

OFF - THE - CUFF

VOL. 8, No. 2

SUMMER, 1966



BOWLING CHAMPS

Los Angeles plant bowlers captured first place two years in succession at Mercury Bowl, Pico Rivera. The team is captained by Dewey Bullard, center. Other members of the team are Jack Tackett, standing left; Coolidge Smith, standing right; Ralph Beilman, front left and Darrel Hogan, front right.

ROD MASLOWSKI WINS CENTRAL COAST CONSTRUCTION SCHOLARSHIP



RODNEY MASLOWSKI

The Central Coast Construction Company, which has done a considerable amount of plant building and other construction for Prudential Overall Supply in recent years, recently awarded a \$1,000 cash scholarship to Mr. Rodney Maslowski of Fresno, California.

Rodney was graduated recently from Roosevelt High School in Fresno. He plans to enter the University of California at Berkeley this fall, and will pursue an engineering course. In his own words, here is what he hopes to gain from a college education: "Through my college education, I hope to acquire a working knowledge

RUNNERS-UP SPONSORED BY PRUDENTIAL OVERALL SUPPLY

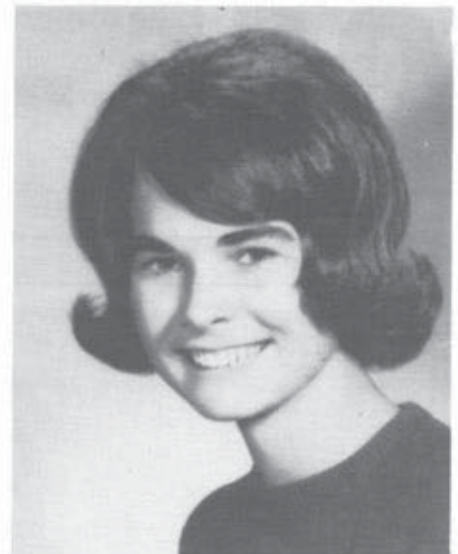


SANDRA KAY MARTINSON

of the subject I am pursuing in order that I might take a responsible position in our society and make my future life a beneficial one."

While in high school, Rodney served as student body president, senator of athletics, president of California Scholarship Federation, vice-president of lettermen's club; played varsity football three years, varsity track one year, and junior varsity baseball one year; and participated in a host of other school activities. Despite his heavy extra-curricular commitments, he undertook a very demanding program of studies and maintained a record of academic excellence, ranking among the top 1% of his class. He comes from a family of six children.

Three of the seven finalists in the scholarship program were entered by Prudential Overall Supply, upon rec-



VERA BAGDANOV



GEORGE PALUSO

ommendation of customers, friends or employees. Miss Martinson's name was submitted by Mr. Fred A. Ross, Chief Administrative Officer of the City of Chula Vista. Miss Martinson was graduated from Hilltop High School in Chula Vista and plans to study primary education or accounting at California Lutheran College.

George Paluso was entered in the scholarship program by his uncle, Sam, who is a District Manager in Prudential Overall Supply's Chula Vista Plant. George was graduated from San Diego High School and plans to enter the University of San Diego, College for Men, to study history and philosophy.

WHAT AMERICA MEANS TO ME

Our country and its principles mean many things to many people and yet, I believe, there is a basic symbolism that our country projects to the entire world. America stands for and protects the basic rights every human deserves and make these rights strong and tangible. In our country different or unfashionable ideas are not crushed as in other nations, but rather considered to be necessary for the flexibility of the government. Our country also encourages personal initiative and competition and provides the ways and means for the industrious person to be successful. The population of our country represents a wide cross-section of many races and many creeds, with each person receiving equal opportunity regardless of his beliefs. To me, then, America means a life without suppression of individual ideas, a life with personal rights guaranteed, a life with strong competition and equal opportunity, and a life with the greatest possibility for fulfillment.

—Rodney Joseph Maslowski

Miss Bagdanov was recommended by the Counseling Department of Montebello Senior High School upon request of Mr. E. F. Thorpe of California Wholesale Electric Company, next-door neighbor of Prudential Overall Supply in Los Angeles. Miss Bagdanov will study mathematics or Spanish at the University of Redlands.

Serving on a scholarship committee is certainly not one of life's easier tasks. Although I felt honored when asked by Mr. John Cline of Central Coast Construction to be on this committee, I don't believe that I can again accept such a responsibility.

Out of about 700 applicants, the names of seven finalists were given to the committee from which it was to make a selection. Every man on the committee would have liked to have seen all seven win. Four of the seven were straight "A" students during all of their high school years. Three had one or two "B's" mixed into an otherwise straight "A" record. All seven were active in many extra-curricular activities.

I wish to extend my personal best wishes to the winner, as well as to all of those who submitted their records. No matter what one might think of the activities of our modern-day youth, one must get an inspiration from these students. Their records went a long way in restoring my faith in the younger generation.

—John D. Clark, President
Prudential Overall Supply

A BARGAIN

The Economic Research Department of the Chase Manhattan Bank says that a wife is worth a cool \$8,285 a year, if is paid at the going rate for all the work she does around the house. They itemize it this way:

Nursemaid (per week)	\$ 55.63
Dietician	3.00
Food Buyer	4.95
Cook	32.75
Dishwasher	9.30
Housekeeper	26.25
Laundress	11.21
Seamstress	3.25
Practical Nurse	1.20
Maintenance Man	3.83
Gardener	3.57
Chauffeur	4.40
TOTAL (per week)	\$159.34

CHERYL BAILEY GRADUATES FROM U.S.C.



CHERYL BAILEY

Cheryl Lynn Bailey, daughter of Mr. and Mrs. Frank H. Bailey, graduated from the School of Business, University of Southern California, on Thursday, June 9. Mr. Bailey is Secretary-Treasurer of Prudential Overall Supply.

Cheryl, an accounting major, graduated in the upper 10% of her class by maintaining an "A—" average.

During her academic career, she held the office of vice-president of her sorority, Alpha Phi. Also in her senior year, she was asked to be a member of Beta Alpha Psi, National Accounting Fraternity. Just before graduation, she was selected for membership in Beta Gamma Sigma, the National Honor Society for Business Administration students.

Among the other honors, she was elected senator of the student body government and queen of Phi Kappa Tau Fraternity.

During her vacations from the university, she worked as relief girl in Prudential's Central Accounting Office to gain practical knowledge.

