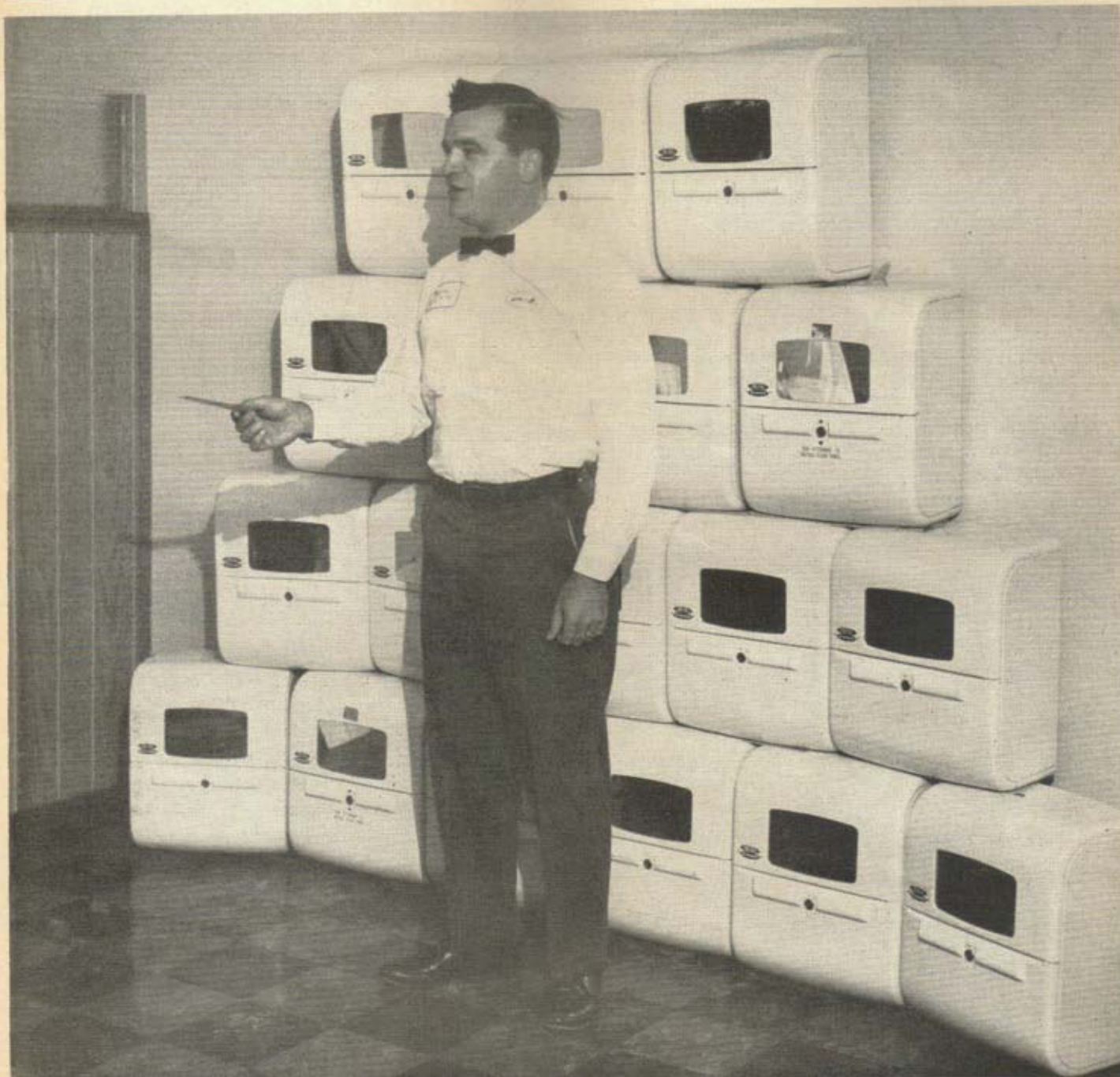


PRUDENTIAL OVERALL SUPPLY

OFF - THE - CUFF

VOL. 7, No. 4

CHRISTMAS, 1965



**MEET THE WINNERS
OF THE
WASHROOM SERVICE CONTEST**

(Story on Page 5)

CONSTRUCTION BEGINS ON NEW RIVERSIDE PLANT

Riverside, Calif., Dec. 8—Erection of a 20,100-square-foot plant for Prudential Overall Supply began today at the corner of Jurupa and Wilderness in the Airport Industrial Park in Riverside.

Don R. Clark, Executive Vice-President, said that construction will be completed in March on this new industrial laundry and service facility, at which time the existing branch operation at 6091 Jurupa will be moved into the new building.

Approximately one-half of the 4.2 industrial acres will be developed at this time, with the remaining area left for future expansion.

Prudential Overall Supply will service rental uniforms, industrial towels, linen and dust control items in the counties of Riverside, San Bernardino and the eastern part of Los Angeles County from this location.

Clive E. Ruka, General Manager of the Riverside Plant, said that the initial construction cost will be about \$250,000, increasing to \$500,000 as the plant becomes fully equipped.

Reinforced concrete tilt-up construction will predominate. The gen-

eral contractor is Central Coast Construction of Berkeley, who specializes in this type of construction. A sprinkler system will be installed for fireproofing and the offices will be air-conditioned. The most modern equipment tested at the other Prudential facilities will be installed at this location.

Don R. Clark was Head Football Coach at the University of Southern California until 1960 when he joined with his brother, John, in operating Prudential Overall Supply.

Ralph DeMarco, representing Marcus W. Meairs Company, coordinated efforts to bring this new plant to Riverside. The Riverside Chamber of Commerce, working in conjunction with the City Council, cleared the way for early construction of this facility.

The architects for the project are Cline, Zerkle and Agee of Berkeley.

Prudential Overall Supply was founded by John D. Clark in Los Angeles in April, 1932. Mr. Clark came to California from Churdan, Iowa, in September, 1929. In these beginning days Mr. Clark had one truck, a Model A Ford. Most of the work was "wash" as distinguished from "supply."

In 1939 the company was of such size as to require the full use of a building on Slauson Avenue. In 1945 the company was awarded a defense contract for cleaning and sterilizing gas mask components. At this time the company initiated its rental program.

In July of 1947 the company was incorporated as the Prudential Laundry and Linen Supply Company. During that year, Prudential became a franchise holder of the Kex industrial wiping towel for Callaway Mills, Inc. In July of 1949 it continued to expand its service of industrial garment rental and began to realize its greatest period of growth. By 1950 the "supply" business had become the dominant work of the company.

