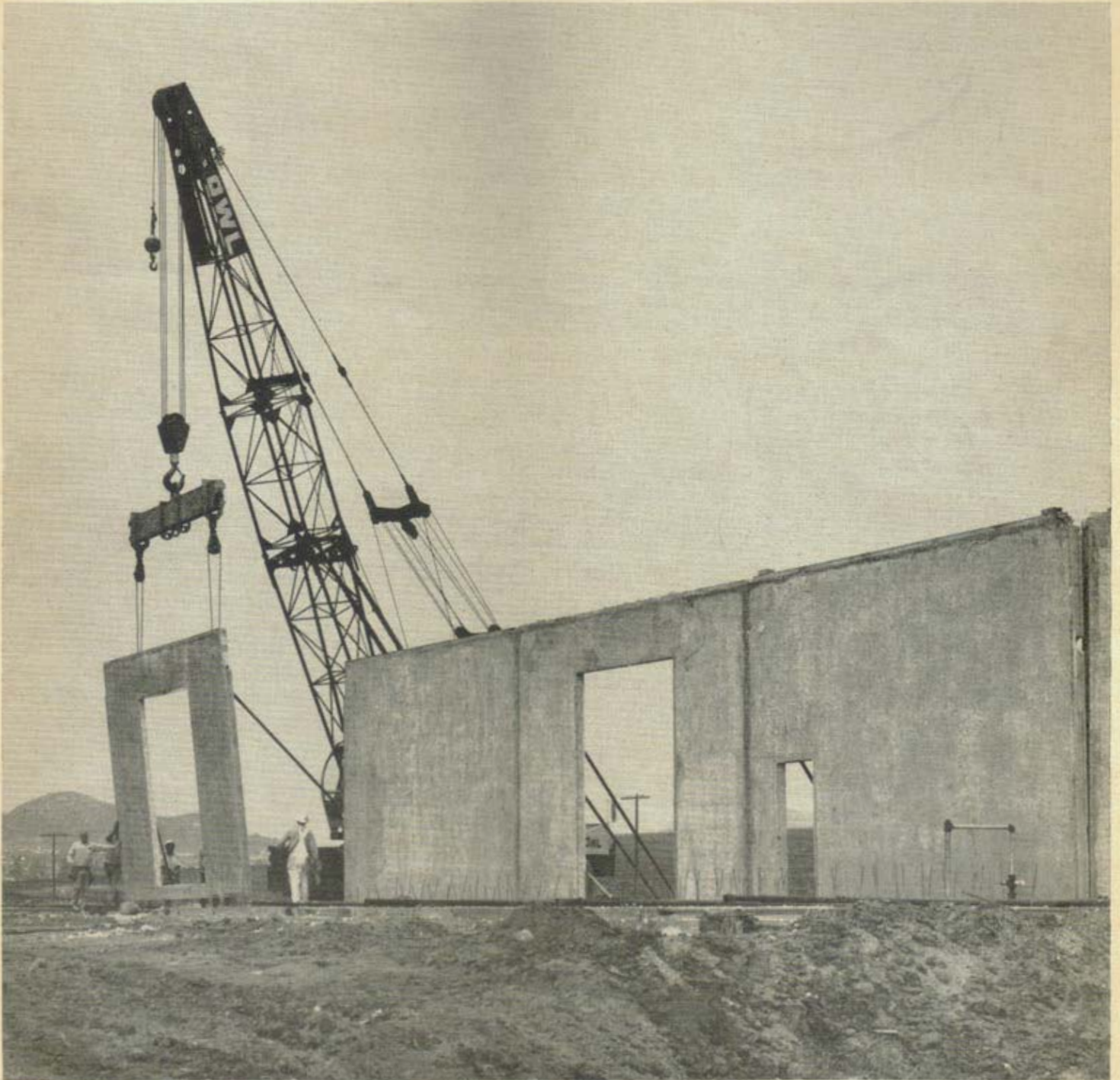


**PRUDENTIAL OVERALL SUPPLY**

# **OFF - THE - CUFF**

VOL. 8, No. 1

SPRING, 1966



## **RIVERSIDE CONSTRUCTION**

On February 25, 1966, the walls of the new Riverside plant were raised. A full section, minus doors or windows, weighs approximately 17 tons.



