

PRUDENTIAL OVERALL SUPPLY

OFF-THE-CUFF

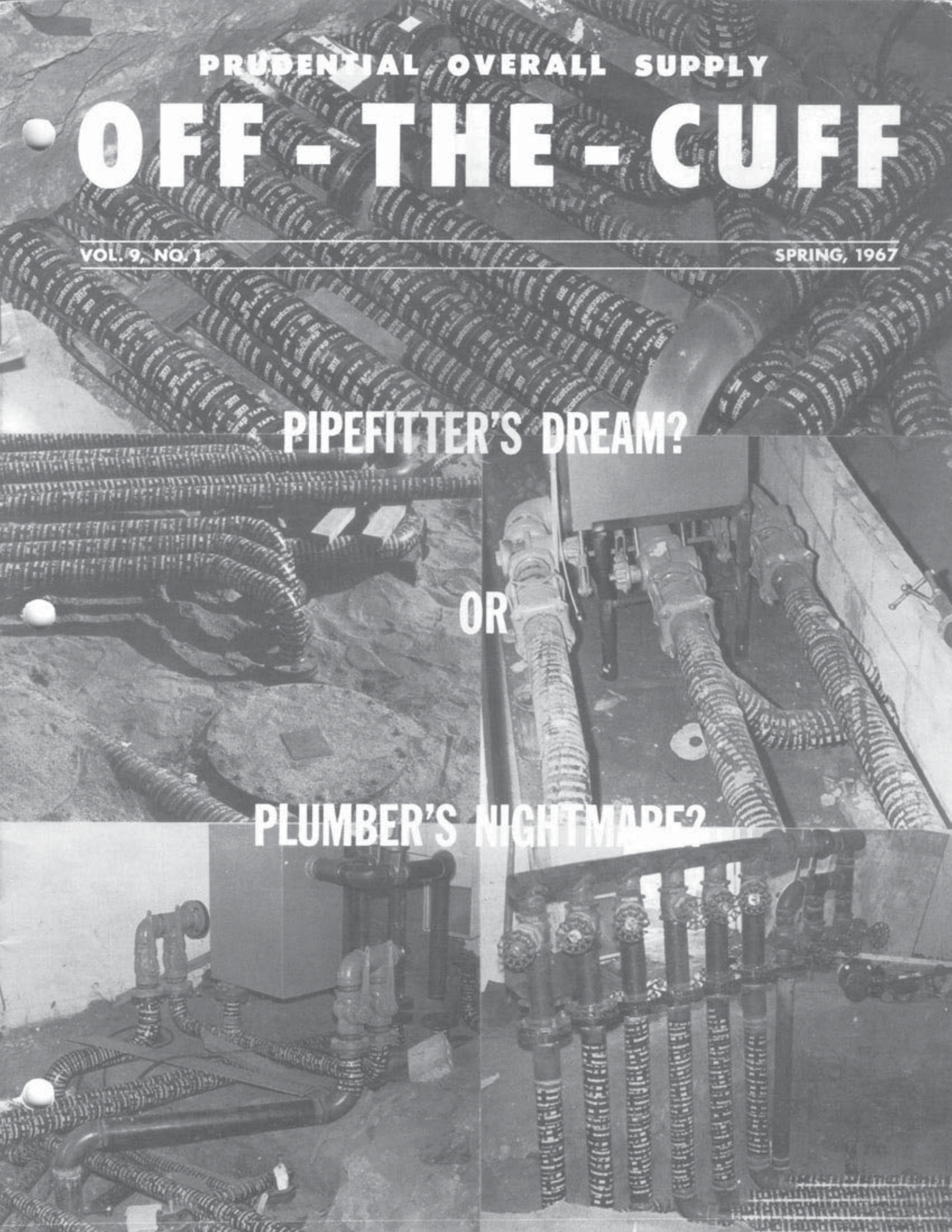
VOL. 9, NO. 1

SPRING, 1967

PIPEFITTER'S DREAM?

OR

PLUMBER'S NIGHTMARE?



CHULA VISTA NEWS

Well, here we go again! Another vacation season is just about upon us, and we are faced with another decision—where do we go this year?

Welcome to three new route salesmen:

Dale Birkenbach, Route #8, is 21 years old, married, and enjoys motorcycle racing as a hobby. His wife, Pauline (An Italian), likes pizza and spaghetti. Her husband can't understand why.

Dale is a native Michigander who moved to this fair state in 1959 to the city of Chula Vista. He has been with the company for 5 months and resides in University City, north of San Diego.

George Burkhardt, Route #17, is married and has three children, a boy and two girls. He likes to hunt and fish, particularly in Mexico. His wife, Harriet, enjoys fishing and swimming. They moved to Ocean-side in 1946 and have lived in San Diego. They now live in Santee.

THE STORY OF MY LIFE

by Bob Noftsgar, Route 15

I was born in Texas, raised in the state of Washington, and I call California my home. As for my wife, Carol, she was born in Ohio and moved west at the age of seven. Carol and I went to junior and senior high school together, although we did not meet until our senior year when I asked Carol to the Prom. Well, to make a long story short, a couple of years passed then our paths met again. However, this time we met at the crossroads of matrimony. We now reside in a small one-bedroom apartment but will be moving soon because a little one is scheduled to arrive this summer.

Our hobbies follow the course of that of a naturalist. We enjoy the outdoor life and the many simple wonders of nature. Perhaps this is the reason we picked Yosemite for our honeymoon retreat. Trips to the zoo

are a favorite with us. We also enjoy watching our losing hockey team in action.

Frances Javens was in the hospital again with a bad back. Bud tells me she'll have to go back in again. We all wish her well.

Hank Shelton and his family moved into their new house. Good luck!

- Sam Paluso

We hated to see Rose Hull leave, but hope things are better for her in Florida.

We extend a welcome to Ruby Mangless. Ruby has lived here in Chula Vista for 12 years. She has a married daughter, and is also a grandmother.

It looks like vacation time is on us again. Time sure flies and we hope all of you have a real nice vacation.

- June Long

The Chula Vista plant was proud to hold open house for the second graders of the Hilltop Drive School in February. They were a very enthusiastic class and it proved to be a successful study trip.

There were approximately 32 children and 3 teachers on the tour. Mrs. Dorothy Farsworth (former teacher of Frank Clark's daughter, Marie) provided the opportunity for the children to learn more about the care and processing of clothing. The children gained more knowledge from the tour than could have been learned in the classroom from books.

We were all very impressed the next day when Mr. Clark brought in the posters the children had drawn of their impressions of the plant and its production. We are reprinting some of the pictures here in

ON THE COVER

Above- and below-ground pictures give an idea of the complexity of a modern industrial dry cleaning installation now, nearly completed at the Chula Vista Plant.

reduced form. If you ever get a chance to come to the Chula Vista plant, be sure to ask to see the pictures. Believe me, the children have a real imagination and everyone will certainly appreciate the illustrations as the years go by.

Those conducting the tours were: Lloyd Rash, Dick Odgers and George Sothras. Preceding the tour, the group was welcomed by Mr. Frank Clark who gave them a brief history of the company.

We want to express our sympathy to the family of Mr. Bill Bowers of the Far Best Corporation, who passed away recently.

Smitty and Jack Dunn deserve a word of praise for their hard work putting in the pipes for our new Dust Control addition. Also to all those from the other plants who helped in this installation, we thank you. There are so many pipes in the ground back there that it looks like a big puzzle.

Lin Sedergren, our receptionist, will be leaving us in June. Lin and her husband Dan are being transferred to Virginia. We'll all miss you, Lin, and hate to see you leave California; but we wish you and Dan the very best of everything.

With vacations starting soon, we hope to see some of the people from other plants. Please come and visit us here in Chula Vista.

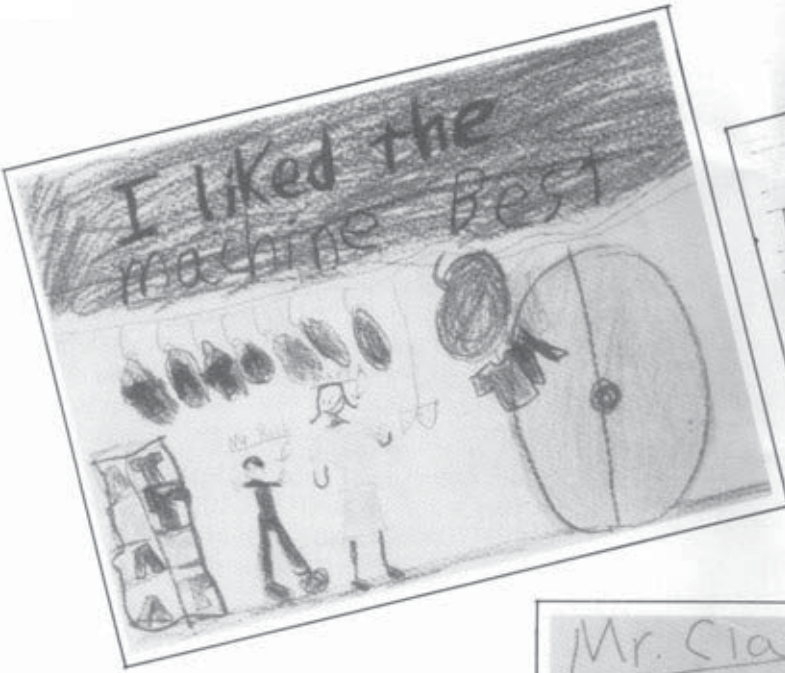
We received a nice certificate from the San Diego County Sheriff's Reserve for our sponsorship in the Annual Horse Show. This was held at La Costa on August 20 and 21 and turned out to be a huge success.

