

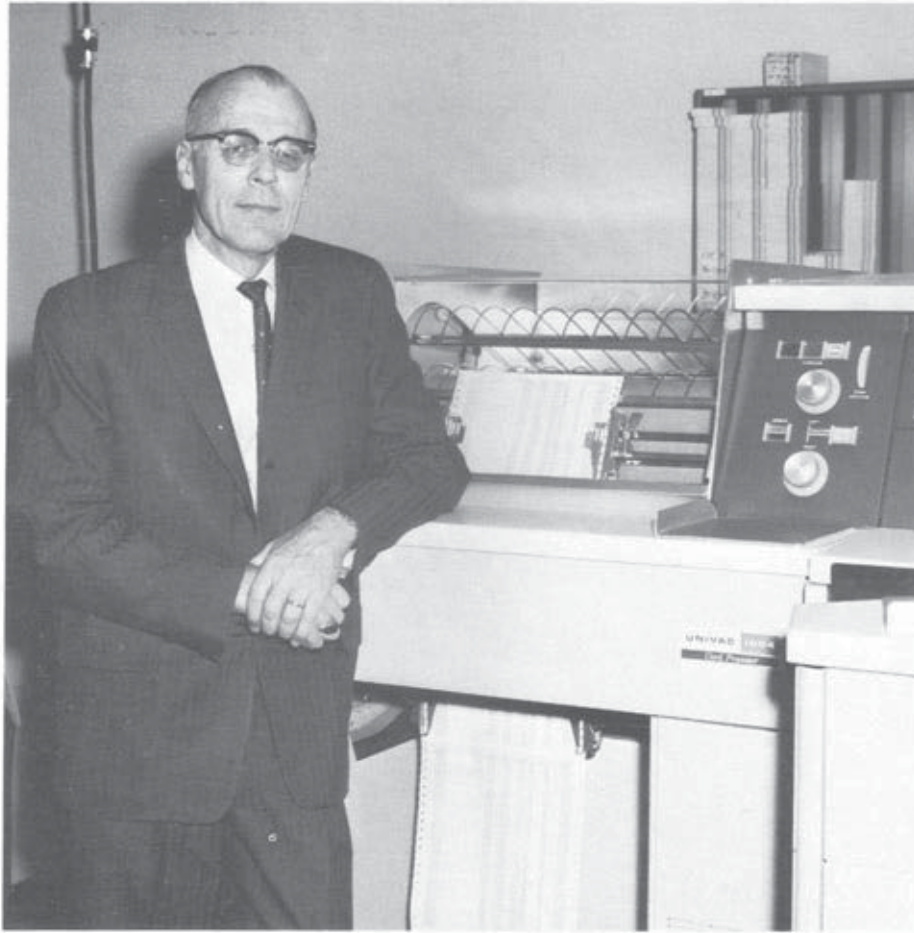
# *Season's Greetings*



A Safe Holiday  
and a Happy one



# In Memoriam



## FRANK H. BAILEY 1909 - 1967

Frank H. Bailey, Secretary-Treasurer of Prudential Overall Supply, passed away May 24, 1967. He was born on January 26, 1909, in Berkeley, California, and was very proud of being a native son.

Frank was a graduate of the University of Southern California and came to Prudential in 1948 as Office Manager, moving up to Secretary-Treasurer of the corporation about 12 years ago. He installed our punch-card tabulation system beginning in 1956, and this gave our company the distinction of being the first in the industry to use such an advanced system. Later, many industrial laundries came to Frank for guidance when installing data-processing equipment and systems.

All of us who knew and worked so closely with Frank will always remember his kindness and willingness to help, not only with company problems but with personal problems of employees as well.

He was a member of the Presbyterian Church and the Optimist Club, and the Board of Directors of Prudential Overall Supply.

He is survived by his wife, Florence; a son, Wayne; a daughter, Cheryl; and one brother.

Funeral services were held Saturday, May 27, at Pierce Brothers Cathedral Chapel, Los Angeles.



## PRUDENTIAL CANDIDATE WINS SCHOLARSHIP

Again this year, Prudential Overall Supply participated in a scholarship program conducted by Central Coast Construction Company of Oakland among its clients. The part that Prudential played in the program was to procure applicants from among the company's employee and customer groups and submit their credentials to the Central Coast Scholarship Committee.

From among the several hundred applicants from all over the state, the Scholarship Committee picked as the winner Greg Van Der Werff of Burbank, who was recommended by Martino's Bakery. While all of the candidates had excellent qualifications, the committee felt that Greg stood out considerably.

Greg graduated from Burbank Senior High School this Spring and plans to enter California Institute of Technology this Fall to study mechanical engineering.

While in high school, Greg was Student Body President, Student Body Vice-President, Boys' League President, member of Student Councils, and played tennis. He was active in American Field Service, Key Club (Kiwanis) and Physics Club. He has studied classical piano for 10 years and won the Glendale Music Teachers Association Concerto Competition in 1962. He enjoys oil and water color painting as a hobby and is presently writing a novel. He maintained a straight A average in high school.

Candidates were required to submit an original essay on the subject, "What America Means to Me." We are reprinting Greg's composition below.

### WHAT AMERICA MEANS TO ME

To be an American is to be an heir to a unique and just philosophy of life, a philosophy drawn from generations of experimentation in civilization.



Greg Van Der Werff, center, is the recipient of this year's Central Coast Construction Company scholarship award, a \$1,000 check presented by Don R. Clark, left, Executive Vice-President of Prudential Overall Supply. On the right is Vic Martino, of Martino's Bakery, Burbank, who submitted Greg's name in the scholarship program.

This philosophy encompasses such beliefs as worth of the individual, government as servant of governed, right to pursue personal goals toward happiness, and value in honest work. Other ideals follow: freedom of speech, press, religion; equality of all men under the law; sensible economic framework - supply and demand, reward in proportion to achievement.

But America also means responsibility to deserve these ideals. Something of the national integrity exemplified by our agreement with the Philippine people in 1946 must be part of every person in his everyday life. What else does America mean to me? The result of her principles: the America we see all around us - the world's leading nation. Principally, though, America is ideals and duty to live up to them: so that the unique ex-

periment of this land will not fail.

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Remember Rosie the Riveter? She was the gal who exchanged her apron for overalls during World War II, to work in the defense factories. While millions of her sisters continued to work over the years, other millions settled down once more to keeping house. Now, however, Rosies are going back to the machines at the rate of about 30,000 a month. Employers like the idea just fine, because the gals ease the shortage of skilled males - and they aren't draft bait.

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Norwegian law provides for a four-week paid vacation for housewives, with funds earmarked to set up holiday camps and to foot the bills for housewives who couldn't otherwise afford a vacation.



