

OFF - THE - CUFF

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WHAT ARE WE?

That's a good question, and the answer it may open our eyes a bit to the place we occupy, not only here in our community, but throughout the nation.

Industrial launderers are one of four specialized fields in the laundry industry generally. The other three are: the domestic laundry, where housewives have the family laundry done; linen suppliers, who specialize in providing apparel, sheets, pillow cases, napkins, table cloths and other items to hotels, hospitals, restaurants, barber and beauty shops, etc.; and diaper suppliers.

Ours is the youngest of the four and the fastest growing. It also is an interesting, exciting industry, and with annual volume expected to reach \$750 million this year, it has become a dominant factor in the country's economy, an industry whose services are more and more in demand by commerce, industry and government.

In supplying work clothing, uniforms, wiping towels, treated rugs, and other services for these groups, we have grown rapidly in the past few years, and it won't be long before we're a billion dollar industry.

While most industrial launderers still are small compared to individual firms in the country's older industries, together they account for a substantial consumption of piece goods used for work clothing. Precise figures are not available, but it is estimated that our industry soon will consume each year about \$200 million of work clothing.

Each day more than 50,000 industrial laundry vehicles travel their routes in the 50 states, servicing more than 20 million men and women with rental garments, and untold thousands of other business firms and organizations with other services, such as dust control.

Our company's goal — like the industry's — is not to be just a supplier and launderer of uniforms, but to become true cleaning specialists. A look at the origin and growth of our industry reveals the exciting progress we have made in a relatively short period of time.

In the early years of industry in our country, workers generally wore torn, ill-fitting, cast-off clothing on the job. And it was almost impossible for a worker's wife to launder out the oil, grease, paint, and soil from these garments. Workers looked sloppy and unkempt, but since manufacturing was in its infancy, the untidy appearance didn't seem to matter. There were few high-speed machines which could catch loose clothing and cause injuries. And the workers' comfort was rarely considered.

As the nation became more highly industrialized, though, manufacturers no longer could succeed simply by making good products. As competition toughened, production had to become faster, better and more efficient, and the workers' health, safety, comfort and appearance became matters for executive decision. As a result, the garments they wore to work also became important.

Industrial laundering actually began in the early 1900's on a one-man-to-one-man basis. Usually the laundry man met the workers as they left the plants at quitting time, collecting their soiled garments (which the workers owned) and took them to his home for laundering. There, using primitive washing equipment — wooden cylinder wash wheels and hand-fed coal boilers — he removed the heavy soil as best he could. After they were washed, the laundry man, lacking efficient drying equipment, often had to hang the garments on outside lines to dry. If it rained, he had a problem. When the garments were finished, he met the workers at the factory gate and exchanged the clean garments for another bundle of soiled ones.

Plant management soon recognized that if their production goals were to be met, and the health and safety of their employees guarded, workers' garments would have to be standardized, clean and safe. And so they readily accepted a new concept — that of renting the uniforms for workers.

Now the original "laundry man" became a buyer, even a designer, of work garments. He became an industrial launderer and contracted with plant management to have the necessary supply of uniforms at all times, and in proper sizes to fit each individual worker. He was responsible for keeping garments in good repair, and assumed the cost of replacing uniforms that wore out.

Thus the problem of laundry processing and scheduling, equipment investment, inventory control and buying became those of the industrial launderer, thereby freeing the plant executive to concentrate on manufacturing the products which would achieve a profit for his company.

Today we, as industrial launderers, are considered expert in the comparative wearing and laundering qualities of textiles and their comfort. Thus we often are asked to advise business owners on the kinds of uniforms that are best suited for their needs.

We have assisted in writing standards for the safety of work uniforms, and have conducted research on how certain soils affect the various kinds of fabrics used for making work garments. We also conduct extensive tests and research projects to determine the best possible laundering and cleaning methods.

Also, for those industries that require fire- or chemical-resistant clothing for their workers, we are able to advise the selection of uniforms that are flame- or acid-retardant and the proper cleaning of such uniforms.

Today's air conditioned and well lighted industrial plants are proof of the value which industry places on worker comfort and safety. Management now finds that rental uniforms provide even more basic necessities.

Dirty work clothing breeds health hazards ranging from torch fire accidents to skin rashes and infections. When workers wear torn or loose-fitting garments around moving machinery, serious accidents can result.

