

OFF-THE-CUFF

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SUNDAY, MAY 8

It is a wonderful thing to have somebody believe in you. This is the one great benefit of love. Love idealizes its object. It exaggerates little tendencies into great virtues, possibilities into genius. Love is action and reaction. Where much is expected from an individual, he may rise to the level of events and make the dream come true.

Mother-love is the great, surging, divine current that plays forever through humanity. We see it manifest in the animals; in the mother bird who rather than desert her young; in the tigress who is invincible when she has her babies to protect. How much men of genius owe to their mothers will never be told in cold words, because love cannot be analyzed, nor placed under the slide.

The mother is the only person who can take the vow of constancy. Husband and wife may love until death do them part, or they may hate. And the child may forget its mother. But the mother never forgets. To the day of her death, she loves her babe. Though it dies she does not forget. Mistortunes, mistakes, sins, crimes, do not annihilate her affection.

--From the Notebook of Elbert Hubbard

A VOTE OF THANKS

The Material Control section would like to express our thanks to the service managers and the route salesmen for their fine cooperation in our latest garment conservation program.

Your efforts certainly do not go unnoticed, and with your help we know the program will be a success.

As in the past, you have again "carried the ball" on another necessary program. Once again we "doff the old fedora" to the complete service department. Keep up the good work!

-- Darrel Hogan

PRUDENTIAL PROGRESS



Monday, April 18, saw Prudential take another stride forward by the opening of its new central office at 6570 Telegraph Road. Employees returning to the Garfield-Bandini plant that morning were surprised to see the vacant space in their offices, especially since the offices were in full operation as they left on the preceding Friday afternoon.

Our central office employees were most happy in occupying their new and spacious surroundings just across the Freeway from our Garfield-Bandini plant. After the crowded conditions they had been accustomed to, the air-conditioned spaciousness of this new location was deeply welcome.

Management had been in search of an office location for quite some time. Many locations have been investigated; it was decided that because of the convenience of the building on Telegraph Road, moving to that location would be most convenient for future operation. Actually, in order to obtain this amount of space, it was necessary to lease a most presentable brick type building of approximately 15,000 sq. ft. 6,000 sq. ft. of this building is presently being used for our centralized accounting office.

The south part of this property adjoins the Santa Ana Freeway and is most convenient as far as transportation problems are concerned.

Realizing the tremendous need for this expansion, Management set everything aside in order to expedite the construc-

tion changes needed in the building. In approximately five days the building was cleaned, additions were made, and an amazing amount of detail work was completed in order to make this move possible on Saturday, April 16.

Certainly many of our employees helped tremendously with many of the details of construction, and the actual moving itself. Who would believe that Jim Girdner could do an outstanding job of painting??

One thing that certainly brought joy to the members of the office crew was the availability of parking right alongside the newly leased building--"15,000 sq. ft. of fenced-in parking" just on the east side of the building. Of course, this will be welcome news to the people at the Garfield-Bandini plant because there will be a slightly less congested parking situation existing there as a result of the office moving across the street.

In the near future the office at the Garfield-Bandini plant will undergo certain modifications which will benefit our Sales, Service, Material Control, and Purchasing operations.

With the creation of the new office, and the adjustment with the Garfield-Bandini plant, our customer service should improve greatly. Management again wishes to thank each and every one of our employees for their cooperation in this expansion, and their efforts that have made this expansion possible.

-- Don Clark

Los Angeles

Plant



We bid a hearty welcome to Roy Haas, who is taking Marvin Williams' place as Assistant Plant Superintendent of the Bandini Plant.

Roy comes to Prudential with considerable experience in plant supervision. He worked for Chicago Towel Co. for seven years, holding the position of general foreman at the time he left there. He was plant manager for a local linen supply company for two and a half years.

Roy and his wife, Rosina, and their four children (three boys and a girl) live at 12733 Larwin Road, Norwalk. For recreation, he likes gardening, bowling, and swimming.