Cheryl will join Price Waterhouse & Co., a C.P.A. firm, as a staff accountant in July. While at this firm, she will work toward her C.P.A. certificate.

Congratulations, Cheryl, on a job well done.

—Georgia Walker

CHAMBER OF COMMERCE ANNOUNCES INFLATION- FIGHTING PROGRAM

Do you recognize these signs of inflation?

1. American business, American workers and their families are finding that even when they are earning more—they are getting less.

2. Today it costs \$1.33 to buy what you bought for \$1.00 in 1950.

3. \$1.00 saved in 1950 has lost 25% of its purchase value; it is now worth only 75¢.

Food—up 32%

Rent—up 39%

Other Services—up 66%

Public Transportation—up 89%

Clothing—up 12%

Shoes—up 46%

The Chamber of Commerce of the United States is concerned with these indications of inflation.

American business has pledged to cut back 1966-67 capital outlays more than \$100 million. The National Government must now do its part to halt further erosion of paychecks by:

1. Eliminating all low-priority spending.

2. Maintaining stable prices by keeping the supply of money and credit in step with the quantity of goods and services business produces.

3. Balancing the budget—creating a surplus in times of prosperity. Deficit spending by the Government is a basic cause of inflation.

To protect the value of the paychecks of 69 million American workers, Congress must know that you and your families are concerned about Government spending—how it leads to inflation—how it erodes the value of every paycheck.

Action by Congress reflects what those in Congress feel the people at home want. If you believe Federal spending should be reduced—tell your Congressman so. Don't let him have any doubt. See him, write him or telephone him!

AN INDIAN PRAYER

There is a good deal of food for thought in an old prayer of the American Indians:

"Grant that I may not criticize my neighbor until I have walked a mile in his moccasins."

PLANNING FOR THE LATER YEARS

Part II: HEALTH MAINTENANCE

Thanks to the wonderful progress made by scientists, medical researchers, and public health officials during the past few decades, most of us can count on living longer than our grandparents did. In 1900 the life expectancy of a newborn baby was 49½ years. A person of 60 could expect to live to the age of 74½. Today, an average infant can be expected to live to be about 69½ years, and the 60-year-old to 77½. Thus, practically within our lifetime, 20 years have been added to the infant's life expectancy, and the average person of 60 can count on living 3 years longer than his 1900 counterpart.

Most doctors believe there is a good possibility that the lifespan of older persons can be increased considerably. Most animals live to an age about *seven* times their age at maturity. Only the human animal falls short of that mark. The average man lives to be only about *three* times his age at maturity. Since he stops growing around the age of 25, perhaps his average lifespan some day will carry him to an average of 150 or 175.

You may think you do not want to live to be 150, but if the 150-year-old man of the future were to be the equivalent of today's 75-year-old man, you would doubtless change your mind. Remember that a person of any age today is "younger" than a person of the same age in 1900. Then, a man of 50 was old; today, a man of 50 is in the prime of life. The average person today cannot even begin to be considered old until he is in his 70's or 80's.

Of course, as we advance in years, we are more likely to become ill. Many people are upset by the increasing percentage of deaths due to cancer, arteriosclerosis, and heart disease. But they should keep in mind that everybody has to die of something. The greater percentage of deaths attributable to these diseases is due to the smaller percentage of deaths from tuberculosis, pneumonia, and gastroenteritis, the leading killers a generation or two ago. All these latter diseases are caused by infections which can be much better controlled and cured today. The 65-year-old who

worries about fatal diseases should remember that if conditions had not improved since 1900, he probably would have died 15 years ago.

Most deaths today are due to chronic diseases like cancer, heart disease, or arteriosclerosis, a slow-developing condition which usually does not make its presence known until disease is already in a late stage. Today the medical scientist is most concerned with detecting these diseases in their early stages so as to increase the probability of effecting a cure.

All of us are subject to aging, starting from the moment of conception. Aging is part of the growing process. As the individual matures, there takes place a constant and simultaneous tearing down of old tissue and a building up of new tissue. In children, the building up process is more rapid than the tearing-down process. When the child becomes an adult, the tearing-down process begins to catch up with the building-up process. But throughout our entire lives, we are all subject to this simultaneous dual process.

Changes Brought About by Aging

As we age, a number of changes take place in the body. These changes are very evident. Take the eye and ear, for example. Most children are able to adjust their eyes automatically, and equally well, to distant objects and to close objects. But as they grow older their ability to make this automatic adjustment decreases. Eventually, they may have to rely on glasses. Today there is no stigma attached to wearing glasses, so most people are able to adjust to this physical impairment very well. The ears are similarly affected, for hearing ability, too, decreases gradually. Today, people are able to adjust to not hearing as well as they used to, even to the point of relying on hearing aids if their hearing is seriously impaired. We must realize that a decrease in agility, in muscular coordination and stamina is a natural byproduct of aging, and must be accepted and adjusted to. Normally, these are not serious impairments. Of course they may affect one's ability to play baseball but, except in extreme cases, they are not

disabling for the average person.

Many aspects of the aging process are strongly influenced by heredity and environment. Environment is a very broad term. It includes every external influence which can affect the individual in any way: the climate, his job, his diet, his recreation, the influences of other human beings and of everything with which he comes in contact, however remotely. As yet, not much is known about how to influence heredity, but more and more is being learned about controlling environment. The increased lifespan can be explained, in part, by our ability to influence and regulate environment.

Controlling Our Environment

As transportation becomes easier, for example, it has become increasingly easy to move to a more favorable climate. Similarly, as more has been learned about the effects of different foods on the body, it has become easier to choose a more beneficial diet. So in our efforts to maintain our health in retirement, it is clearly in our interest to control our environment most advantageously. What are some of the things we can do in that connection?

1. Now that more people have access to physicians' services than ever before, we should all have a complete medical checkup periodically, say about once a year. Of course, in addition, one should consult a physician whenever one is ill or suspects that he may be ill. But even if there is apparently nothing wrong with us, we should have a periodic examination. In this way conditions can often be detected early enough to permit a cure. For example, many cancers are curable if detected in their early stages. Women have been much smarter in this respect than men. Cancer of the uterus and of the breast has decreased largely because so many women have learned to recognize the symptoms of this disease, and have sought treatment as soon as any of these symptoms appear. Many women have been completely cured because they acted in time.