That's where we come in. By keeping uniforms clean and in good repair, we help avoid such accidents; and lives are saved, hospitalizations decreased and employee absences avoided.

We also greatly enhance our customers' public relations, too, by advising and supplying uniforms that result in walking advertisements for the company. And by keeping the garments clean and neat, we help create for our customers an image of competency and sanitary production.

Rental uniforms even help reduce costly labor turnover and boost employee morale. Each worker's uniform is custom fitted when he starts to work, and the well-fitting garments, kept clean and neat, contribute to his pride in his work.



LINES AND SHADOWS CAST BY
THE SUN AT THE MAIN EN-
TRANCE TO OUR NEW GENERAL
OFFICE.

Since we were helping customers by keeping workers' uniforms clean and neat, a logical addition to our services was to rent wiping towels to help them care for plant machinery.

Before the evolution of our specially produced and standardized towels, plant workers cleaned machinery with rags which usually were bought by the carload. They had to be stored and took up valuable warehouse space. Also, disposal of the greasy rags was another problem.

As machinery became more complex, costly and delicate, plant management realized that assorted rags of varying fabrics had many drawbacks. They often had buttons or snaps which scratched equipment, and the time wasted by the worker hunting the right type of rag was costly.

The wiping towels that we supply are of uniform quality and standard sizes to fit individual needs, and are highly absorbent and leave no residue of lint or other foreign particles. Therefore, it is not surprising that literally millions are in use every minute.

More recently, we got into dust control. Industrialists had learned that dust could not be allowed to collect in their plants because it clogged the controls of machinery, soiled the finished product and even created work hazards.

Our company and others in this industry saw that there was a need for better housekeeping and maintenance products for industry. To replace the plain rags which only moved dust from place to place, we developed chemically treated wiping cloths which retained and removed the dust, and which we could launder and return to service.

Soon afterward we added chemically treated rugs for entrances to buildings and doorways to offices as a further method of reducing maintenance costs. When people entered a building and walked across our treated rugs, the dust, dirt, and moisture were pulled from their shoes and retained by the rug, greatly reducing the amount of dirt which was brought into the building. Today these rugs are used in hundreds of thousands of business and institutions, such as hospitals, schools, stores, office buildings, and complex data processing centers.

These dust control devices have saved industry millions of dollars by protect-



THE PROPHECY OF ISAIAH

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

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

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

ing their operating equipment, keeping merchandise dust free, and greatly reducing the amount of time required to keep buildings and offices clean.

Today, our company and our industry must be versed in laundry production, business management, sales techniques, and buying methods. We must have people educated in chemistry, engineering, business administration, sales and many other fields.

To service our customers properly, we must be able to perceive the problems inherent in their businesses and devise better ways to solve them. And, to thrive in our increasingly complex economy, we must be alert to providing new services.

In time, our services will be expanded and will be employed by every conceivable area of commerce, industry, and government.

To executives, we will become a key specialist in providing services to increase operational efficiency while reducing costs, and to improve public and employee relations.

To the individual working man and woman, we will bring greater on-the-job safety, prestige, convenience, and effectiveness.

To our communities, we will become an even more important employer and contributor to the economy.

We will continue to grow because, in time, we will be considered specialists in solving all the cleaning problems of commerce, industry and government.

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DAY OF REST

California, in 1893, passed the first law requiring a weekly day of rest for women workers. Massachusetts enacted a similar law in 1909.

WORKMEN'S COMPENSATION: WHAT IT MEANS TO YOU

Just what is Workmen's Compensation and how does it differ from Disability Insurance? How do you, as an employee benefit from Workmen's Compensation and who pays the premium?

If you're not sure of the answers to these questions, you are one of many. So, here's a review.

The Workmen's Compensation Law requires that most types of employees in California be protected by insurance provided by the employer to cover job-connected injuries and illness. Disability Insurance, for which *employees* pay premiums, via payroll deductions, covers ailments *not* connected with employment.

An *industrial injury* is any injury or disease which is the result of one's work or working conditions. This can include damage to artificial limbs, dentures and medical braces. Coverage under Workmen's Compensation also can extend to lengthy illness and/or permanent disability — and to rehabilitation programs or death benefits.