Everything seems to be taking on a new look here, especially the Towel Department. Roy Haas, our new supervisor, had things moved out and scrubbed up in the Towel Department and Marking Room. It seems as though we have more room in which to work now. I surely appreciate this, as there's nothing I like better than a clean, roomy place to work.

Our K6 rolling machine is moving right along now, or perhaps I should say the operators are moving right along. We are gaining in production, working toward the eventual goal of rolling all K6's. Alcis, Joe and Juanita are the operators; but of course only two operate the machine at one time. Juanita is our relief operator.

I just must say something about our cafeteria. The new management is very courteous and friendly, and the food is delicious.

Pancho is taking his vacation at this time.

--Bethel McMillian

A new Ajax shirt unit has been installed in our shirt department. It presses shirts beautifully.

Nationwide Food Service, Inc., is now operating our cafeteria. We are all happy over the good food, the cleanliness, and the personable waitresses. We certainly appreciate having a hot noon meal.

Mike Grijalva was called to Houston, Texas, to attend the funeral of his mother-in-law. This lady was Flora Navarro's sister-in-law.

Mr. and Mrs. Bill Ingram and family of Santa Rosa, California, spent Easter vacation with their mother, Ivy Van Bebber of Bell Gardens.

Ruth Griffard is a proud grandmother again.

Margaret Folgero enjoyed a nice birthday party. She received many gifts and a big cake.

We are glad to have Nancy Tafoya as a new employee.

--Lula Delffs

Sales

What is integrity worth in sales? Is there a price tag on integrity? Can integrity be compromised? To the consumer of any product or service it is the invaluable difference that guides his decision. To the vendor it is no stronger or weaker than the weakest link in the chain. If you take the time to look around, you can always find instances of business integrity being compromised, bought, and abused in almost any line of endeavor you care to look at. If you care to reflect, you can always find instances of integrity compromise, ranging from the national scene clear on down to the way the average person conducts himself with his next door neighbor on the block.

It is important for us here at Prudential Overall Supply to realize and again reflect on the fact that one of the most important products that we sell, and more important, maintain 52 weeks out of every year, is the integrity of this firm. Each of us has a part of it and is responsible for a part of it. Personally, I feel this has been one of the most important factors in the success of Prudential Overall Supply over the past years. We find ourselves in a fortunate position of representing a company which places a very high value on this commodity and injects it into its day-to-day business as a company policy. Wherein does the value lie for those who work here? I think very aptly, it is this: it is always easier to represent a firm, a product, or a service that you know to be built on straightforward thinking than to try to represent a situation that is bred on shallowness and hypocritical thinking. The integrity of this company is an asset to any of us who find ourselves as representatives in the day-to-day contact with our customers. It is a very tangible thing, and an item that many companies find too much of a luxury to afford in their business.

--Ted Gibbs

Office

We are very unhappy to report in this column that Ed Meyer (husband of Lillie, payroll clerk) was killed in an auto accident last month. She wanted to thank everyone for their thoughtfulness in her hour of need. As reported in a previous column, Lillie is expecting a child later this year which made her loss even greater. But knowing Lillie as we all do, we know that with time she will rebuild her life and come through this experience a stronger person.

The office has been real busy as far as weddings and engagements go. Bev Huber, our cashier, showed up Monday April 11 with a beautiful sparkler on her left hand. Congratulations, Beverly.

Saturday, April 9, Marquita Horton was married. From what I have heard, she had a beautiful wedding. The ceremony was performed by her brother-in-law. Next in line for wedding bells is Sue Manning.

We have a new exception clerk in the person of Jack Carlsten. He is working with Pat Bollinger at present.

Gary Lewis, who was an exception clerk, is now working in the tab room. He likes the work very much. Of course, the first couple of days on the job were rough on him, as he is on his feet all day and little old Gary was not used to it. He survived, though, and is doing fine.

Virginia Bryezenski, who writes up new contracts, has finally made up her mind to learn to drive. Loretta Goyette sold Virginia her car, and she is determined to learn to drive. She is doing quite well and should be driving her own little flivver to work one day real soon. Believe me, Virginia, nowadays it really takes nerve to get out in the mayhem of driving a car.