A complete checkup should include optical and dental examinations. Failing eyesight not properly corrected by glasses is responsible for many accidents to older people. Bad teeth may make it necessary to follow a diet which does not meet nutritional needs.

2. Each of us should make sure that he has a balanced diet, one that meets his individual needs. Recent research on the effect of various foods on the body seems to indicate that arteriosclerosis may be caused by foods high in cholesterol content, such as eggs, milk, butter, and the fat of meats. Although science, at this point, can say only that these foods *may* contribute to hardening of the arteries, such foods should not be eaten to excess. Furthermore, unless one watches his diet carefully he is likely to become overweight, particularly in his later years. Excess weight is never desirable. It contributes to fatigue, and it can be dangerous. In later life, the degenerative diseases occur most often among people who are overweight.

3. Make sure that you get enough rest and proper exercise. Too little rest is dangerous, but too much rest is not good either. Naturally, one cannot engage in very strenuous exercises as he grows older, but he should have moderate exercise, mental as well as physical. Many people who suffer from heart trouble are afraid to move unnecessarily, but medical men believe that for most heart patients moderate activity is better than total inactivity. For one thing, these doctors point out that most fatal heart attacks occur during the night while the individual is asleep. Furthermore, stimulating mental activity contributes to the general well-being of the individual. Research has shown that in very few cases is declining intellectual ability due to physical causes. Therefore, it is extremely important that we continue to carry on intellectual activities after retirement. Interesting intellectual pursuits are available for people of every age, if one takes the trouble to locate them.

4. Take special measures to avoid accidents. Although we are prone to associate incapacity with poor health, actually it is accidents that are largely responsible for the incapacitating of older people. Every year more than 90,000 Americans lose their lives through accidents; almost 40,000 of them are in motor vehicle accidents alone. Accidents rank 4th among the leading causes of death of people of all ages. For people over 65, accidents rank 6th. In 1957, there were 26,800 fatal accidents to persons aged 65 or

older in the United States, about 16,000 of them due to falls. As we grow older, therefore, we should take greater precautions to avoid accidents. Try to eliminate all accidents in your home. Do not wait to repair a loose board or a shaky railing on the stairs; to tack down a loose rug; or to have faulty wiring repaired. On the positive side, be ready to think of extra safety features that can be installed to reduce accidents still further.

What Does the Word Health Signify?

Most definitions of health emphasize that it implies more than the mere absence of disease. We might say that health is a state of relative balance of, and adjustment to, the forces that tend to disturb our physical and emotional well-being. This definition suggests the need to adjust willingly to the lower economic status which reduction of income in retirement may bring. It also points up the need to free one's self from anything which tends to upset one's emotions. Try to make sure, for example, that funds will be available to pay for sickness or disability expenses. Keeping up one's sickness and accident insurance is one way of contributing to health after retirement—not only "financial health" but also emotional health.

This definition also emphasizes the need for the availability of rehabilitation for the aged. There is hardly a person alive, of any age, who is entirely free from some impairment or disability, or lessening of powers. Fortunately, most of these impairments are not really incapacitating, and almost all of them can be kept from being completely incapacitating. The loss of a limb, for example, is a very serious thing. It can prevent one from engaging in many activities which formerly were part of one's normal routine. But there are many, many activities from which the loss would not bar him. If proper rehabilitation measures were taken, e.g., supplying him with an artificial limb and training him in its use, the number of activities which he could perform would be increased still further.

In all but extreme cases a great deal can be done to restore the person to a productive life, or at least to the point where he can do a great deal to care for himself. In rehabilitation, the important consideration is not what

the person has lost, but what he has left. A very badly paralyzed individual, for example, may be totally unable to carry on in a normal gainful occupation. But there are many things which rehabilitation can enable him to do for himself. Certain mechanical devices may make it possible for him to dress himself. Without these aids, he is helpless; with them he is able to perform at least some of his normal daily activities. Actually, with these mechanical helps he is as badly paralyzed as he was without them. Yet his total health has been increased, since he has been enabled to adjust to that state of relative balance of which we spoke before.

Conclusion

In the final analysis, maintenance of health is much the same for the older person as for anyone else. The older person must take a little greater care, mainly because his recuperative powers diminish somewhat as he grows older. Health maintenance is largely a matter of common sense. You are doubtless already aware that you should have periodic physical examinations; that you should watch your diet; and that you should get enough rest and exercise. But we are all too prone to let things slide, to plan to start "tomorrow" on something that doesn't seem especially pressing. So when you ultimately retire, resolve definitely to take positive steps to maintain your health. A healthy, well-adjusted, productive life of retirement will do more than add years to your life; it will also add life to your years!

MAJOR OMISSION

Congress is being urged to prohibit "deceptive" practices through a "Consumer Protection Program." However, prudent observers note this bill has a major omission, and one which can hardly be passed off as an oversight.

There is no provision for "truth in packaging and labeling" of the proliferating political programs, themselves. Surely it is as important for the American consumer to be accurately informed on all the ingredients of the "pie-in-the-sky" and "cradle-to-grave" security programs currently being pushed, as to be informed on the ingredients of a package or carton on display in a store.

Tips on Vacation Photography



BRYCE CANYON NATIONAL PARK

The pictures you take of your travels permit you to share your happy experiences with friends and relatives, and to relive them over and over the rest of your life. It costs little if any more to make outstanding travel pictures instead of average ones.

Reading in advance about the places you are going to visit will prepare you to photograph their most meaningful and interesting subjects, and from the most advantageous viewpoints. Back issues of the *National Geographic Magazine*, *Holiday Magazine*, *Arizona Highways* and *Westways* will be very helpful in planning your vacation whether you intend to take pictures or not.

You can obtain helpful travel brochures covering your itinerary from the chambers of commerce in the various towns along the way and from other local organizations interested in attracting tourists; local camera stores; and also from travel agencies, state departments of conservation or tourism, the National Park Service at Washington, D.C., and the Canadian Travel Bureau at Ottawa, Ontario. For other countries, request assistance from their consulates in principal cities and from their embassies.

Probably the single most important piece of literature on travel photography is Kodak's Data Book, *Planning and Taking Your Travel Pictures*, obtainable at almost any camera store for 75¢.

A tripod—compact, lightweight models are recommended for traveling—will help you take time exposures in churches, museums and other large, dimly lighted areas where flash may not be practical even if permitted. If you also have a self-timer or remote-control shutter release with you, you will be able to get into pictures yourself, with the tripod supporting the camera.

