





A CHRISTMAS PRAYER



Let us pray that strength and courage abundant be given to all who work for a world of reason and understanding; that the good that lies in every man's heart may day by day be magnified; that men will come to see more clearly not that which divides them but that which unites them; that each hour may bring us closer to a final victory, not of nation

over nation, but of man over his own evils and weaknesses; that the true spirit of this Christmas Season—its joys, its beauty, its hope, and above all its abiding faith—may live among us; that the blessings of peace be ours—the peace to build and grow to live in harmony and sympathy with others, and to plan for the future with confidence.



PRUDENTIAL OVERALL SUPPLY
OFF - THE - CUFF

VOL. 8, No. 3

CHRISTMAS, 66



Christmas, 1966

TO OUR EMPLOYEES AND FRIENDS:

Here we are again on the threshold of the great celebration--the time that brought three kings as well as shepherds to the lowly manger, when all sorts and conditions of men found and still find peace and good will through the Christ Child.

It's a wonderful time to remember all of our friends. While we may not have the chance to greet you personally or share in person your holiday merriment, we would like to take this opportunity to express to you our sincere good wishes. We hope for you that it turns out to be the most wonderful Christmas ever and that the coming year is as happy for you as you have helped make the past year for us.

Merry Christmas to You
and Your Family,

John D. Clark, President
Prudential Overall Supply

LOS ANGELES NEWS

After almost a year of silence the Los Angeles Plant is at last coming out of hibernation. To some of you the news may not be the latest, but as we all know a lot can happen in a year.

In the Sales and Service Department, we have had to say goodbye to some very good friends, and at the same time welcome new personnel to our company. Sue Tipton stepped into the job of Plant Stenographer. Sue resides in Santa Fe Springs with her husband and two daughters. We also extend a welcome to our new route salesmen: Dick Harwood, Ernie Guillen, Robert Zimmerman, and Clarence (Doc) Bolinger.

On November 15, we welcomed Mr. Robert L. Muth as our new General Manager. We all look forward to working with Mr. Muth again, and for some of us it will be the first time.

Loretta Weaver tells us there is also a number of new faces in the Supply Department. We surely hope they will be very happy here and are with us for a long time.

Cal Kendrick is always good for some news about the route personnel. Don Bonk must be some baseball fan--just happens to break his elbow in time for the World Series.

Ron Favilla has a new hobby. He

pictures himself as a taxidermist! His first venture in this area was an owl. However, this boy doesn't think small. He soon plans to work up to an elephant. Now if we could only get Ron to use some of this energy on Prudential customers.

Barney Vafiadi finally made a deal with Darrel Hogan. A good used-up walk-in truck for a new one. This new truck is a beauty, and Barney really looks nice in it. Next May, Barney will celebrate his 24th anniversary with Prudential Overall Supply.

We take this opportunity to thank everyone here at the Los Angeles Plant for the helpfulness and cooperation they have shown throughout the year. We appreciate all the efforts extended to keep our plant running smoothly.

To all of you associated with Prudential, we extend our wishes to you and your families for the happiest of holiday seasons.

Merry Christmas and a Happy New Year!

—Carol Pastalaniec, Loretta Weaver and Cal Kendrick

Adios Vacaciones

Despues de peregrinar, en calidad de "turistas" durante tres cortas semanas por la República Mexicana—Mazatlán, Guadalajara, Tepatitlán,

San Juan de los Lagos, Aguascalientes, Zacatecas, Durango, Torreón, Ciudad de México, etc., etc. Abordamos el avión "Fan-Jet" de la Western Airlines, en el Aeropuerto Internacional de la Gran Tenochtitlán, el que a las 9 horas en punto del día 8 de noviembre último comenzó a rodar por la pista numero 5, dos minutos despues el avión volaba sobre el Lago de Texcoco, otros tres minutos y pasabamos frente a las majestuosas cumbres nevadas del Popocatepetl, y el Ixtlacihuatl (montaña que humea y mujer dormida) los legendarios volcanes que hace muchos centenares de años vieron nacer a la Gran Tenochtitlán, la que se ha convertido con el correr del tiempo en la gran urbe de vida internacional que es ahora la moderna Ciudad de México.

En seguida describiendo un semicírculo el gigantesco avión enfiló rumbo al norte acendiendo rápidamente a más de 15 millas; poco a poco se fueron perdiendo de vista las parcelas cultivadas, los poblados las montañas con sus rios serpenteantes asta quedar muy por encima de un mar de nubes blancas como copos de espuma, volabamos a una velocidad de mas de 600 millas por hora y a una altura de mas de 50,000 pies.

Las aero-mozas diligentemente sirvieron un suculento almuerzo y mal

Navidad, 1966

A NUESTROS EMPLEADOS Y AMIGOS:

Nos encontramos de nuevo en el umbral de la gran celebración--la fecha en que los tres Reyes Magos y los pastores se llegaron ante el humilde pesebre. Esta es la fecha en que toda clase de hombres y de diferentes condiciones encontraron y todavía encuentran paz y buena voluntad por medio del Niño Jesus.

Este es el tiempo maravilloso para recordar a todos nuestros amigos, y aún cuando no nos sea posible tener la fortuna de saludarlos personalmente ó compartir con todos ó cada uno de ustedes esta temporada de felicidad, queremos aprovechar esta oportunidad para expresarles nuestros más sinceros deseos porque esta Navidad sea una de las mejores, y que el año nuevo sea de tanta felicidad para ustedes como ha sido este año que termina para nosotros, felicidad a la que tanto contribuyeron ustedes.

Feliz Navidad en compañía de
su familia,
John D. Clark, Presidente
Prudential Overall Supply

habíamos terminado de enjuillar éste, cuando el Capitán de la aero-nave anunció por el alto-parlante: "En este momento cruzamos la línea Internacional entre México y Estados Unidos, dentro de 15 minutos volaremos sobre Los Angeles, favor de ajustarse los cinturones de seguridad y de no fumar durante el aterrizaje."

Exactamente 165 minutos después de haber despegado de la pista número número 5 del Aeropuerto Internacional de la Ciudad de México, después de haber salvado felizmente una distancia de 2,000 millas, el "Fan-Jet" de la Western, aterrizaba en el Puerto-aereo de Los Angeles y nuestras tres semanas de vacaciones habían llegado a su fin.