Marian Holmes, tab operator, has had quite a time with her new little pups. It seems the mother dog disappeared when the babies were only a few weeks old. Marian has had to feed them herself.

--Dorothy Lidie

Purchasing; Material Control

GROWING PAINS

Spring opened with a large bang here at Prudential Overall Supply with several new events. Let us all bow our heads in deep respect for the "days of old" for the 5¢ coffee is a thing of the past. Jeppers creepers, open your peepers and just look at all those fancy machines in the Lunch Room. Why, they are so pretty, it makes you feel like putting money into them just to see how it works--good thing I'm broke. I really enjoyed my first meal served professionally under the Nationwide Food Service, Inc.

As of this writing, we are on the move to open up the new plant in the Valley. Heavy trucks have been constantly delivering new machinery, some for Bandini

and some for the Valley. Some of this machinery was tabulating equipment necessary to handle the increased office traffic. Tabulating equipment, what's it for? Well, I'll tell you. They are clacking, clacking, hopping, jumping, munching machines, demanding to be continuously fed with thousands of richly colored card desserts. The more they consume, the more they demand; and the more they demand, the more they consume. Due to consumption, their growth was steady, quickly devouring the conference room. The growth continued into the Receiving Department and into the Warehouse. They cried more! more! Oh, Doc—what's your diagnosis? Growing Pains? Well, that makes sense; now what do we do? When you have growing pains, there's only one thing to do and that's to give those pains room to throb in and so after careful study, looking, and with perfect timing, the Accounting Department moved to its new location just a hop, skip, and a jump to 6570 Telegraph Road. Material Control, Purchasing, and others took squatter's rights and settled comfortably in the vacated area.

Now doing what comes naturally, along came centralized buying not to be confused with centralized warehousing which we are not doing. In general, this means one purchasing department will do the buying for all three plants. This may sound easy, but there are many detailed problems that must be cleared up. To make this a successful program, Material Control and Purchasing have been lifted to executive level with Darrel Hogan as our pilot.

--Jake Oberlin

L.A. SAFETY

The National Safety Council for Industry informed us that our Bandini Plant had been selected as one of the top ten plants for competition in the National Safety Council Sweepstakes Awards in the Junior Division for all industry. Some 687 companies were eligible for this award, and we are quite proud that we were selected as one of the ten finalists and had a personal inspection of our Bandini plant and offices. Although we did not come off with the top prize, we feel that it is a great honor to be in the top ten in the Nation.

Our safety committees are very active. The Workmen's Committee, consisting of the Plant Superintendent, Maintenance Engineer, and three plant employees, meets once monthly on the last Thursday of the month. This committee's recommendations are forwarded to the General Safety Committee, which is chaired by Darrel Hogan. Others on the General Safety Committee are Leonard Nowakowski, Wayne Christian, James Donley, Roy Haas and Orval Denny.

(Continued on Page 4)

National City

National City Management and Sales Department attended a Motivation and Sales Clinic given by Garey Garlepy, April 13. The clinic was sponsored by the San Diego Sales Executives Club to motivate salesmen in the San Diego area to bigger and better selling. Mr. Garlepy is a very inspiring speaker and introduced ideas and facts that every salesman can put into effect at one time or another.

One of the route salesmen was so inspired by the clinic that on the way home he motivated right through a boulevard stop. Jim, what was the investment on this, not the cost?

Howard Andrewson, Jack Tackett, A. H. Bahrke, Don Sorensen, John Smith, Juan Zarate, Lydia Sweet, and Farris Erwin attended a meeting in Los Angeles April 5. We enjoyed meeting the people in Los Angeles and visiting with them. We talk to them a lot over the phone but it was nice to find out who you were talking to. In spite of the terrible fog we ran into, we did get home safely. We were just thankful for the careful drivers.