An inexpensive close-up lens attachment will enable you to photograph little interesting things you run across. If your camera accepts interchangeable lenses, you may want to treat yourself to a new accessory wide-angle lens for picturetaking in cramped places, or telephoto lens for magnifying distant subjects so they appear close. A skylight filter used with color film will reduce the haze and bluish cast in pictures taken from

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A perennial vacation spot is Disneyland, located in the heart of Orange County. The newest attractions are:

1. "It's a Small World" located in Fantasyland, a world tour by boat through extraordinary color and pageantry.
2. "In Old New Orleans," located in Frontierland, a visit through the pirate-infested bayous of New Orleans, where treasures from raided sailing ships can be seen for a small fee.

In addition to these two new attractions, hundreds of other exciting adventures are yours at Disneyland.

Ask your supervisor to assist you in getting your Magic Kingdom Club card, which gives you a preferred rate for you and your family.



All U. S. National Parks and Monuments and many other vacation spots have built-in title signs just waiting for you. Titles like this not only improve your final result, but also are a great aid in editing a slide show or a movie.



Ed Breault (right)—Gold Star Award



**James R. Woods (left)—John D. Clark Award
Harley Buettner (left)—President's Award**



ANNUAL SALES AWARDS

Three members of the Prudential sales team were recognized recently for their leadership and achievement in the field of sales in 1965. The presentations were made at the spring sales meetings on April 11 and 12, 1966.

The judges, consisting of all the General Managers plus the Executive Vice-President and the Staff Assistant-Sales, found their job extremely difficult this year. Each plant submitted nominees for the various awards, and each nominee could have received an award based on his own record of accomplishment.

Pictured at the top receiving the Gold Star Award as the salesman of the year is Ed Breault of the Van Nuys plant. Making the presentation is Bob Muth, General Manager of Van Nuys. Ed, in his second year with Prudential as a salesman, lives with his wife, Vermell, in Studio City.

Shown in the center picture is James R. Woods, receiving the John D. Clark Award for having "contributed the most outstanding leadership in the promotion and expansion of KEX rental services." Jim, a member of Prudential Dust Control, bases his operations in Ventura and lives there also with his wife, Louise. Jim is the father of James V. Woods, plant supervisor for Prudential Dust Control in Van Nuys. Making the presentation is Howard Andrewson, General Manager of Prudential Dust Control.

Harlan Buettner is pictured as he received the President's Award as the outstanding route salesman of 1965. This award is made "in recognition of dependable customer service and sales achievement." Harley has been with Prudential since 1949 and enjoys the very high esteem of all his customers and peers. He and Pearl live in Downey. The presentation was made by Ray Potocki, General Manager of the Los Angeles plant.

—R. W. Buechsenschuetz

TIPS ON VACATION PHOTOGRAPHY

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the air, at high altitudes generally, and otherwise from a long distance. A yellow filter will reduce haze in similar black-and-white pictures, and is practically a necessity if you want those beautiful white puffy clouds to appear in your black-and-white pictures.

If you have an adjustable camera that does not incorporate an electric eye, an accessory exposure meter will help make every exposure a good one, help that is especially valuable under unusual light conditions. A flash gun will not only let you make indoor pictures you would otherwise miss, but can also be used to improve much of your outdoor photography by the following method:

1. Measure indicated daylight exposure with meter.
2. Use guide-number method to get flash setting.

If the two indicated exposures are the same, take picture. If they are not the same, move closer or farther from subject until they are the same. By controlling the distance, you control the amount of usable flash illumination, so that it balances the natural light. Generally speaking, the most pleasing effect when using flash outdoors with sunlight occurs at about 10 feet. This is especially true if there are people in the pictures. This balancing of light is computed by completely automatic cameras. Blue flash bulbs are used indoors and outdoors for all color film and also black-and-white pictures.

A gadget bag will provide safe, convenient storage for the accessories and a supply of film.

Take along plenty of film. Traveling vacationers almost always underestimate their needs and often have to settle in out-of-the-way places for stale film or an unfamiliar type, and often at a higher price. To help you judge how much film you will need, we would say that the average photographer uses about a roll per day. Includes some high-speed film, if it is made in your size, to use on dull and rainy days and whenever else the light is poor. High-speed color film is unobtainable in some smaller communities.

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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Replace batteries that are about a year old. Insure expensive equipment against all possible types of loss.

Recommended Shutter Speeds Boosted

With improvements in all films during recent years, the recommended shutter speed for average pictures taken in sunlight is now 1/250 second. This higher shutter speed will generally produce sharper pictures for two reasons. The effect of camera shake and subject movement will be significantly reduced, and the lens openings that will be used at this shutter speed with the more popular films are of a size ($f/5.6$ to $f/8$) at which most lenses focus most sharply. If you have a completely automatic camera, it probably uses 1/250 second shutter speed in sunlight, with or without your knowledge. This shutter speed recommendation should be disregarded when using flash, as most cameras do not synchronize flash at speeds shorter than 1/30 second.

Care of Color Film

The dyes in all color films are subject to change with extreme variations in temperature and/or humidity. In this respect, when you're on automobile trips keep your camera and film in the coolest part of your car; i.e., anywhere *except* in the glove compartment, trunk and package shelf behind the rear seat. Keeping a camera or other heavy objects on the package shelf is a safety hazard, too, as a sudden stop could cause you or your family to be injured by flying objects.

To preserve the delicate color images, have your film processed as soon as possible after finishing a roll. Before you leave on your picture-taking vacation, obtain enough prepaid processing mailers for your film. This way, you will not only secure better pictures, but they will be waiting in your mailbox when you return to your home. Mailers are available for all sizes of film, and the cost is the same as the cost of getting film processed "at the drug store" except that you

must pay postage one way. One possible disadvantage of using mailers is that in some remote areas mail is dispatched only once a day.

If you expect to be taking pictures on or near water, keep your camera sealed in a plastic bag (when not in use) to protect it from spray, dampness, beach sand or an accidental dunking.

CHULA VISTA NEWS

The Chula Vista plant has had lots of activity going on in the last few months, and we'll try to bring everyone up to date on the latest developments.

First of all, we must tell you about the armored truck that drove up to the office, with a sticker reading, "This vehicle protected by Batman!"