- Beverly Ball

ESCONDIDO BRANCH

Frank D. Clark, General Manager of the Chula Vista Plant, has announced that the facility now operated at Solana Beach will be moved to Escondido on April 1. The new branch will be located at 448 N. Quince St.

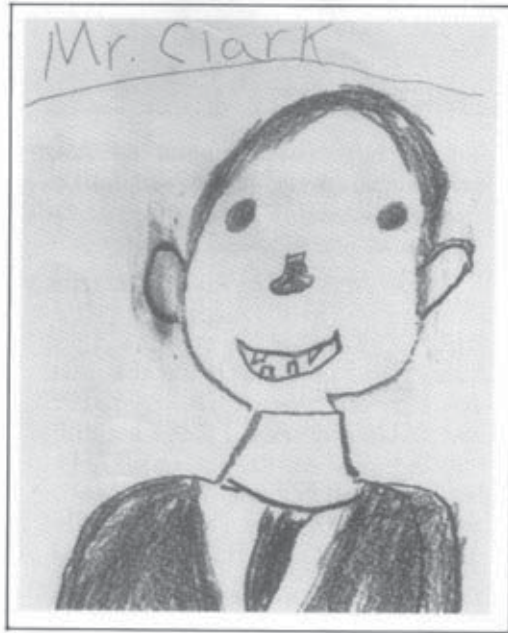
ART BY SECOND-GRADERS



February 8, 1967

Dear Mr. Rash,
 Thank you for showing us your
 plant. We learned many things.
 It was fun.

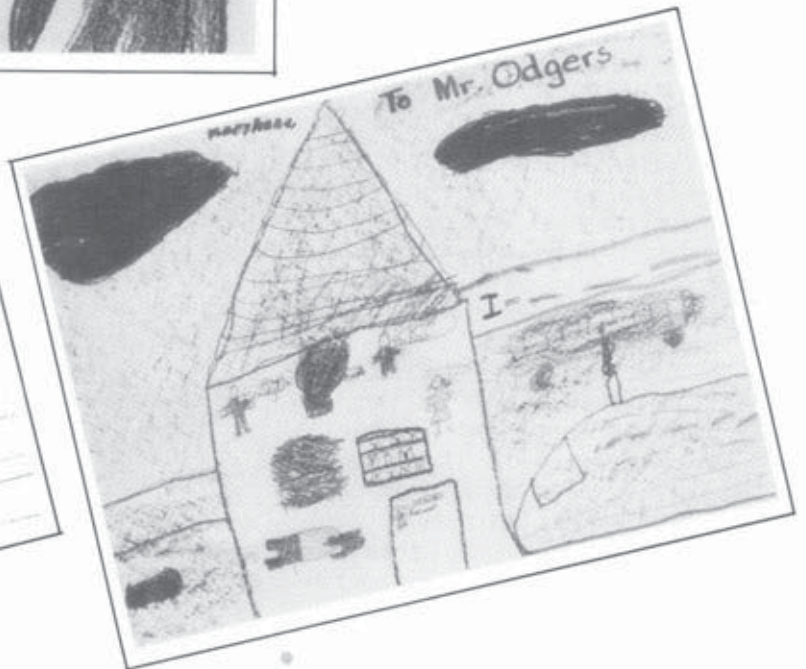
Grade 2
 Sharon Elaine Bernhard



February 8, 1967

Dear Mr. Odgers,
 Thank you for showing us your plant.
 We learned many things. It was fun.

Mary Anne



MEET OUR NEW BUYER



That very capable voice that answers the telephone, "Purchasing," belongs to Mrs. Cleo Barton and is the latest addition to "Buyer" ranks in the Purchasing section. Although the promotion is new, the efficient method used by Cleo in handling vendors and salesmen shows that she is an old hand at her work. Welcome to the group, Cleo. We are happy to have you aboard!

SUPERVISORY TRAINING

Twelve employees from Prudential Overall Supply and Prudential Dust Control are attending the 17th Annual Workshops on Supervisory Training conducted by Merchants and Manufacturers Association. Sessions are being held at 18 different locations in the Los Angeles, Orange County and Riverside areas. The program is designed to apply practical methods to the individual supervisor's on-the-job situation in a 10-week, 30-hour program featuring a minimum of lecture

and maximum emphasis on demonstration and discussion to encourage individual participation of enrollees.

Those attending are: George Stallan, Jack Tackett and Loretta Weaver from the Los Angeles plant; Pat Patrick and Joe Farrell, Van Nuys; Ed Eazor and Bill Knisely, Riverside; Bud Lyons, Anaheim; and Jim Woods, Paul Higgins, Bob Hester and Tom Smith from Dust Control.

The Merchants and Manufacturers Association, founded in 1896, is a local employer service organization—a clearing house providing expert assistance in the fields of management services and employee relations. Supported by 1800 employers in Los Angeles and adjoining counties, the Association's membership includes firms in virtually every type of business and industrial activity. Prudential Overall Supply has been a member of M & M for many years.

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You don't need to go around borrowing trouble. Plenty of people are willing to give it to you free of charge.

DIVINE RIGHT OF KINGS BIG ISSUE

When a fellow talks too much about his honesty, it is time to be wary. The same thing might well be said of the near zealots in government who infer that industry is engaging in a lasting campaign to bilk the purchasing public and that only the government can protect consumers from these "predators."

However, there is plenty of evidence that the standards of too many government officials fall considerably short of perfection when it comes to ethics.

News reports of committee investigations of the personal actions of various members of Congress, their use of taxpayers' money for their own purposes and their apparent disregard of restrictions that govern private citizens, have been an eye-opener for the voters and taxpayers.

There used to be a myth about the "divine right of kings," and "the king can do no wrong." The people in those times were helpless. But, in the U.S. today, they are not helpless. They have the right to vote, and they should note well the spenders of their tax funds.

To add insult to injury, a bill has been reported introduced in Congress to provide annual government paid vacations for Congressmen—two weeks abroad and 2 weeks in the U.S., including one traveling companion.

But, why at taxpayers' expense on nonofficial business?

Such lavish attention to vacations - at the public expense - is a risky business for Congress. Constituents may suddenly wake up and decide that what their Congressman should have is a long, long vacation - in retirement - at his own expense.

"A BIG BLOW TO THE L.A. GOLF TOURNAMENT"

The Los Angeles Plant had the hosting honors for the first golf tournament of the year. Held at the Jurupa Hills Country Club in Riverside, the tournament drew over 50 enthusiastic duffers eager to test their skills.

At the time of our arrival, around 8 a.m., a brisk 20-mph breeze was blowing, but the starter assured us that it wouldn't be like that by the time we reached the first tee. He was absolutely right; as the first foursome teed off, we were hitting into a 30- or 40-mph wind.

And so on into the day, the wind blew and the scores too! It was so windy that several players were seen chasing their balls before even having a chance to hit them.

Bud Lyons of Anaheim hit a towering ball 100 yards straight up, and when it came down it blew right back up on the tee -so help me! It was really funny to see someone start to putt his ball and then all of a sudden have it blow away.

You will notice from the accompanying drawings that Dick Buechsenschuetz had the right idea whenever he got into a sand trap by using his "finger" wedge, and Ralph Beilman gave up completely and went back to his old standby, fishing.

As the final foursome flew off the course and breezed into the clubhouse, the award winners were determined. Beautiful trophies were given to: Joe Farrell, Van Nuys, Championship Flight; Jack Griffiths, Van Nuys, First Flight; and Jack Graham, Van Nuys, Second Flight. Ball prizes went to George Sothras, Chula Vista; and to Dick Beecher and George Stallan of Los Angeles. A special gift certificate donated by Howard Brandenburg of Ambassador Uniform Company was awarded to Dick Buechsenschuetz of Van Nuys for guessing the nearest score for the winning team.



The winning team just happened to be Van Nuys, consisting of Joe Farrell, Harold Foldager, Dick Buechsenschuetz and Bob Thompson. Since Van Nuys took most of the honors, it seems only natural that they will be the host for the next tournament.

I would like to extend my congratulations to all of the winners and also thank one and all for coming out and braving the storm. It was unfortunate

that we picked the right course on the wrong day, but it was fun, anyway!