# THE CHRISTMAS STORY



Joseph, the carpenter of Nazareth, had a strange dream. An angel came to him and said that Mary, the young woman he would wed, would have a son sent by the Lord. That the son would be named "Jesus," which means salvation, because he would save his people.

After Joseph and Mary became man and wife, Augustus Caesar, the emperor of Rome, issued an edict. All the people in all the lands ruled by Rome were to go to the cities of their origin and be registered. For he wanted a list of all the people under his rule.

For Joseph and Mary, it was necessary to go from Nazareth to Bethlehem, where Joseph's father was born, to have their names written on the list. And when they arrived in Bethlehem, the city was crowded with families like themselves who had come to be enrolled. All lodging-rooms were taken. And the only place for Joseph to shelter his young wife, who was heavy with child, was a stable under an inn.

It was here the child was born, and laid in a manger where the cattle and oxen were fed.

And that same night some shepherds were tending sheep in a field outside the city, when a great light from the sky shone down upon them and an angel appeared and said to them:

*Do not be afraid . . . I bring you news of great joy which shall be to all people. For this day is born to you in Bethlehem a Savior who is Christ the Lord. You may see him there, a newborn baby, lying in a manger in a stable.*

Then the sky was filled with

angels, praising God and singing:

*Glory to God in the highest and on earth peace among men of good-will.*

The angels disappeared as quickly as they came. And after they had wondered and listened, the shepherds went into the city and sought out Joseph and Mary and the baby lying in a manger in the stable under the inn.

The shepherds told Mary and Joseph about the great light they had seen in the sky and the angels who sang. Joseph knew the sign had come and that the prophecy in his dream was fulfilled. And the shepherds knelt beside the sleeping son of Mary.

Later, the shepherds went into the streets of Bethlehem and told everyone they met of the child born that night in a stable, who was Christ, the Lord.

## VAN NUYS NEWS

Since you last heard from Van Nuis Plant #1, lots of activity has taken place. Dick Buechenschuetz has exchanged his daily jaunt from La Habra to a pleasant trip of a few minutes from his new home in Northridge. Another exchange has been a rake, hoe and shovel for his golf clubs. It is debatable whether that exchange is quite as welcome.

George Lillard had orders to get a job with less lifting, so he left us in July for a long rest to get his back in shape and then work in another line. We all wish George the best and hope he comes into the Valley

from Ventura for a visit occasionally. Taking over Route 46 is Dayne Hinton. Dayne was born in South Africa and speaks Dutch, which is the major language there. He became an American citizen this year. He and his wife, Mary, and their 5-year-old son, Brett, live in North Hollywood. Dayne is very sports minded; his favorites are hunting, fishing, golf and motorcycle racing. While attending the University of South Africa, he spent all his summer vacations in Europe, bike racing. Dayne took part twice in the famous Isle of Man race, riding a Werks Two Kam MV Grand Prix Bike, and has also done some racing in America. He tells us he doesn't expect to run his route quite as fast as he rode the race, 140 mph at times.

Another change in our route sales is Robert Taber on Route 51. Bob and his wife, Marlene, live in Van Nuys with their daughter, Karen, 4 years old. Bob does oil painting semi-professionally and teaches children the fundamentals of the art. He has designed and printed all their Christmas cards. Bob comes to us from ABC Baby Service and seems to have made the transition from babies to adults nicely. Since Ed Sanders has gone into supervision, Robert Clark is now on Route 5. Bob is a Navy veteran and got his first glimpse of California while he was with Uncle Sam in 1960. He and his wife, Suzie and their 3 children, Colleen, 12; Gail, 6; and Robbie, 4 months live in the Simi Valley. You might call Bob a fisherman of sorts. He has four aquariums and over 200 fish, a hobby he has recently acquired. Bob was a mechanic with Ford Co. before coming to Prudential. Our most recent man in route sales is Harlan Robson, who is a route trainee at present. Harlan moved here from New Jersey in July, bringing with him his wife, Janet, and their four children, ages 7 to 14. After serving a hitch in the Army where he attained





GOOD BYE, YOLANDE . . .



. . . HELLO, MARY JO!

the rank of staff sergeant, he went to work in New Jersey with United Parcel Service.

In case anyone is interested in a trip to Europe, she might try for the secretary's spot in Van Nuys. The last two girls left to go to Europe. Lois Voyce toured several countries for six months with her husband and two sons, and now Yolande Boelaerts is traveling in Europe with her husband, Paul. During the two years they expect to be gone, they will make up their minds whether or not to remain there or come back to America.

We all miss Yolande, both her work and pleasing personality, and hope she sends lots of letters and cards to tell us about her experiences.

But with the goodbyes there is always the pleasant task of welcoming replacements. In the front office is Mary Jo Chorbagian, who comes to us from General Dynamics in the Palmdale area. Mary Jo is Dick Buechsenschuetz' secretary. She says she hopes the job runs true to form as she has always wanted to visit Europe. Mary Jo and her husband, Jack, live in

Northridge. Jack is associated with Alpha Beta Markets. Both of them are ski enthusiasts and save their vacations until snow time. Wyoming is the state Mary Jo calls home, but she received her education at Fullerton Junior College and Long Beach State.

Also in the front office is Sherle Cresswell. Sherle lives in Newhall with her husband, Don, and two little daughters, Kimberly and Allison. Don and Sherle spend their spare time taking part in sports car rallies whenever possible. They have been rallying for four years and are members of the La Mirada Sportscar Club. Now that they have run out of room to display their trophies, they are turning to the business end of the sport, progressing from interested spectators to rally masters. Don is now in the throes of detailing the February Flirtation Rally which will take place in Ventura County.

In equipment maintenance we have added Wayne Peppel. After coming from Minnesota two years ago, Saugus is as near to the country as Wayne can get. His wife, Lorraine, and his son, Alan, share his enthusiasm for hunting and fishing and take their camper on trips whenever they can. He also has a daughter teaching back in the Midwest. Wayne comes to us from LaDonn Castings.

Rounding out the New Faces of 1967 is Joe Martinez in vehicle maintenance. Joe and his wife, Mary, have just welcomed a new little son to their home in Glendale. They also have a four-year-old daughter, Susanna. Joe says his hobby is spending money and he intends to spend a lot of time on this hobby, just as soon as he gets the money to do it. Joe, maybe Santa will have something in the old sock for you.