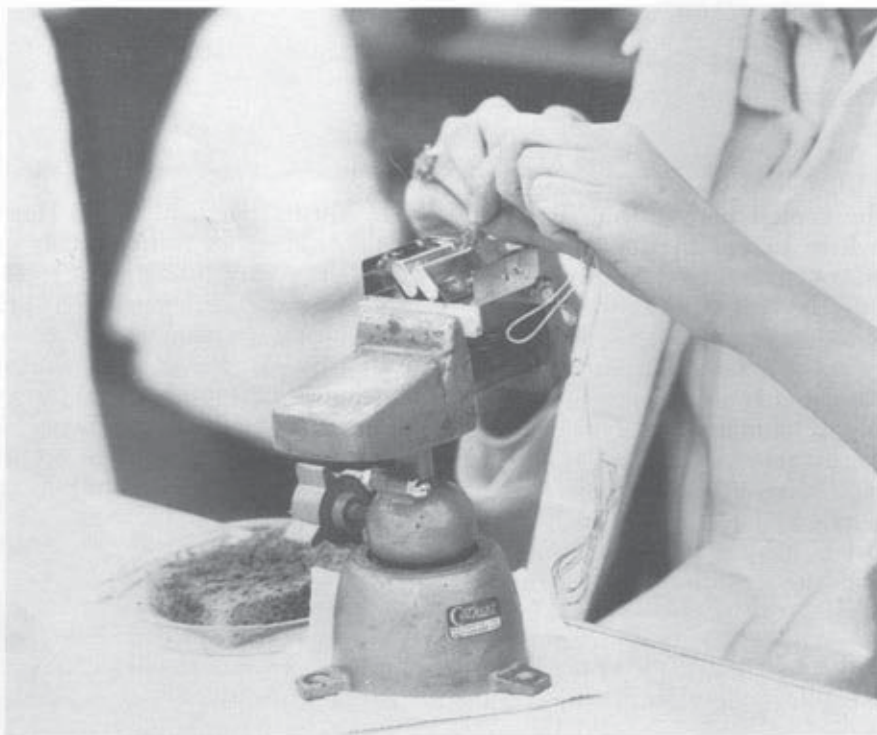
With vacations starting, it brings to mind the day Don Sorensen visited the Chula Vista plant on his vacation. Don just dropped in to say, "Hi," but while visiting, the whole seat of his pants ripped out. Needless to say, Don, you're getting too big for your britches! Anyway, on vacation you should be wearing your bermudas.

On April 27 we held "Open House" for the teachers of National City and Chula Vista school districts. A total of 33 teachers attended, touring the plant and enjoying refreshments. They were greeted by Mr. Frank D. Clark, and then different groups were led through the plant by Dick Odgers, Sam Paluso, Lloyd Rash and George Sothras. It gave them an opportunity to observe the important business of educating the children in this area and a clearer understanding of the important contributions which local businesses make to the community. We were very proud of the letters received from some of the teachers, complimenting us on our time and effort spent in preparing for the Business-Education Day.

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COLLINS RADIO "TOMORROW'S THINKING TODAY"



Soldering in the finalized stage of sub-miniaturized component construction.

Collins Radio, Santa Ana and Newport Beach facilities, which are the West Coast Division of the Collins organization, is representative of one of the finest aerospace firms in the entire nation. Through the past years since the founding the company, Collins has been a consistent leader in the research and development of such areas as telecommunications, space development, specialized military electronic gear, electronic computer, miniaturized and sub-miniaturized component lines.

Avionics

Collins supplies the most complete line of avionics equipment and systems available to the aviation industry. Collins communications/navigation/identification (CNI) systems are aboard the high-performance aircraft of the free world's air forces. More than 75% of all aircraft operated by the world's major airlines carry Collins avionics systems.

Space Tracking and Communication

The company's contributions to the U.S. space efforts include communi-

cation and tracking equipment aboard spacecraft and at ground tracking and range installations.

All of the U. S. manned space programs use Collins radios. And during future explorations of the moon by Apollo spacecraft, Collins radios will provide astronauts on-board communications facilities.

Telecommunication

Collins is one of the largest world suppliers for telecommunication, including microwave, carrier and tropospheric scatter systems. These systems literally span the world because telephone organizations rely upon them for backbone or supplementary communications networks.

Computer and Data Transmission Systems

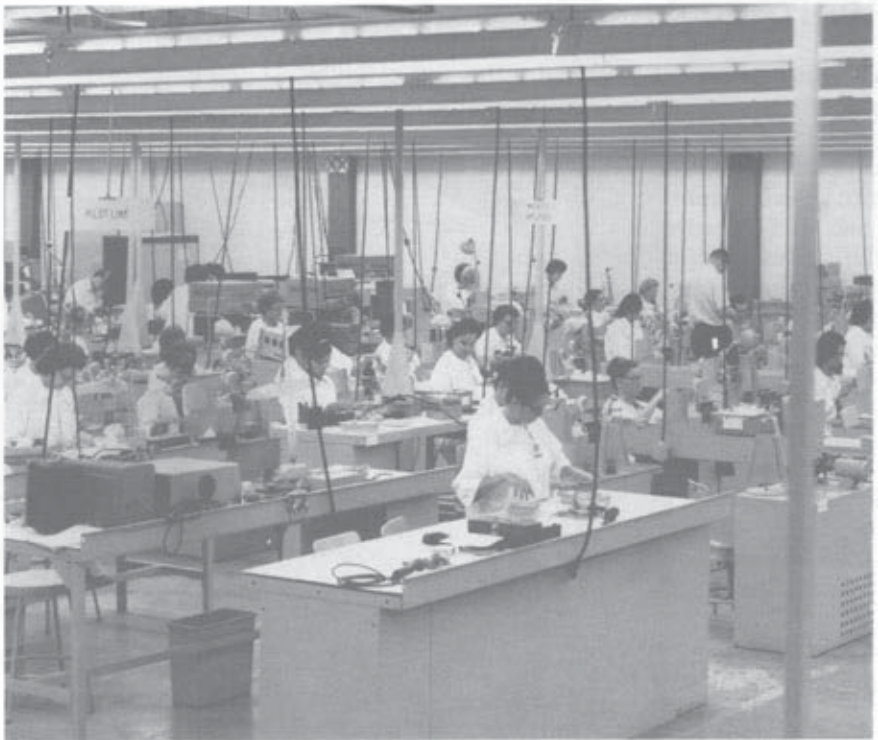
An important segment of the company's activities includes the design, development and manufacture of data communication and processing equipment and systems for industry and government. Collins' computerized message processing centers are in daily operation around the clock, handling message traffic for airlines, railroads and various governmental activities in the United States, Canada and Europe. The world's largest data switching center is at the company's Cedar Rapids, Iowa, location.