—Escribió Eduardo Echevarria

Goodbye to Vacationing

After our pilgrimage as tourists for three weeks over the Republic of Mexico — Mazatlan, Guadalajara, Tepic, San Juan de los Lagos, Aguascalientes, Zacatecas, Durango, Torreon and Mexico City, we boarded Western Airlines Fan-Jet at the International Airport in the great Tenochtitlan. At exactly 9:00 a.m. on November 8, 1966, we took off on air strip #5. Within two minutes we were flying over the Lake of Texcoco; three minutes later, we were by the majes-

tic snowed summits of the Popocatepetl (Smoking Mountain) and the Ixtlaciuhatl (Sleeping Beauty), the legendary volcanoes that many centuries ago saw how the great Tenochtitlan was born, which through the years has converted itself into the great international, modern Mexico City.

In a giant semi-circle, the huge



ROBERT L. MUTH
General Manager
Los Angeles

plane directed its course to the north, climbing rapidly, and little by little we lost sight of the towns with sowed fields and serpentine rivers ending atop a sea of white foam. We were flying at a velocity of more than 600 miles per hour and at an altitude of more than 50,000 feet.

The stewardess served a delicious breakfast, and we had barely finished eating it when the captain of the plane announced that at that moment we had crossed the border line between Mexico and the United States and that within fifteen minutes we would be landing in Los Angeles. We were requested to adjust our belts and not to smoke while we were landing.

At exactly 165 minutes after we had taken off on air strip #5 at the International Airport in Mexico City and flown happily 2,000 miles, the Fan-Jet of Western Airlines landed at the International Airport in Los Angeles and our three weeks' vacation had ended.

—Eduardo Echevarria

Hi, everyone. They say a bad penny always returns, so here I am.

• George talked me into writing a bit of news. George is our new boss.

The first thing I would like to say
(Continued on Page 14)



THE PROPHECY OF ISAIAH

The people that walked in darkness have seen a great light: they that dwell in the land of the shadow of death, upon them hath the light shined. For unto us a child is born, unto us a son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful, Counsellor, The mighty God, The everlasting Father, The Prince of Peace. Of the increase of his government and peace there shall be no end, upon the throne of David, and upon his kingdom, to order it, and to establish it with judgment and with justice from henceforth even for ever. The zeal of the LORD of hosts will perform this.

And the spirit of the LORD shall rest upon him, the spirit of wisdom and understanding, the spirit of counsel and might, the spirit of knowledge and of the fear of the Lord; And shall make him of quick understanding in the fear of the LORD: and he shall not judge after the sight of his eyes, neither reprove after the hearing of his ears: But with righteousness shall he judge the poor, and reprove with equity for the meek of the earth.

ISAIAH 9:2, 6-7; 11:24

PRUDENTIAL DUST CONTROL NEWS

A hearty welcome is extended to all our new employees in the Dust Control Division. Zano Roderick is the new Sales and Service Clerk enhancing the Los Angeles office. New Route Salesmen in Van Nuys are Willard Dill, Stu Thomas and Jack Huie.

Robert Hester and Paul Higgins have been promoted to Route Supervisor in Van Nuys. We wish them the best of luck and success in their new positions.

Congratulations to Mr. and Mrs. Al Germano on the arrival of their baby daughter, Danelle.

Merry Christmas to all.



MEDICARE

It's reported that the medical profession in the United States is going to do everything possible to facilitate the operation of medicare. It will do its utmost to preserve the all-important doctor-patient relationship that is so vital to the high medical standards to which we have become accustomed.

It is the obligation of the people, however, all of us, to remember that medicare does not mean "free" medical care. The more that is demanded in the way of service from hospitals and doctors, the more it is going to cost unless we end up with a bankrupt medical system.



CENTRAL ACCOUNTING NEWS

Hello there. It's me again from Central Accounting. Vacations are over and the holidays are coming, and both have set all of us back quite a bit.

Next time the paper comes out, there will be a slight change in the writing staff. Since I'll be married on February 25 to Ray Komraus, who used to work in the Los Angeles plant, my name will be officially changed to Georgia Komraus. Sue Stegeman will join me in writing this column. With her background in journalism, I'm sure we can come up with something of interest for this column.

I'd like to take this time to express my deepest sympathy to Tee Gonzales, Personnel Clerk, and Elizabeth Thomas, a new Exception Clerk, whose husbands have recently passed away.

We've had quite a turnover since I last talked to you. Shirley Nanos, our new key punch operator, never ceases to amaze Mr. Bowser, our Office Manager. He can never understand how a girl can look so comfortable and yet work so well. Patricia Latham, also new in key punch, is always telling us about her husband; boy, you'd think she was in love with him.

Patty Pig, yes, that's her last name, who is also a new Exception Clerk, is patiently waiting for her husband to return from Viet Nam. He isn't expected to return for another year.

We have two of our oldies back. Mary Giles has returned to us along with Judy Harper. Darlene is especially happy to have Mary back.

Darlene just got a new Volkswagen. Are we ever glad of that. Every day something else was going out on the old one. It was really bad when it rained because her wipers never did work. It was a wonder the steering wheel was still connected when she traded it in. Every time she got mad at it, she'd hit the wheel and cry. It was really funny to see three girls, in heels, pushing it for her so that it would start.

November was the month for birthdays around our office. Darlene's was

the 23rd, mine was the 25th, Mr. Browser's the 27th, and Mary's the 28th.

Merry Christmas and a Happy New Year.

—Georgia Walker

CHULA VISTA NEWS

Well, another Holiday Season is upon us, and we again have a lot to be thankful for. Through our growth and expansion we were able to put on an additional two wholesale routes. Through the planning of top management, Prudential Overall Supply again finds itself in a sound position. Most important, everyone is enjoying good health.

I want to introduce to our company Mr. Bill Hays. Before coming to Prudential Overall Supply, Bill managed the American Oil Station in Solana Beach. He is 26 years old and he and his wife, Carol, have two boys—Mark, 3, and Eric, 2.