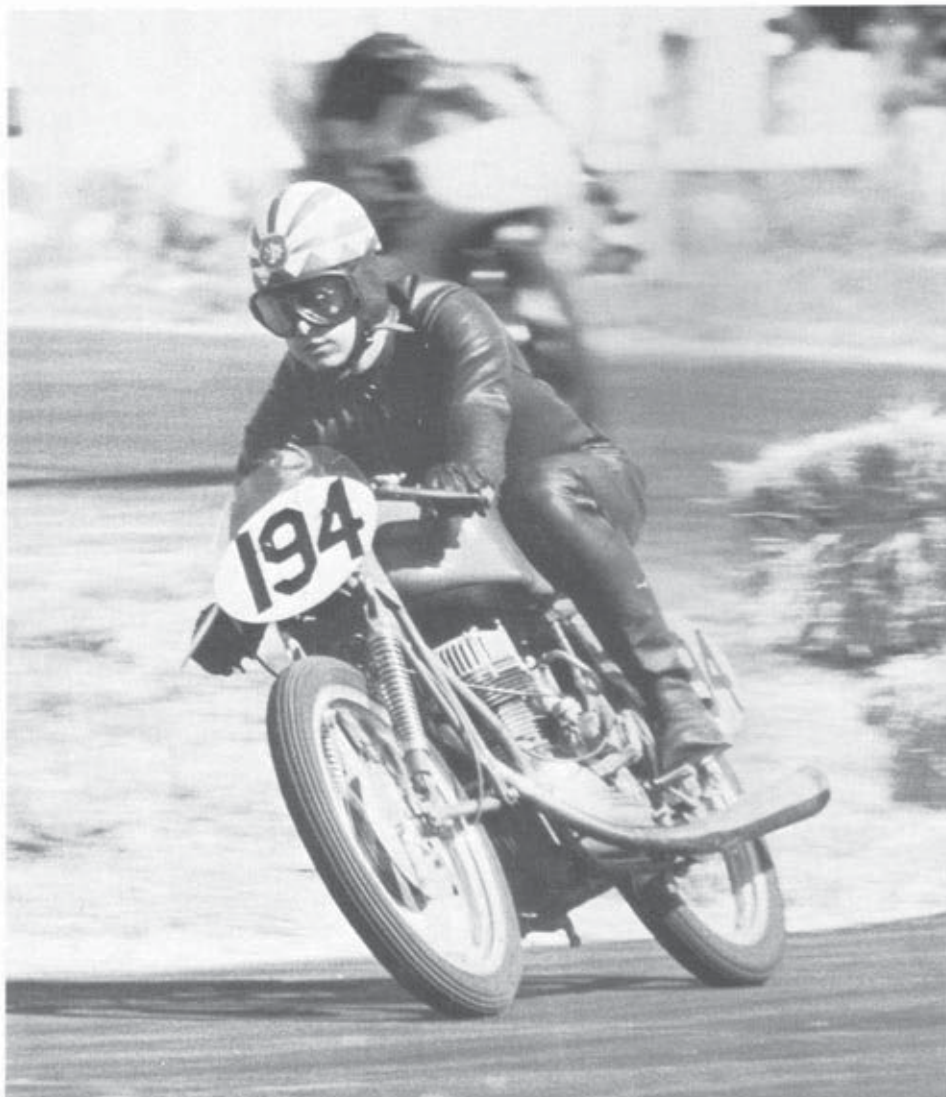
Congratulations are in order for Bob Jaennette, formerly on Route 19, who has joined the supervisory staff in Van Nuys. Bob has been with Prudential

(Continued on Next Page)



## VAN NUYS NEWS

(Continued from Page 5)



DAYNE HINTON

since 1962. He and his wife, Beverly, and their three children live in Sepulveda. Bob likes sports and kids, so he spends his leisure time with Little League. He tells us he has the best team in his league.

Jack Griffiths has shifted from a wholesale route to fill Bob's shoes on Route 19.

With Bob's promotion the sales management team is now fully staffed. Ed Breault captains District 11 with Joe Farrell the route supervisor. Harold Foldager's leadership is ably supported by Bob Jaennette in District 12 and Bill Madderom with Sandy (Ed) Sanders is leading Lucky District 13 to new horizons. With this leadership and the solid sales team

backing them, how can we miss?

Christmas Belles will soon start ringing and swinging and the echo of wedding bells has barely faded away. Cupid was running wild in Plant #1 until the middle of October when June Seibert hauled him off to Texas where her son, Grant, who is in the Air Force, was married on October 7. It was June in September as the invitations and announcements poured in. On September 1 Marvin Williams, Plant Superintendent, claimed Ruth Long, a Prudential employee in Supply, for his bride. Ruth has been with Van Nuys since the plant opened in 1960.

The following week, on September 9, Rick Teunis, wholesale route salesman #53, married Pam

Hunt. Pam is employed at Security First National Bank. She and Rick honeymooned at Las Vegas and Big Bear and are now living in Van Nuys.

Just a week later, Richard Reeves, Route Salesman #11, was married to Diana Crawford, who is a school teacher. Dick, have you been doing your homework lately?

The same Saturday Armando Arellano, Head Washer, and Refugio Diaz, (Cuca), Head Distributor, joined forces in a beautiful ceremony in San Fernando. Several of Cuca's co-workers were her attendants and they made an exceptionally lovely picture in their bridesmaid gowns. Quite a change from the Prudential uniform we see them in every day. Our congratulations and best wishes are in order for all these happy people.

A natural afterthought of weddings is babies and a few of them arrived this summer, too. Regino Garcia added another son to his brood, named Manuel, on September 24. Rafael Gonzales also added a little son, Hector, to his family in Tijuana on July 11.

With this cheerful note we wish you all a Merry Christmas and a Happy New Year from Van Nuys Plant #1.

## IT'S A BOY FOR THE BAINS

Mr. and Mrs. Dale Bain are proud to announce an addition to their family. John Dale arrived at 3:39 a.m. on June 6 at St. Francis Hospital, Lynwood. He weighed in at an even 7 pounds and was 19½" long.

Mrs. Bain is the former Miss Jean Kershaw who worked in the Data Processing Department of Prudential Overall Supply for nearly 10 years.

It's been said that an old-timer is one who can remember when cash was preferred over credit cards and trading stamps.



# CHRISTMAS TRADITIONS

There is no record of any commemoration of Christmas during the life of Christ. Christian tradition says that Christmas was first celebrated in A.D. 98. However, it was not until well into the fourth century that the celebration of Christmas became general. About A.D. 340, a careful investigation was made by Christian authorities, and it was determined that December 25 was most probably the correct date. From that time forth, Christmas began to be celebrated on December 25.

Each year, as this day approaches, people all over the world prepare to celebrate Christmas, the most famous of all birth dates. And, just as a family's Christmas celebration reflects the customs of the country, so these customs spring from each nation's special traditions.

To our ancestors who celebrated The Mass of Christ several centuries ago, Christmas was a time of solemn rejoicing and deep religious dedication, with little of the modern gaiety. The New England Puritans actually did not permit joyous Yuletide demonstrations!