In 1952 the company built a new building on two acres of land in what was then known as the County but which has since been incorporated into the City of Commerce. In that year also, the company became the second franchise holder in the United States for the Callaway Mills national dust control service.

In 1954 it began to merchandise a new program of washroom services. In 1956 it bought an operating plant in National City. In 1959 Prudential



Artist's Conception of a New Industrial Laundry Now Under Construction by Prudential Overall Supply in the City of Riverside, California.

opened a new branch in Riverside and began construction of a new major plant in Van Nuys. A branch was opened at Vista in 1960 and was later moved to Solana Beach where it remains today.

During 1961 Prudential Overall Supply constructed a new plant south of San Diego in the City of Chula Vista. This plant replaced the one in National City which was demolished a few months later by freeway construction. During the same year the company inaugurated a garment rental service specifically designed to meet the needs of the rocket engine and missile production industries. For the first time in its history, the company entered such items as lint-free coveralls, hoods, gloves and shoe covers in its rental program. These garments are used by personnel who work in controlled environment rooms requiring absolute cleanliness and freedom from lint and dust particles.

The company has now grown from a single operation to a personnel complement in excess of 500. It has built three of the most modern and well-equipped industrial laundry facilities in the United States in order to give itself maximum sales and service coverage to the expanding industrial communities of Southern California. It now lists among its customers such large and reputable organizations as the Garrett Corporation; Standard Stations, Inc.; Hughes Aircraft Company; General Motors Corporation; Westinghouse; Northrop Corporation; Litton Industries; Chrysler Corporation; and a host of others including municipal, state and federal installations throughout Southern California. It continues to grow and to bring new business and industries into its services. It also continues to attract outstanding personnel so that its quality of sales and service will continue to be the finest in the field and worthy of the faith and trust of all its customers.

The power of education is undeniable. A new college graduate, starting in his first real job, can discover methods for making mistakes nobody dreamed of.



At the Ground-Breaking Ceremonies for the New Riverside Plant on December 8 were (left to right) : Charles Munson, Councilman and Mayor Pro Tem, City of Riverside; Bruce Betz, Councilman, City of Riverside; Don R. Clark, Executive Vice-President, Prudential Overall Supply; Henry Coil, Councilman, City of Riverside; Craig Bryant, Industrial Coordinator, City of Riverside.



Some of the Riverside Plant employees present at the ground-breaking ceremonies were (left to right) : Bill Knisely, Route Supervisor; Paul Awtry, Sales Representative; Len Munde, Route Supervisor; Frank Montoya, Leadman, Distributing Department; Clive E. Ruka, General Manager; Sue Brubaker, Forelady; Marie Holloman, Seamstress; Ruben Carrasco, Distributor; Don R. Clark, Executive Vice-President.



Christmas, 1965

Navidad, 1965

TO OUR EMPLOYEES AND FRIENDS:

We heard the bells on Christmas Day
Their old, familiar carols play,
And wild and sweet
The words repeat

Of peace on earth, good will to men!
The hours of the Old Year are numbered; the
candle burns low, and in the lingering
light we like to sit back and think of you
and your families.

As we reflect for a moment over the paths
we have traveled, there is warm pleasure in
the memory of the friendship you have
shown us.

In all sincerity we wish you a Merry
Christmas and hope that the coming years
will be running over with good luck and
happiness for you and yours.

A NUESTROS EMPLEADOS Y AMIGOS:

En el día de Navidad se escuchan
las campanas
Repicar sus dulces cantos
Y repetir las palabras de paz
En la tierra a los hombres de buena
voluntad.

Las horas del año viejo están contadas; la
vela es muy pequeña, y en medio de la luz
lánguida nos gusta sentarnos y recordar a
ustedes y a sus familias.

Según vamos recorriendo los caminos que
hemos viajado, hay un sentimiento de placer
al recordar las muestras de amistad que
hemos recibido de todos ustedes.

Con toda sinceridad les deseamos una muy
Feliz Navidad, y que los años venideros
estén llenos de ventura y felicidad para
todos ustedes.

John D. Clark
John D. Clark, President
Prudential Overall Supply

John D. Clark
John D. Clark, Presidente
Prudential Overall Supply

HOW OUR CHRISTMAS CUSTOMS BEGAN

The typical American Christmas combines many customs and traditions—the tree, Santa Claus, lights, mistletoe, gift-giving, caroling and card-sending—brought to this country by settlers from Europe. Many of these customs are directly related to the birth of Christ and stem from church religious observances. Others, though, have basis in folk customs, some present even before the birth of Christ. Scholars, it should be noted, do not always agree about how each of the present-day family rituals developed into the Christmas tradition.

Early Christians did not celebrate the birthday of Jesus as a holiday festival as it is known today for several hundreds years after He was born. The Rev. Cyril Martindale, a Roman Catholic historian, has written that such festivals were rejected by early Christians because they were associated with pagan rituals. Later, the celebration of Christmas was introduced to counteract the pagan feast of the Sun-God held in Rome about December 25. The word Christmas, according to the Rev. Martindale, is derived from the Old English, *Cristes Maesse* (the mass of Christ) and was first called by that name in 1038. The Dutch word is *Kerst-Misse*. The Latin for Jesus' birth is *Dies Natalis*, root of the Italian *Il Natale* and the French *Noel*.

An explanation of why Christmas is sometimes written *Xmas* is that "X" is the Greek equivalent of the "ch" sound and the letter "X" is taken to represent the word Christ. Although the northern European *Yule* (or *Jul*) is of disputed origin, one source says it may derive from the Anglo-Saxon word for feast, *geol*.

Christmas was a seasonal celebration in Europe from the sixth century on. Nevertheless, in this country the Puritans of the Plymouth Colony were opposed to its celebration and passed a law in 1659 to fine anyone who feasted on December 25. The law was repealed in 1681, but New Englanders and Quakers long were reluctant to make Christmas a day of festivity. The settlers from Holland, the Hessian mercenaries in the Revolutionary War and other Europeans who came to

(Continued on Page 8)

COMO EMPEZARON NUESTRAS COSTUMBRES DE NAVIDAD

La Navidad típica americana es la combinación de varias costumbres y tradiciones—el árbol, Santa Claus, las luces, el muérdago, intercambio de regalos, cantos (villancicos) de navidad y las tarjetas fueron traídas a este país por los colonos europeos. Muchas de estas costumbres están relacionadas directamente con el nacimiento de Cristo y se derivan de las observaciones de la iglesia. Otras, aún cuando tienen por base las costumbres folklóricas, viene desde antes del nacimiento de Jesús. Debe hacerse notar que algunos catedráticos no están de acuerdo con la forma en que cada uno de nuestros rituales actuales se desarrollan en comparación de la tradición actual de la navidad.