Bill has lived here in San Diego since 1950 and was born in Raton, New Mexico. His favorite food is pizza—morning, noon or night—hot or cold! He also likes listening to Ray Charles' records, and his favorite hobby is target shooting with a 22-caliber pistol.

Jim Shanley is not new to Prudential, having worked in the plant as foreman of the washroom for 1½ years. But Jim has taken over Route 15, and we would like to welcome him to the Sales Department.

Hank Shelton has been assigned one of our new wholesale routes. Hank is responsible for Route 25. He has been with us about 7 months.

—Sam Paluso

Over 27 years ago, I found myself working in the washroom at Prudential Overall Supply. During these years I have had the opportunity of making acquaintances with many wonderful people. These people are the employees of Prudential Overall Supply and our many thousands of customers.

At this time I would like to personally thank all of you for your sincere

co-operation during these past years. My best wishes to you and your families for a very joyous Holiday Season.

—Frank D. Clark

Here we are nearing the end of another year, and everyone certainly is grateful for the patronage of our customers throughout the year. To our employees, we extend our thanks for your many efforts to make 1966 a most successful year for the company.

We would like to take this opportunity to express our wishes for a "Very Merry Christmas and Happy New Year" to all our customers and employees. May you have a very enjoyable Holiday Season and to those who have relatives and friends in Viet Nam, we pray the war will end soon and they return home safely.

We want to extend our sympathy to the family of Mr. and Mrs. J. Burritt Smith. Mr. and Mrs. Smith were killed in an auto accident near Mt. Olympus in Greece. Mr. Smith was active in the National City Exchange Club and had traveled all over the world. They had shown motion pictures of their wanderings to school, civic and other groups all over the area. Mrs. Smith was a writer of radio plays and travel letters.

Congratulations are in order for Henry Dodge, who was awarded the "Most Outstanding New Jaycee" trophy. Henry is very active in the youth and sports committee for the El Cajon Junior Chamber of Commerce. He also was Chairman of the flower show at the Eastern San Diego County Fair

(Continued on Next Page)



THE ANNUNCIATION STORY

And in the sixth month the angel Gabriel was sent from God unto a city of Galilee, named Nazareth, To a virgin espoused to a man whose name was Joseph, of the house of David; and the virgin's name was Mary. And the angel came in unto her, and said, Hail, thou that art highly favoured, the Lord is with thee: blessed art thou among women. And when she saw him, she was troubled at his saying, and cast in her mind what manner of salutation this should be. And the angel said unto her, Fear not, Mary: for thou hast found favour with God. And, behold, thou shalt conceive in thy womb, and bring forth a son, and shalt call him name JESUS. He shall be great, and shall be called the Son of the Highest: and the Lord God shall give unto him the throne of his father David: And he shall reign over the house of Jacob for ever; and of his kingdom there shall be no end.

And it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed. (And this taxing was first made when Cyrenius was governor of Syria.) And all went to be taxed, every one into his own city. And Joseph also went up from Galilee, out of the city of Nazareth, into Judaea, unto the city of David, which is called Bethlehem; (because he was of the house and lineage of David:) To be taxed with Mary his espoused wife, being great with child.

ST. LUKE 1:26-33; 2:1-5

CHULA VISTA NEWS

(Continued from Page 5)

and organized a golf tournament for local Jaycees. Maybe Henry could give lessons to some of our fellow golf players; but when I look at that beautiful trophy our plant won, I'm afraid Henry is out of luck for students.

Congratulations are also in order for George Sothras. George received the Grand Chancellor's Award of the Year at a recent annual dinner of the Loma Lodge 159, Knights of Pythias. The award is presented for displaying individual responsibility in the generous donation of time and energy to bring forth great praise for the Order, and for outstanding devotion to duty and Pythian ideals. Our heartiest congratulations to George!

The bowling team for the winter league has started. Those participating are: Frank Clark, Orval Denney, Art Garrow, Jim Shanley, Bill Hays and Lloyd Rash as an alternate. Good luck, guys, and remember there's still room for another trophy on the shelf! For those who would like to watch the team in action, they bowl every Monday night from 6:30 p.m. to 9:00 p.m. at the Cabrillo Lanes, 704 E Street, Chula Vista.

The Clayton Manufacturing Company held a seminar on October 25, 1966. Those attending from Chula Vista were Orval Denney, Plant Superintendent; John R. Smith, Plant Engineer; and Frank D. Clark, General Manager. The seminar, covering steam generation and water conditioning, was held at the Clayton plant in El Monte. The program was excel-

lent, being put on by the employees of Clayton and certainly was very educational to all who attended.

Merry Christmas and a Very Happy and Prosperous New Year!

—Beverly Ball

With vacations over for another year, the plant would like to express its appreciation for the sincere cooperation of all employees during the past year. Some of us were fortunate in having three weeks' vacation this year and we hope all of you had a wonderful vacation.

We would like to take this opportunity to introduce our new employees. In the Pressing Department we have Jose Bustillos and Cruz Felix. In the Sorting Department are Hortensia Mendell and Ignacio Zapata. Estela Gomez, Edward Cobian, Aurora Mancillas, Sally Fallorina and Francene Burge are new in the Supply Department.

I would personally like to wish everyone a Merry Christmas and a Happy New Year.

—Orval Denney

We were very happy to have had Lloyd Hartman join our little group last September. He is filling a vacancy left by Larry Symonds, who has gone into business for himself. Lloyd came

into our employ on January 27, 1964, and was a route salesman handling retail garments until he was called to take over a dust control route. Selling dust control is nothing new to Lloyd, for he has had plenty of experience before we made a separate division out of it.

We wish Lloyd a great deal of success in his new venture and we know that he will become an asset to the company.

School days (or I should say school nights) have been keeping Larry Mutchler burning the oil lamp late each night. He has taken it upon himself to get a little more educated to face this cruel world in which we live. Larry's wife doesn't have any trouble in finding a baby sitter when she wants the evening out, for Larry is forever having his nose buried in a book.

Henry Dodge is kept busy as a big wheel with the El Cajon Junior Chamber of Commerce. Last I heard he was holding a stag movie for the Jaycees and had the son of the sheriff as lookout (could be true). It must have come out OK, because Hank showed up for work the next day.