Remember that it is the employee's responsibility to report immediately to his immediate supervisor or employer any injury or illness he believes was caused by his job. While there are many details which cannot be covered here, this initial reporting makes the company responsible for providing medical treatment and reporting the injury to the insurance company and the State.

For information on your particular case, or for general data, the company probably will refer you to its insurance company. Additional information can be obtained at the nearest Division of Industrial Accidents office of the State of California.

Assuming you are covered, as most employees are, there are three types of compensation benefits:

- Medical Treatment
- Temporary Disability Indemnity
- Permanent Disability Indemnity

An injured worker is entitled to receive all medical, surgical and hospital services and supplies necessary to cure or relieve the effects of an industrial injury. The company, or its insurance carrier, has control of the medical program.

Temporary disability payments are provided to help the injured employee

meet non-medical expenses while recovering. Tax-free payments normally start on the eighth day after injury and cannot be paid for more than 240 weeks in the five years after the injury. Weekly payments, based on earning (61.75 percent of regular weekly wage), range up to a maximum of \$87.50 for those earning \$141.70 and over.

Permanent disability is "rated" in terms of "percent of permanent disability" and involves complex formulas, with weekly compensation ranging from \$20 to a maximum of \$52.50 for those who earned \$85.02 or more weekly. The maximum is 400 weeks at \$52.50 (21,000 total). For those with more than 70 percent disability, there is a subsequent pension plan. Provision are made for advancing disability benefits toward voluntary rehabilitation and job retraining.

Where industrial injury results in death, the benefit in total-dependency cases is

\$20,000. A widow with one or more dependent minor children may receive \$23,000. A burial allowance of up to \$1,000 is allowed.

There is a schedule of penalties for both employers and employees for irregularities in handling claims or filing them. Time limits for claim filing and various programs have been established, and there is a system of hearings on disputed cases.

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COMPENSACION DE OBRERO: QUE SIGNIFICA PARA USTED

Que es Compensacion de Obrero y cual es la diferencia del Seguro de Incapacidad? Usted siendo empleado, como beneficia de la Compensacion de Obreros, y quien paga la prima del seguro?

Si no tiene ninguna respuesta a estas preguntas usted es uno de muchos.

La ley de la Compensacion de Obrero requiere que los empleados en California



THE QUEST OF THE WISE MEN

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

ST. MATTHEW 2:1-6

sean protegidos por seguros, provision de su patron para cubrir algun daño o enfermedad contraida en su trabajo. Seguro de Incapacidad, por cual el empleado paga la prima, via un rebaje de su sueldo, cubre daños no contraidos en su trabajo. Un daño o lesion industrial es cual quier daño que sea resultado de su trabajo o las condiciones al su alrededor. Esto incluye daño a un miembro, dentadura artificial o un traba de medica. Bajo las leyes de Compensacion de Obrero tambien cubre enfermedades prolongadas o incapacidad permenente — y a programas de rehabilitacion y beneficios de defuncion.

Recuerde que es la responsabilidad del empleado reportar inmediatamente a su supervisor o patron de cual quier lesion o enfermedad que el crea fue causada por su trabajo. Este reporte inicial hace la compania responsable de prover tratamiento medical y de hacer el reporte del danõ a la Compania de Seguros y al estado. Por informacion tocante su caso particular o otros datos, la compania pide a usted que se refiera a la Compania de Seguros. Mas informacion es obtenible en la "Division de Accidentes Industrial", oficina del estado de California.

Asumiendo que usted como empleado esta cubierto, existen tres tipos de beneficios de compensacion:
 Tratamiento de Medico
 Indemnizacion de Incapacidad Temporal
 Indemnizacion de Incapacidad Permanente

Un empleado lesionado tiene derecho de recibir servicios de medico, de hospital y de cirugia, todo lo que sea necesario para alivio del efecto de la lesion industrial. La compania por cual trabaja o la Companie de Seguros controla el programa medical. Pagos de incapacidad temporal son provistos para ayuda al empleado lesionado con gastos no-medical mientras su recuperacion. Pagaderos libre de impuestos comiengan al octavo dia despues del daño y no puede ser pagado mas de 240 semanas en cinco anos despues del daño. Pagaderos semanales, basados en sueldos (61.75 porcentaje de sueldo semanal) son de un maximo de \$87.50 para los que gana sueldos de \$141.70 y arriba.