New Englanders and other Americans eventually followed the lead of the New York Dutch settlers and succumbed to the charm of Saint Nick or Santa Claus. But the jolly gent had a flourishing career long before he reached our shores.

More than 1600 years ago, there was a St. Nicholas, a Turkish bishop whose countless works of charity made him a legend in his own lifetime. Martyred in A.D. 342, he became the patron saint of all children and of three nations - Greece, Holland and Belgium.

People pictured him on a white horse ascribed to him by old Turkish tradition. His fame spread to the Scandinavian countries, whose people felt more at home with a Saint Nick who rode a reindeer-drawn

sleigh. They also gave him his red suit, a hand-me-down from the ancient Norse god, Thor. As for the rosy cheeks, white beard, and jolly round belly, they came from the famous poem, *The Night Before Christmas*, whose author, Dr. Clement Moore, modeled Santa after an old Dutch gentleman he had once met!

As for those Christmas stockings, one legend says that the original St. Nicholas, taking pity on a man too poor to provide a dowry for his daughters, dropped gold pieces into a stocking hung up by the fire to dry. Actually, the custom of hanging up Christmas stockings probably originated in Germany.

What do the world's children find in the stockings or shoes left out for Santa? In Italy, good children find gifts in their shoes, but the naughty ones discover only ashes. The German Santa enters with candy and cookies for the good youngsters, an empty potato sack for the bad ones. America's young folks find gifts ranging from toy guns and dolls to harmonicas and coloring books; for on Christmas, not even Santa can locate any but good girls and boys in today's homes.

The first person to decorate a Christmas tree may have been Martin Luther. Walking home one night shortly before Christmas, he felt a strong tie between the starry night and the love of God. At home, he placed candles on a little evergreen tree to help his children experience the same wonder of God. The custom grew and spread through Northern Europe and then to America.

The mistletoe has an equally ancient background. Primitive Britons called mistletoe *all heal* and ascribed to it the magic power to heal disease, neutralize poisons, protect against witchcraft, and bestow fertility on humans and animals. If a young couple sealed their

betrothal with a kiss under the mistletoe, they would have good luck for the rest of their lives.

No matter how many gifts under the tree, the tree itself is still the center of attraction, a place of honor, which is solidly rooted in history. Thousands of years before the birth of Christ, the evergreen was revered as a symbol of long life and immortality. German tribesmen brought fir trees into their homes to please the god-like spirits they thought inhabited the trees. When these pagans were converted to Christianity, they transferred their feeling for the evergreen to the new religion.

Holly, a Christmas decoration since the Middle Ages, was also thought to have protective powers. Six or seven hundred years ago, young maidens fastened a sprig of holly to their beds at Christmas time to protect them from the evil one during the coming year.

Next time you hear *Deck the Halls*, a song which dates back to remote times, remember the origin of Christmas carols. The word carol means to dance in a ring. And the man who popularized this practice was the beloved St. Francis of Assisi.

To bring the Christmas message vividly and directly to his villagers, most of whom could not read, the 13th century Saint arranged a manger scene using real people and animals. When the villagers came to see it, St. Francis led them in joyous celebration - in caroling.

Probably the most recent of the popular Christmas customs is the Christmas card. The first one was sent in 1845 by W. C. Dobson, one of Queen Victoria's favorite painters. Louis Prang of Boston made the first American Christmas cards in 1875. During the last 50 years, the practice of sending Yuletide cards has become widespread.





## CHULA VISTA NEWS

We want to congratulate June Long most sincerely on her recent advancement to the office. June has worked for us since 1960 with an outstanding record. Our best wishes to you, June, as you begin your new duties.

During March and April, the Chula Vista plant had a sales contest which was a little different from most. The plant was divided into 4 teams, with route salesmen Ed Chevalier, George Burkhardt, Jim Baylor and Henry Dodge appointed as team captains. The entire contest and its rules were the responsibility of the team captains. The contest was based on sales and volume over a 9-week period.

The end of the contest found Henry Dodge's Dust Control team on top, with a 12% growth. Close behind was Jim Baylor's Escondido team. Winners for top volume each week were: Bob Roper, Bob Travis, Jerry May, Lloyd Hartman and Bob Ray. Over-all winner for the full nine-week period was Lloyd Hartman.

The winning Dust Control team, their wives and the top salesmen from the other three

teams enjoyed an evening out with Mr. and Mrs. Frank Clark. Those attending were: Mr. and Mrs. Henry Dodge, Mr. and Mrs. Larry Mutchler, Mr. and Mrs. Bob Ray, Mr. and Mrs. Lloyd Hartman, Mr. and Mrs. Jim Youngs, Mr. and Mrs. Leroy Acosta, and Bill Hays.

Chula Vista Dust Control is looking forward to the next 6 months. With new quality in our merchandise and the new mat service, we'll have a wide-open field ahead of us. Let's make the 12% contest mark look small.

- Henry Dodge

As we approach the end of 1967, I realize that the enjoyable association with all of our employees and customers has contributed much toward making it a very pleasant and profitable year for Prudential Overall Supply.

I wish all Prudential employees and their families and our customers the happiest of holiday seasons. May the New Year bring you continued health, happiness, and success.

- Frank D. Clark  
General Manager  
Chula Vista Plant

I want to extend a hearty Prudential welcome to Dave Pres-

ton. Dave assumed the duties of Route 8. Dave and his wife, Betty, live in El Cajon with their three children: Regina Lynn, 8; Christina Lanette, 7; and David, Jr., 4 years.

Born in Indianapolis, Indiana, he has lived in California for 3 years. He enjoys hunting and working on cars. He likes sports of all kinds, especially bowling.

Hubert Mueller, Route 2, has left Prudential Overall Supply in favor of the insurance business. Hubert has been with us for almost 4 years and we'll miss his selling and route building ability. Good luck in your new field, Hubert.

'Tis the season to be jolly, so Merry Christmas and a Happy New Year!

- Sam Paluso

Anyone having polecat trouble - please contact Lloyd Rash. Lloyd is an expert at deodorizing. Just ask him (when he's in a good mood) about his bath in tomato juice!

The Chula Vista Plant would like to wish all employees and their families and our customers a Very Merry Christmas and Happy New Year. May the year 1968 bring peace to the world, and may God bless all of those

Christmas, 1967

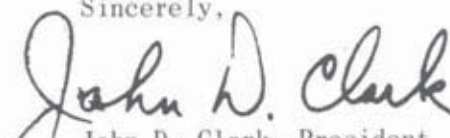
### TO OUR EMPLOYEES AND FRIENDS:

Beautiful indeed is the story of Christmas . . . the story of how, so many years ago, the Wise Men saw the light . . . the star . . . and followed it to a rich and wonderful reward.