—George Sothras

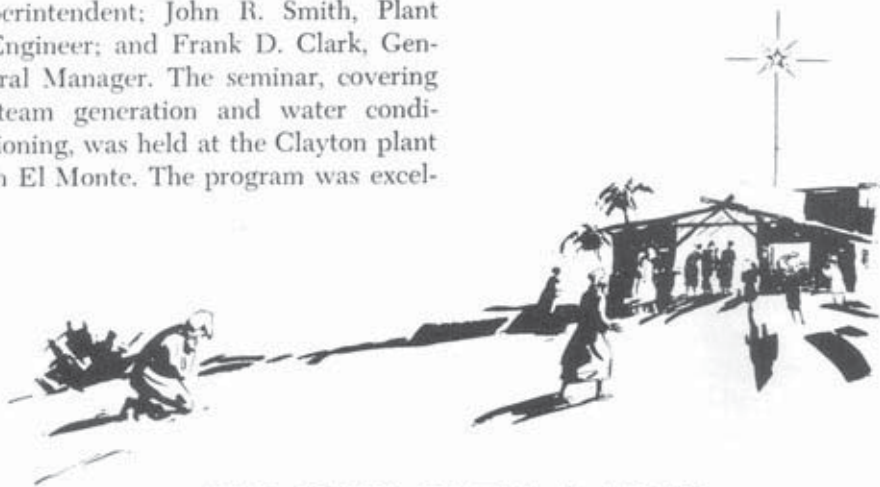
CUSTOMERS, JOBS AND PROFITS

There are three essential factors in our nation's system of enterprise:

1. A demonstrated demand for a product or service.
2. The willingness of customers to pay an adequate market price for that product or service.
3. The realization of a profit when the product is sold or the service rendered.

Together, these factors govern every activity by which an individual earns his living. They are essential to continued employment, whether we're in business for ourselves or working for someone else.

The irrefutable truth is that the customer is the job maker and profit is the job preserver.



THE BIRTH IN THE MANGER

And so it was, that, while they were there, the days were accomplished that she should be delivered. And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

ST. LUKE 2:6-7

SOLANA BEACH NEWS

Vacation time has come and gone, alas, but many happy and joyous hours were spent in many different ways.

Don Sorensen and family tried the "camping bit." They camped in Yosemite, relaxing in the clean mountain air.

The Jim Baylors drove the long distance to Pennsylvania to visit family and friends they hadn't seen in many years. All were certainly happy to be back in good old California.

Bud Clark, who may be the smartest of us all, spent a quiet week at home in Escondido, saved his money and is now enjoying a new color television. Those San Diego Chargers look just as bad in color, don't they, Bud?

Frank Metz couldn't stand all that sun in Vista and moved back to the beach. Once a beachcomber, always a beachcomber.

Semi-semi pro Lee Acosta spent his vacation socking a little ball around a large green field with 18 flags growing on it. Some call it golf. What do you call it, Lee? Has your handicap improved yet?

The latest addition to our "fair branch" is a shiny new coffee pot. The old one made coffee that dissolved the spoons.

A Happy and Joyous Christmas to you and yours from the "Surfers of Solana Beach."

—James Baylor

BAREFOOT TAXPAYER

Blessings on thee, little man,
Barefoot boy with cheeks of tan,
Trudging down a dusty lane
With no thought of future pain;
You're our one and only bet
To absorb the national debt.
Little man, with cares so few,
We've a lot of faith in you;
Have your fun now while you can,
You may be a barefoot man!

Adolescence is that period when a boy refuses to believe that some day he will be as dumb as his father.



THE ANGELS' SONG

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round them: and they were sore afraid. And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord. And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger. And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth, good will toward men.

ST. LUKE 2:8-14

RIVERSIDE NEWS

We have three new people in our Department: Sara Gonzales in Distributing, young and not married; Lynn Arnold in Supply, who says "she doesn't work," and Bea Gelinis, our Seamstress. A late welcome aboard, kids!

Frank, our bundle tier, who heard cats meowing, just can't believe how fast the presses run and how big our new plant really is.

Judy, our "MR" girl, took her first vacation in October. Her husband let her go back to Michigan to see her folks. She said she had a marvelous time, but likes California better. Now you know why California has so many foreigners — the Michigan population is migrating. Judy and her husband

purchased a Siamese cat "Phoo" recently. Watch out for your wool socks and things, Judy!

Merry Christmas.

—Sue Brubaker

Sue Brubaker has earned the "Special Recognition Badge" for promptness—she took the October inventory a week early to be sure to have it completed on time. Too bad, too, for Purchasing wouldn't cooperate, so she had to take the complete inventory over again. Sue now has her calendar circled in red to coincide with Purchasing as to the inventory date.

Now that we are settled down somewhat, we may find time to appreciate our new plant and equipment.

(Continued on Next Page)



THE SHEPHERDS' RESPONSE

And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known unto us. And they came with haste, and found Mary, and Joseph, and the babe lying in a manger. And when they had seen it, they made known abroad the saying which was told them concerning this child. And all they that heard it wondered at those things which were told them by the shepherds. But Mary kept all these things, and pondered them in her heart. And the shepherds returned, glorifying and praising God for all the things that they had heard and seen, as it was told unto them.

ST. LUKE 2:15-20

RIVERSIDE NEWS

(Continued from Page 7)

We have had a number of visitors tour our new plant. The favorable comments make all the long hours and hard work to get into production well worthwhile. They were all impressed to find everything so clean inside and outside the plant, for which Chester Jay, our right-hand man, is responsible.

A group of San Jacinto College students were our honored guests in September. They, too, were impressed by our modern equipment and clean facility. The credit for the clean wash-room equipment goes to Bill Knoke

and his right-hand man, Ben Patillo. Merry Christmas to All.

—Ed Eazor

We want to welcome Paul Jaenette to our Dust Control Route 38. Paul was formerly with Dust Control Van Nuys and is doing a real fine job for us.

We also want to welcome and wish a lot of success to our new Route Salesman, Neal Hill, on Route 28. Neal and his family moved into Apple Valley from Globe, Arizona. He has a good background in the industrial laundry business in the East and by moving into the Victorville-Apple Val-

ley area will be able to fill the gap by becoming a local resident there.