Los primeros cristianos no celebraron el nacimiento de Jesús en forma de día festivo como se ha hecho por cientos de años después de su nacimiento. El Reverendo Cyril Martindale, historiador católico romano, ha escrito que tales festividades fueron rechazadas por los primeros cristianos debido a que éstas eran asociadas con los rituales paganos. Después, la celebración de la Navidad fué introducida para frustrar la fiesta pagana del Dios Sol que se celebraba en Roma el 25 de Diciembre.

Desde el siglo 16, la Navidad era una celebración de temporada en Europa. Sin embargo, en este país los puritanos de la colonia Plymouth se opusieron a su celebración, y pasaron una ley en 1659 para multar a todo a aquel que celebrara el 25 de Diciembre. Esta ley fue abolida en 1681, pero los colonos estuvieron renuentes por mucho tiempo a reconocer el día de Navidad como día festivo. Los colonos holandeses, los Hessianos mercenarios de la guerra de independencia, y otros europeos que vinieron a América, trajeron consigo las alegres tradiciones, el cambio de regalos y las festividades.

Santa Claus—Los colonos holandeses trajeron la tradición de San Nicolás a América en el siglo 17. Su tradición fué la predecesora de Santa Claus. San Nicolás era Arzobispo de Mira, y se decía que había tres her-

(Continúa Página 8)

WASHROOM SERVICE CONTEST

(Photo on Page 1)

There are two winners in a successful Washroom Service contest. The first of the two comprises nearly 200 stores, shops and various other individual enterprises which have now begun to enjoy the pleasure of using cloth toweling in their washrooms and who have eliminated the costs and problems of the cloth substitutes they had used.

The other winner deserves a special commendation for the fine job he did in introducing the Washroom Service to prospects. He set a sales record, for an individual route salesman, of 47 cabinets in 15 days, or more than 3 cabinets every day of the contest! That is going to be hard to beat! He set it by persistent day-to-day sales efforts and made the last third of his total sales during the deluge in November.

We are proud to introduce the winner to you—meet JACK ELLIOTT, one of the Riverside Plant's finest sales team members.

Jack came to Prudential from a sales job with a vending company in Palm Springs. The transition from coin vending to mops and walk-off mats would seem to be great. Jack made the change very smoothly, however, in October of 1964 and has been in high sales gear ever since. Jack and his lovely wife, Dee Anne, were blessed with a daughter, Denise Eileen, on August 17 of this year.

Our congratulations to all the members of Prudential Dust Control's sales teams who participated in this contest in Los Angeles, Van Nuys and Riverside. All participants did a fine job.

Just in case anyone wants a crack at that sales record, he'll have a chance early in 1966. Now would be the time to brush up on the needed sales techniques.

—Dick Buechsenschuetz

HOW TO STAY ALIVE AT CHRISTMAS TIME

Christmas Eve is the most deadly period of the holiday. During the last six hours of Christmas Eve, the hourly rate for fatal accidents is approximately five times greater than it is for the balance of the holiday.

VAN NUYS NEWS

It has been a while since we have had anything to report from Van Nuys. At this time we want to welcome to our Prudential family the following new personnel. June Seibert has replaced Holly Hollinghurst in the office. June is married and has two sons, one of whom is serving in the Air Force. She is originally from Chicago, Illinois, but has been in California since 1946 and now resides in Granada Hills.

Pall Juliusson has returned to Prudential at Van Nuys as one of our Utility Route Salesmen. Pall was formerly at the Los Angeles Plant on Route 22. His birthplace is Iceland. Pall now resides in Redondo Beach with his wife and two children.

Also new to the Van Nuys Sales Department is Jack Griffiths who, in his capacity as Utility Route Salesman, has just finished running Route 18 for Ed "Rock" Stone who was off six weeks for an operation. We are glad "Rock" is back. Jack resides in Reseda with his wife, Marilyn. They are newlyweds. Jack was formerly with Arden Farms. We wish a hearty welcome to all these new employees and hope their stay at Prudential will be long and successful.

A very Merry Christmas and a prosperous New Year to all!

—Pat Patrick

We all miss Maxine Gilbert, who has left Van Nuys for the Los Angeles Plant. We have several new employees in the production departments: Luis Arrizon, Robert Studley, Larry Royal, Jerry Beeson, Ira Levine.

Angeline Barriga is off for an extended period. Lidia Perez is on sick leave with a back injury. Hope you all get well soon.

Bill Knoke has an unofficial title as engineer. He has really been busy rearranging our shop towel department.

—Louis Vasquez

CHULA VISTA NEWS

First of all, we would like to introduce our new receptionist, Linda Sedergren. She and her husband are originally from Eugene, Oregon. Lin's husband, Dan, is attached to VS-41, North Island Naval Air Station. They have been in California since March, 1963. Their favorite hobby is camping in the Sierras.

Mr. and Mrs. Frank Clark held a "surprise" wedding shower for Orval and Evelyn Denney on September 20. Orval had to do some real convincing to get Evelyn to come over, as she had a touch of the flu and wasn't feeling well. When she and Orval did arrive, she was so surprised that it was all for them. Those attending from Prudential were: Hazel Sorensen, Hazel Smith, Mary Dunn, Beverly Ball, Betty Riley, June Long, Helen Cota, Josephine Barajas, Sylviane Sothras. Louella Roper and Rosemary Rash were unable to attend, but the bride and groom appreciated their lovely gifts.

It was a lot of fun playing "Name a Cake" and "Bride & Groom." Winners were: June Long for Name a Cake; Beverly Ball and Helen Cota tied for first in the Bride & Groom game.

A beautiful cake and ice cream in the form of wedding bells were served. Of course, this is when the husbands showed up after bowling!

All of us wish Orval and Evelyn the best of happiness.

On October 28, Mr. and Mrs. Frank Clark had a "house guest" for the weekend. If any of you ever need to know how to get rid of skunks (really) just ask Frank!

In looking over our personnel list, we noticed how many of our employees in the route sales and management departments have identical first names:

Robert Rudd, Robert Travis, Robert Roper. John Smith, John Dunn. Frank Metz, Frank Clark. Lloyd Hartman, Lloyd Rash, Lloyd Javens. George Sothras, George Wright. James Baylor, James Shanley, James Youngs. Larry Mutchler, Larry Symonds. Then you have their nicknames: Bud Javens, Bud Young, Jack Hession, Jack Dunn.