- Dick Beecher

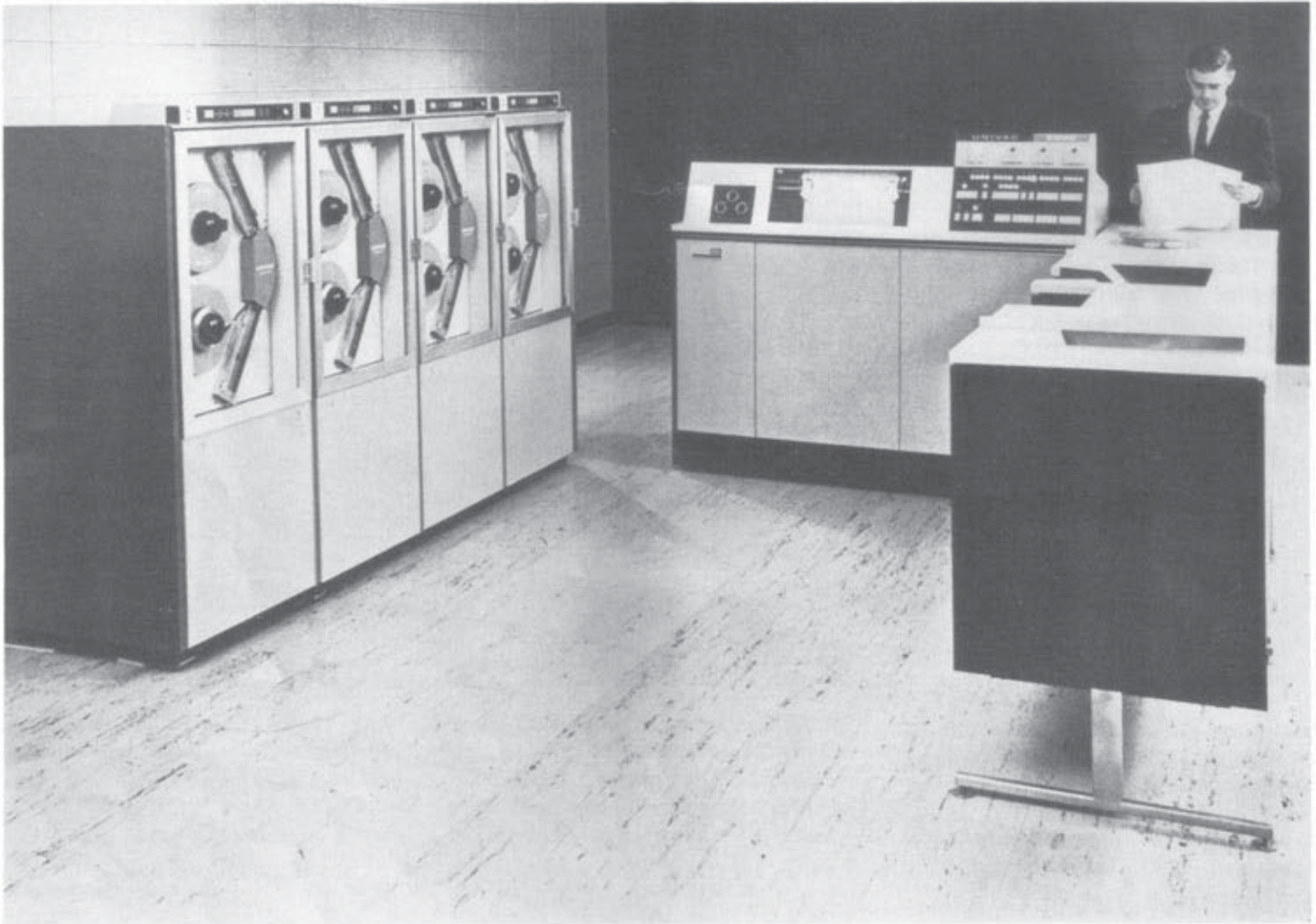
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A teacher was quizzing her pupils on natural history. "Now, Bobby," she said, "tell me where the elephant is found."

Bobby struggled to think of the right answer. Finally his face lighted up and he sang out, "The elephant is so big that it hardly ever gets lost."



PRUDENTIAL TO GET NEW COMPUTER & PAPERWORK SYSTEM



In keeping with advanced management technology and information systems, Prudential will, this Fall, install a new Univac 9300 computer. This is the first of a complete new line of computers by Univac, and is capable of processing 34,000 characters per second simultaneously printing 600 lines and reading 600 records per minute. Its internal processing speed is 600 billionths of a second. This new computer will replace the present Univac 1004 system which has been in operation since 1963.

Through the more advanced computer capabilities, paper flow will be speeded up throughout the company, with vastly improved accuracy. The computer, in addition to handling the routine daily work, will give management a more effective tool.

Planning for the new paperwork system, dubbed "Project Maggie" by Don Clark's staff, began several months ago. Prudential's Paperwork Committee began by thoroughly analyzing the present system, comparing what we have with what we would like to have. In addition, it received two staggering challenges: Improve the accuracy (on both sides of the fence) and reduce the amount of information transfer by hand. This committee, chaired by Frank H. Bailey, Secretary-Treasurer, consists of Carl Bowser, Office Manager; Darrel R. Hogan, Director of Purchasing; Ted Robinson, Staff Assistant-Accounting; Don R. Clark, Executive Vice-President; and Dale Bain, Administrative Assistant. It meets regularly to review progress and coordinate efforts with John Martin and Gary Lewis, Univac Systems

Analysts, and to prepare procedures and training materials.

Perhaps the most important single advantage to route salesmen will be the reduction in time spent copying information from delivery tickets to other forms. This will be of tremendous benefit to others, too, by improving accuracy and by saving time now required to search for missing key items and deciphering hurried handwriting.

A new pick-up ticket combines the functions of these present forms: (1) The delivery ticket used for pick-up purposes; (2) The merchandise returned form; (3) The sickness and vacation form; (4) The transfer form; and (5) The bag tag.

There is a space provided on the new pick-up ticket for route salesmen to write explanatory notes to Accounting, but - alas

- no provision on the ticket for writing notes to themselves. Route books are used for this as well as other purposes. The pick-up ticket is not returned to the routes in most instances, but instead the pick-up information is transferred to master records by key punching onto cards which are then transferred to magnetic tape. A new process of verifying is being introduced at this stage - again, to improve accuracy.

The name of the delivery ticket, which will not be the same piece of paper as the pick-up ticket, has been changed to **Packing Slip**. It will contain essentially the same information as the present delivery ticket, but arranged in a different

manner. Neither the pick-up ticket nor the packing slip will have any holes punched in them. This is made possible by the fact that information in the new computer system will be stored on reels of magnetic tape, replacing the tab cards now known as the master deck.

The invoice form, for those customers who now require such, will contain about the same information as at present. Holes punched in this tab card will be rectangular rather than round.

Portions of the order form have been revised in order to conform with the streamlined arrangement of information on pick-up tickets, packing slips and all other related forms.

The trip sheet will also contain practically the same data as it now does, but once again the arrangement will be changed. There will be only one trip sheet, with weekly COD and monthly account customers intermingled and listed in strict stop order. Pick-up tickets will be distributed to routes in the same order in which customers are listed on the trip sheet. At the end of each route's trip sheet COD and monthly account charges will be summarized by service code and totaled. The trip sheet will be slightly wider in order to accommodate an expanded name and address area. There will still be a change sheet; it, too, will

(Continued on Next Page)

“BIGGER BENEFITS, BIGGER TAXES: LATEST IDEA FOR ‘GREAT SOCIETY’”

Everybody, one way or another, has a stake in President Johnson's new program for old people. The elderly would get bigger pensions, broadened medicare, larger relief payments, tax benefits. Younger folks, and the more affluent of all ages, would pay the bill.

“WHAT'S \$172 BILLION?”

The hard facts are out for taxpayers to see. War and “Great Society” have run the budget up to unprecedented levels. LBJ plan is to spend 172 billions in one year. Few can fathom such figures. Spending will keep rising.

“BRITAIN GOING BROKE ON WELFARE”

There may be a lesson for America of the future in what's happening in Britain. Idea of government trying to take care of everybody's needs started well. But things have gotten out of hand. Social-welfare programs cost more than the country can really afford. Even so, they're inadequate, falling behind-and the poor are still poor.

The above three headlines were taken from three consecutive articles in a recent American news publication. It certainly gives us something to ponder:

ARE WE GOING IN THE RIGHT DIRECTION?

COMPUTER

(Continued)

have COD and monthly account customers combined on one form.

The Paperwork Committee spent weeks devising a new merchandise code which is uniform, flexible and precise. With all the new fabrics and finishes now being used in rental merchandise, it is necessary that we be able to distinguish between them, both by appearance and on paper. The new merchandise code will consist of four numbers. For garments, the first two numbers will designate the type of garment - i.e., shirt, pants, coveralls, apron, etc. The second two numbers will indicate the material of which the item is made; for example, cotton twill, dacron-cotton poplin, nylon, cotton sheeting, etc. Another group of two numbers will comprise a color code, although codes for colors and sizes will not be printed on any form emanating from the Accounting Office. This group of six numbers will make it possible to have a merchandise code number which will correctly designate any color of any material used to make any garment. These six numbers will be the same as those used in Supply Departments in filling orders and for inventory and purchasing. Supply and Purchasing will add some numbers to this code for size purposes.

For towels, dust control items, linen supply and other non-garment items, the merchandise code will be four numbers starting with 9700 and continuing through 9999. No material designation will be made for these items.

In case you're wondering how you're going to keep all these numbers straight - don't worry too much. It's really not as bad as it sounds. On each pick-up ticket and packing slip there will appear a short alphabetical description of the numerically coded item. While the numerical merchandise code for shirt and

pants made of cotton twill is 0133, the pick-up ticket and packing slip will also contain an area reading "shirt and pants" - always printed in that order - never "pants and shirt." This computer has a terrific memory.

The Paperwork Committee is organizing one of the most elaborate training programs ever undertaken by this company. During the summer, small-group seminars will be held at every location and will include the fullest use of audio-visual aids. Sales manuals are now being completely revised. Members of the Accounting Department are already attending intensive training courses at Univac. Very soon, members of the Paperwork Committee will begin visiting plants to discuss the new system and solicit ideas for possible improvements. Clive Ruka and his gang at Riverside have been chosen as real live guinea pigs for the first experimental operation where part or all of the routes will operate for a time on both old and new systems.

MOTHER'S DAY

First in the hearts of Americans celebrating family relationships is that of mother and child. Father has his day, it is true, but it comes later and with not so much emphasis as Mother's Day which this year falls on Sunday, May 14.

The observance of this anniversary has become much more all-inclusive of the nation in the decades which have passed since Mother's Day originated in 1907 in Philadelphia. After it was accepted to include all of the states of this nation, it then spread to Canada, Mexico, several South American countries, and even to Japan and some of the Pacific islands. Now Mother's Day is expected eventually to become worldwide, primarily because of the human emotional tie common to mankind universally, that between a mother and her children.

It might be said that Father steps respectfully aside to allow and actively help the big day to be Mother's Day. But actually, it is much more than that. The ties between mother and child are of the nature to be stronger than that between father and child, because beginning with birth itself, the mother is almost continuously with the child, while the father must go out to earn the living for all of them.