Again it is Christmas . . . a time to draw our loved ones and our friends closer to us . . . a time to find new faith and new hope in the true Spirit of Christmas.

It is in this Spirit that we send you greetings . . . and wish you a very Merry Christmas. May its laughter and its friendships and good cheer be yours in abundance in this joyous season.

Sincerely,

  
John D. Clark, President  
Prudential Overall Supply



who were not fortunate to be with their families during this holiday season.

The Chula Vista Plant has been very busy along with all the other plants changing to the new Dacron-cotton uniform. From all reports received, our customers are very pleased with the appearance, fit, and performance of the new uniform.

We want to extend a welcome back to Smitty, who gave us quite a scare a few weeks ago. Smitty was stricken with a heart attack while on vacation and was not able to work for about a month. Just can't keep him down, though; he has regained his strength and looks real good. Nice to have you back, Smitty!

We would like to take this opportunity to welcome the following new employees to the company: Ray Dowd, who took over Route 18; Edward Brooks, who is Route 26 (wholesale); Virgil Grace, Route 12; Duncan Patterson, Route 19 (Dust Control).

In the plant we have: Juna Aceves, Jose Aranda, Guadalupe Barajas, Mildred Berens, Maria Casas, Hildeliza Dominquez, Melesio Gonzalez, Jr., Adolfo Gonzalez, Daniel Gonzales, Melecio Gonzalez, Raymond Koons, Petra Lopez, Lucas Martin, Rafael Mancillas, Gloria Mancillas, Esperanza Millican, Raquel Navarro, Margarita Serratos, Bea Snow, Candelaria Tovar, Fernando Villa and Roberto Valdez.

- Beverly Ball

Two new men have joined the ranks of the Chula Vista Dust Control Division, and we are all pleased to have them with us.

Raymond F. Dowd came to work for us about two months ago and has been doing a commendable job. Ray's home state is California where he resides with his pretty wife, Marlynn Anne and two small children. Doug is two years old and Michelle is 10 months.

From all indications, Ray enjoys dancing, bowling, hunt-

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## PRUDENTIAL PERSONNEL CAN ENJOY NEW FANTASY ON PARADE



**FANTASY ON PARADE** - Giant wooden soldiers lead the way for Santa Claus and his sleigh full of toys making their way down Disneyland's Main Street U.S.A. in Walt Disney's Fantasy on Parade, a twice daily feature at the Magic Kingdom during the Christmas season.

Employees of Prudential Over-all Supply can use their Magic Kingdom Club cards this season to enjoy some of the most humorous and colorful Disney characters ever imagined. Fantasy on Parade, a fresh new approach to parading, will make two appearances daily at Disneyland from December 17 through December 31, after a bright and colorful premiere performance at 9:00 p.m. on December 16.

Instead of the usual band and float procession, Fantasy on Parade is a series of marching shows, each stopping periodically along the Main Street,

U.S.A., parade route to perform colorful dances and skits.

Stars of the parade will be such warm and wacky Disney characters as Goofy, Pluto, Mickey Mouse, Peter Pan, Snow White, mammoth Small World dolls, Baloo the bear, King Louie the ape, wooden soldiers and a cigar-smoking eight-foot rooster.

December 17 through December 31, Fantasy on Parade will be held at 3:00 and 9:00 p.m., except on December 24, 25 and 31, when there will be one performance only at 3:00 p.m.

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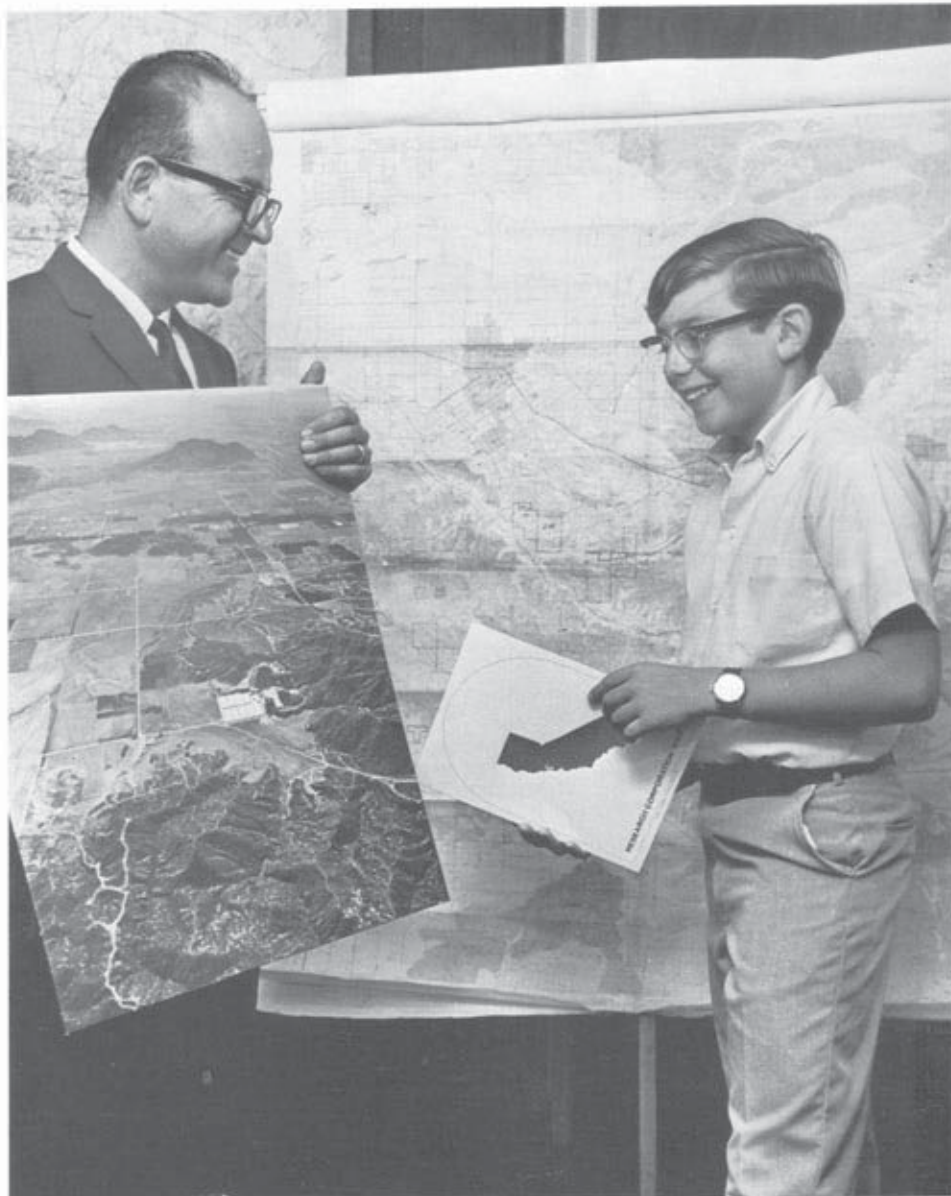


## RIVERSIDE NEWS

The Christmas holiday spirit is generated by a combination of many things, most of all the privilege of sharing and giving. It is also most rewarding to be recognized at any time for a job well done, for doing that little bit more than is required or expected. This holiday season will be more joyous for these four men who have been rewarded by promotion for a job well done: Chuck McGee, Salesman; Harry Doernbrack, Route Supervisor; Bill Knisely, District Manager, Dust Control; Len Mundee, District Manager, Uniform and Towel Division.