All of us in the Sales Department, from the newest to the oldest employee, want to thank everyone concerned with the building of our new plant. It surely makes our jobs smoother and we are able to perform more efficiently.

—Lee Munde

Once again the holiday season is here, a time of the year when we look back and remember all the good things that were ours during the past year. We find that we have been well rewarded for our efforts to serve our customers to the best of our ability.

Our richest reward has been the privilege of serving our customers. Now as this holiday season draws near, we'd like to say "Thank you" for allowing us this privilege and to send to you our heart felt wishes for a joyous Christmas and a rewarding year to come.

—Clive E. Ruka

DON'T MAJOR ON THE MINOR

The president of a small company in the Midwest hired a new salesman with some misgivings. The salesman had hardly any formal education, but he was eager and enthusiastic, so his boss sent him out on a sales trip anyway. About a week later the boss received this message:

"Deer Boss: I see this outfit which they ain't never bot a dime's worth of noting from us and I sole them a couple hundred thousin worth."

The second letter, about a week later, said:

"I cum here and sole them haff a milyun."

After much thought and evaluation the president posted both these letters on the company bulletin board with this notice:

"We bin spindin to much time tryna to spel insted of tryna to sell."

A committee is a group of the unfit appointed by the unwilling to do the unnecessary.

ANAHEIM NEWS

As 1966 draws to an end, we here in the "Little America" of Southern California would like to reflect for a bit on some of the more colorful moments of our past year. Let us for a moment examine the word "colorful."

There was black and blue for the inter-squad football game at the picnic on the beach at Carlsbad. This was scheduled as a friendly game of touch football. However, as it turned out no one evidently got the word to Sal Ragazzo. So our friendly game between the UCLA's (ugly clods laugh a lot) and the SC's (scardie cats) of Anaheim became a black and blue, if not on occasion a bloody mess. Yours truly got the last cast off six weeks ago.

Next on our color wheel is green. Green suffered by the Anaheim-sponsored golf tournament when Chula Vista walked off with the trophy. Green is also for golf greens which the course did not have. They did have browns, though. However, what they lacked in greens the entire staff of the City of San Clemente made up for with the gracious, sincere manner in which they handled our tournament for us. Alvy Moore of the Green Acres TV series was our MC, and judging from comments by participants we are happy this was a top tournament.

Next comes red. Now red is a nice color, particularly when a guy like Ken Ludwig wears it in the face area. And even better is the reason for friend Ludwig's red face. Would you believe that a man could lose 16 out of 17 bets on football games? Well, that is just the case with old empty pockets; and even as we go to press with this issue, the Rose Bowl awaits and if his luck prevails, hello House Mortgage.

Gray with black pin stripe is what former bachelor Perry Grant wore to his San Francisco wedding in September. We salute the courage of all young bachelors who commit suicide in such a glorious fashion. The bachelor party at the Gibbs' Casino in Huntington Beach was pretty colorful itself.



THE QUEST OF THE WISE MEN

Now when Jesus was born in Bethlehem of Judaea in the days of Herod the king, behold, there came wise men from the east to Jerusalem, Saying, Where is he that is born King of the Jews? for we have seen his star in the east, and are come to worship him. When Herod the king had heard these things, he was troubled, and all Jerusalem with him. And when he had gathered all the chief priests and scribes of the people together, he demanded of them where Christ should be born. And they said unto him, In Bethlehem of Judaea: for thus it is written by the prophet. And thou Bethlehem, in the land of Juda, art not the least among the princes of Juda: for out of thee shall come a Governor, that shall rule my people Israel.

ST. MATTHEW 2:1-6

All in all it has been a grand year for the crew of no-man's land. We want to welcome Bob Hunden and Ron McKim to our route sales staff. This is perhaps a good time for this writer to extend personal appreciation to the entire staff of Plant 6 for all your contributions and help in making this a very successful and memorable year for our group.

As long as we have this kind of people working with us every step of the way, Prudential will always be the very best industrial laundry supply company in the business. Again, my special thanks to you all and best wishes for the holidays.

—Ted A. Gibbs

A woman who is smart enough to ask a man's advice is seldom dumb enough to take it.

YOUR JOB

Your job, wherever you work, depends upon one main base—the customers, the people who want and will buy the goods or services which you produce.

It is as simple as that.

When you understand that is the prime reason why you have a job, you will see why high standards of quality workmanship, cost consciousness, efficiency and teamwork are so very necessary.





THE STAR LEADS TO BETHLEHEM

Then Herod, when he had privily called the wise men, enquired of them diligently what time the star appeared. And he sent them to Bethlehem, and said, Go and search diligently for the young child; and when ye have found him, bring me word again, that I may come and worship him also. When they had heard the king, they departed; and, lo, the star, which they saw in the east, went before them, till it came and stood over where the young child was. When they saw the star, they rejoiced with exceeding great joy. And when they were come into the house, they saw the young child with Mary his mother, and fell down, and worshipped him: and when they had opened their treasures, they presented unto him gifts; gold, and frankincense, and myrrh. And being warned of God in a dream that they should not return to Herod, they departed into their own country another way.

ST. MATTHEW 2:7-12

MARVEL OF PRIVATE ENTERPRISE PRODUCED NATION'S WEALTH

Investor-owned industry in the United States can produce and supply all the people—in the largest cities and the smallest hamlet—the necessities, conveniences and luxuries that go to make up a standard of living unequalled elsewhere in the world. You can get the same food, the same automobile, the same gasoline, the same electricity, clothes, shoes, etc., in the rural sections that you can in the larger cities.

This marvel is the result of mass production, mass distribution, mass transportation, and mass advertising, which cut unit costs.

Industry, of course, needs certain

supervision and regulation by government, just as do individuals. But constant attacks on business through hundreds of legislative acts sponsored by Federal and state officials are a growing menace to our private enterprise system and to individual opportunity and freedom.

Since World War I the people of the United States have gone far down the road toward permitting the Federal government to control their lives and local affairs. On each step of the way, they have weakened their freedom of action. That isn't the pattern on which the United States was built.