# PLANNING FOR THE LATER YEARS

## Part I: AGING IN AMERICAN LIFE

Aging is a complex of processes that affects each of us as we grow, change, and decline from birth to death. Longer life, freedom from infirmity and illness, a higher level of living, and more time free from the tasks of making a living have been principal objectives of man in every society.

Vast underlying changes extending over thousands of years have reached

unprecedented heights during the 20th century and are finally bringing these objectives to realization. The extension of life and the rising amount of free time have grown out of a maze of scientific discoveries and technological developments. One consequence of these remarkable achievements is what we are coming to know as population aging.

### More Middle-Aged and Older People

One of the consequences of scientific studies of nutrition and of the production of food, the prevention of infection, and the causes and treatment of disease is that our population has been growing rapidly and the number of middle-aged and older people along with it. For example, by 1975 the total population will have grown to 9 times what it was in 1850. But the middle-aged population will be 13 times larger than it was in 1850 and the older population will have increased 21 times.

The increases in the number of middle-age and older people are the result of three factors: (1) the mere growth in the total population has brought more older people with it; (2) improvements in health have added many years to life; and (3) many young people came as immigrants and have grown old.

The increase in average life expectancy has been striking indeed. The greatest increases have come at the younger ages, but life expectancy for men at age 40 years is 10 percent greater now and for women 25 percent greater than it was at the beginning of the century. Many factors have contributed to longer adult life. Among these are the control of tuberculosis, influenza, and pneumonia.

Longer life expectancy and more middle-aged and older people, then,

are among the great changes which have taken place within our memories, and which show every prospect of continuing.

### Vastly More Energy Is Being Put to Work for Us

Along with the population increase has been an ever more amazing growth in the amount of energy produced and put to work for us. During the past century, we have made almost a complete shift from a handicraft economy, dependent upon human and animal energy, to a machine culture that uses mechanical power almost exclusively.

Economists and statisticians have learned to make estimates of the amount of energy produced and used in providing the food, clothing, housing, teaching, medical care, and all the other goods and services we consume. To make year-to-year comparisons easier, these measurements are made in terms of a single unit, horsepower hours of work. A "horsepower hour" means the amount of work done with one horsepower of energy in one hour of time. In 1850, about 1.2 horsepower hours of energy were produced each day for each individual in the population. Today, the amount in energy working for each of us, including our own energy, of course, is 10 times greater and still growing. The reason for this growth is that men have put electricity and other kinds of energy to work running machines which do their work for them. Energy from fission, from the sun, and perhaps from the tides, together with automation, will no doubt eventually make the past growth look rather small.

### More of Our Years Are "Working" Years

Young people remain in school longer and do not go to work until between 18 and 19 years of age, on the average. Retirement from work has become commonplace for most people, too. Yet, despite our impressions to the contrary, the average male child born today will work 10 years longer than did the average child born in 1900. The reason for this, of course, is that we are living

longer. More children grow up and live through more of the productive years. And more are living beyond the productive years into retirement. Actually, we, today, work about as many hours over our lifetime—about 83,000 hours—as people did around 1900.

These are the great, basic changes that have been and are continuing to take place in our society—more people living more years, more machine-produced energy utilized and more years in our working lives. What do they mean to us?

### The New Life Science Is Giving Us

We all know that scientific inventions and discoveries and technological developments have changed our lives in many ways. How do some of these changes look when we examine them statistically? How has man taken advantage of the enormous increase in mechanical power and the added years of life available to him?

One of the fruits of American science and ingenuity has been the continuing rise in our level of living—in the things we can afford to have and the multitude of services we can command. The experts tell us that on the average, each of us is able to have and to consume 4 times the amount enjoyed by our ancestors in 1850, and twice the amount our parents had in 1900. And the prospects for the future appear brighter.

As a matter of fact, it has been estimated that by the year 2000, average per-person income in real dollars will be double what it is today. This is why we can afford, among other things, to pay part of our earnings into insurance and pension systems that we can draw upon after we stop work.

Another major consequence of our rising productive capacity and added years at work is that we have been able to shorten the length of the work week far below the fondest dreams of our forefathers. The length of the work week has declined about 3 hours per decade ever since 1850. It is predicted that atoms, automation, and increased life expectancy will lop another 6 to 10 hours by 1975, and perhaps 15 or 20 hours by the year 2000.