A farewell luncheon for Shirley Bain was given April 14. Those attending were Lydia Sweet, Audrey Cooley, Adriana Raisanen, Farris Erwin, Joe Rodriguez, and Howard Andrewson. Shirley was our payroll clerk. She will be replaced by Adriana Raisanen. We hate to see you go, Shirley, but good luck wherever you may be.

--Farris Erwin

Good and bad news this time! The good news is that my son is home from the service. This is keeping me busy trying to cook and show him a good time.

Bad news! Jenny Knudsen, trying to be a kid again, had an accident on her husband's motor scooter, so she is limping around.

Dolores Bradley, who is Juan's right hand man (woman), got her hand burned on a press. Hope she will be back with us again soon so she can take her trip to Mexico City. We have some new people in the plant--new but old. One girl is Helen Earles, who worked here about 3 years ago, and Arnoldo Sierra who worked in the Los Angeles plant.

Ramona and Mary finally can get a breath of air now. Smitty and Chuck put a new window in their little corner. We miss Stella from the shirt press. But a trip to Mexico City and Acapulco would be nice for all of us to take. Sorry, not much more news but with vacations starting, Jack keeps us busy.

--Eleanor Castro

Howard Andrewson, National City General Manager, and wife Lucille announce the marriage of their daughter,



LUCKY GUY!

Judi, to Phillip Donald Riffes, in San Diego at 4:00 p.m. April 9. The ceremonies were held at the Calvary Lutheran Church officiated by Rev. George A. Nelson.

Judi's gown was chapel length, white silk organza with yoke and sleeves trimmed with imported Swiss embroidery accented with seed pearls. She carried a cluster of yellow roses with cascade of white hyacinth. The wedding gown was made by Judi's grandmother, Mrs. Roy G. Rogers of Chicago.

Phillip Riffes, better known to us as Don, has been a part-time employee for Prudential Overall Supply driving the transfer truck at night between National City and Solana Beach. He is a junior at San Diego State College.

Miss Lana Andrewson, sister of the bride, was maid of honor, gowned in peacock silk organza and carrying yellow crescent daffodils and gardenias. Miss Jacqueline Boehmke was bridesmaid, wearing turquoise silk organza and carrying daffodils. The bridegroom's sisters, Kenda Riffes and Pamela McVay, were flower girls.

John Dickinson served as best man with Henry Schoenholz and Dale Clark as ushers.

A reception was held for the newlyweds at the home of the bride's parents. The couple, after a honeymoon spent in the Laguna Mountains, will reside at 7407 Alvarado Canyon Road.

--Howard Andrewson

SOLANA BEACH

We are getting settled here in Solana Beach and things are beginning to run smoothly again. The move was quite a job, but everybody in San Diego and Vista worked together and accomplished it in

(Continued on Page 4)

NEW CHEVRON STATION OPENS IN FONTANA



Wednesday, April 13, saw the opening of a new Chevron Station at Randall and Sierra Streets, Fontana. The station is completely modern in every respect, including air conditioned rest rooms and interior. It is equipped with a new type remote controlled silent low-boy pump, and features the latest frame contact hoist which will accommodate all sizes of automobiles, including compacts. The building is so designed that it provides for future expansion with a minimum of effort and expense. It also has the new color scheme and the new Chevron-Standard sign.

The station is operated by Webb

O'Neal, a veteran of 18 years experience as a Standard Station manager. Webb and his family are a "Standard" family, as both his sons work for Standard Stations, Inc. -- one in Riverside and the other in San Bernardino. Webb himself is active in community affairs in Fontana. He is a Past Master of the Masonic Lodge, and Past Commander of the American Legion.

Clive Ruka, our Riverside Branch Manager, made the installation of uniforms and other services on opening day. We are looking forward to a long and pleasant relationship with Webb O'Neal and his staff of experienced assistants.