It is in the United States that Mother's Day is most lovingly and reverently observed. This is partly because of the closeness of the ties of birth and personal upbringing of children by mothers. However, it also entails the greater role that mothers have in America of thoughtfully planning for the future of their offspring, and of closely advising in the tender and growing-up years.

To some mothers come gifts and other physical evidence of special affection on Mother's Day. To others, their greatest gift is a visit from sons and daughters coming to see them from near and far away.

Wherever you are, no matter how busy, don't forget to remember your mother on Mother's Day!

RIVERSIDE NEWS

We have been so busy since receiving merchandise from Anaheim that we haven't really had time for any news.

We now have a conveyor belt in the Distributing Department. I don't know if Frank will be happy or not. He will get his tying done faster, which means more time, more work. Oh, well. Frank, a good healthy day's work never hurt anyone.

We have two new girls in the Folding Department to help with the added load: Ann Lee and Penny Seavey. Ann comes from England. They do most of the folding and bagging of smocks. Both girls are good, hard workers. Welcome aboard, kids!

We really haven't any news in our Supply Department. Both Lynn and Judy are working very hard and I don't (or I should say the route salesmen don't) give them much time to goof off. We will be losing Judy in May. She and her husband, Dave, are going to migrate back to Michigan. We'll miss you, Judy; you've done a good job.

- Sue Brubaker

We now have a new addition to our Dust Control family, Route 27. Sitting in the driver's seat will be new Route Salesman, Larry Buxman. Larry originally hails from Texas. Because of his interest and background in dust control he decided he wanted to be with the company that had the best merchandise plus consistent high quality. The third week he was on his new route, his wife, Sharon, presented him with an 8-pound, 12-ounce baby boy, Larry Ray. Congratulations, Papa!

Since our last issue, Route 39 is now manned by Dave Duncan, an ex-garment varmint. Dave seems much happier and is doing a terrific job.

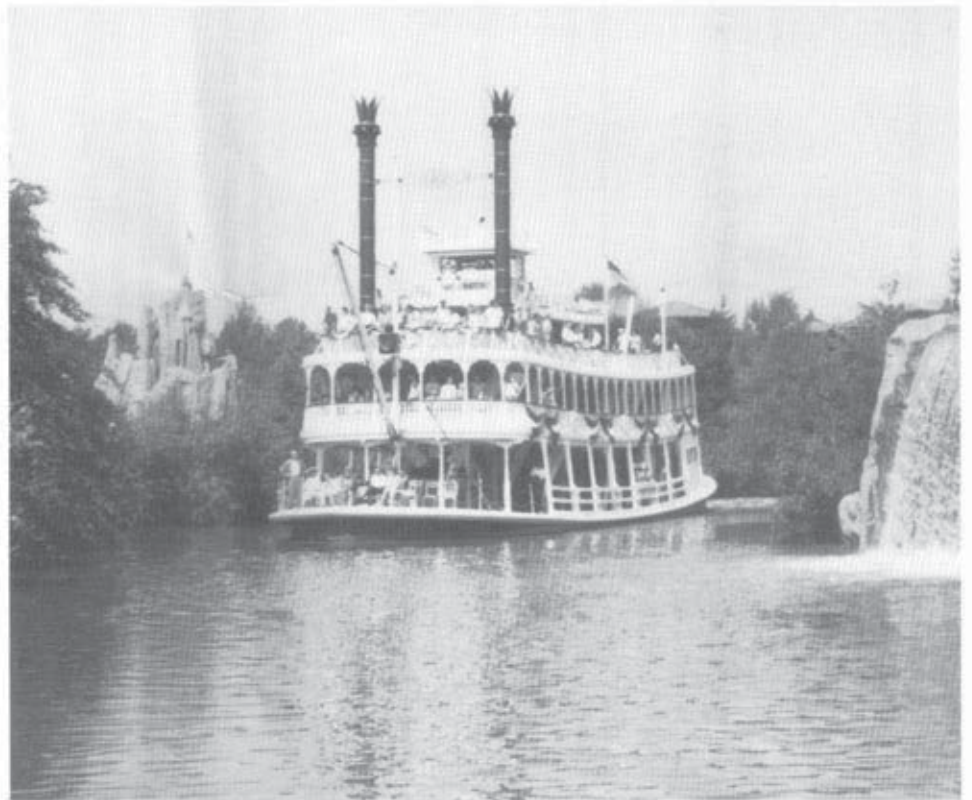
With outstanding individual efforts like Chuck McGee, Route 37, and Paul Jaennette, Route 38, consistently show, Riverside Dust Control will be on top with a mop and not in the lag with a rag!

- Bill Knisely

Our location wishes to extend our deepest sympathies to Mrs. Al Roderick. Al will be missed by all who knew him.

We have been very busy getting this plant settled down and are just now beginning to see daylight. I sincerely believe that an outstanding job was done by all concerned with the building and staffing of this plant and I want to thank the various people responsible for the help that I have received.

Since the transfer of Anaheim's processing from Los Angeles to this plant we have grown considerably, overnight actually. We are now trying to



All you baseball fans have a "smashing" day in store if you take advantage of the California Angels-Disneyland Doubleheader.

**Saturday, April 15, 1967
3:00 p.m.**

**California Angels
vs.
Cleveland Indians**

**Same Day, 8:00 p.m.
Unlimited Use
of Disneyland 'til 1:00 a.m.**

All for \$5, including reserved seats at the baseball

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iron out the various transfer problems and here again I think the job has been well done. Both Los Angeles and Anaheim are to be commended for their diligent efforts to make this transfer as smooth as possible.

We have many new employees added to our rolls. I want to extend to them a welcome to Prudential Riverside.

Our open house date has not been set yet, but when it is announced I expect to see a large turnout. We will have our red carpet rolled out, so plan to visit us.

- Ed Eazor

game. Order from Angels: Disneyland Doubleheader, Anaheim Stadium, Anaheim, Calif. Order from Disneyland: Disneyland-Angels Doubleheader, 1313 Harbor Blvd., Anaheim, Calif.

Also mark your calendars to watch *Beaver Valley* and *Seal Island* on Disney's Wonderful World of Color, May 14, 7:30 p.m. on NBC Television.

Secure your Magic Kingdom Cards from your supervisor. Enjoy the reduced rates the card provides.

EMPLOYMENT HIGH

The Personnel Department reports that total employment at Prudential Overall Supply has reached an all-time high of 528 in the month of March.

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The following two pages are a reproduction of a publication by Merchants and Manufacturers Association, Los Angeles. We are passing this on to you in the hope that it will stimulate thinking on matters of public interest and to help improve economic understanding.

public affairs

Forum

A SERVICE TO EDITORS

OUR AMERICA

OVERSHADOW AND DISTORT REAL MEANING OF FREEDOM

Today, more than ever before in our history, individuals and groups are talking about freedom. Some groups, however, which purportedly pursue freedom, instruct in ways and means to conduct demonstrations, create riots, strike, picket and march, in an effort to evoke public sympathy.

In this context, freedom is equated with a certain amount of property and money; it is claimed that for a man to be free he must have assurances of food, clothing and shelter, whether he has earned these things or not.

It is also claimed that freedom is something government can grant to some men by reducing the freedom of other men. There is a growing philosophy that government should provide jobs and money, and should look after the health and general welfare of all. There is an accompanying conviction that if we wage war in the far corners of the earth and thus defeat communism, we will, as a result, obtain freedom.

In all this action, the real meaning of freedom as a fundamental right and an implicit characteristic of man is overshadowed and eclipsed.

Thus, we are led to believe that freedom is not merely the right of a man to do as he pleases with himself and his own property, but it is his right to do as he pleases with other men and the property of other men.

Moral Imperative Implicit

By looking to government to make us free, we are in process of converting this nation from a land of individual free men, productive, constructive and forward looking, to a collection of governmental dependents, seeking government comforts, government sinecures, government guarantees, government protection, government education.

Real freedom cannot exist under government controls.

Support Responsible Cuts Proposed For State Budget

In his inaugural message, Governor Reagan said: "Government is the people's business, and every man, woman and child becomes a shareholder with the first penny of tax paid.

"With all the profound wording of the Constitution, probably the most meaningful words are the first three, 'We the People.' Those of us here today who have been elected to constitutional office or legislative position are in that three-word phrase.

'We, the People.' Those of us chosen by them to see that no permanent structure of government ever encroaches on freedom or assumes a power beyond that freely granted by the people. We stand between the taxpayer and the taxspender."

Big deficit spending has become an entrenched part of government. A business-like approach to handling of money taken from taxpayers of the state has been long overdue.

To "have your cake and

MARCH, 1967

EDITORIALS

Economic Laws

According to Roger M. Blough, Chairman of the Board, United States Steel Corporation: "... as the influence of government over business and industry continues to expand, the future of capitalism rests even more importantly upon the extent upon which the men of government understand the workings of the market system and base their decisions upon the natural economic laws which must be obeyed."

Inflationary Strain

George Hagedorn, economist and Vice President, National Association of Manufacturers says: "... if we avoid subjecting the economy to severe inflationary strains, we will have to settle for somewhat less rapid growth than we have been used to in the recent past. According to these projections, our potential growth in the remainder of the 1960's will be only about three-quarters as rapid as our actual growth in the decade so far."

Try New Approach

Maurice Stans, at the 71st Congress of American Industry, said, "We don't have to reverse or reconsider our Federal programs on a wholesale scale, we merely have to hold them back a bit. We don't have to set the clock back to 1896, we simply have to slow it down while we close the three year lead the spending has gained over revenues. We don't have to veto progress, we merely have to abandon the 'crash' new."