Women's housework has been greatly lightened, too, though no one has succeeded in measuring just how much. Food and clothing are pur-



chased ready to use, or almost ready; education and religious instruction of children are carried on largely outside of the home; housework with modern appliances and interior finishes is easier; and children are fewer and rarely need attention for sickness. Many women have adjusted to these changes, of course, by joining the ranks of the gainfully employed; that is, they have transferred much of their work to the store, office, and factory.

The next great change that has come about in our way of life is that most of us complete our roles and responsibilities as parents while we are in middle-age, long before we are old. It used to be that only one parent was alive at the time the youngest child was married. Today, the average couple can expect at least 11 more years together after the last child leaves the nest. Furthermore, young people in modern machine society are very largely self-sufficient and do not need their parents to help with the work and the rearing of children as was true in the household economy of handicraft societies.

The final great change in our way of life is that of retirement from work. In primitive society most people worked until they were claimed by death. A few stopped work because of advanced age or incurable degenerative disease. Today, retirement from work is held out as a reward and more and more people are having a period of free years following the completion of their work careers. However, retirement today is viewed as a mixed blessing. For some it represents an opportunity to rest after years of hard work; for some it is an opportunity to turn to new kinds of activities of one's own choosing; for others it is a period of boredom. Perhaps we have accepted the idea of retirement but not the fact.

With longer and healthier lives we might expect people to remain at work until they reach their 70's, but the experts think that the trend toward earlier retirement will continue.

In summary, science and technology are greatly extending the length of life and the period of our working years along with it. At the same time, our young people are taking more time in preparation for their adult responsibilities, we are working fewer

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**SALES AWARD**

**Paul Higgins (center), a route salesman of Prudential Dust Control, receives the John D. Clark Award from J. Frank Edwards (right), local representative for Callaway Mills, Inc. The beaming General Manager of Prudential Dust Control is Howard Andrewson. Paul won the award for his effort in promoting Kex rental services for the year 1964. His success in this venture may serve as an inspiration for all of us to tackle large or small prospects with positive assurance. Our congratulations to Paul on receiving the award for a job well done. Previous winners of this award were Phil Scott and Jerome Wachewicz.**

**PRUDENTIAL DUST CONTROL NEWS**

The big ball knockers from Dust Control came through. Everyone at Dust Control is proud of the golf team trophy that is now enhancing Mr. Andrewson's office. Players on the winning team were Howard Andrewson, George Hilla, Al Germano and Al Nystrom. Howard also won the low net trophy, shooting a blistering 85, with claims of a sore arm to boot. El ringo!

We would like to welcome the following new employees to the Dust Control clan. Emma Donahue is new in the office. Route salesmen joining us recently are James Hailey, William Lepicier, Gordon Miller, Joe Porter and Larry Rainey.

Dust Control will remember March as the "birthday" month. Those celebrating birthdays are: Howard Andrewson, Richard Boudreau, Arno Harkins, Paul Jaennette, Albert Johnson and James V. Woods.

Gordon Miller passed out cigars in honor of a lovely baby daughter. Congratulations, Mr. and Mrs. Miller!

—Esther Lindberg

**Onward and Upward**

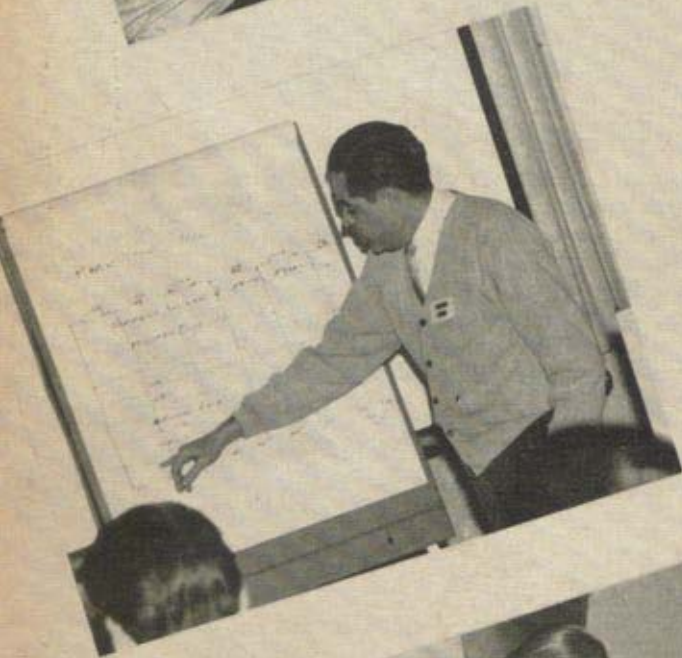
The amount of interest the government must pay annually on borrowed funds has almost reached the amount budgeted for health, education, welfare and housing combined.