RIVERSIDE

A special "Thanks" to Dutch Dowds, Bernie McMahan, and Riley Norton for using their day off to visit our Bandini Plant. Dutch is president of San Diego Local #11 of W.S.S.S.E.U., and manager of a Standard Station in Riverside. Bernie is vice-president of the local and manager of a Standard Station in Victorville. Riley is union steward and manages a Standard Station in Riverside.

Dutch, Bernie and Riley all agreed it was well worthwhile. Jim Donley took us on a plant tour, Darrel Hogan explained the functions of Material Control, and Don Clark and John McDonald were our hosts at a luncheon. My personal thanks to all who helped make the visit worthwhile for these three men.

Bill Knisely is back on Route 33 again after taking his vacation while having the mumps. Bill was a mighty sick man as a result and didn't enjoy his vacation too much.

We won the contest with Solana Beach Branch (formerly Vista), and are looking forward to enjoying a steak dinner as our reward.

Bill Butterfield, Paul Wallace and Harry Doernbrack had to carry this contest for almost three weeks as well as run Bill Knisely's route and their own

routes, while Bill was ill. So this dinner is well deserved.

--Clive Ruka

SOLANA BEACH (Continued from Page 3) one day. We are in the south end of Bill Jack's building (right at the stop light in Solana Beach) facing Highway 101. The building is better lighted, better ventilated and roomier than our previous location.

We feel that in this location, we will not only be able to serve our old customers better, but will gain many new customers, as tremendous growth is expected in this area. We should also triple our Call Office customers in this location as soon as we get our sign up outside. Our little man in a work uniform will be familiar to everyone who travels on Highway 101; a very affective advertisement for our company.

You may have guessed that we are very satisfied with the move to Solana Beach.

We are looking forward to some visitors from L. A. now that we are so conveniently located. Come see us, you all!

Lloyd and Bettie Sikes moved to 312 Cedros Street in Solana Beach the last of March. They found a 3-bedroom house, 2 blocks from the ocean, and 1 block

from work. How lucky can you get?

Ray and Diane Strubhar have moved to Cardiff-by-the-Sea, just one mile away. They also had to have an extra room, as they are expecting the storied drop a bundle (not laundry) at their home late this summer. That will make the third (and last, so they say) for Diane and Ray.

Sam and Marsha didn't move as they are buying their home in Oceanside. Sam says he really enjoys the drive to work in the morning; that the scenery is so beautiful he is always wide awake and in a good humor when he gets there.

We have a new route salesman at our Branch. Gene O'Cull has taken over Route 6. Gene and his wife Jean are from the Midwest, but have been in California nearly a year now. Gene had to move all by himself as his wife is back in Illinois, freezing and visiting with friends and relatives. Gene is a hard worker and is doing well on his job. We hope you will be with us a long time, Gene and Jean.

--Betty Sikes

L.A. SAFETY (Continued from Page 3)

During the month of March, our plant employees at the Bandini Plant worked a total of 32,628 hours with no disabling injuries. Our 58 vehicles traveled a distance of 70,750 miles during March with no reportable vehicular accidents. The Service Department is participating in a Fleet Safety Contest being conducted by the Greater Los Angeles Chapter of National Safety Council. This contest ends June 30, 1960.

The General Safety Committee commends the plant employees and the drivers on the excellent safety record maintained thus far this year. If we keep this up all year, come next April we'll probably walk away with top honors.

--Frank Bailey

THE PRUDENT VIEW

It seems that we have forsaken the freedoms on which this country was built. The freedom to work, freedom to worship and freedom from oppressive government. We are substituting freedom from care, freedom from effort, freedom from responsibility and freedom to get without having to give. We are fast approaching the day when individual Enterprise is becoming obsolete and Government Rule is becoming absolute.

TRAIN OF THOUGHT

Every hour on the hour, without fail, a streamliner of the Nowhere and Noplace Railroad Company leaves Nowhere for Noplace. At the same moment another train departs from Noplace for Nowhere.

If the distance between Nowhere and Noplace is 420 miles and all trains average exactly sixty miles per hour, how many trains will a traveler meet while going from Nowhere to Noplace?

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(Answer will be printed next issue)