So as you can see, if any of the wives or customers call in and ask for any of the above by the first name, they might get the wrong husband or route salesman!

Prudential Overall Supply of Chula Vista is appreciative of the patronage of all our customers in the year 1965; and to all our employees and their families we wish a Merry Christmas and a joyful New Year.

—Beverly Hall

I want to welcome Hubert Mueller

of Route 2 to Chula Vista. Hubert is not new to Prudential, as he was transferred from Solana Beach. Of course, he'll have to adjust from surfing to bowling.

Sorry to hear about Mitts' wife, Mable, who is in the hospital. We all wish her a speedy recovery.

My wife, Lena, and sons David and Stephen and I wish everyone a very Merry Christmas and a Happy New Year.

—Sam Paluso

The Supply Department has been very busy during this holiday season, but we would like to take time out to welcome our new employees: Connie Cortez and Amalia Peralta. Connie has three children and her husband's favorite sport is football. Amalia is our bundle tier. Nice to have you with us, Connie and Amalia.

We were sorry to see Bea Snow and Jean Beacker leave our employ. We wish them both much happiness in the future.

Congratulations are in order for Tony Sanchez and his wife, Bertha. They were blessed with a baby boy and named him "Tony Sanchez, Jr."

We want to wish Ethel Young's husband, Bennett, a speedy recovery on his recent illness.

From all of us and our families, a very Merry Christmas and a Happy New Year.

—June Long

I would like to take this opportunity to extend a big welcome to the following new personnel: Raymundo Chavez, Concepcion Cortez, Alfredo Estrada, Bertha Mejia, Angel Munoz, Amalia Peralta, Acacia Preciado, Jose Sota, Juanita Varela, Bertha Campos, Asencion Serrano and James Shanley.

We would also like to welcome Art Garrow. Art is our auto mechanic and is originally from Minnesota. He and his wife, Hazel, and son, Michael, have been in California for approximately 6 years. Art's hobbies are bowling, golf and football. The latter, he adds, is just for watching.

Merry Christmas, and to all a Happy New Year!

—Orval Denney

Everyone around here is waiting for an invitation from Larry Mutchler to

visit his new homemade beer dispenser. The information we get from the horse's mouth is that he has already consumed $\frac{1}{4}$ barrel all by himself. Now wouldn't you think that a guy would have more scruples than do a thing like that? After all, we're his buddies, and whom else should he invite to help him consume that fine free-flowing amber fluid but us? We are only kidding, Larry. All of know the labor that went into the making of the dispenser and hope you enjoy it for years to come.

These Dust Control guys are very talented. Henry Dodge used to be a TV repairman, and the reason why I know it is because he fixed one of my old broken-down sets not too long ago. It now seems that I have another set about to be mended. It's good to have someone like Hank around to help out when you need him.

The Christmas season is here and it is the time of year when everyone is full of cheer and gladness. I would like to take this opportunity to wish one and all a very Merry Christmas and a prosperous New Year.

—George Sothras

SOLANA BEACH NEWS

Since the last edition we have had a few personnel changes in our North County operation. We have a new route, number 7. The gentleman who assumed the duties of route salesman is Lee Acosta, who needs no introduction to most old-timers. He did a few years' tour here on Route 2 before leaving the company over a year ago. Lee and his wife Nancy still reside in the Clairmont area. With his previous sales background, Lee will once again be a great asset to our branch operation.

Unfortunately, on the route split we were pressed for room in our little shanty and had to farm Hubert Mueller, Route 2, to Chula Vista. I check on "Huey" every once in a while so that the boys (especially Mitts) don't abuse him, and I understand he is doing an outstanding job for Sam Paluso.

On October 22, a surprise housewarming was held for Mr. and Mrs. Bud Clark in their newly acquired estate in Escondido. Those in attendance were Mr. and Mrs. Jim Baylor, Mr. and Mrs. Hubert Mueller, Mr.

and Mrs. Frank Metz, Mr. and Mrs. Lee Acosta and Mr. and Mrs. Don Sorensen. The Mueller family gifted them with a lighter and ashtray set. The Solana Beach gang pitched in for a hanging chain lamp. There was an assortment of goodies plus cool refreshments. Everyone had a good time, the only regret being that Bud can't afford another home right away so that we could warm it up for him.

With the year 1965 slowly dwindling away, so is my source of news. I want to extend to all a Merry Christmas and a prosperous and joyous New Year from all of us at Solana Beach.

—Don Sorensen

RIVERSIDE NEWS

What more acclaim could be bestowed upon one facility at one time? Top Salesman Award in the recent Washroom Service Sales Contest and Ground Breaking for a new Plant!

There isn't much more to be said in behalf of the top salesman, Jack Elliott, except that is a genuine pleasure and privilege to work with Jack. His enthusiasm is an inspiration to all of us in this plant.

The ground-breaking ceremonies held at the site for the new plant on December 8, 1966, would not have been possible were it not for the consistent efforts of all people concerned:

Harry Doernbrack, Route 34. The consistent sales efforts by Harry during six of the seven years since the branch was started in 1959 at 3221 Kansas Avenue has contributed much towards the new plant.

Bill Huntley, Route 29. Without Bill's efforts in the Hemet-Perris area we certainly would not enjoy the excellent reputation that is ours.

Jerry Owens, Route 33. Jerry has shown increased sales strength each year in his area since joining the company in October, 1961.

Art Herbert, Route 35. "Mr. Dependability" has captured the town of Corona with service unexcelled anywhere.

Stan Johnson, Route 32. Stan has done an outstanding job in promoting the Prudential Overall Supply image of unequalled service in the Pomona-Ontario area.

Chuck McGee, Route 36. Every sales department should have a Chuck McGee. The number of sales calls

made every week by Chuck can't help but add to his already happy customers.

Paul Heusner, Route 28. Paul has been with us only a short time and has shown great promise of sales expansion.

Herbert Bridgeman, Route 39. Herb is the newest member of the Sales and Service Department (Dust Control). His goal: "to outsell his compatriot, Jack Elliott."

Bill Knisely, Route Supervisor. Bill's high esteem for the company has been a great motivating force for all of us.

Len Mundee, Route Supervisor. Len's capacity for work has relieved all of us at one time or another of some of our work load.

Paul Awtry, Salesman. In a short period of time Paul has done an amazing job of adding new customers, an important growth factor.