A chart prepared by the Budget Bureau indicates 11 cents of every budget dollar will go toward paying the interest on the national debt and 12 cents will be spent for the costs of education, health, welfare and housing during the coming 1967 fiscal year.

"You often cook much more for dinner than we use, darling."

"Of course! If I didn't, how could I economize by making left-over dishes?"









## SUPPLY SEMINAR

February 5, 1966



The activity that took place at the Los Angeles plant on Saturday morning, February 5, resembled the gathering of the Scottish clan. In reality it was the gathering of the Supply supervisory and lead personnel from all five Supply Department locations for the first Supply Seminar to be held by the Purchasing Department.

In addition to Supply supervisors, several of the general managers, production managers and Receiving Department personnel were in attendance.

The program got off the ground promptly at 8:30 with Darrel Hogan acting as master of ceremonies, extending a warm welcome to all who braved the early morning chill. Jake Oberlin presented a complete review of Purchasing and Receiving paperwork procedures incorporating a slide show prepared just for this occasion.

A coffee break followed the slide show with Cleo Barton acting as hostess at the refreshment table.

The purposes of this seminar were (1) to review existing procedures, (2) to establish standards for all locations, (3) to establish mutual understanding, and (4) to promote inter-plant cooperation.

In order to attain the above purposes, we asked that each plant participate by having a representative carry a part of the seminar. The participants did an excellent job fulfilling their assignments and can each feel very proud of their accomplishments.

From the Van Nuys plant Ed Richardson discussed warehousing and stocking new garments, while Faye Farris graphically described how to pull garments to be used in filling orders.

Loretta Weaver represented the Los Angeles plant by telling of the very efficient manner in which their orders and MR's are processed.

From Riverside, Sue Brubaker described how she handles cancellation and decreased garments. Sue originally recommended that a seminar would greatly assist all Supply personnel.

Luis Garcia of Anaheim demonstrated the methods of grading and classifying used cotton garments.

From the border area (Chula Vista) June Long explained the fine points of used synthetic garment classification.

All speakers are to be complimented for their excellent presentations dur-

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## CENTRAL ACCOUNTING NEWS

When our former reporter left to get married, the big question was who would take over as reporter for the Central Accounting group. Most of all, it had to be someone with a gift of gab . . . since I qualified best in that category, I won.

We have several new faces around the office. Sue Stegemann and Norma Morgan have quickly become the best right-arm girls that Rose Marie Gray, in Accounts Receivable, has ever had. Sue's husband just came home from boot camp.

We're all waiting to see if our new tab operator, Joe Succuro, will join forces with the other two operators and get the sky-diving bug. Bob West and Chuck Ramsey go skydiving every weekend and have won many trophies.

Our two new exception clerks have gone pet happy. Darylin Linning is going to be a grandmother—her cat is expecting kittens any day. Alice Achtzelm is getting a Samoyed (a white Alaskan sled dog).

I understand Clara Yabrof, our new payroll clerk, is quite talented in the singing field and also is a hard worker with the Girl Scouts. Our new personnel clerk, Tee Gonzales, will be a great asset to the company as she can speak Spanish quite fluently.

We have had several employees go domestic. Diane Arasim and Patty Jo Dokter left to become mothers. They are both very impatiently waiting the new arrivals to their families. Shanna Hoffmann left us to be married and is now living in Utah. Last month, Endrus (E. J.) Gomory left us to become Mrs. Brown and now lives in Anaheim.

I envy Terrie Barnes. By the time you read this, she'll have moved into her new home with all new furniture.

We're all very glad to hear that Loretta Goyette's husband, Sy, is improving very well from his accident.

I leave you with this one thought: Wise men know more than they tell, but fools tell more than they know.

—Georgia Walker

### Patience

Then there is the story about the psychiatrist who has hit upon a new kind of shock treatment: he sends his bill in advance.

## RIVERSIDE NEWS

In today's highly competitive market, it has become necessary for a company or a business to have "happy" rather than "satisfied" customers in order to survive. Thousands of dollars are budgeted each year to find methods of making "happy" customers.