An *Industrial News Review* article points out "the ultimate in centralized government is reported in news dispatches from Berlin, of May 27, 1966,

which state that border guards have killed at least 128 persons seeking to escape East Germany since the Berlin Wall was built in August, 1961. How many more there may have been is not known. This is the result when government finally gets total control of industry and the individual.

"The right to vote, free speech, a free press and private enterprise are the foundation of a free economy, a free people and representative government. Liberty flies out the window when government becomes the owner of industry and the main employer of labor.

"Then you have a wall blocking individual action and progress. The citizen becomes a mere cog in political gears from which he cannot escape."

Let us hope the people of the United States are smart enough not to walk into this sort of trap.

"We are not only transferring too much power from the individual to government, but we are also transferring too many powers of the state governments to the federal government. Some proposals now suggested which would curtail the liberties of the people are offered in the name of public welfare and are to be made possible by federal aid. That phrase is an opiate . . . it is deceptive. It leads people to believe that federal aid funds come from a Christmas tree. The truth is there are no federal aid funds except those taken from your pockets. If the people will ever understand this, there will be less demand for federal aid."

—James F. Byrnes, 1949

A clergyman was in the habit of going up to his little girl's bedside each evening and telling her a story before she went to sleep.

One such evening he told her such a thrilling tale that the youngster sat up in bed, looked at her father and asked, "Daddy, is that a true story or are you preaching?"

An expert is a person who can take something you already know and make it sound confusing.

VAN NUYS NEWS

Since the last edition, the Van Nuys plant could almost put out its own paper with all the things that have happened.

We might just as well start at the top. Bob Muth, all your friends and co-workers in the Valley wish you well as General Manager at Los Angeles again. And in the meantime we all extend a warm welcome to Dick Buechsenschuetz, who has taken over as General Manager in Van Nuys. Dick's wife, Lyn, is keeping the home fires burning in La Habra with their daughter, Anne Marie, who is 4½; a son, Richard Eric, 2½; and the newest addition, Karl Edward, who was born on June 23 this year. Lyn is lucky to have her little brood to keep her busy these days, as Dick will be traveling back and forth for the present. Prudential will be seeing more of him than will his family. We all sympathize with her, as the commuting problem has been a part of all our lives in Southern California at one time or another.

Also, a not-so-new newcomer who will be working with Dick is his secretary, Yolande Boelaerts. Yolande worked in Van Nuys with Frank Clark and Bob Muth. In the last two years she has filled in on several vacations and was able to pick up her old job with hardly a ripple.



R. W. BUECHSENSCHUETZ
General Manager
Van Nuys

Garnet "Pat" Patrick will be holding forth on the Service Manager's desk and with his background we know all the customers' problems will be solved. Pat has been a route salesman and supervisor in the Prudential ranks and will be marking his 17th anniversary with the company next May.

Ed "Sky" Richerson is now Material Manager; and we find Joe Farrell has been joined inside with another route



"PAT" PATRICK
Service Manager

supervisor, Ed. Sanders. Ed has been handling Route 5 very efficiently for several years, having joined Prudential seven years ago. That should make it lucky, Sandy.

Bernard Stevenson, a San Fernando Valley State College student, is doing some part-time work in the office. Two other Valley State students are working part-time in our plant — Phyllis Markey and Janice Thompson. Janice is the daughter of Bob Thompson,

TO CURB INFLATION...

MORE TAXES, LESS TAKE-HOME PAY?

?

There's a better way, says the USA:★

CUT federal gov't spending!

★ 7 out of 10 Americans Want Spending Cut

(Latest National Survey by Opinion Research Corporation of Princeton, N. J.—Oct. '66)

HAVE YOU COMMUNICATED YOUR VIEWS?

Route Salesman. Other additions to the sales ranks are Rick Teunis (young, dark and handsome, and for the benefit of all you sweet young things, he's single); and Elden Harris, also young, handsome—but, alas, married. Cheer up, ladies, because we also have a nice-looking unattached mechanic, Clark Beckstead, who might be happy to fix up any little repairs on your transportation cars. After hours, of course.

Lois Voyce, former secretary to Bob Muth, dropped in to renew old acquaintances after a wonderful six-month trip with her teacher husband and two sons. She tells us they almost made it on \$5 a day each in Europe, but her husband turned out to be a bigger eater than the others. Her descriptions made us all anxious to start saving for a similar trip some day.

Speaking of additions, Angelina Barriga Santos has returned to work after the arrival of her fourth baby. Slightly behind in numbers, but not in happiness is Larry Royal, who added a second son on September 4. Reggie Garcia passed around cigars saying, "It's a Boy" on September 10. This is his second boy, too. Meanwhile, anxiously pacing the floor with that nervous look is Red Williams, who is expecting any minute a call saying his 1967 white Camaro has arrived and is ready for delivery.

Out in the plant, we find Ralph and Tony Gonzales back working hard after an extended trip to Mexico. Awaiting Tony in the washroom was a shiny new washer, and awaiting Ralph was Louis Vasquez, who almost grew two heads doing two and three jobs at a time during Ralph's absence. We all work extra hard during vacations and expect others to do the same. While we are talking about vacations, Teresa Guerrero used hers to advantage and took a honeymoon. Just call her Mrs. Echeverri now.

Ed Richerson almost added a halo to his "wings" the other day when he had three cars playing volleyball with his Corvair on the freeway. Except for a couple of black eyes, Sky looks and feels fine. He can't say the same for the car.