Sue Brubaker, Forelady. Formerly Girl Friday. It is highly recommended that all plants have a Sue Brubaker. She has played a very important part in the growth of this facility: telephone girl, distributor, janitor, and now has charge of the Supply and Distributing Departments and doing an excellent job.

These are the people responsible for making it possible for the City of Riverside to benefit from Prudential Overall Supply's being located here.

—Clive E. Ruka

WHICH ARE YOU?

A lot of people are like wheelbarrows—not good unless pushed. Some are like canoes—they have to be paddled. Some are like kites—if you don't keep a string on them, they fly away. Some are like footballs—you can't tell which way they'll bounce next. Some are like balloons—full of air and ready to blow up. Some are like trailers—they have to be pulled. Some are like a good watch—open faced, pure gold, quietly busy and full of good works.

HOW TO STAY ALIVE AT CHRISTMAS TIME

The most common traffic accidents both on freeways and surface streets during holiday periods is the two-car collision, accounting for more than one third of all the fatalities.

CHRISTMAS CUSTOMS

(Continued from Page 5)

America brought the traditions of merry-making, gift-giving and holiday festivities.

Santa Claus. Dutch settlers brought the tradition of St. Nicholas to America in the 17th century. His tradition was the forerunner of Santa Claus. St. Nicholas was Archbishop of Myra and was said to have given three dowless maiden sisters his money, thus making them marriageable. One version of the story is that the youngest, after her two sisters had each received a gold purse dropped down the chimney on successive nights, hung her stocking in the fireplace hoping for her gift. She received it the third night. St. Nicholas also became the patron saint of children.

In Europe, St. Nicholas became a figure on a white horse (or donkey) who wore the robes of a bishop and sometimes carried a bunch of twigs in one hand to punish naughty children and a bag of presents in the other for good children. The evolution of this gift-giver into Santa Claus includes aspects of Father Christmas, a folk figure long known in Northern Europe. He wore a red robe trimmed in white fur, was jovial, enjoyed merry-making and encouraged kissing under the mistletoe.

Washington Irving, the American author, described the St. Nicholas of the Dutch settlers in 1809 and made him a popular figure in America. The description of Santa Claus and his reindeer in Clement C. Moore's poem, *The Night Before Christmas*, imprinted an image on the American public in 1823 of Santa as a jovial, hearty gift-giver riding through the sky in his sleigh.

Gift Exchanging. Exchanging gifts as Christmas follows the example of the Wise Men who brought gifts to the Christ child—gold, frankincense and myrrh. They received gifts in return. Tradition indicates that the Wise Men arrived on January 6 (Epiphany) and in many lands gifts are exchanged on that date. In Spain, children put out their shoes filled with straw on Epiphany Eve. The Wise Men ride by during the night. The straw, for their horses, is gone and gifts are in its place.

In Germany, the *Christkind*, a child

messenger for the infant Jesus, also brings gifts. It is said that Martin Luther, the Protestant leader, objected to the growing secularization of St. Nicholas into Santa Claus and sought to re-emphasize the direct connection of the Christmas celebration with Christ's birth. The name of this messenger evolved into *Kriss Kringle*, although that name is sometimes also applied to Santa Claus.

Decorations. Evergreens—trees and boughs—were used in festivals in Roman times and in other pagan rites. But the Christmas tree as Americans know it probably was originated by the Germans. A German story says the *Christkind* chose the fir and transformed it with gilded nuts, apples and lights. Historians believe that Hessian soldiers spread the custom to America during the Revolutionary War and that German settlers in Pennsylvania had Christmas trees as early as 1746. Because of these settlers, the Christmas tree was used in America before it became popular in England. The German husband of Queen Victoria, Prince Albert, introduced it in England in 1848. The green color of trees and boughs and the red of the holly berry are symbols of Christ. The red is for His passion and death. The green is for everlasting life and eternity.

Displaying a tree in a window or using lighted decorations is a practice derived from the custom of putting candles in the window to light the *Christkind's* way. A star, of course, symbolizes the Star of Bethlehem, which guided the Wise Men to the birthplace of Christ.

Creche. The creche is an important symbol of the religious meaning of Christmas. St. Francis of Assisi is credited with originating a reproduction of the manger, the Holy Family and the animals, shepherds and Wise Men in 1223. The Rev. Martindale says St. Francis "laicized" what had been a church custom and since then

OFF-THE-CUFF

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the creche has been used in homes, squares and other places outside the church.

Carols. Plays performed in cathedrals during the Christmas holiday were set to carols. One of the best known, *The Twelve Nights of Christmas*, was originally sung along with a dance on Twelfth Night, followed by the eating of mince pies. (The twelve days of Christmas are from the day of Christ's birth, December 25, to Epiphany, January 6.)

Cards. Christmas cards possibly stem from gift exchanging at holiday time, but one authority believes this custom's popularity began with reforms in the British postal system when cards were allowed to be sent at a uniform penny rate throughout the United Kingdom. A hand-colored, lithographed card first was sold in 1848 in England. It featured Christmas merrymaking and wishes for a happy New Year. The first American Christmas card, according to some sources, appeared in 1875.

COSTUMBRES DE NAVIDAD

(Viene Página 5)

manas que permanecían solteras por falta de dote, y él les entregó todo su dinero para que éste les sirviera de dote y se pudieran casar. Una versión de la historia dice, que la hermana menor, después de que a sus dos hermanas les cayó por dentro de la chimenea una bolsa llena de oro, colgó su media en la chimenea con la esperanza de un regalo y lo recibió a la tercer noche. San Nicolás también vino a hacer el santo patrono de los niños.

En Europa, San Nicolás era un personaje montado a caballo blanco (o un burro) con vestimentas de obispo y algunas veces cargaba en una mano unas ramas para castigar a los niños desobedientes, y en la otra cargaba una bolsa con regalos para premiar a los niños buenos. La evolución de este personaje a Santa Claus incluyen

aspectos del Padre Navidad, un personaje folklórico conocido en el norte de Europa por mucho tiempo. Él usaba una túnica roja adornada con piel blanca—era jovial, le gustaban la fiestas, y fomentó el beso bajo el muérdago.

El autor americano Washington Irving, en 1809 describió al San Nicolás de los colonos holandeses y lo hizo un personaje famoso en América. En 1823 la descripción de Santa Claus y su venado en el poema de Clemente C. Moore intitulado "La Noche antes de Navidad," imprimió en la mente del público americano una imagen de Santa Claus como un personaje jovial que daba regalos, y que viajaba por el cielo en su trineo.