Real freedom cannot exist under government controls, restraints, taxation and regulation. Nor can it exist if men presume that they have a right to extract, by threat of violence, the property other men have rightfully acquired, whether or not such action is backed by government.

Freedom and tyranny are and must be opposite things. A free man governs himself and enters into relations with others. A tyrant imposes his will upon others and prevents voluntary choices while compelling involuntary reactions.

But freedom is not merely an escape from or an evasion of government. Freedom is neither license to do as one pleases, nor compulsion to do as the tyrant pleases.

Freedom stands on its own ground above either license or compulsion. **Freedom means self-control and self-government. The price to be paid for human liberty is the price of self-discipline.** Eternal vigilance is not enough. **There is a moral imperative implicit in human liberty.**

Only individual effort can provide the leadership to achieve the goals of our society. Only individuals can continue to define and articulate our most cherished values. Only the individual can continue to provide moral leadership.

Lip Service

Administrations continue to pay lip service to a balanced Federal budget even as they defend their deficits.

The New Deal ushered in a 36-year spending spree (38 years, including this year and next) during which there have been only six balanced budgets.

The years 1964 through 1968 will, if the forthcoming deficits are no greater than predicted, show an accumulated deficit of \$31.6 billion.

The Administration blames it on the Viet Nam war, but this doesn't explain why domestic non-defense spending for 1967 is expected to be \$6.5 billion higher than in 1964.

Deficits have become a habit which is lamented, for the record, but which successive administrations seem to have lost the ability or the determination to correct.

Satisfaction - Value

C. W. Cook, Chairman, General Foods Corporation, has this to say:

"There are two forms of satisfaction - value. One is satisfaction-in-use; the other is satisfaction-of-ownership. Both have definite social value, because they serve a craving in the life of the purchaser. Usually they make him or her quite willing to pay whatever their price, within reason . . .

"A basic-necessities economy might be built on a narrow and strictly utilitarian marketing philosophy. But life would be terribly drab. And the economy would suffer — swiftly.

"Jobs would become scarce. Growth opportunities would be so lacking that the incentive on which our private enterprise system is based would all but cease to exist."

To have your cake and eat it, too is the problem facing the people of California as the budget to operate our State for the next fiscal year is debated by the Legislature.

Almost everyone, it seems, is in favor of "fiscal responsibility" or "cutting government expenses." That is until it involves their pet project or function and then their philosophy of economy starts to waver.

Governor Reagan has submitted a state budget to the Legislature which calls for many cuts in State expenditures. The loud cries of objection are already being heard.

However, we should support responsible cuts in the budget, even though they may hurt a little.

Consumer Protection?

For centuries, the people have picked the goods and services in the marketplace that suited their fancies. Promotion and advertising helped speed the developments of our time — television, the auto, the radio, the telephone, life saving drugs and most of the other miracles of the twentieth century.

We ought to remember that government agencies usually are most anxious to spread their bureaucratic cloaks with deceptive therapeutic propaganda of "rescuing the public."

Yet, "consumer protection" has become a sort of battle cry of politicians and officials who are themselves guilty of a kind of hucksterism far more deadly than anything in the past.

progress, we merely have to abandon the 'crash' psychology that we can solve all human ills by massive doses of instant money."

Grumbling

Like most people you're probably grumbling about what seems to be the huge size of your food bill. But think about this.

Most people probably consider supermarkets grocery stores. However, supermarkets today have added thousands of items to their stock. Most people don't separate the supermarket bill from the food bill.

A Salute to California Agriculture

"The great cities rest upon our broad and fertile plains. Burn down your cities and leave your farms, and your cities will spring up again as if by magic but destroy our farms and the grass will grow in the streets of every city in the nation."

Those lines by William Jennings Bryan, very appropriately preface the Agricultural Council of California's review of agriculture's contribution to California, and the nation. Caught up in whatever our individual role may be the hurly-burly excitement and tensions of city life, it's easy to overlook that the largest contributor to our Golden State's wealth is agribusiness. California is famous for its glamorous industries such as its movieland and aerospace centers, so the vast agriculture industry is little known to most and a surprise to many. Here's a quick eye-opening review:

Today, agriculture, California's largest industry, supplies the nation with fully 25 percent of its table food. In addition, California annually exports nearly \$500 million worth of agricultural products — an amazing feat considering the state cultivates less than 10 percent of its land and has less than 3 percent of the nation's farms.

California grows 43 percent of the nation's vegetables, 42 percent of the nation's fruit and nut crops and more than 90 percent of the nation's almonds, pecantrines, apricots, artichokes, brussel sprouts, plums, dates, figs, garlic, grapes, walnuts, lemons, olives, persimmons, pomegranates and ladino clover.

In all, more than 200 crops are grown commercially in California and this state leads the nation in production of 43 of them, is second in 9, and third in 12.

The economic impact of this vast industry is felt in virtually every community and business in the state. It is said that one of every three jobs in California rests on agriculture and this \$4 billion a year industry generates some \$15 billion a year in income to the state.

Its products require the services of canners and packers, packaging and preserving concerns, truckers, airlines and railroads, the shipping industry, warehousemen, salesmen, advertising agencies, banks and lending agencies, printers and a host of merchants and suppliers.

VAN NUYS NEWS

No! No! It just can't be that long since Christmas, the holidays, and all that gaiety. It seems like just yesterday, Santa Harold Foldager opened his sack and delivered that lovely glittering package that turned out to be plant employee, Rose Emma Avila. An after-work-hours party was gaily decorated by many of the girls in their prettiest dresses. With everyone gathered around the Christmas tree, several of the girls served punch and cookies prepared by Yolande Boelaerts and June Seibert of the front office. Gifts were exchanged and displayed, while everyone insisted it was the best Christmas yet, and we are almost (I said almost) counting the days 'til the next one. Love those Holidays!

As usual the Van Nuys plant has had deliveries other than shirts, pants and coveralls. Mrs. Jack Griffiths presented Jack, one of our wholesale drivers, with a baby daughter on December 20, just in time for Christmas. Her name is Tracy Lynn. Other additions to the Prudential establishment are Goldie McDaniels, daughter of Anna Faye Farris, and Larry Patrick, son of Pat Patrick, Van

Nuys Service Manager. Goldie and Larry are both still attending high school and we offer our congratulations to these young people who attend school and are willing to give up some of their spare time to learn skills and earn spending money.

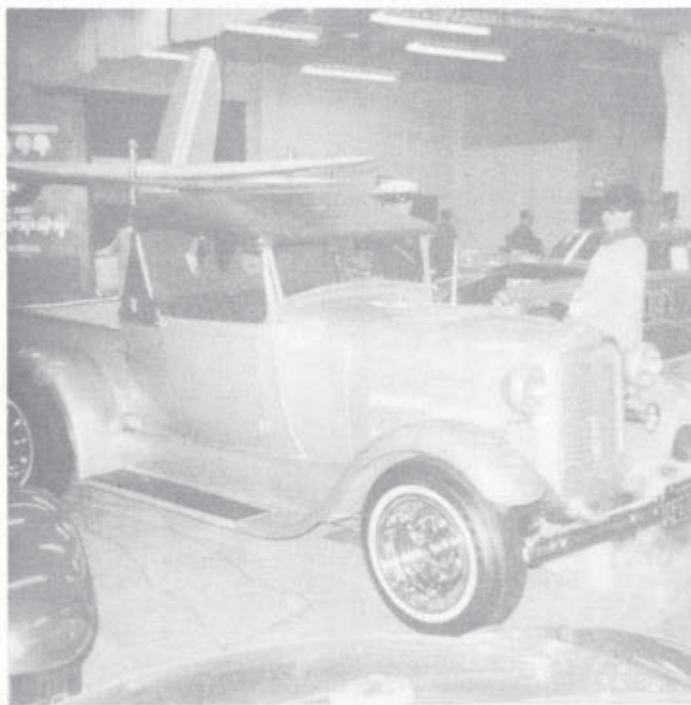
Cecil Gay is back at work after surgery in January. Cecil looks great and says he feels good and hopes all his customers are as happy to see him as he is to be back serving them.

Ed Dishman and his lovely daughter Sue McKeand share an unusual hobby. They entered customized and rebuilt cars in the 8th Motorama last December and both came out with trophies for "Excellence in Workmanship." Sue entered a 1934 Ford Cabriolet, originally worked on by her husband, Gary, who is now in the service. Ed entered his 1929 Ford Roadster, which he drives to work every day. Now that's what we call a "transportation car!" Every now and then the high school kids passing by have to be shooed out of the parking lot getting a better look at it. For anyone interested, both cars will again be on display at the Great Western Exhibit Center on April 7, 8 and 9. March, 1967 *Car Craft* magazine has a picture of Ed's car in it and *Hot Rod* magazine is

going to run a two-page color spread later this year on the Roadster. Ed's twin sons are also customizing enthusiasts, but at the moment are occupied in government business. Rod is a Navy Seabee in Denang, Viet Nam and Ron is in the Navy in Virginia.

A. W. (Bill) Madderom, formerly of the F. W. Means Co. in Chicago, Illinois, has joined the sales staff at Van Nuys as one of our District Sales Managers. Bill and his wife, Margaret, arrived in Los Angeles on January 1 (the right way to start the new year) and stayed temporarily with the Howard Andrewsons. In less than three months the Madderoms have become dyed-in-the-wool Californians, enjoying all the typically California features of their San Fernando Valley apartment in Northridge—pool, sauna bath, balconies and all those goodies. Bill has three grown children: two living back east with their families and one is here in the Golden State. He also lays claim to seven grandchildren. From all the cards and letters going to the snowy country, we have a suspicion the Madderom's spare bedroom will be filled with visitors to enjoy our sunshine and Disneyland. Bill

(Continued on Page 19)



ANAHEIM NEWS

It is with pleasure that we announce the promotion of two people at the Anaheim facility.