Amateur Radio

Collins continues to offer to the world-wide fraternity of amateur radio operators the best equipment available. Amateur radio equipment was the company's first product line. Today, many governmental agencies, including civil defense organizations, specify Collins high-quality amateur radio equipment for use in their official operations.

As may be readily seen, Collins Radio is an integral part of not only our own prime space effort in the United States, but plays an interesting role in many of the exotic areas in scientific, technical and production fields, which in some way or another affects almost all of us in pursuit of our daily efforts.

Prudential Overall Supply has been privileged to serve the Western Division of Collins for the past nine years. During that period of time, the relationship has been a pleasant one for both organizations and today we at Prudential are serving the total needs of the Collins organization within our



Minute and detailed assembly under constant control is one of the key factors in the development and production of Collins' equipment.



A portion of the miniaturized coil construction area.

own field. The Collins facilities have been under constant growth and development since their primary construction in the Orange County area a number of years ago.

The Collins West Coast Division represents perhaps the prime sector of the company; for located here, in ad-

dition to their multiple production units, is their research and development division which embodies the phrase, "Tomorrow's Thinking Today."

Working with such key people as Ray Hancock, John Morgan, Gil John-
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WASHROOM SERVICE CONTEST



Howard Andrewson sets the mood as he and Ray Niececki discuss plans for their Hawaiian holidays.



Paul Awtry, Riverside Salesman, on his way to a demonstration.



In Chula Vista, Route Salesman Hubert Mueller hands a sheaf of completed order forms to his District Manager, Sam Paluso.

HUGE SUCCESS



Chuck McGee, Riverside Dust Control Route Salesman, brings a new order in to Bill Knisely, Route Supervisor.



District Manager Lloyd Rash discusses procedures for handling continuous towels with Bud Young, Route Salesman in Chula Vista.

Would you believe that the Prudential sales teams achieved 100% of their goal in the recent contest?

Would you believe 150% of their goal?

You can believe that they achieved 243% of their goal, because that was the final tally!

All kinds of sales records were set or broken when the results were all in. Each and every participant has just reason to be proud of the part he played in making this sales drive such a success. Over 90% of all route salesmen sold at least one installation during the contest period, with the retail route salesmen selling an average of a little more than 12 cabinets.

Seventeen route salesmen and salesmen and nine management qualifiers waited anxiously June 17 while two names were drawn from the box.

Ray Nieciecki and his wife are looking forward to their Hawaiian vacation as a result of the first drawing. Ray began his career with Prudential as a route salesman in the Chula Vista area and is now one of the leading route salesmen in the Dust Control Division in Los Angeles.

The second drawing selected Howard Andrewson, General Manager of Prudential Dust Control (Van Nuys and Los Angeles) to go to Hawaii as a guest of the company. Howard was the General Manager of the Chula Vista plant before moving to Los Angeles in 1964.

Our heartiest congratulations to each of the qualifiers in the sales contest and to each and every man who played a part in this successful venture!

—R. W. Buechsenschuetz

PRICE OF SECURITY

What is the difference between 3.625% and 4.2%? And between \$4,800 and \$6,600?

This is not just an abstract little mathematical quiz. It was felt—in the pocketbook—on January 1 by everyone who is subject to the social security tax. And it will be felt every payday from now on.

The story is this:

For 1966, the social security tax rate has been raised from its former 3.625% of taxable income to 4.2%. Additionally, the taxable income figure has been increased from \$4,800 to \$6,600. The employer pays the same amount as the employee. And the rates are due for more increases in the future.

Some of the increase will go for increased social security benefits. Some will go to finance, or help finance, the new medicare program, whose ultimate cost is now a matter of conjecture. In any event, these tax boosts will largely or wholly offset the tax cuts that have been made in recent years.

So, what the government gives with one hand, it takes with the other.

CENTRAL ACCOUNTING NEWS

We have several new faces around the office. Gayla Peay, in Accounts Payable, loves motorcycle racing. In Key Punch we have Janice Lofstedt. Fay Binney, who joined the Accounts Receivable Department, has one of the hottest Mustangs in town. When she pulls in the parking lot, everyone moves out of her way, QUICK. I understand that the new exception clerk, Linda, Rumsey, is a very good go-go dancer.

All the girls at Central Accounting feel as if we have just become aunts several times over. Judy Harper had her baby, Kimberly Suzanne, who weighed in at 7 lbs., 11 oz. Patti Jo Dokter had a baby boy, Franklin Dion, who weighed in at 7 lbs., 8 oz. Last, but not least, Diane Arism had a girl, Michell Christine, weighing 8 lbs., 7 oz. Who's next, girls?

Koran Benson left us to become a quiet housewife. Along with her went Norma Morgan, Sue Pamer, and Vickie McLain.

We had a pot-louck lunch in the office, with everything from Spanish rice to fried chicken. The highlights of the luncheon were Norma Morgan's home-made French bread and Chuck Ramsey's home-made Italian cheesecake.

The office was quite upset because of Darlene Broyles and her pets. She lost her dog, so to make it up to her son, she bought a rabbit for him for Easter from one of the girls in the office. Therefore, all the girls in the office fell in love with him. She almost didn't get to take it home to her son. We were going to keep it and use (him) (her) as the office mascot.

We're all excited for Loretta Goyette. She and Sy moved into their new home recently. They've waited for this a long time.

As I close, I leave you with this one thought: To belittle is to be little.

—Georgia Walker

GROUNDING

'Come, come, come' said one who was wide-awake to one who was fast asleep, "Get up, get up; don't you know it's the early bird that catches the worm?"

"Serves the worm right," said the grumbling sleeper. Worms shouldn't get up before the birds do."

CHULA VISTA NEWS*(Continued from Page 9)*

A meeting was held in the lounge on April 15 to kick off the continuous towel sales contest. Dick Buechenschuetz from Los Angeles and Bob Henebry from the Steiner Corporation were on hand to announce the contest and familiarize our men with the new-style towel cabinet. Since the grand prize is a trip for two to Hawaii, we planned a Polynesian atmosphere with Hawaiian music in the background. Lemon chiffon cake and Hawaiian punch were served. Each person received a lei around his neck and when asked for the traditional kiss that goes with it, the reply was, "Sorry about that, chief!"