Intercambio de Regalos—El intercambio de regalos en Navidad sigue el ejemplo de los tres Reyes Magos quienes le trajeron regalos al niño—oro, incienso y mirra. Ellos también recibieron regalos a su vez. La tradición dice que los tres Reyes Magos llegaron el 6 de enero (Epifanía) y en muchos países el cambio de regalos se hace en este día. En España, los niños sacan sus zapatos llenos de paja la víspera de la Epifanía, pues los reyes Magos llegan durante la noche. La paja para sus caballos desaparece, y en su lugar encontraban regalos.

En Alemania, el "Christkind" es un niño mensajero del Niño Jesús que también trae regalos. Se dice que Martin Lutero, el guía de la religión protestante, se opuso a la creciente secularización de San Nicolás en Santa Claus, y buscó la forma de acentuar la conexión directa de la celebración de Navidad con el nacimiento de Cristo. El nombre de este mensajero fue "Kris Kringle"; sin embargo, este nombre es también dado a Santa Claus.

Decoraciones—En los tiempos romanos se usaba el siempre-verde en las festividades y en otros ritos paganos, pero el árbol de navidad que los americanos conocemos, fué probablemente originado por los alemanes. Un cuento alemán dice que "Christkind" escogió el abeto y lo transformó con nueces doradas, manzanas y luces. Los historiadores tienen la creencia de que fueron los soldados hesianos quienes propagaron esta costumbre durante la guerra de independencia en América, y que los colonos ale-

manes en Pensilvania ya tenían el árbol de navidad desde 1746. Gracias a estos colonos, el árbol de navidad se popularizó en América primero que en Inglaterra. Alberto, el príncipe consorte de la Reyna Victoria que era alemán, introdujo el árbol de navidad en Inglaterra en 1848. El color verde del árbol y de las ramas y el rojo de la fruta silvestre, son símbolos de Cristo. El rojo significa Su pasión y muerte, y el verde vida eterna.

Poner un árbol en la ventana ó usar lucres decorativas, es una práctica derivada de la costumbre de poner velas en la ventana para alumbrar el camino de "Christkind." La estrella, es por supuesto, el símbolo de la Estrella de Belén que guió a los tres Reyes Magos al lugar del nacimiento de Cristo.

El Pesebre—El pesebre es un símbolo muy importante en el significado religioso de la Navidad. San Francisco de Asís, fué el que originó en 1223 la reproducción del pesebre, la Sagrada Familia, los animales, pastores y los tres Reyes Magos. El Reverendo Martindale dice que San Francisco "liberó" lo que hasta entonces había sido una costumbre eclesiástica, y desde entonces el pesebre ha sido usado en casas, plazas, y en otros lugares fuera de la iglesia.

Cantos (Villancicos) de Navidad—Las representaciones hechas en las catedrales durante las Fiestas Navideñas se concretaban a música únicamente. Esta práctica se extendió a afuera de la iglesia y dió nacimiento a los villancicos. Uno de los más conocidos es "La Doce Noches de Navidad," el cual era cantado en un baile en la Décima Segunda noche. Después de terminado el baile, se servían pasteles de fruta, especias y carne. (Los doce días de Navidad son desde el nacimiento de Cristo, el 25 de Diciembre hasta la Epifanía, Enero 6).

Tarjetas—Las tarjetas de navidad, posiblemente se derivan del intercambio de regalos durante las festividades, pero una autoridad cree, que esta costumbre se popularizó con las reformas del servicio postal británico, cuando se aprobó que las tarjetas podían ser enviadas por todo el reino unido con un centavo de porte. En 1848 se vendió la primera tarjeta litografiada y pintada a colores. Ésta contenía felicitaciones de Navidad y buenos deseos para un año nuevo. Según

fuentes informativas, la primer tarjeta americana apareció en 1875.

A MULTITUDE OF TAXES

Many people, apparently, believe the government gets its money out of thin air or from some mysterious source that has little to do with themselves. This, basically, was the thought of Congressman Lipscomb of California when he said:

"It should come as no surprise to anyone that the money the Federal Government spends must ultimately come from the people, though all too often it seems that this fact is overlooked or ignored."

One reason for this is that except for income and property levies, most of the taxes we pay are hidden. Everything we buy, from an article so small as a sandwich to one so large as an automobile, carries a multitude of taxes levied at the raw material, manufacturing, processing, transporting, retailing and other levels.

And those taxes, like all the other costs that enter into the production of goods and services, must be paid by the the consumer.

These are truisms that should be known to every schoolchild.

But they tend to become lost in the face of the widespread belief that government "gives" us things.

The truth is that government can "give" nothing. It can only take the money from the people, now or on some future date, to pay the costs—and, also, it tacks on handsome sums to cover the administrative and bureaucratic overhead.

Nothing material in this world is free—government least of all.

HOW TO STAY ALIVE AT CHRISTMAS TIME

Three out of four fatal Christmas accidents involve driving too fast for conditions or in excess of stated speed limits. More than half of all traffic fatalities in December involve drinking drivers. One out of four December traffic accidents involves a pedestrian who has been drinking.

The man who laughs at the boss's jokes does not necessarily have a sense of humor, but he surely has a sense of direction.

CENTRAL ACCOUNTING NEWS

It's Christmas time again and the girls from Central Accounting have all placed their orders with Santa. Some presents might be a little late as Santa has asked the stork to deliver some of the "little presents." Sally Tahija, keypunch operator, is leaving to become Mama Tahija. She is spending the holidays with her folks in Pennsylvania and then returning to California for the blessed event. We will be losing Patti Dokter and Diane Arasim, exception clerks; and Judy Harper, payroll clerk, to the ranks of motherhood, also. Congratulations to all these gals and good luck.

Mary Giles, one of our former exception clerks, brought her new baby girls into the office recently. Leann Giles was added to the family in early November. This makes three for Mary.

Greetings, also, to our new gals—Koran Benson, exception clerk; and Denise Langenbach, keypunch operator. And welcome back to Jerrie (Nation) Barnes. She and her husband have recently returned from Virginia where he was stationed.

Wedding bells will ring in early January for Shanna Hoffman, and then she'll head for Washington state where her future husband will be working. Sorry to see her go, but best wishes to her and Ron.

Mr. and Mrs. Frank Bailey recently returned from a trip to the Caribbean, visiting Puerto Rico, St. Thomas, St.

John and Jamaica. He'll never become a member of their Chambers of Commerce, as he still prefers Hawaii.