First to District Manager, Bud Lyons. Bud has been with Prudential Overall Supply since November of 1955. He joined the Anaheim staff as a route salesman at the opening in December of 1963. Since that time he has fulfilled the responsibilities of Route Supervisor and Service Manager. We at Anaheim wish him every success for the future.

Second, it is with pleasure that we announce Perry Grant has been elevated to Route Supervisor. Since joining the company Perry has served Prudential customers in both the commercial and retail areas of responsibility. We also wish for Perry a very successful future with P.O.S.

The rest of the worker bees here at the Anaheim outpost have been running helter-skelter in the weeks since the first of the year accomplishing the transfer of the productive end of the business from the Los Angeles plant to Riverside. This has been something of an education for all, and everyone involved has been most helpful toward this end. My personal thanks to all who have helped in this transfer and a particular "pat on the back" to the gang at Riverside. The transition to the Riverside facility promises to render to our customers here in Orange County even better service than in the past years.

All systems are still "go" into our spring sales program at the outpost. (In case you doubt this, the boys will be glad to show you their scars.) After all there is a lot to be said for the "thumbscrew and the rack." On a serious note, though, it's a good time to remind ourselves at the sales level of our business that sales accomplishment is still a pro-



Bud Lyons
District Manager

duct of not only inspiration but also perspiration.

As our sales techniques become more sophisticated so does our product line and we lose sight that there is still no substitute for plain hard work

* * * * *

35 YEARS OF SERVICE

Thirty-five years ago on April 11, 1932, Prudential Overall Supply was founded. Having been in business that long, one month or one year does not make a lot of difference. It is a "landmark" in a sense.

In talking with Mr. John D. Clark, President and founder, about the progress of the company over the 35-year-period he made the statement that "it took a lot of nerve to quit a \$35-a-week job to start Prudential Overall Supply with no income in sight *period*." Also, he indicated he was "pleased that the company has grown as much as it has and provided a livelihood for so many people, even though the growth of the company has not paralleled at times the growth of the Southern California business community."



Perry Grant
Route Supervisor

in sales effort; the rewards for which are always inversely proportional. So at this time, at least for the outpost, let's remind ourselves—*Tomorrow is Our Best Day*.

— Ted A. Gibbs

COMMON SENSE AND NONSENSE

"It's unwise to pay too much, but it's worse to pay too little. When you pay too much you lose a little money—that is all. When you pay too little you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and paying a lot—it can't be done. If you deal with the lowest bidder it is well to add something for the risk you run, and if you do that you will have enough to pay for something good."

— John Ruskin
(1819-1900)

DUST CONTROL NEWS

The daily chant, increasing in tempo every day around the Van Nuys Dust Control office is, "We don't like beans." The Steak and Beans Contest, which ends March 31, is proving to be a close race at the halfway point. It appears Los Angeles has a slight edge in sales. The contest is divided into three groups: winners will eat steak, runners-up Salisbury steak, and the third-place group will enjoy the beans.

A big welcome is extended to new route salesman Roger Madson in Los Angeles Dust Control and Robert Matzen and Tony Petrocco in Van Nuys.

Congratulations to Roy Andrewson, son of our General Manager, for taking Blue Ribbon honors in a recent speech contest. Roy's topic in his winning effort was "Prudential Mop."

All of the route salesmen in Dust Control are busy transferring their records to brand-new route cards and books. Some of them have so many stops per day that all the cards wouldn't fit in one notebook. Besides its daily use in recording the pick-up of soiled merchandise, the route book is of inestimable value to a relief driver or supervisor running a route during vacation or sickness.

- Paul Higgins

GADGETS & GIMMICKS

Each year the Institute of Industrial Launderers sponsors a "Gadgets and Gimmicks" Award Program, in which employees of member firms may submit some little trick or shortcut which might be helpful to other members. Howard Andrewson, General Manager of Prudential Dust Control in the Los Angeles area, submitted the following idea



Telephone Pad Made From Portion of Walk-Off Mat

which was reprinted in a recent issue of *Industrial Launderer*, monthly publication of IIL:

"Periodically we get mats from our customers that have been torn or burned and sometimes these mats are beyond repair. After cutting these mats to be used for patches, we sometimes get to the point where we have more patching than needed. At this time we suggest

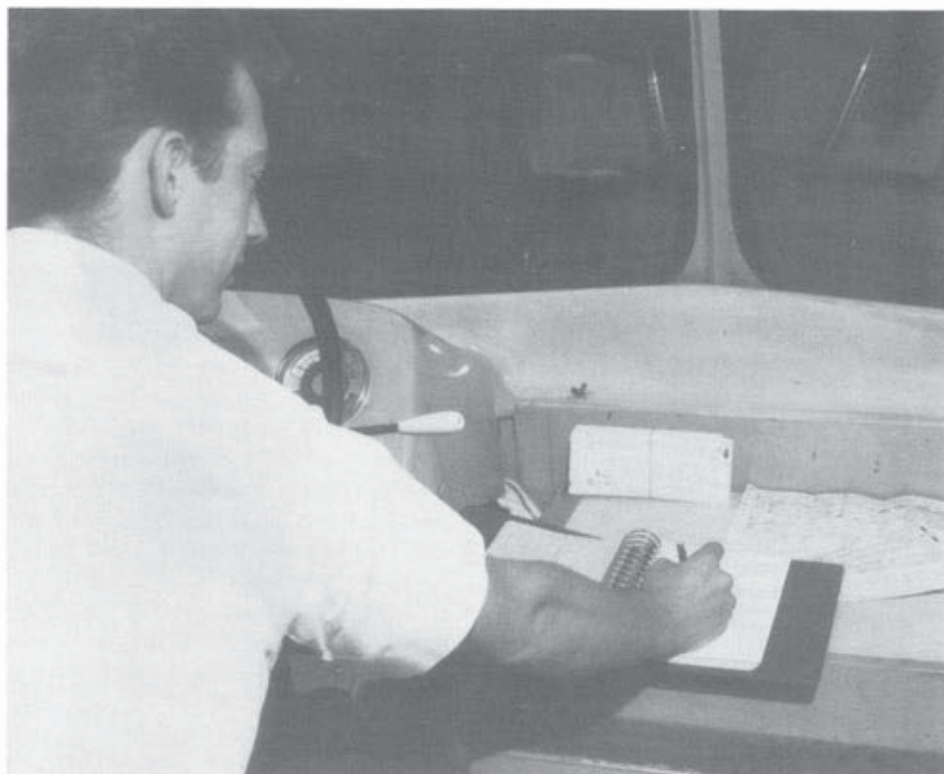
the excess damaged mats be cut into pieces 6½" x 11" and over-edged to be used as a telephone pad. It is surprising how much a division manager or buyer for one of your accounts will appreciate a pad to set his telephone on. Not only does it look nice, but it prevents the phone from slipping on its highly polished desk. Try this the next time you have some extra mat material. It is a great public relations gimmick."

ACCOUNTING NEWS

I'm happy to report that since our last issue, we only have two new faces here. Patricia Ballard is a new Exception Clerk and she's so quiet that we forget she's around. Also, Dan Clark has joined the crew in the Tab Department.

Even though he's not working for us, we're glad to have Gary Lewis of Univac back helping Carl Bowser get things squared away for the new computer.

One of the Exception Clerks, Patty Pigg, is expecting a baby in August. Her husband just



Fred Webb, Route Salesman in Prudential Dust Control, Los Angeles, demonstrates how to work with a route book in his vehicle.

left for Viet Nam, so we're hoping he'll be home when the baby is born.

Denise Langenbach of Key Punch was accepted by United Airlines to become a stewardess. She'll be leaving us so that she can report to Chicago for her training by May 6. Who knows - next time you fly you may see a stewardess trip as she comes down the aisle. If you do, you'll know it's our Denise.

Fay Binney, one of our Accounts Receivable girls, won a first-place trophy in an archery shoot in Tulare County. She's hoping that some day it'll be money instead of a trophy. If it is, we're going to make her share her fortune with us.

As you may know, I was married to Ray Komraus, a former employee, on February 25 at the Chapel of Precious Memories in Huntington Park. Several girls from the office were involved with the wedding. Gayla Peay, Accounts Receivable, was my bridesmaid. Patty Pigg, Exception Clerk, and Zano Roderick, Dust Control, were my candle-lighters. Darlene Broyles, Head Exception Clerk, was my gift girl; and her little boy, Ronnie, was the ring bearer. My soloist, Darylin Linning, Exception Clerk, sang "More" and "The Hawaiian Wedding Song."

Well, that's all I have to report this month. As I close, I leave you with this one thought: "Wisdom is knowing when to speak your mind and when to mind your speech."

- Georgia Komraus

MEMORIAL DAY

Pausing to acknowledge the greatest debt a nation can owe its forebears, Americans on May 30 salute the memory of the men who died in battle to achieve, maintain and assure the existence of our Union.

As a national observance, Memorial Day dates only from the decade following the Civil War.

MAKES YOU WONDER, DOESN'T IT?

The payroll deduction for your Social Security has been increased starting January 1, 1967, to 4.4% based on earnings up to \$6,600. Since Prudential Overall Supply makes an equal contribution to your Social Security, the company's payment was also increased on that date.

In 1966, you paid 4.2% on \$6,600 or a total of \$277.20 to the Social Security fund. In 1967, with the .2% increase, you will pay \$290.40 into the fund. If you make \$6,600 or more a year, you and the company put in \$580.80 each year as a total.

Let's explore this payment a little further. Suppose you just started work here and your age was 21, and suppose you work until you are 65.

If there were no more increases in Social Security payments, that would mean total contributions by you and the company of \$25,555.20 during the 44 years of your employment.