Tom Heusner and Robby Knisely can certainly look forward to many prosperous years in the future. Both have started early in life to prepare themselves for whatever challenge the future may hold.

Tom Heusner is hoping for a career in selling. He has taken the first step toward realizing a career in this field. He has proven his ability to sell by attaining 100% coverage on his newspaper route. He has an excellent example to follow, that set by his father, Paul, of our sales department. In addition



Paul Heusner and son, Tom

to his studies and responsibility to his customers, Tom plays saxophone in the Sierra Junior High Band, Riverside, and is a patrol leader in Boy Scout Troop 270.

Robby Knisely hopes to become a veterinarian. To realize this ambition, he is taking advantage of every opportunity to study and work with animals. He is taking vocational agriculture in the 10th grade at Fontana High School. His big achievement is the second-place ribbon he won out of a class of 40 in judging dairy cattle at the County Fair.

Robby is the son of Bill and Nadene Knisely. They have encouraged Robby by selecting a home in a rural area of Fontana

where Robby has had horses, dogs and rabbits to care for.

We are proud to say these two young men come from Prudential families. They are certainly a credit to the teenagers of today.

- Clive E. Ruka

Well, here we are in another holiday season. How time does fly. We've added another route since the last issue, and I want to welcome George Blanton on the new Route 22. George, his wife and three children live in Riverside. With George's past experience in first-aid sales work I'm sure that he will make a good Route Salesman for us.

I also want to welcome Dave Duncan back from Dust Control.



Robby Knisely



He will take over Route 34 from Harry Doernbrack who is coming in as a much-needed Route Supervisor. Congratulations to both of you.

Dick Johann, our high desert man from Apple Valley, currently on Route 28, had a frightening experience the other week when the fan blade on his new truck came off and cut through the hood like a can opener. Needless to say, Dick was a little shook up.

I want to wish each and every one of you a Merry Christmas and a Joyous and Prosperous New Year. May next year be as rewarding for all of you as this year has been for me.

- Len Munde

Sincere holiday greetings to all from the Riverside Plant office.

Good luck and much happiness to Jerrie Barnes who terminated her employment with us recently to become a mother early next year.

Replacing Jerrie at the phones, etc., is Betty Lauritzen. More than happy to have you with us, Betty, and hope you will enjoy it here as much as I do.

As the work load increases, we find there aren't enough hours in a day. Soon we will have to request file drawer stretchers to hold more orders!

Merry Christmas and a Happy New Year.

- June Gould

As one prospective customer in Victorville said, "All that mat does is lie there and collect dust." Riverside Dust Control is picking up more dust every week, striving to reach the year-end goal. As of November 30, we are proud to count among our many customers 28 school districts and 31 maintenance companies.

In the last issue we stated what a terrific job Chuck McGee was doing selling on Route 37. So what happens? We lost him. Chuck is now a Salesman for the Riverside Plant.

Chuck's route was awarded to



Bill Knisely and Len Munde



Harry Doernbrack

Gib Lamb. Gib ran all the vacations this year and we are proud to welcome him to the Dust Control Division. Gib, his wife, Juanita, and three fine boys - David, Duane and Dale - reside in Fontana.

As of December 4, Route 39 was taken over by Eugene Flesch. Gene, his wife, Beverly, and 5 children - Debra, Edward, Brian, Jennifer and Julie - now reside in Anaheim. We welcome two more fine families to Prudential Overall Supply.

One last bad note. Dust Con-



Chuck McGee

trol lost a good man in Dave Duncan, who was on Route 39, to Garment Route 34. Lots of success, Dave. Just think how much more paperwork you will have!

See you on the golf course.

- Bill Knisely

Well, another year has gone by and we here at Riverside are pleased and thankful for the opportunity to develop this plant and watch it grow. We have made many small improve-

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## DUST CONTROL NEWS

So many things have happened at the Dust Control division since the last edition that we will have to go into the memory bank for news.

Our heartiest congratulations are extended to George Hilla on his recent promotion to General Manager of the Anaheim Plant.

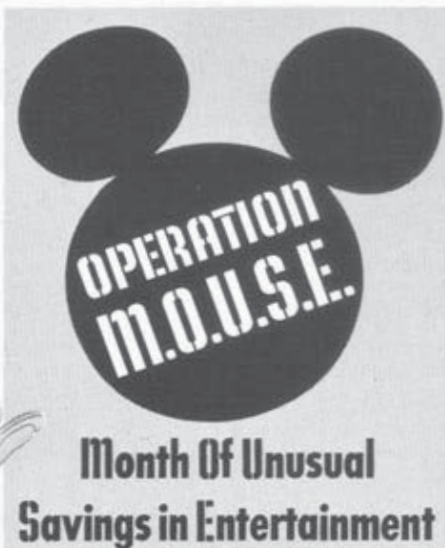
Taking over as District Manager of the Los Angeles Branch of the Dust Control Division is Dick Beecher. Dick, a native Californian, has been with Prudential since 1955. He was hired as a Route Salesman and has serviced Routes 19, 11, 15, 45, 23 and 20, before becoming a Route Supervisor, Service Manager and Supply Manager. Dick, his wife, Melba, and their children, Barry and Terry, reside in Pico Rivera. His daughter, Karen, will soon make Dick a proud grandfather. His hobbies are golf, bowling, golf, fishing, and golf. (I guess they weren't kidding when they said golf is one of the top requisites for a Dust Control employee).

We really missed not having an issue of the paper in July. So many interesting things happened. Tom Smith, Route Supervisor, was honored at the Steak and Beans Contest Dinner which was enjoyed by all Dust Control sales personnel. He was presented a plaque by the Los Angeles Route Salesmen, expressing their appreciation. You have to be pretty special when the men who work under you feel this strongly about your efforts.

After wishing Jim Woods, former Plant Superintendent, all the very best in his new ventures in San Diego last June, we welcomed a new Plant Superintendent, Donald Winchell, who is probably well known to all of us by now. Don, formerly of Richmond Corporation, Highland, California, his wife, Lila, and daughter, Carla, made the big move to the San Fernando Valley this summer. They are former residents of Upland.