We are certain we have TWO such customers. To one we returned \$50 which was found in his soiled uniforms. The other one was elated when we called and informed him that we had found his partial plate in one of his soiled uniforms. To all of our customers: "Let it never be said that we aren't trying to make you happy with us."

The erection of the walls (see front page picture) brought our new building another step closer to completion and a reality. Allowances for the un-

the air-conditioning and ventilating equipment for the new plant was stored! See picture. Considerable damage was caused to the equipment as well as the station wagon. So go the best-laid plans of mice and men.

—Clive E. Ruka

Now that the ground-breaking is over and the walls are up on our new plant, everyone is anxious to be moving.

We get a daily report from Marie, our seamstress, on how the new plant is progressing. Because of the weather, we were wondering if they were ever going to get the floor poured.

We went to see them put up the first of the walls. Judy, our Supply Room girl, wanted to know how "the last wall would be set in." I guess she will never find out, as we had to get back to work.



foreseen have to be included in the planning of new construction. These allowances must include the "acts of God" and the "acts of people." We have experienced both during this project. First, it was the rains, an act of God, which caused considerable delay. There no doubt have been innumerable "acts of people" which have caused more delays. And one of these it is certain no one could have foreseen. A blow-out on a station wagon caused its driver to lose control, leave Jurupa Avenue, travel approximately 100 yards across a rough field and crash into the area where

Everyone is doing a fine job in our Supply and Distributing Departments and is keeping quite busy. Sometimes we wonder whether Frank, our bundle tier, is not overworked; as he hears cats meowing.

I would like to thank everyone who attended the Supply Seminar in February and hope everyone enjoyed it as much as I did. I learned a great deal from each one of you.

A special "Thank You" to management for giving us the opportunity, and particularly Darrel Hogan and his staff who worked very hard in getting things set up. —Sue Brubaker



## CHULA VISTA NEWS

Our company golf tournaments in the past have been very successful, and I'm certain that our next one will be also. The Chula Vista plant will host the May 21 outing at the Chula Vista Municipal Golf Club. This course offers a challenge to be better golfers and a lot of fun to the everyday divot diggers. Don't forget the date for this event. Further information will be coming your way very shortly.

Things are sure popping down in this area. Dust Control is growing by the week. More and more customers are benefitting from the wonderful products which we have to offer. Once a customer has been sold, they find it very hard to find anything that will take its place.

—George Sothras

From San Diego newspapers come these items about some of the personnel at the Chula Vista plant:

(1) Mrs. George Sothras was installed as most excellent chief of Lomita Temple 68, Pythian Sisters.

(2) Jeannette, daughter of Mr. and Mrs. George Sothras, was in charge of program at a recent convention of Bea Weir Council 7, Pythian Sunshine Girls.

(3) A birthday cake from Mr. and Mrs. Dick Odgers for their son, Richard, was delivered to him in Tripoli, Libya, in just 4 days with the help of TWA hostesses who practically hand-carried the five-pound cake on its 10,000-mile journey. Each of the hostesses added her own birthday greetings to the package.

It is always nice to see familiar names and pictures in the papers.

The loss of Edward A. Breitbard, of California Laundry and the former president of the San Diego Dry Cleaners Association, was a tremendous shock to all of us. Our organization would like to express our deepest sympathy to his family.

The Chula Vista plant really appreciated the booklet, "You and the Telephone," published by our company. It was very helpful until one day a customer called and wanted to know if we had uniforms for people who vaccinated chickens!

A sales meeting was held on January 18 to help promote cooperation between the sales people and the plant. June Long, Julio Barajas, Helen Cota, James Shanley and Beverly Ball also attended the meeting. The evening proved very entertaining and educational. It is always a pleasure to cooperate with those who share our interest in better methods of business.

The Supply Seminar held at Los Angeles on February 5 was very successful. Those attending from Chula Vista were: Frank Clark, Orval Denney, John Orsini and June Long. We understand June's presentation on "Classification (Grading) Used Synthetic Garments" was outstanding. Keep up the good work, June.

The flu bug has really hit our Chula Vista plant. To all of those who have been ill, we wish you a very speedy recovery and hope you'll be back to work soon.

Stand silently watching the world go by—AND IT WILL!