Incapacidad permanente es proporcionado en terminos de "porcentaje de incapacidad permanente" y se trate de formulas complicadas, con compensacion semanal de \$20.00 a un maximo de \$52.50 para los que tienen sueldo de \$85.02 o

mas por semana. El maximo es de 400 semanas a \$52.50 (\$21,000 total). Por los que tienen un porcentaje de 70 de incapacidad, existe un plan de pension. Existen provisiones de beneficios para incapacidades avanzadas hacia una rehabilitacion voluntaria y un entrenamiento de empleo.

Cuando un daño industrial resulta en muerte, el beneficio en casos de dependenciatotal es \$20,000. La viuda con uno o mas niños menor de edad recibe \$23,000. Una asignacion de sepulcro de \$1,000 es lo normal.

Existe una lista de castigos para el patron al igual que el empleado por irregulares en este tipo de reclamaciones. Existe tambien limite de tiempo para estas reclamaciones y varios programas han sido establecidos y existe un sistemas para casos disputados.

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DISABILITY INSURANCE

Many employees do not know the difference between unemployment insurance, disability insurance and workmen's compensation — hence this first in a series of articles, which we hope will prove helpful.

Under the California Unemployment Insurance Code, disability insurance is payable when you cannot work because of sickness or injury not caused by your job, or when you are entitled to temporary Workmen's Compensation at a rate less than your daily dollar benefit under disability insurance.

Three things to remember:

1. You, the employee, pay for disability insurance via a one percent deduction from the first \$7,400 in wages paid you by an employer in a calendar year (a maximum of \$74 each year). If an employee works for more than one

employer in a year and his disability insurance taxes exceed \$74, he may apply for a refund by submitting a Claim for Refund to: Department of Employment, P. O. Box 1685, Sacramento, California 95808.

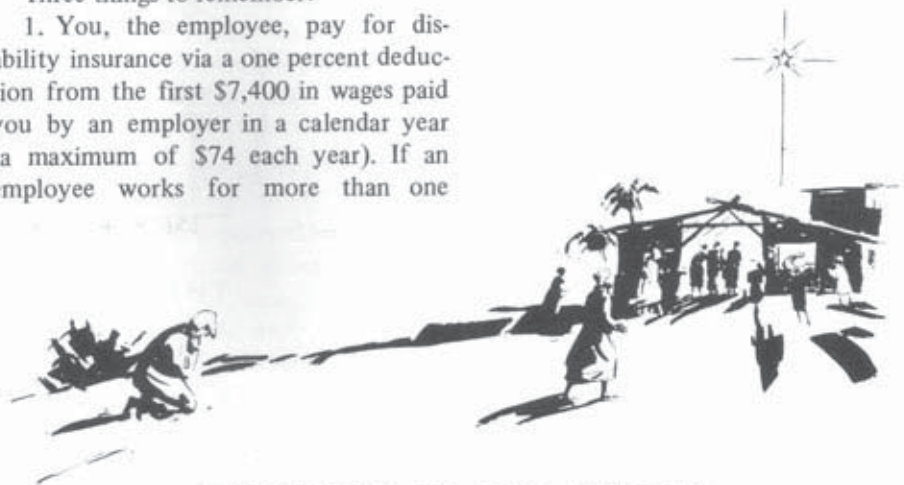
2. Disability insurance is not the same as unemployment insurance, for which the company makes the payments. Disability insurance is payable when you cannot work because of sickness or injury not caused by your job. Unemployment insurance benefits are received by you if you are physically able to work and are unemployed as a result of a layoff or some other good cause defined by law.

3. Disability insurance is not the same as workmen's compensation, which applies to injuries or illnesses incurred as a result of your job.

The current schedule of weekly benefits under disability insurance ranges from a minimum of \$25 to a maximum of \$87 a week, depending upon the wages paid to you during a previous twelve-month base period.

For a rough example, if you averaged as much as \$100 a week during your base period, you would be eligible for about \$57 a week in disability payments. If you averaged \$158 a week or more during the same period, you would receive the maximum of \$87 a week. Exact figures for your pay range can be obtained from the Department of Employment.