WANDERING THROUGH THE WANT ADS

Long practice of reading the help-wanted ads has resulted in this dictionary of phrases used and what they really mean:

"Convenient to transportation"	The railroad runs next to the building (you'll get used to it)
"Interesting, diversified work"	The boss doesn't know what his assistant does
"Girl Friday"	You'll be working Friday, Saturday, Sunday, Monday, Tuesday, Wednesday and Thursday
"Congenial office"	Everybody else is related to the boss
"Young secretary, experienced"	The boss wants a 20-year-old with 10 years' experience
"Work near home"	Residential neighborhood; no stores, restaurants, shoe shop, bank, drug store or beauty parlor for miles
"Mature woman"	The boss wants a mother
"Salary commensurate with ability"	Ability to haggle, that is
"Excellent fringe benefits"	They'll keep your mind off the dull routine
"One-girl office"	You're in charge, so you can't leave for lunch until 2:30
"Three-girl office"	The two oldtimers will gang up on you
"Ability to compose own letters"	The boss is a terrible dictator
"Short work week"	Plenty of overtime
"Exp., gd. skls.; gd. wkg. cond."	The economy binge is on
"Liberal pension plan"	You can't save for your old age on this salary
"Rapid advancement"	The turnover rate is 67 percent
"Greet important callers"	The boss' wife drops in every day
"Employee parking lot"	You can't get their unless you drive
"Employee cafeteria"	20 minutes for lunch
"Outgoing, cheerful girl"	The boss is a grouch
"We'll train you"	The salary is low, but think of the education you'll get
"Ability to get along with people"	The company's full-time psychiatrist has his hands full now
"Must be good at figures"	The Internal Revenue agent visits the boss annually
"Attractive, poised young woman"	Bring your track shoes
"Public contact"	You get to handle disgruntled customers, process servers, encyclopedia salesmen, and the boss' ex-wives
"Brand-new office"	It smells of plaster, the windows aren't in, and it's your job to hound the contractor to fix all the things that don't work
"Mechanical ability helpful"	The adding machine broke, the power line is overloaded, the typewriter belongs in the Smithsonian Institution, and the duplicator squirts purple ink
"Legal experience helpful"	You may have to sue for back pay
"Man or woman for executive position"	They're desperate

Winding up a really busy summer, Marvin Williams, Plant Superintendent, took off on a grand tour of Utah and Arizona, winding up his vacation by returning to work on his birthday, November 7. Now what kind of a birthday is that?

—June Seibert

A girdle company recently demonstrated that the average American male spends 5.5 seconds observing each woman under 45 he sees in the street.

It's easy to be an angel when nobody ruffles your feathers.

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

Publisher John D. Clark
 Honorary Editor Don R. Clark
 Editor & Photographer Dale Bain

Editorial Offices: 6920 Bandini Blvd., Los Angeles 90022
 Telephones: 685-8700, 722-4857 (Area Code 213)

“He who every morning plans the transactions of the day and follows out that plan, carries a thread that will guide him through the maze of the most busy life. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidence, chaos will soon reign.”

—Victor Hugo

CONJUGATED

Inflation means to “blow up.” It can be conjugated thus: “Inflate, inflated, busted.” Those who believe inflation can be controlled at any desired point may also believe that an atom bomb can be exploded just a little.



RAY AND MAXINE NIECIECKI



HOWARD AND LUCILLE ANDREWSON

ALO HA!

Winners in the continuous towel contest held earlier this year are shown above “on location” in Hawaii having a good time.



PRUDENTIAL VAN NUYS SERVICES THE CITY OF BURBANK

The Custodial Services Department of the City of Burbank recently got together for the above photograph. This is one of the several departments serviced by Prudential Overall Supply's Van Nuys plant. Mr. E. Robert Turner, City Manager, is to the extreme left. Mr. Jim Wilcox, Custodial Services Superintendent, is next and three of the four leadmen make up the front row. Missing from the photograph is Mr. Jack Merritt, Purchasing Agent, who was on vacation.

The City of Burbank is served by Ed (Rock) Stone, Route 18. "Rock" is successful in keeping all departments happy with Prudential service.

ONE SOLITARY LIFE

Here is a man who was born in an obscure village, the child of a peasant woman. He grew up in another obscure village. He worked in a carpenter shop until he was 30, and then for three years He was an itinerant teacher. He never wrote a book. He never held an office. He never owned a home. He never had a family. He never went to college. He never put his foot inside a big city. He never traveled 200 miles from the place where He was born. He never did one of the great things that usually accompany greatness. He had no credentials but Himself. He had nothing to do with this world except the power of His divine manhood. While still a young man the tide of popular opinion turned against him. His friends ran away. One of them denied Him. He was turned over to his enemies. He went through the mockery of a trial. He was nailed upon a cross between two thieves. His executioners

gambled for the only piece of property He had on earth while He was dying—His coat.

When He was dead, He was taken down and laid in a borrowed grave, through the pity of a friend.

Nineteen wide centuries have come and gone. Today He is the centerpiece of the human race and the leader of the column of progress.

We are far within the mark when we say that all the armies that ever marched, and all the navies that ever were built, and all the parliaments that ever sat and all the kings that ever reigned put together have not affected the life of man upon this earth as powerfully as has that One Solitary Life.

We wish the blessings of this One Solitary Life to all our friends within and outside of Prudential Overall Supply.

—Howard Andrewson

Prudential Dust Control

LOS ANGELES NEWS

(Continued from Page 3)

is welcome back to Bob Muth. A lot of us have worked with Bob before. We were sorry when he left us for the Valley plant, but we are happy now that he's back.

There are a lot of new faces in our plant. I couldn't begin to name them all, so I will just say welcome to each one of them. They are all very nice people.

We have a new thing going now that keeps everyone on their tippy toes to itemize the things they do. I had to have those "reviews" (as George calls it) before I learned to start keeping time on myself. I has been going on for some time now, and would you believe it, today is the first time I understood it (I think). Anyway, they say it helps to keep track of production, when you gain or loose. I just hope we are on the gaining side.

I guess vacations are all over now. Ila Moore in Supply returned Monday. She said those three weeks were the shortest of the whole year. I agree with her. She went back East to visit relatives and said she had a wonderful time.

I hope everyone had a nice Thanksgiving, and a Merry, Merry Christmas. With that, I've bent your ears long enough this time.

—Bethel McMillian

Hello from the girls at the flatwork ironer.

First of all I would like to say a big welcome home to Bob Muth. We are all glad to see you back.

Also a big welcome to my new girls — Jackie Geary, Connie, Angie and Lupe.

I have been hearing good reports on our Riverside plant and am looking forward to visiting it in the near future.

I guess everyone is looking forward to the holidays. I know we all are. Merry Christmas and a Very Prosperous New Year to all.

—Lois Crutchfield

**SAME OLD STORY:
TAXES ARE GOING UP**

Starting with the first pay check you receive in January, 1967, the Federal Social Security Act requires an increase from 4.2% to 4.4% of your 1967 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 re-

tirement 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 next year compared with 1966.