Mrs. Henry Dodge served as chairman of the baking contest during the East San Diego County Fair at Gillespie Field. Mrs. Dodge, who has never entered a cake-baking contest herself, was volunteered for the chairmanship by her husband, who is active in the El Cajon Junior Chamber of Commerce, sponsors of the fair. Henry is presently serving as Treasurer of the Jaycees. His latest project was being on the contest committee for the Boys' Baseball Decathlon, sponsored by the Jaycees. This is for the Little League Baseball Teams of El Cajon, and is judged on a point system for hitting, base-running, infielding, outfielding, and conduct. Purpose of the decathlon was to promote better participation, sportsmanship and interest in youth baseball. The Dodges are parents of three daughters—Cynthia, Denise and Rebecca. Henry runs Route 19 in our Dust Control Division.

The Chula Vista plant was also host for the golf tournament this year. It was nice to see all those trophies here for a little while, anyway! George has more to say about the tournament in his article.

The Dust Control Division is adding two rooms onto the east side of the plant. It will be some time before it is completed, but we're real proud of the expansion.

Mr. Frank Clark was chairman of the first annual "Sports Day" sponsored by the Chula Vista Chamber of Commerce on June 9. More than 200 local and county businessmen and sportsmen attended a golf tournament, no-host cocktail hour and dinner program. Dinner speeches were made by

Al Hartunian of the San Diego Sports Association, Walt Hackett of the San Diego Chargers, Les Land of the newly formed San Diego Gulls ice hockey team, and Jim Mulvaney of the San Diego Padres Baseball Club. The speakers all emphasized that San Diego County has the greatest sports potential of any place in the state. They pointed out that Chula Vista continually shows a better and more profound interest in professional sports than any place they have seen. Mr. Don R. Clark, Executive Vice-President of Prudential Overall Supply, also attended the event.

We would like to welcome the following people to Prudential Overall Supply: Martha Bueno, Joe Buttram, Christopher Chavez, Jose Estrada, Manuel Galvez, Manuel Gonzales, Melicio Gonzalez, Rebecca Gonzalez, Gertude Hogg, Nobuko Hough, Sally Howell, Rose Marie Hull, Teresa Martinez, Helen Miles, Kathleen Parker, Harold Riveroll, Isabel Silva and Maria Sparks.

We also have two new route salesmen to welcome: Henry "Hank" Shelton, Jr., and Glenn Marshall. Hank is a native San Diegan, raised in the South Bay area. He married Barbara while he was in the Marine Corps stationed at Boston, Massachusetts. They have two children. Hank's hobbies are automobiles (hot rods), swimming and fishing. He is a member of the oldest active car club in the South Bay area.

Glenn Marshall has been a resident

of San Diego for 15 years. He and Dorothy have been married for 20 years and have two daughters and two grandchildren. Glenn likes fresh-water fishing and pro football. He has been a member of the Elks Club for 18 years.

To everyone: have a real nice vacation, and remember to carry a needle and thread with you!

—Beverly Ball

We here in the Supply Department extend a cordial welcome to our stock girl, Connie Cortez, who just returned from having her tonsils out, and to Ethel Young, my right-hand gal, who just returned from a six weeks' sick leave to have foot surgery. We also are glad to have our four new girls mentioned in Beverly's article above.

Our stock boy, John Orsini, Jr., left us but we understand he is doing all right in the Air Force.

—June Long

A play-off of two extra holes was needed to determine the team winners at our last golf outing. The victorious individual who represented his team hit two booming wood shots just short of the 20th green. From all indications he had the contest won because his opponents had donned water wings to retrieve from the water that paralleled the fairway. A half hour and ten shots later these characters finally fluttered their white pellets on the green. We were all grateful that daylight savings time exists. None of the spectators had

HOW TO WASH CLOTHES

1. Bild a fire in the back yard to heat kettle of rain water.
2. Set tubs so smoke won't blow in eyes if wind is pert.
3. Shave one hole cake of soap in bilin water.
4. Sort things, make three piles: 1 pile white, 1 pile cullard, 1 pile work britches and rags.
5. Stur flour in cold water to smooth, then thin down with bilin water.
6. Rub dirty spots on board, scrub hard, then bile. Rub cullard but don't bile—just rench and starch.
7. Take white things out of kettle with broom stick handle, then rench, blow and starch.
8. Spred towels on grass.
9. Hang old rags on fence.
10. Pore rench water in flower beds.
11. Scrub porch with hot soapy water.
12. Turn tubs upside down.
13. Go put on clean dress—smooth hair with side combs—brew a cup of tea and rest, cause you will need to after a day of this.

—The Crusader

F. W. Means & Co., Chicago

left the scene of battle because they were to see our illustrious winner who had nearly reached the putting surface in two shots start to flounder on his way to the hole. Joe Farrell from the Van Nuys plant had outlasted Howard Andrewson of Dust Control Van Nuys and our own Frank Clark in what should be described as the once-in-a-lifetime, Ripley believe-it-or-not finish.

I would like to mention that there were a few other fellows participating in the Frank D. Clark Tournament who were winners in their respective flights: Dick Buechenschuetz, Championship Flight; Cal Smith and Dick Boudreau, sharing the First Flight spotlight; Jim Woods, Second Flight; and Jim Kirksey holding up the No-Handicap Flight.

The enthusiasm shown by everyone indicated that the tournament was a huge success. Thanks to everyone who made it possible to have such a fine contest.

—George Sothras

COLLINS RADIO

(Continued from Page 11)

son, Bill Lovett and many others has made the task of serving the everyday and sometimes unusual requirements of this customer a pleasant and educational experience for me personally.

Collins personnel are quick to understand the problems created in special service and take a patient and understanding attitude toward their vendors as a whole. We consider it a pleasure to be able to number Collins Radio in our long list of major clients. We trust we will be able to continue serving their organizational needs for many years to come.

—Ted A. Gibbs,
General Manager, Anaheim

LUSH PICKINGS

A Washington observer notes "the anti-poverty fight is providing lush pickings for many . . . out of 2,350 employees in the Washington and branch offices, 1,006 are paid more than \$10,000 each. Twenty-four top anti-poverty fighters get more than the \$23,268 base pay of our top military leader in Vietnam, General Westmoreland. Six get \$26,000; 18 get more than \$25,000; 54 get more than \$19,000 and 521 get upwards of \$14,680."