Partial weeks are payable at the rate of one-seventh of the weekly benefit amount for each day of disability.



THE BIRTH IN THE MANGER

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

ST. LUKE 2:6-7

Basic benefits generally become payable with the eighth day of disability, or the first day of hospital confinement, whichever comes first. The maximum amount payable is 26 times the weekly benefit amount.

Hospital benefits are \$12 a day for a maximum of 20 days, payable in addition to any wages paid.

Disability insurance is designed to serve you by mail, hence you need not leave home or hospital to apply for benefits. A telephone request or letter to your nearest Department of Employment office will bring a claim form through the mail. Your doctor or hospital also may be able to supply the form.

Your claim should be mailed not later than the 20th day after the first day for which benefits are payable. Earlier filing will speed your payment. The claim form contains a "Doctor's Certificate," which he must complete.

There are special regulations regarding disability during pregnancy and a variety of unusual circumstances. These and other points of general information are covered in a pamphlet, "Disability Insurance Provisions," obtainable at Department of Employment offices.

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SEGURO DE INCAPACIDAD

Muchos empleados no saben diferenciar el seguro de desempleo, seguro de incapacidad y compensación de obrero — por consiguiente esta es la primer serie de artículos que esperamos sea servicial.

De acuerdo con el código del Seguro de Desempleo de California, se le puede pagar el beneficio del seguro de incapacidad cuando usted no puede trabajar por enfermedad o lesión no contraída o sufrida como resultado de su trabajo, o cuando no recibe en compensación temporal de obrero una suma que excede la suma de su beneficio diario.

Tres cosas para recordar:

1. Se le cobra a usted 1 por ciento de los primeros \$7,400. de sus sueldo que se ganaron cada año por calendario (máximo de \$74.00 cada año). Si un empleado trabaja por más de un patrón en un año y los impuestos de su seguro de incapacidad excede \$74.00 tiene derecho de solicitar un reembolso al Departamento de Empleo, P. O. Box 1685, Sacramento, California 95808.

2. Seguro de incapacidad no es igual al seguro de desempleo por cual la compañía

se encarga de los pagos. El seguro de incapacidad es pagadero cuando usted no puede trabajar ya sea por enfermedad o por algún daño no recibido en su trabajo. Beneficios del seguro de desempleo son recibidos si usted está capacitado físicamente para trabajar y no este empleado ya sea de una suspensión o alguna otra razón definida por ley.

3. Seguro de incapacidad no es igual a la compensación de obrero, la cual solicita uno por enfermedades o daños por causa de su trabajo.

La lista prevaleciente de beneficios semanal bajo el seguro de incapacidad varía de un mínimo de \$25.00 a un máximo de \$87.00 semanal según el sueldo recibido durante un período anterior de doce meses.

Como un ejemplo, si usted tubo un promedio de \$100.00 por semana durante cierto período, usted sería elegible de

recibir aproximadamente \$57.00 por semana en pagos de incapacidad. Si usted tubo un promedio de \$158.00 semanal recibe el máximo de \$87.00. Las cifras exactas para su pago pueden ser obtenidas en el Departamento de Empleo.

Cuando uno trabaja solo una parte de la semana, se paga la séptima parte del beneficio semanal por cada día de incapacidad.

Después de comenzar su reclamación, beneficios básicos se hacen pagaderos con el octavo día de incapacidad, o con el primer día que usted pasa en el hospital, si este ocurre primero. La cantidad máxima pagada será la cantidad del beneficio semanal multiplicado por 26, o la mitad de los sueldos en su período base, cualquiera sea la suma menor.

Beneficios por hospitalización son \$12.00 el día por 20 días al máximo,



THE ANGELS' SONG

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

ST. LUKE 2:8-14

que se le puede pagar en exceso del sueldo que usted reciba.

El seguro de incapacidad esta hecho a proposito para servirle por correo. No hay necesidad de salir de su hogar o hospital para reclamar sus beneficios. Con un pedido telefonico o una carta a la oficina del Departamento de Empleo mas cercana tendra su solicitud por correo. Tambien su medico o el hospital puede conseguirle dicha solicitud.

No tarde usted mas de 20 dias en echar su reclamacion al correo. Lo mas pronto que usted registra su reclamacion, mas pronto se le podra pagar. La solicitud de reclamacion tambien requiere un "Certificado de Medico".