One of our gals came up with a clever idea of a Christmas wreath made out of tab cards. It's very cute, but don't worry about your missing delivery tickets. We'll make up for them next year.

We wish you all a very Merry Christmas and a wonderful New Year.

—E. J.

From F. H. Bailey, Secretary-Treasurer of Prudential Overall Supply, comes this cheerful little note:

Starting with the pay check that you receive on January 7, 1966, the Federal Social Security Act requires an increase in your Social Security tax deduction to 4.2% of your 1966 earnings up to \$6,600 of pay. This amount, plus an equal sum paid by Prudential Overall Supply, goes into Government trust funds and will provide you with current life insurance protection as well as a monthly retirement pension and Medicare hospital benefits when you reach the age of 65.

In addition to matching your Social Security contribution dollar for dollar, the company will continue to pay unemployment insurance taxes as well as the other benefits.

For your convenience, we have made a table below showing what your Social Security taxes will be in future years compared with 1965.

CHRISTMAS COMES BUT ONCE A YEAR

For some, that's not enough . . .

Children

If Christmas came every day of the year, then children would want it twice a day. The Christmas tree symbolizes the most magical days of childhood. And no matter how long you leave it up, they'll still say, "Aw, do we *have* to take it down *already*?"

Parents

Yes, the bank account dwindles, and the crowds are exhausting, and you sigh that you're glad it's over with. But you know in your heart that memories are made of Christmas and kids. There are other holidays—but somehow they just don't give you that warm once-a-year glow called "the Christmas spirit."

Merchants

They'd like to have Christmas business every day. But despite all the criticism of how commercial Christmas has become nowadays, what would Christmas be without the enchanting store windows, candy cane street lights and the strains of *Jingle Bells* as you window shop in the snow?

For others, it's too often . . .

Safety Men

To traffic safety people, the Christmas season is a deadly season. Every year, the death toll from traffic accidents is a shocking contradiction of the spirit of a holy season. In 1965 Christmas and New Year's will again be counted as 3-day holidays. In 1961,

HOW THE NEW RATES WILL INCREASE YOUR PAYROLL DEDUCTIONS

If your annual wages are:	Your 1965 Social Security Taxes:	Your 1966 Social Security Taxes:	1966 Increase over 1965:	Your 1967-68 Social Security Taxes:	Your 1969-72 Social Security Taxes:	Social Security Your 1973-75 Taxes:
\$3,200	\$116.00	\$134.40	\$18.40	\$140.80	\$156.80	\$172.80
3,600	130.50	151.20	20.70	158.40	176.40	194.40
4,000	145.00	168.00	23.00	176.00	196.00	216.00
4,200	152.25	176.40	24.15	184.80	205.80	226.80
4,400	159.50	184.80	25.30	193.60	215.60	237.60
4,600	166.75	193.20	26.45	202.40	225.40	248.40
4,800	174.00	201.60	27.60	211.20	235.20	259.20
5,000	174.00	210.00	36.00	220.00	245.00	270.00
5,200	174.00	218.40	44.40	228.80	254.80	280.80
5,400	174.00	226.80	52.80	237.60	264.60	291.60
5,600	174.00	235.20	61.20	246.40	274.40	302.40
5,800	174.00	243.60	69.60	255.20	284.20	313.20
6,000	174.00	252.00	78.00	264.00	294.00	324.00
6,200	174.00	260.40	86.40	272.80	303.80	334.80
6,400	174.00	268.80	94.80	281.60	313.60	345.60
6,600 & up	174.00	277.20	103.20	290.40	323.40	356.40

nearly 1,200 were killed in three days. In 1964, almost 1,500. How can the authorities stop it? They can't. *You can.*

Police

They're closer to the tragic scene than anyone else. They patrol the roads and arrest as many reckless and drunk drivers as they see. They put bodies in ambulances. They make calls to the victims' families. It's a bitter job at any time . . . but a lot harder on Christmas Eve.

And perhaps someone you know

Someone for whom Christmas is no longer happy because of a past holiday highway tragedy. For them, Christmas has lost its carefree happiness, New Year's its bright promise. A familiar face is gone; joyous laughter is stilled. A lot of people are glad that Christmas comes but once a year.

KEEP CHRISTMAS FIRE-SAFE

Fires increase sharply in number during winter months, for both residential and industrial occupancies. Insofar as the home in particular is concerned, one of the main reasons for the increase is the hazards which invariably accompany the Christmas holiday season.

Listed below are some good rules which the National Fire Protection Association recommends be followed for a fire-safe Christmas.

The Tree

If you buy a tree, get one that has not started to dry out from prolonged storage, and keep it outdoors until just before Christmas. Before setting it up, saw off the trunk at an angle at least one inch above the original cut. Keep the freshly cut trunk immersed in water after firmly setting it up, adding water daily as absorption takes place. Keep the tree well away from all sources of heat, such as fireplaces and radiators.

Lighting

Do not use lighted candles near the tree. Use only electric lighting sets that bear the Underwriters' Laboratories (UL) label. Check old sets, before using them, for frayed wires, loose connections and broken sockets. Be sure the fuse on the electrical circuit you use is not over 15 amperes. Do not plug too many cords into one outlet. If extensive holiday lighting is

planned, call in a competent electrician. Make certain all decorative lighting is turned off before retiring or leaving the house.

Decorations and Wrappings

Do not let Christmas wrappings accumulate; get rid of them as soon as possible. Use only decorations made of noncombustible materials (metal, glass, asbestos, etc.). If combustible materials must be used, be sure they are "flameproofed." This applies even to Santa Claus whiskers, too, which have been the cause of a number of tragedies.

Gifts

Do not buy pyroxylin plastic dolls or toys. Toys operated by alcohol, kerosene or gasoline are especially dangerous. Look for the Underwriters' Laboratories label when buying electric toys; it means they have been tested for fire and shock hazards and may be considered safe if properly handled and maintained.

General

Do not allow smoking near the tree. Have plenty of safe ashtrays around and use them. Keep matches, lighters and candles away from children. Keep water-type fire extinguishers, buckets of water or a faucet-connected garden hose, within reach of the tree. If fire strikes, first get everyone out of the house and then call the fire department.

In general, these rules not only apply to the home itself, but to hospitals, churches, schools, offices, plants and wherever else the traditions of Christmas are observed. Fire in any crowded building may easily lead to panic. Smoking and flammable decorations are a hazardous combination which should not be allowed. Waste materials should be removed at once. Aisles, exits and fire doors must be clear and immediately usable. Exits should be plainly marked and easy to reach.