If the contributions were placed in a trust fund accruing

4% interest per year, the interest over 44 years would amount to approximately \$22,500. That means at age 65, you would have at least \$48,055 in your account. With that amount of money in the bank drawing 4% interest, you could withdraw \$160 per month for the rest of your life in interest alone and *never touch the principal.*

If you chose to spend all you had accumulated in your account, you could draw about \$560 a month for 10 years before you ran out of funds and in addition you could work and earn as much as you pleased *without losing* this income!

The maximum amount payable now under Social Security is between \$124.00 and \$135.90 a month.

Makes you wonder, doesn't it?

Is government control of our money and responsibility for the future of each of us reasonable in cost to us?

It would seem not.

* * * * *

But it echoes a sentiment and practice that goes back to remote antiquity. Even during the Civil War, soldiers' graves were decorated with flowers by people of both North and South, often with complete impartiality toward which side they had fought for.

Memorial Day thus sprang up spontaneously from the longing for reconciliation and union that oppressed our country's soul after the tragic conflict between the states.

Since then the observance has been formally proclaimed to include the dead of all previous and succeeding wars, to pause for a moment to ponder their valor and devotion, to reaffirm the social and political solidarity they saved for us with their blood.

Americans will continue, of course, to differ among themselves over a multitude of public matters. They have always done so with vigor, often with intemperance and sometimes with violence - a national trait of supreme value to progress.

But if Memorial Day has one lesson alone to teach us, it is that above and beyond all issues, contentions and partisanship, stands the shining and perpetual principle of American union. This is what animated the men whose graves we honor on Memorial Day.

And this is what gives the memory of their sacrifice such an infinite value, as both example and inspiration, to the generations who succeed them.

LOS ANGELES PLANT PROMOTES THREE TO DISTRICT MANAGER



George Stallan



Dewey Bullard



Tom Horsmon

The Los Angeles Plant is really with it now! Our comeback must have been successful for I was asked to write once again. Now, do not think this is an easy task, as news is hard to come by. Everyone here seems to be very close-mouthed about themselves, or we all just lead very routine lives. Of course, it could be that I just do not know what is going on.

In the next few weeks, the Sales Department will see the installation of three new District Managers. Dewey Bullard, Tom Horsmon and George Stallan will be joining Lou Fetherston in this position while Frank Scott takes over as Los Angeles Plant Salesman.

Dewey, formerly route salesman on Route 10, has been with this company since 1960. He lives in Huntington Beach with his wife, Jacqueline, and their four children. In the past, Dewey has been a member of several company bowling teams.

Tom Horsmon has been with Prudential for five years. Before taking over his new position, he was route salesman on

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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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CAROL PASTALANIEC, Off-the-Cuff Reporter, Cashier, File Clerk, PBX Relief Operator, etc. etc.

PLANNING FOR THE LATER YEARS

PART III: HEALTH MAINTENANCE

We all like to eat. In fact, most of us get such a kick out of eating that we seldom have in mind that food does two things in addition to giving pleasure. First, it gives us the energy we need to live our daily lives. Second, it builds up the body and keeps it functioning smoothly. The pleasure aspect really does not have much to do with the other two, except that it frequently gets in their way. Too often the foods which give us the most pleasure, unless they are used judiciously, are likely to interfere with the smooth functioning of the body. Hence, regrets and tears—and dieting.

Food for Energy

The body needs energy to perform its functions, just as any machine needs fuel to operate. Almost all foods and drinks supply the body with energy. But don't confuse the term *energy* as used here with the popular use of the word to mean vigor and vitality. It means merely the capacity for performing any function. We need energy to keep up the action of our hearts, to digest, to breathe. Even while we are sleeping, our bodies are using energy to perform these functions. Weight for weight, sugar is the best source of the energy needed by the body, but it does little else for the body. Other foods, on the other hand, not only supply us with this energy, but also help in building up and maintaining the body. It is these latter foods that are most important in our diets.

Most Americans are calorie-conscious without really understanding what a calorie is. It is merely a measure of energy, just as a minute is a measure of time and an inch is a measure of distance. If the body cannot use up all the calories it takes in, it stores the excess as fat, to be used in time of future need. Overweight is caused by

too much storing of this fat. On the other hand, if we don't take in enough calories for the requirements of the body, the system begins to draw on this store of fat. Thus, people can reduce by staying on a low-calorie diet. Of course, if a diet of insufficient calories is maintained indefinitely, all the excess stored fat will be used up and the body will then start to draw on the remaining fat, which is needed for a healthy body. This will cause underweight.

Our Lessening Need for Energy

As we grow older, we tend to 'slow up' our activities. Our bodies usually require less and less energy, and hence fewer calories, to operate efficiently. That is why, if we maintain the same diet throughout our lives, we tend to put on weight. The body uses up fewer of the calories that we take in, and has more to store as fat.

Our Continuing Need for Nutrients

Although our need for calories decreases as we grow older, our need for the various nutritive elements of food does not decrease. The reason is that in the human body there is a continuous tearing down of old tissues and a building up of new. In children the building up is faster than the tearing down, so that the whole body grows. In early adulthood the tearing-down process begins to catch up with the building-up process. But throughout our lives the cells in our bodies are constantly being nourished. Some are wearing out; and others are replacing them. Therefore, building materials are needed at all ages to keep this process in good working order.

Every food product is made up of one or a combination of two or more of the following elements: protein, vitamins, minerals, fat, carbohydrates, and

water. Each of these plays a vital role in the proper development and functioning of the human body, so that everyone needs some of each of them in his diet.

Protein

The word *protein* comes from the Greek word meaning 'first' or 'of first importance.' Proteins are of primary importance for life. They are the primary building material of all body cells. Proteins vary in their usefulness for building body tissues. The complete proteins are found in dairy products, eggs, meat, poultry, and fish. These foods furnish the largest quantity and the best quality of protein. The incomplete proteins are found in breads, cereals, beans, other vegetables, fruits, and nuts; these foods furnish a smaller quantity and a lower quality of protein.

Vitamins

Vitamins regulate and activate body functions. One group is made up of Vitamin B Complex and Vitamin C. Vitamin B Complex includes thiamine, riboflavin, and niacin. These are found generally in all foods. Vitamin C is needed for healthy gums and body tissues and for healing purposes. It is supplied by fruits and vegetables, especially citrus fruits, cantaloupe, raw strawberries, broccoli, green and red sweet peppers, tomatoes, and potatoes. Foods containing these vitamins should be stored away from heat and light. They should be eaten raw or cooked sparingly in little water.

Another group, Vitamins A, D, E, and K are needed to help build strong bones and teeth, and to secure normal clotting of blood. Vitamin A is supplied by milk, eggs, dark-green and yellow vegetables, and fruit. Vitamin D exists only in very small amounts in food unless it is added artificially, as it often is to milk. However, through direct exposure to the rays of the sun or to artificially produced ultra-violet

rays, you will usually get the Vitamin D you need.

Minerals

Food supplies many minerals needed for proper control of body functioning and for the structure of tissues. It is particularly essential that your diet contain sufficient calcium, iron, and iodine. Calcium, which is essential for healthy bones and teeth, for normal blood clotting and for nerve and muscle activity, is supplied in good amounts by milk products and green vegetables. Iron, needed for healthy blood, is best supplied by meat, green vegetables, brown sugar, and unrefined molasses. Iodine, necessary to prevent goiter, is usually obtained in sufficient quantities in the diet without the need for any special efforts on our part. Phosphorus, potassium, sodium, and chlorine are so widely distributed among foods that no special effort is necessary to supply the amounts which the body needs.

Fats and Carbohydrates

Fat supplies a large amount of food energy in a small amount of food; it also supplies fatty acids which the body needs. The best sources of fat are dairy products, eggs, meat, poultry, and nuts.

Carbohydrates, which supply food energy and help the body use other nutrients, are best supplied by bread, cereals, sugars, potatoes, corn, and legumes.

A Balanced Diet

The big job we all face is that of getting the right balance of foods for the body's needs. Take at least two glasses of milk a day, or the equivalent in milk products. Unfortunately, many people just do not like the taste of milk. If you are one of them, you can supply your daily need through milk products, such as cheese, ice cream or cottage cheese; or by using milk on cereals or in the preparation of creamed vegetables or soups.

Also make sure that you get a good supply of protein every day. Do not restrict yourself to foods such as beans, that furnish only a low-grade protein. These will be more beneficial if they are supplemented by at least a small amount of animal protein, such as cheese or meat.

Make sure that you eat adequate amounts of the dark-green leafy and deep-yellow vegetables, such as spinach, broccoli, kale, carrots, and squash. You should have a serving of one or another of these vegetables at least four times a week—more often, if you wish.

Don't overlook an adequate supply of Vitamin C from citrus fruits and tomatoes. Since the body does not store Vitamin C, as it does minerals and some other vitamins, be sure to consume a good supply of Vitamin C every day. The potato is also a good source of Vitamin C, and is a generally excellent vegetable, rich in vitamins and minerals. Unfortunately, the potato is not in good repute with most people. It is widely blamed for causing overweight, even though a medium-sized potato contains only about 100 calories, less than a cup of cooked peas does. Of course, eating excessive quantities of potatoes will run up one's calorie count, but so will the overeating of other beneficial foods. Frequently the potato's bad companion is responsible for its bad reputation—you know, the fat in which the poor old potato is fried, or the butter, sour cream, sauces, or gravies with which it is served!