## MAGIC KINGDOM CLUB PRESENTS OPERATION M.O.U.S.E.

Exclusively  
for Members  
of Disneyland's  
**MAGIC  
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**JANUARY ONLY**



**BUY MAGIC KEY TICKET BOOKS**

ADULTS \$4.50  
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JUNIORS (12-17) \$4.00  
(\$10.00 Value)

CHILDREN (3-11) \$3.50  
(\$7.25 Value)



**RECEIVE MOUSE MONEY FREE!**

**WHAT IS MOUSE MONEY?**

Mouse Money's good for 50% in Food or Merchandise or Admission to Any Attraction in Disneyland... During the Month of January!



**YOU GET 2 MOUSE MONIES WITH EACH  
MAGIC KEY TICKET BOOK YOU BUY!**

Join the Fun, get your NEW Magic Kingdom Club Membership Card Today... IT'S FREE!

**Disneyland**

### Free M.O.U.S.E. Money

Disneyland will launch the New Year for Magic Kingdom Club members with **Operation M.O.U.S.E.** - a Month of Unusual Savings in Entertainment! During the month of January only, MKC members will receive free Mouse Money with every Magic Key ticket book purchased.

Mouse Money is good for 50 cents in food or merchandise or admission to any Disneyland attraction. Eligible members

will receive two mouse monies with each Magic Key Book purchased in January. The Magic Key Book, Disneyland's favorite ticket plan, includes admission and choice of any 10 adventures or attractions at substantial savings - Adults...\$4.50 (a \$10.50 value); Juniors (12-17)...\$4.00 (\$10.00 value); Children (3-11)...\$3.50 (\$7.25 value).

Membership in Disneyland's Magic Kingdom Club is free. Information on the club is available from your supervisor.

Also in the promotion department, congratulations go out to Paul Higgins and Ray Elbersen. Paul, former Route Salesman at Van Nuys, is now Route Supervisor working out of the Ventura

Branch. Ray Elbersen, who ran Route 76 at Los Angeles, is now working at Van Nuys as Route Supervisor.

We have developed a new program in the Dust Control



Division and Dick Boudreau has taken over as manager of this phase. His duties are to work with and develop sales at the route level. Dick is a whiz at dreaming up incentive plans and contests to keep enthusiasm high.

Karl Fisher, formerly on Routes 73 and 68, is the very capable person handling the new B route set up by Dust Control. His main goal is setting up new routes, working out of the Van Nuys office. The happy results lead to the welcoming of a number of new Route Salesmen.

Bob Hughes, Route 61, comes from El Paso, Texas, where he worked for a uniform company. He and his wife, Jane, live in Chino.

Bob Wilson, Route 62, his wife, Loris, and daughter, Lori, live in North Hollywood.

Dennis Patton, Route 63, worked for Prudential several months but is new in the route sales department. He and his wife, Carol, have a son, Carl.

Gayl (Butch) Butcher, Route 67, his wife, Judy, and their two children live in Sylmar.

Rick Hart, Route 75, and his wife, Drucilla, live in Panorama City.

Louis Mashburn, Route 76, joined L. A. Dust Control after working out of the Ventura Branch for several months.

Roy Bacon, Route 78, is a resident of Lancaster. He and his wife, Lois, have two daughters, Sherri Lynn and Hilloah Rey.

Chuck McGlawn, Route 79, is a former employee of the Potter Roemer Company.

From the G-R-O-W-I-N-G Dust Control Division, a Very Merry Christmas to all, and a Happy New Year.

- Esther Lindberg

Some measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year. You're not making much progress if your problems repeat themselves.

## MANAGEMENT PARTY



Members of Management of Prudential Overall Supply and their wives were entertained on Saturday evening, December 9, at a party given by Mr. and Mrs. Don R. Clark at their home in Los Angeles. After enjoying a delicious dinner prepared and served by Mrs. Clark and her daughters, part of the group (above) enjoys singing accompanied by Blair Gallagher at the player piano. There were approximately 30 in attendance.

## FANTASY ON PARADE

(Continued from Page 9)

You may purchase your Magic Key ticket books any time at the Disneyland box office; just present your membership card to the ticket seller. If you

do not have a membership card, see your supervisor. Membership cards for 1968 are now available.



MERRY CHRISTMAS



## PRUDENTIAL ADDS TO ADMINISTRATIVE STAFF



**BLAIR GALLAGHER**

During recent months, the Administrative Staff in Los Angeles has been expanded by the employment of 3 distinguished gentlemen in the fields of engineering, accounting, and sales.

Blair Gallagher has suddenly become a very busy Company Engineer since he started in the summer. Blair has a Bachelor of Science Degree in Mechanical Engineering from the University of New Brunswick. He spent a year in the Royal Canadian Navy, then two years in England on an engineering scholarship. He was in the brewery industry in Canada, progressing to Manager of Engineering. He has managed an industrial laundry in Ottawa, and was production manager of 4 plants on Vancouver Island.



**DONALD C. LAHN**

The Gallaghers and their three small children are living in Anaheim.

Donald C. Lahn, CPA, is in charge of the accounting functions of Prudential Overall Supply. He has Bachelor of Science and Bachelor of Arts Degrees from the University of Denver, and has been a Certified Public Accountant for over 10 years.

Don comes to Prudential as Secretary-Treasurer after 13 years service with Peat, Marwick, Mitchell & Co. He was in the Air National Guard and U.S. Air Force during the Korean War. He is a member of the American Institute of Certified Public Accountants, the California Society of Certified Public Accountants, and the National Association of Ac-



**PETE WINNING**

countants.

Don and his charming wife, Wanda, and their two daughters live in La Habra. His hobbies are bridge and golf.

Pete Winning, Marketing Director, attended Xavier College in Cincinnati, Ohio, and Missouri Valley College, Marshall, Missouri. Pete has been employed in city administration work for the City of Santa Ana for the past 5 years. Prior to that, he held various jobs with petroleum products pipe lines in Missouri and California.

Pete's hobbies are golf and fishing.

The Winnings live in Santa Ana. Both their children, a boy and a girl, are married. They have one grandson, also named Pete, who is Grandpappy's pride and joy.

## CHULA VISTA NEWS

(Continued from Page 9)

ing, music, coin collecting and golf. When does he find time for other things?

- George Sothras

Duncan Patterson comes to us

from the Knoxville Water Co. where he has worked for the past 14 years. Duncan has a fine background of loyalty to a company, which only proves that he will do an excellent job for Prudential.

Duncan hails from the you-all state of Alabama; and when he says, "You all come," he means he wants us to meet his

family - his pretty wife, Gay, and two children, Duncan, Jr., age 9, and Denise, who is 7 years old.