VAN NUYS NEWS



Joe Farrell admires the company golf trophy which is now proudly displayed in the Van Nuys plant.

We know many of you will join with us in offering your condolences to Anna Faye Farris and her family on the loss of her husband a few weeks ago.

Cloyd "Red" Williams of our maintenance staff is back on the job after recuperating from an accident and surgery while motorcycling. Red tells us he does not intend to give up the sport. We are glad to mention that Margaret Foldager, wife of Harold, District Manager here in Van Nuys, is having a good convalescence at home after surgery.

Garry Finneran, District Manager, is sadly missed by his many friends at Van Nuys. Garry has left us for greener fields, or should we say greener "greens." We hope he will drop in to see us often.

Happy faces are to be seen all over the plant as vacations become the order of the day. Good fishing time to Pat Patrick and lots of rest for Lou Mathisen who are starting the season.

At the recent golf tournament held in Chula Vista, one of the most exciting finishes seen in years was staged by Dust Control, Van Nuys and Chula Vista.

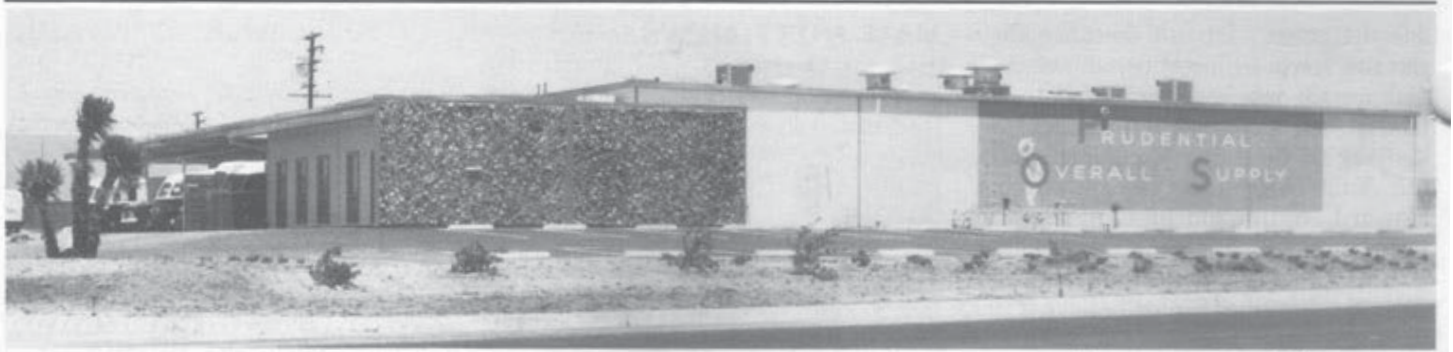
At the end of regulation play, the three teams finished even. The host plant, Chula Vista, decided to deter-

mine the winner by a "sudden death" play-off. For the play-off, each team selected one representative to play for the cup: Howard Andrewson from Dust Control, Joe Farrell from Van Nuys, and Frank Clark from Chula Vista.

The first hole was 170 yards, par 3. Andrewson shot first and placed his tee shot pin high but to the right of the green. Joe Farrell hit a mighty blast that traveled all of 20 yards. Joe's second shot stopped about 5 feet from the cup and he holed out in 4. Howard pitched on 4 feet from the cup and Frank putted within 3 feet. Howard missed his par and settled for a 4. Frank tried for the par but rimmed the cup and also settled for 4.

The next hole was a long par 4. Frank pushed his tee shot far to the left. Howard and Joe both had nice drives. Frank's second shot was in the river and Howard hit a dribbler. Joe placed his second shot on the edge of the green and two putts later had his par and the trophy for Van Nuys where it rightfully belongs.

It was a very good tournament and Chula Vista should be complimented for staging the Frank Clark Golf Tournament.



RIVERSIDE NEWS

Are we proud of our new building—and how! At last we have room for everything and some space left over. In fact, when our editor visited us recently, there were more phones ringing simultaneously than there were people around to answer them.

As our publication deadline drew

MEDICARE'S EXPENSIVE COMPANION

To most people, medicare means the health insurance plan for the elderly that went into effect on July 1, 1966. Now a little-known part of the new program—Title 19 of the Social Security Amendments of 1965—is beginning to attract public attention.

Title 19 is intended to provide physicians' services and hospital care to "medically needy" persons of all ages. It offers to pick up 50% to 83% of the total medical aid costs of those states which agree to set up a unified medical assistance program. Seven states, including California, have already signed up for the program and another 16 are awaiting federal approval.

Three categories of people are eligible for the federal-state medical assistance program:

1. All persons currently participating in federally aided public assistance programs—the aged, the blind, the disabled, and families with dependent children in which one parent is absent or incapacitated.

2. People in the above classifications who need only medical aid. In California, those whose annual income is \$3,804 or less are eligible.

3. All medically needy children under 21.

The law contains one other landmark provision: Participating states may no longer force adult children to assume financial responsibility for medical expenses of their aged parents.

closer, we found ourselves so busy moving, connecting pipes, cleaning, etc., that none of us had the time to write a regular news item. So about all we can say is a big "THANKS" to everyone who helped us in getting this brand-new plant ready for occupancy. All of us are especially indebted to our President, John D. Clark, who had the foresight to start our operation here in the Riverside

area with one route in 1956.

We also want to thank Don Clark for all his hard work helping us get the equipment hooked up and solving all the technical problems.

But the biggest thanks of all go to our customers who have made all this possible. To show our appreciation, we will have an open house later when everything is in full swing.

—All the gang at Riverside



RIVERSIDE SALES TEAM

Ready to get enough business to fill up the new plant are (left to right), back row—Dave Duncan, Harry Doernbrack and Chuck McGee, route salesmen; and Len Munde, route supervisor. Middle row—Art Herbert, Paul Heusner, and Larry Elliott, route salesmen; and Bill Knisely, route supervisor. Front row—Jerry Owens and Bill Huntley, route salesmen; Clive E. Ruka, general manager; and Stan Johnson, route salesman. Not pictured is Jack Elliott, route salesman, who was on vacation, and Paul Awtry, salesman. Stan Johnson is proudly wearing a special shirt emblazoned "Salesman of the Week." This honor goes to the route salesman who achieves the greatest increase in volume each week.