**HOW THE NEW RATES WILL INCREASE
YOUR PAYROLL DEDUCTIONS**

If Your Annual Wages Are:	Your 1966 Social Security Taxes:	Your 1967-68 Social Security Taxes:	1967 Increase Over 1966:
\$3,200	\$134.40	\$140.80	\$ 6.40
3,600	151.20	158.40	7.20
4,000	168.00	176.00	8.00
4,200	176.40	184.80	8.40
4,400	184.80	193.60	8.80
4,600	193.20	202.40	9.20
4,800	201.60	211.20	9.60
5,000	210.00	220.00	10.00
5,200	218.40	228.80	10.40
5,400	226.80	237.60	10.80
5,600	235.20	246.40	11.20
5,800	243.60	255.20	11.60
6,000	252.00	264.00	12.00
6,200	260.40	272.80	12.40
6,400	268.80	281.60	12.80
6,600 & up	277.20	290.40	13.20

FIRE—A RELENTLESS FOE

A sobering reminder of the destructive potential inherent in fires is found in the preliminary fire-loss estimates for the year 1965. These estimates were compiled by the National Fire Protection Association.

According to the NFPA report, fire last year killed approximately 12,000 men, women and children in the United States alone. This appalling loss in human life represented an increase of 100 over the death toll in 1964—and brought the annual total disturbingly close to the tragic record of 12,100 fire deaths which occurred in 1954.

There was but one very small encouragement in the NFPA report—a slight decline in fire deaths occurring in the home. Nonetheless, the tragic fact is that almost one-third of the victims of home fires—about 2,100—were children.

As to property, building fires alone last year destroyed an estimated 1.45 billion dollars' worth—a sharp increase of 93.5 million dollars over 1964, and exceeding the high set in 1963.

The near-record losses which occurred last year, in human life as well as property, underscore once again that fire is a relentless foe and that its awesome capacity for destruction should never be under-estimated.

At home, in business and in industry, it represents a constant threat which must be guarded against at all times, in all places, by everyone.

The heavy annual yielding of life and property to the ravages of fire must be kept from growing always larger. Progress in achieving this goal will be made when responsible persons respect the destructive potential of fire; when they bear in mind the hard-earned lessons of fire prevention; and, where appropriate and applicable, they make use of the modern protection systems and services especially designed to help combat fire and safeguard lives.

Boss to Job Applicant: "The starting salary isn't much, but we can offer you total exemption from income taxes for the first year or two."

One of the best ways for a woman to catch a man is to keep her trap shut.

The Last Notch



THE HIGH COST OF A BLABBERMOUTH

In the highly competitive business world, little bits of seemingly unimportant information can be very expensive in lost jobs. The director of executive training at a large New York department store says, "The young man or woman who gets pegged as a security risk early in his or her career will never get very far."

Many times employees reveal information which they may not think of as being secret but which, in the hands of a competitor, is very important in piecing together a picture. Success or failure of business firms often hinges on having one small technical advantage. Industries in which competitive products or services are basically the same, a small technical advantage can mean everything.

"The sense of importance—being in the know—is one of the main reasons that people divulge secrets," says Dr. Helen Hall Jennings, Professor of Education, Brooklyn College, New York. "Secret knowledge gives us a feeling of power. Knowing something nobody else does puffs up our egos, and it's human to want to display this superiority."

The automobile industry has always faced a difficult security problem. Having to make model and engineering changes two or three years in advance of actual production and then keep them secret until the car is on the market is no easy task, particularly since most of the automobile companies and their suppliers center in one city. That there are security leaks is evidenced by the similarities of today's automobiles.

Sleuthing is Big Business

The magazine *Industrial Research* reports that hundreds, possibly thousands, of industrial espionage agents are at work in this country today, seeking out the secrets of competition.

No ordinary gadgetry, like a wireless microphone or a match-box camera, is used in sleuthing. The sophisticated way is to pick up bits of information and piece them together.

Talking with subcontractors and contractors, attending technical meetings, thumbing through the visitors' log at the plant, getting engineering reports that are given wide distribution, visiting the plant under a pretense, checking technical journals—all can reveal important changes in a competitor's intentions months or

years before the development reaches the market.

The magazine says a professional spy's job was made easy recently by a telephone call to a president of a laboratory. The switchboard operator said, "Mr. Smith is in Paris." It was the missing link in a chain of evidence.

Loose talk has not only been the cause of giving away technical information—it has in many instances given away the name of a company's best customer, something which can be equally as disastrous as giving away technical information.

Commenting on the security subject, the vice-president of a midwest engineering firm said, "The treacherous thing about careless talk is that it is so hard to see the direct consequences of it. You don't actually see a competitor take away your best customer five minutes later. It may happen a year or two later, but you never really know quite how it happened. About the only way you can appreciate how this kind of thing works is when you yourself have picked up some helpful information which you put to use. Your competitor may never know that he gave it to you or what it meant to you—but you do!"

YULE RULES FOR YOU TO LIVE BY

1. **USE THESE "CHRISTMAS WRAPPINGS"** . . . The finest "Christmas wrappings" for your safety and the safety of all passengers in your car are seat belts and they do not go out of season when the holidays are over. *But they must be worn to be effective.*
2. **DRIVE WITH THE HOLIDAY SPIRIT—NOT SPIRITS** . . . More than half of all traffic fatalities during December involve drinking drivers. There is only one sensible rule on driving and drinking — *Don't.*
3. **WALK ON THE DRY SIDE** . . . One out of every four Holiday Season accidents involves a pedestrian who has been drinking.
4. **AVOID THE CHRISTMAS CRUSH** . . . December is the deadliest traffic month of the year. Experienced drivers yield the right of way, maintain safe following distances, signal properly and give a "brake" to pedestrians.
5. **GIVE YOURSELF A GIFT** . . . This gift is "peace of mind" and it can be obtained by knowing that you have not intentionally done anything to endanger others during the Holiday Season.

HAVE A HAPPY HOLIDAY BY LIVING BY THE RULES



Teacher: "I have went. That's wrong, isn't it?"

Pupil: "Yes, Ma'am."

Teacher: "Why is it wrong?"

Pupil: "Because you ain't went yet."