We are very happy to have Ray and Duncan with us on our team.

- Henry Dodge





## EDUARDO ECHEVARRIA RETIRES



On Friday, December 15, Eduardo Echevarria retired in informal ceremonies at the Los Angeles Plant. Ed has been employed by Prudential Overall Supply for more than 12 years at various jobs in the plant, and has the unparalleled distinction of not ever missing a day of work! His fellow employees presented him with a huge cake appropriately decorated with a cartoon of Ed on his famous bicycle headed for Mexico, where he will enjoy a long rest in his home town of Durango, and an easel to assist him in his hobby of water coloring. Ed promises to return for visits whenever he can. As for the bicycle, he says he will keep it as long as he lives. As was inscribed on the cake, Ed, "Prosperidades Infinitas."

## RIVERSIDE NEWS

(Continued from Page 11)

ments which tend to give us a greater and more flexible operation.

I want at this time to congratulate our new Salesman, Chuck McGee, our two new District Managers, Len Munde and Bill Knisely, and Harry Doernbrack, our new Route Supervisor. These men deserve the promotions and I know they were wisely chosen.

I am looking forward to the new year and I believe that due to the outstanding sales effort these men will give that our production volume will be very satisfactory.

I want to thank all of our

Route Salesmen for their patience and understanding of our production problems.

To all my fellow employees, I want to wish a Merry Christmas and a very satisfying New Year. A special Holiday Greeting to the Riverside production gang. Without their effort and devotion we would not have achieved some of the goals for which we are striving.

- Ed Eazor

It's been a good year! We have without a doubt gone thru the blitz. Our changeover to blends has been fairly successful with the help of everyone. To the girls in Supply goes a big THANK YOU for their patience and understanding. I would like to welcome Beula Rister to the Supply Department. Delores Montoya went out and

bought a car, without a driver's license yet. How about it, Delores, are you still walking?

We would like to welcome our round-about girl, LaVon Andersen, who really does a good job. Eva Velasquez came back from her vacation happy; she spent a glorious week with her son just recently back from Viet Nam. She says everything is going great now. Ann Lee will be leaving us for a trip to England. Her parents are anxiously waiting. Wish I were going with her. Have fun, Annie!

Lynn Arnold was transferred to Lead Girl in Distributing from Supply. Our loss their gain. You're doing a fine job, Lynn. Sara Gonzalez went to Texas on her vacation to see her family. Her only comment when getting back: Wish I had longer. But then, don't we all? We would like to welcome our new girl, Sherry Simons. Sherry runs the bundle tier, and does a very successful job in keeping our stock in the Towel Department straight.

A big welcome to each one of our new girls.

As the excitement of Christmas draws nearer, plans for parties, and the New Year, keep one thought: Christmas is love, love of family, friends, and good wishes for all. Remember this thought throughout our lives.

Merry Christmas and a Happy New Year.

- Sue Brubaker



At latest count, there were some 20,000 male secretaries in this country - many of them in the railroad industry, where much work is still done on overnight train trips.



## RICK HILLA HONORED



Rick Hilla was the recipient of a special Spirit Award given by the faculty of Whittier High School on June 9, 1967.

*I think Rick exemplifies what I feel is the spirit of Whittier High School. In student affairs and in athletics, not only as a participant but as a manager and a spectator, he was a tremendous booster of all the boys that did participate, according to athletic director Vic Lopez.*

Rick lettered this year in cross country, JV golf and JV basketball. He was manager for the Varsity baseball team.

Stated Mr. Ron Tebbs, Hilla's cross country coach, *Rick is a young man that likes people, and enjoys being with people. He enjoyed athletics of all kinds.*

*He was unselfish, totally unselfish, continued Mr. Tebbs. When he couldn't participate, he managed a team. There is no doubt about the fact that Rick should receive the award, because of his outstanding sportsmanship, support and interest, explained Mr. Tebbs.*

This award is not given every year, but only when someone is so outstanding that he comes to the special attention of the faculty.

Rick is the son of George Hilla, General Manager of Prudential's Anaheim Plant.

## PUBLIC AFFAIRS FORUM

The United States scale of living is the highest enjoyed by any people at any time.

With only 6% of the earth's population, living on 7% of the land area, we produce 33% of the world's goods and services and consume 35% of its electrical energy. We drive 56% of all passenger cars and 40% of all commercial vehicles. We use 49% of the world's telephones, 47% of the radios and 41% of all the television sets.

### Income Rises Steadily

This high level of living is derived from our nation's high, steadily rising and widely distributed income.

Median family income was a record \$6882 in 1965, with real purchasing power per family up 60% since World War II, and up 30% during the last decade.

Three families in 10 had incomes under \$3000 (1965 purchasing power) in 1947, but this proportion dropped to one family in six by 1965, showing the steady elimination of poverty in the United States.

Accompanying the drop in low-income families was a sharp rise in the number of higher-income families. Only one family in 12 had income of \$10,000 or over (1965 purchasing power) in 1947, but the proportion reached one in 10 by 1955, and climbed to one in four by 1965, thus giving many more families a more affluent life.

### Pay Checks Buy More

This steadily rising scale of living means earnings have increased considerably faster than prices.

Pork chops, in 1916, cost 23¢ per pound, but in 1966 cost more than four times as much, or \$1.07 per pound.

However, factory workers earned only 26¢ per hour in 1916, but in 1966 earned \$2.74, more than 10 times as much.

With earnings rising so much faster than prices, the amount of pork chops the worker could purchase with one hour's pay increased from 1.2 pounds in

1916 to 2.6 pounds in 1966.

### The Key: Productivity

Why does the United States have this high and rising level of living?

We have the world's greatest and most modern accumulation of plants, machinery and equipment to produce goods and services.

We have an economic organization that has stimulated many entrepreneurs to see the potential of our natural resources, and to seek, find and organize the necessary capital and manpower to develop productive enterprises.

We have a large, well-trained supply of highly skilled workers.

Together, management, labor and equipment have produced the high and rising production per worker responsible for our high and rising scale of living.

Last year we produced goods and services (GNP) averaging \$9610 for every employed person. This average rose 73% during the last 20 years, and 27% during the last 10.

### Purchasing Power Around the World

With one hour's earnings the United States factory worker can purchase 11.9 pounds of bread, 9.6 quarts of milk, or 4.3 dozen eggs.

A worker in Melbourne, Australia, can purchase 11.8 pounds of bread, but only 6.8 quarts of milk, or 1.6 dozen eggs.

The Karachi worker, with his hour's pay, can buy only 1.3 pounds of bread, 0.8 quarts of milk, or 0.3 dozen eggs.

Economic organization, productive equipment, trained labor and management skills are factors responsible for our high and rising scale of living.