Water is also an important element in a proper diet. It contains no nutritive elements, but it is an essential part of every cell in the body. It dissolves food elements and carries them from one part of the body to another. It also serves as a carrier by which waste materials are removed from the body. Every day we lose from 1½ to 2 quarts of water from our bodies, and this lost water must be re-

placed. Much of it can be supplied from fruits and vegetables, which contain a great deal of water, but most authorities feel that everyone should take from 6 to 8 glasses of liquid a day, either of water itself or of beverages, fruit juices, and soups.

Overweight

As was mentioned before, overweight is a problem that plagues many people. You must be even more wary of it as you grow older because your body slows down in its ability to use up all the calories you consume. If you have a problem with overweight, cut down on your calories, but make sure that you maintain a balanced diet. Avoid 'crash' diets which restrict your intake to one food or a small group of foods. That kind of diet probably will not furnish all the nutrients the body needs. You can lose weight most easily and most healthfully by maintaining a diet which includes items from all the different classes of food, but in smaller amounts than previously. And, of course, cut down on sweets as much as possible. They provide little but carbohydrates, which the body can obtain in sufficient amounts in fruits, vegetables, and meats.

Underweight

If a person is underweight, he should be particularly careful to consume foods which are not only necessary for a balanced diet but also high in calories. Often older people have poor appetites. A person may find that he has more zest for eating if he takes care to have his meals at definite hours of the day. Eating at just any old time, whenever the spirit moves one, usually results in skipping some meals entirely, so that the body does not obtain all the nourishment it needs. Light exercise before meals usually stimulates the appetite. And a person usually finds that he feels more like

(Continued on Page 20)

VAN NUYS NEWS

(Continued from Page 12)

feels right at home in the uniform industry after 36 years in the Middle West with one of the nation's largest suppliers of uniforms and towels. Bill started as a route salesman in southern Wisconsin and finished up as manager for two years in Illinois.

LOS ANGELES NEWS

(Continued from Page 16)

Route 2. Tom resides in Temple City with his wife, Rose, and they have three children. Tom, though not a member of our bowling team, also enjoys this sport.

A transfer two months ago from Anaheim brought George Stallan back to the Los Angeles Plant. He came to Prudential in 1963, and since that time has worked at both plant locations. George lives in Garden Grove with his wife, Gladys, and their five children. Like so many of our employees, he enjoys golf.

Congratulations to Lana and Woody Schrick on the birth of their daughter. Lisa was born on January 12, and weighed 6 pounds, 14 ounces. Congratulations also to the equally proud grandparents, Mr. and Mrs. Howard Andrewson.

Any day now Isabell Blanco will be driving up in her new Mustang. How nice it will be to have a new car gracing our parking lot. However, we will miss that cloud of smoke in which Isabell arrives and departs from work.

I wish to welcome all the new employees, both in the Sales Department and in the Plant. We hope you will be with us for a long time.

- Carol Pastalaniec

Hi, Everybody:

I would like to begin this with my sincere thanks to Jack Tackett and Dale Bain for their trouble in getting a notarized copy of my brother's employment

record with Prudential. He needed to establish his age in order to get his social security. It worked fine, and my brother extends his thanks and appreciation also.

Seems the old flu bug is busy around the plant these days. Many have been off ill. He almost got me, too, but I managed to get rid of him without losing any time from work.

I would like to say welcome to Maggie, new girl in my department. Virginia Cuellar is off on sick leave. And believe me, I sure appreciate the extra help. Maggie seems to be doing OK.

It was nice to see Mr. John D. Clark last week. We don't see much of him any more. You know, he doesn't look a day older than he did the first time I saw him 14 years ago.

George, our boss, is getting quite a workout in the Wash Room these days after our head washman quit without notice. Keep up the good work, George. It's making you slimmer and trimmer. I can hardly tell you from those other skinny guys.

- Bethel McMillian

YA LLEGO LA PRIMAVERA!

Aunque no lo parece, porque aquí, en esta privilegiada porción del planeta Tierra, o sea el sur de California donde sus habitantes estamos acostumbrados a vivir en casi una "eterna primavera," porque aún cuando parece una frase de retórica, si en alguna parte de éste destartalado planeta existe el Bíblico Paraíso Terrenal, en el sur de la "Republica" de California está ubicada la ante-sala de este Paraíso.

Para probar mi teoría nada más díganme cuando han visto ustedes los árboles completamente secos, desnudos de follaje o los jardines sin flores? No hay nada más que leer las noticias en los diarios y nos damos cuenta de que en otras latitudes de esta nación las nevadas, las tormentas y los huracanes todavía no se retiran,

siguen azotando despiadadamente y nosotros casi ni nos habíamos dado cuenta de que estábamos en invierno de no haber sido por unos cuantos aguaceros, porque de nieve, solamente en las fotografías la vimos y jugaron con ella solamente los valientes montañistas que se atrevieron a escalar las serranías de San Bernardino en contraposición de las furiosas tormentas de nieve de que les he hablado.

Ahora tienen ustedes la palabra.

Naturalmente que al llegar la primavera, se abre también la tan ansiada temporada de vacaciones y digo ansiada porque todos quisieramos salir cuanto antes a disfrutarlas, lo malo es que bueno, ustedes ya saben, para que se los digo! Los primeros agraciados en el "sorteo" de vacaciones fueron Héctor Carbajal que con su familia anda por tierras tarahumaras (Chihuahua) y Santos Hernández que se desaburre en Texas.

Que la coneja del cuento les haya traído muchos huevos de colores y de dulce, son los deseos de su atento y seguro servidor.

- Eduardo Echevarria

(For the benefit of those who do not understand Spanish, a translation of the above article follows.)

SPRING IS HERE!

Although it does not look like it because here in this privileged portion of earth, i.e., Southern California, where the inhabitants are accustomed to living in an almost "eternal spring," this might sound like a rhetoric phrase; and if somewhere in this huddled planet the biblical paradise exists, Southern California is the waiting room of this paradise.

To prove my theory, just tell me - when have you seen the trees completely bare, or without foliage; gardens without flowers? All you have to do is read the newspaper to see that snowstorms and hurricanes are

(Continued on Next Page)

L.A. NEWS

(Continued)

still lashing some of the latitudes of this Nation. While we, in this part of the country if it had not been for some rainstorms, had not even noticed that it was winter because we saw the snow only in photographs and the brave skiers played in it in the San Bernardino Mountains.

Naturally, with Spring the longed vacation season comes; and I say longed because all of us would like to have our vacations as soon as possible. The only bad part about it is well, you all know, I do not have to tell you!

The first ones to take their vacations were Hector Carbajal who together with his family is in Chihuahua; and Santos Hernandez, who is in Texas.

I hope the Easter Bunny brought you lots of candy and Easter eggs.

- Eduardo Echevarria

LATER YEARS

(Continued from Page 18)

eating if he takes a little trouble in preparing the meals to make them appealing to the eye.

Sometimes a person does not feel much like eating because he has defective or missing teeth or poor-fitting dentures. Of course, something should be done about correcting the basic problem, but if this is impossible he can concentrate on foods which are both nourishing and easily chewed. For example, ground beef has the same nutritive value as the same cut would have if it were all in one piece. Protein can be supplied even by foods which require practically no chewing, such as soft-boiled eggs.

Sometimes lack of appetite is due to digestive disturbances. Here again easily digestible substitutes can usually be found which supply all one's nutritional needs. Perhaps the most

common cause of nutritional deficiency is the individual's reluctance to go to the trouble of preparing a balanced meal just for himself. Often people say, "Oh, now that I'm here alone, there's no point in fixing a big meal." By *big* they probably mean *varied*; but whatever they mean, they should be convinced that to stay healthy, they must have a diet which includes all the different elements which the body needs for good health. These people should be asked, "But who is more important to you than you yourself?" Just as they were willing to take pains to see that their families received adequate nutrition, so they should be willing to go to a little trouble to keep themselves in good health.

Beware of Fads

Above all, beware of food faddism. Periodically, crazes in food sweep the country. A person or a group will begin to trumpet the vast superiority of one type of food over all other foods, sometimes even claiming that the one food, or a small group of foods, will supply all of a person's nutritional needs.

Food faddism is nothing new. More than 2,000 years ago old Cato of ancient Rome set enormous store by boiled cabbage, holding it to be a cure for many maladies. Sometimes these fads are started by sincere but misguided fanatics who are convinced of the miraculous properties of yak's milk, broiled mangoes or grain ground by special mills. Too often, however, they are started by cunning quacks interested only in selling you the yak's milk or the mangoes. Although there is often nothing wrong with the products they are pushing, it is usually no better nutritionally than some more common and less expensive food. For example, yogurt is widely heralded as a wonder food. It is true that it contains the same wide variety of nutrients that milk contains, and it may be more beneficial for a small percentage of people

since it may be digested more quickly than milk. But yogurt has only the same nutritional value as the milk from which it is made, and it is much more expensive.

Food quacks are particularly vicious when they try to sell a food product by claiming that it will alleviate or cure cancer, heart disease, or arthritis. Sufferers from the diseases are, quite understandably, pathetically eager to try anything which they feel may help them, no matter how remote the possibility. But there is no evidence that any particular food benefits victims of such diseases. That these charlatans are swindling people is bad enough, but far worse is the fact that the faith these people have in these nostrums frequently makes them neglect to seek competent medical advice and care which could actually benefit them.

(To Be Continued Next Issue)

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A vacation is something you take when you can't take what you're taking.

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The main trouble with the future is that it keeps getting shorter and shorter.

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Things could be worse. Suppose your errors were counted and published every day like those of a baseball player?

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To learn to get along better with oneself may not seem to be the key to getting along with others, but it is. It may not be possible for us to change someone else, but the one person we can work with, the one person we can change, is ourself.

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It would be a gross error to underrate the innate honesty of the American people today. A nation of cheats couldn't support a credit-card civilization. The sly and the devious don't produce the proper climate for charge accounts and money-back guarantees.