### DRY CLEANING SYSTEM

Workmen are installing five underground solvent tanks for the dry cleaning operation in the new Riverside plant.



## LOS ANGELES NEWS

It gives me great pleasure to be asked to write a small column in our paper. So here goes a few words.

I want to thank all the people in the Supply Department for doing more than their own job while we are trying to weather out the storm of the flu bug. I surely do appreciate all that each and every one of you have done to keep our orders being processed and ready for the route salesmen on the right days.

I hope all that have encountered the flu bug are in tip-top condition again. And those who haven't, hope the bug doesn't find them.

I want to thank whoever is responsible for asking me to make a small contribution to our seminar held in Los Angeles in February. It surely was a pleasure to see so many familiar faces. Also some new faces whom I've known by voice and name but not by face. I enjoyed the seminar and am sure everyone else did, too.

Welcome aboard our Supply train to all our new faces. We want to wish Esther Marquez and Molli Sumi lots and lots of good luck. They both have retired for awhile to await the arrival of the stork. The great white bird will visit Molli for the first time and Esther for the third time.

Esther D. Luna has retired to take care of her small son who has asthma. We hope he outgrows this very fast.

We are very glad to have some of our girls back from sick leave. We really did miss them.

It's almost vacation time again. I hope everyone has a happy and safe vacation. If you drive, drive carefully.

—Loretta Weaver

## VAN NUYS NEWS

We are happy to announce that Joe Farrell, who was on Route 51 in the Lancaster/Palmdale area, is now a route supervisor. Joe came to work at Prudential on March 25, 1954, which will amount to 12 years with Prudential on this date. In all that time he has not missed a day or been late. We feel that this is quite a record. Congratulations, Joel.

While on the subject of anniversary dates, our plant superintendent, Marvin Williams, will have completed 12 years with Prudential on March 8. He started with the company in 1954.

## OFF-THE-CUFF

A Quarterly Publication of Prudential Overall Supply  
Dedicated to the Improvement of Employee Morale  
and the Broadening of Customer Relationships

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I might also add that I will have an anniversary on May 29, completing my 16th year of a happy association.  
—Pat Patrick

## SUPPLY SEMINAR

(Continued from Page 5)

ing this meeting. Their enthusiasm displayed will certainly inspire their fellow workers.

Darrel Hogan closed the seminar by outlining the goals for 1966. These are (1) to utilize used merchandise just as much as possible, (2) to standardize grading and provide consistent merchandise to customers, (3) to assist sales efforts by putting out the best possible garment, and (4) to establish in all Supply personnel the desire not to do just a good job, but to do an excellent job during 1966.

## PLANNING FOR THE LATER YEARS

(Continued from Page 3)

hours a week than our grandparents worked, and we have, on the average, nearly 25 years of partial leisure after our children have grown up and 6 years in retirement following the completion of our work careers.

What shall we do with the added years of our lives and with the many hours of free time science has given to us? The answer to this question

will depend largely on how well each of us becomes informed on many subjects of significance to us in retirement planning and on how good a job we do in making our plans.

## Homemaker

No woman would publicly confess that she is unable to apply lipstick expertly or toss an edible green salad; but a lot of women seem to think that their social stature is enhanced if they are miserable housekeepers. We quote a columnist: "It was raining, so I decided it was a perfect opportunity to stay home and start cleaning cupboards and pantry drawers. Within fifteen minutes I had smashed a glass salad plate, upset a salt cellar, cracked my funny bone on an open drawer, barked a shin on the step-ladder, broken a fingernail and got hit on the noggin by the handle of a broom that fell over. Well, I'm no fool. I just walked quietly into the living room and picked up a good book. I know when I'm licked."

## A News Note

A news note mentioned "our citizens are living longer." Maybe it's their sense of patriotism. Somebody has to pay those taxes.

## HYMN TO THE WELFARE STATE

The government is my shepherd.

Therefore, I need not work.

It alloweth me to lie down on a good job.

It leadeth me beside still factories.

It destroyeth my initiative.

It leadeth me in the path of a parasite for politics' sake.

Yea, though I walk through the valley of laziness and deficit-spending,

I will fear no evil, for the government is with me.

It prepareth an economic Utopia for me, by appropriating the earnings of my own grandchildren.

It filleth my head with false security,

My inefficiency runneth over.

Surely the government should care for me all the days of my life!

And I shall dwell in a fool's paradise forever.