Protection is important, too. Automatic fire detection and alarm equipment, sprinklers, hand hose and fire extinguishers should be ready to operate. Sprinklers should not be obstructed by piles of goods, decorations or temporary partitions.

Remember, three-fourths of all outbreaks are attributed to carelessness and forgetfulness. Only by being keenly aware of potential hazards can

tragedy be avoided at this happy time of year.

CHRISTMAS CARDS

This year instead of sending Christmas cards to fellow employees, the following persons have made donations to charities:

Dick Beecher

Dick Buechsenschuetz

18 REASONS WHY I MADE THE SALE

by the Successful Salesman

1. I spent my time on the person who did the buying, instead of talking to the person easiest to reach.
2. I did not let the buyer scare me.
3. I talked myself into the order and then talked myself out of the door gracefully. I did not keep my big mouth open too much.
4. I covered my sales story thoroughly. I remembered that, to reach home plate, you've got to touch each base.
5. I knew enough about my prospect's business so I could present my story to him intelligently and forcefully.
6. I sold myself thoroughly and did not forget that I am part of the package the prospect buys.
7. I did not get in an argument with the buyer, and answered his objections with a "Yes, but . . ."
8. I knew enough about my products to present them logically.
9. I spent my time and the customer's time telling of my own quality and my own products' profit story rather than knocking down some competitor.
10. I did not let the customer get me licked by remarks of personal friendship of a competitor, but went right on with my own "rat killing."
11. I actually radiated desire for my product.
12. I presented my plan carefully and considerately. I dealt the sentences right off the top of my mind.
13. I had enough facts to prove my product was worth the money and did not leave this to be taken as a fact, but presented them one for one.

• (Continued on Next Page)

WHY I MADE THE SALE*(Continued from Preceding Page)*

14. I did not let a ticklish credit situation beat me, but was man enough to work that out easily.
15. I had not neglected the customer too long. No competitor is going to beat me to it, because he was there asking for the order before I came along.
16. I knew WHEN to close the sale and get out.
17. I had something new and fresh to put into my story. My prospect had heard the "old song and dance" so many times before that I had given it to him again, unchanged, he would have said: "Ho-hum."
18. I asked for the order!

CHRISTMAS 'ROUND THE WORLD**Japan**

The Japanese are gradually adopting the Western custom of exchanging Christmas presents, although December 25 is not yet a public holiday.

Australia

Hot turkey, Christmas pudding and mince pies are relentlessly eaten with the temperature at over 100°. The big stores sport snow-decked Father Christmases and carols by candlelight are sung outdoors.

South Africa

Because of the climate, Christmas is an open-air festival, with picnics, outdoor games and present-giving. In contrast to Australia, cold food is eaten.

Norway

Church bells ring in the evening of December 24, the climax of Norway's celebrations. Special Norwegian dishes are eaten; illuminated stars appear in windows.

Sweden

December 13, St. Lucia's Day, is the great Advent festival, with candlelit processions. Each home has its own Lucia Queen, usually the eldest daughter. On Christmas Eve a symbolic all-white meal (boiled fish, boiled potatoes, white sauce, rice pudding and milk) is traditionally served. Churches and houses are massed with candles.

Denmark

Christmas Eve is celebrated in the family, with Father Christmas for the

children and feasting on roast goose.

Belgium

Belgian children get their presents on December 6 from St. Nicholas; and, if they are lucky, Christmas Day gifts as well. Rabbit is a traditional dish of the season. Huge decorated trees stand in town squares.

Austria

Presents are given on Christmas Eve; carols play from church towers at midnight. Fasting on fish on the 24th is followed by feasting on duck on the 25th.

France

Reveillon—the traditional family reunion meal accompanied by present-giving—is held at three o'clock on Christmas morning, after Midnight Mass. Christmas Day is recuperatively quiet.

Italy

As in France, the celebration meal—Il Cenone—is eaten at dawn after Mass. The children's great day is Epiphany, when the legendary fairy, Befana, brings gifts.

Greece

Rather surprisingly, the temperature brings a white Christmas. Differs from most of Europe in having the main meal on the 25th. Lamb is eaten in southern Greece; turkey, pork or chicken elsewhere. Boys parade the streets of Athens beating iron triangles and singing carols.

Holland

St. Nicholas brings the children's presents three weeks before Christmas. Only fruit and sweets are hung amongst the candles on the tree.

Bethlehem

In the Church of the Nativity (neonlit and full of crowds) a statue of the infant Christ is carried in the procession to the crypt and laid on the silver star, believed to mark the place of His birth.

Germany

Doors are not shut on Christmas Eve (Holy Night), to insure that blessings may enter unobstructed. Nuremberg holds a Christ-child fair in Advent, with gift stalls of sweets, dolls and fruit.

Spain

After Midnight Mass on Christmas Eve, people promenade the streets with torches, tambourines and guitars, singing and calling greetings.

Turon, a sticky Spanish sweet, follows the turkey. Gifts are given on New Year's Eve, when there is a custom of taking a bunch of grapes and eating one for each chime of the New Year bells.

CHRISTMAS GAMES FOR YOUNG AND OLD**Christmas**

Give the guests pencils and paper. Let each one try to see how many words he can make from the letters in the word "Christmas." The one with the longest list of words, compiled during a given time limit, wins the game. An attractive prize will add to the interest.

Candle Blow-Out

Arrange a circle of Christmas candles around your table centerpiece. Blindfold the player, turn him around three times, and allow him to take five steps toward the table. Then he must blow as hard as he can, trying to blow out all the candles at once. The player who succeeds in extinguishing the most candles receives the prize.

Holiday Neckties

Choose sides and have the two competing groups facing each other. Give one gaily colored tie to each group leader. At a given signal, each leader puts on his tie and ties it, turns and shakes hands with his neighbor on the right; then as quickly as possible unties the tie and gives to the next player, who repeats the procedure. The team finishing first is declared the winner. Prizes are in order (what could be better than gaily colored ties?).

Candy Toss

Guests are divided into couples. One of each couple stands in line facing his partner in the opposite line eight feet away. Each player on one side has a bag of twenty pieces of hard candy individually wrapped. His partner has a paper bag. When the music starts, each contestant with the candy tries to throw as much as possible into his partner's bag. When the music stops, throwing stops. Candies thrown after the music ceases don't count. Music starts and stops several times before the last stop. At the end of the game, the couple with the most candies in the bag wins.