened by the word "automation". Actually automation is nothing new. It is merely a new word for finding better ways of doing things. Men have been trying to find better ways of doing things ever since the wheel was invented. More efficient machines and methods build greater value in products and attract more customers, which means more jobs.

There are a great many people who are afraid that automation is going to mean fewer jobs; is going to throw lots of people out of employment. Let's take a look at how it's worked in one large corporation:

Since 1948 General Motors has installed hundreds of millions of dollars worth of the most efficient machines available, but the number of jobs has not dropped. Instead there are nearly a hundred thousand more jobs at General Motors now than there were in 1948, and they are better jobs.

DISNEYLAND

For your convenience, the Magic Kingdom Club of Disneyland has now made available the charging of Magic Key ticket books with your BankAmericard or International Credit Card. If you wish to buy books by this method, please present your BankAmericard or credit card at the Magic Kingdom Club ticket booth at Disneyland.

Disneyland is open every day from 10 a.m. to 6 p.m., April 6 through 24.

*A handful
of common sense
is worth
a bushel of learning.*



"I'm not sure, but I think the general idea is that the boss is tired of all of us gathering at the water cooler every day"

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WHY "WILL POWER" WON'T DO

Once dillydallying was regarded proof of poor character, and the standard remedy was application of "more will power." And the maxim "Where there's a will there's a way" does sound as though it might be the key to overcoming indolence.

Like all old saws, however, that one must be applied with caution. It does not mean that use of raw will is the way to get into gear. You can clench your fists, knit your brows and set your jaw ever so firmly—and nothing happens. Will power alone won't do. You need a method to put your will power to work.

Converting yourself from a delayer into a doer is a matter of replacing the negative put-it-off habit with the positive do-it-now habit. But if you make breaking the old habit your goal, you lose the game. Your effort will be self-defeating because you concentrate on the complaint instead of the cure.

Accentuate the positive instead. Forget the bad habit. Focus on forming the new habit. Your real problem is not self-reform but learning. That calls for a motive, an orderly step-by-step procedure, and practice.

Take that matter of incentive. The best incentive comes from outside yourself. Commit yourself to self-improvement, openly and publicly. Tell your wife you are launching a program to get things done. Ask her to watch the results and keep you plugging. Or bet a friend you can do a specific task by a stated time, say, finish your new patio by June 1. Or tell your office colleagues you intend henceforth to complete a given amount of work by 10 a.m. every day. Any commitment will serve, just so it puts you on record before others.

Don't promise anything too ambitious, though; be content to get on with small tasks first. If you aim too high, you risk a failure just when you need a success, however minor.

With your goal staked out, plan your campaign. Earmark a specific time for doing the job. Be realistic about how long it will take. Better finish the job with time to spare—you can use it for self-congratulation—than bog down for lack of a few minutes more.

Consider setting up some conscience joggers, too. Perhaps you remember that when Newbold Morris faced a hostile congressional probe, he carried a sheet of paper scrawled with the advice, "Keep your shirt on." Touching that paper a time he put his hand in his pocket minded him to curb his temper.

Such reminders can help you, too. An entry on your desk calendar, a note on the bathroom mirror or a card in your wallet will aid you in keeping your mind on your program.