Existen reglas especiales con respecto al embarazo, ademas una variedad de circunstancias raras. Estos y otros puntos de informacion existen en un folleto "Estipulaciones de Seguro de Incapacidad" obtenible en las oficinas del Departamento de Empleo.

ADULT EDUCATION — A KEY TO SELF-IMPROVEMENT

One thing about formal education — it's always available and can be tailored to the individual.

Los Angeles City Schools alone are offering 2,600 adult classes in 10 major fields during the current year, which may be an eye-opener for some who never have considered night school at all.

The classes range from typing to welding, from Spanish to electronic fundamentals — for those seeking to advance on the job.

And while promotion and better pay bring plenty of satisfaction, the high schools and/or junior colleges in your neighborhood also offer courses leading to a high school diploma and to obtaining American citizenship.

Attaining one of the latter, if it fits your particular need, can provide personal satisfaction topping that of the executive who gets an "A" in his university "extension course" in economics.

The selection of classes is almost endless. City colleges and junior colleges cover another plateau of learning. So do special classes aimed at providing eighth grade diplomas — and others leading to certificates in many technical skills.

Details, hours and nominal fees, if any, at the school you choose can be deter-



THE SHEPHERDS' RESPONSE

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

ST. LUKE 2:15-20

mined easily. A telephone call in advance may provide information on the best time to visit the school office. It may even bring informative material to your home by mail.

One school system has determined the following list as reasons for people to enroll in classes outside employment hours:

1. To earn an eighth-grade diploma.
2. To earn a high school diploma.
3. To prepare for citizenship.
4. To review and renew former skills.
5. To qualify for promotions in business, industry or government.
6. To prepare for new and emerging occupations.
7. To develop better homemaking

skills.

8. To improve mental and physical health.
9. To contribute to cultural growth.
10. To develop avocations.

Whatever YOUR reason, this may be the year of decision.

Those 18 or over — any many are in their 50's and 60's — who are not attending day school are customarily considered eligible to enroll in adult classes, most of which are in the evening. Adult classes also are given during the day. High school graduates are eligible, of course. College and university course requirements vary. Those under 18 should talk to a counselor at an adult education school or to a continuation school counselor at a day school.

Christmas

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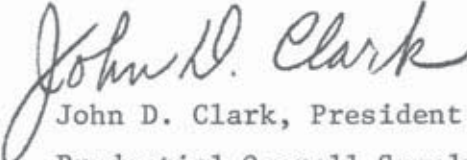
Dear Friend:

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 in abundance for you and your family in this Joyous Season.

Sincerely,


John D. Clark, President
Prudential Overall Supply



Informal celebration of first anniversary in new General Office building catches President John D. Clark in one of his best story-telling moods.

GENERAL OFFICE NEWS

The Purchasing Department extends warmest Season's Greetings to everyone. This year has really passed swiftly. We haven't decided whether it was because we have been so busy or because of our pleasant new surroundings; but all of a sudden it was November 18 and we realized we had been in our new office building a year and the holiday season was just around the corner.

To celebrate the anniversary of our occupancy, on Tuesday, November 18, we joined with all the employees in the building and had cake and coffee during the lunch periods. Mr. John D. Clark, President, met with us and expressed how proud he was of Prudential Overall Supply and its employees; and we wish to say we are also proud of Prudential and are happy to be on the team.

— Cleo Barton

Ray Bigler has left Prudential Overall Supply to accept a position as Data Processing Manager of a service bureau. We will all miss the contribution that Ray has made to our organization.

Effective Monday, December 8, Joe

Succuro was promoted to Data Processing Manager. Joe has been with Prudential Overall Supply for approximately four years, and has an intimate knowledge of our accounting procedures.

Mary Peters, as Supervisor of the Key-punch Department, will remain com-

pletely responsible for the management of all keypunch operations and personnel.

Also effective Monday, December 8, Norma Belding was promoted to Supervisor of Data Input; and, as such, is responsible for the operations of the Exception Department.



MEET THE NEW DATA PROCESSING MANAGEMENT TEAM
Mary Peters, Norma Belding, Bob Collingwood, Joe Succuro

Bob Collingwood, Data Processing Supervisor, in addition to supervising the Data Processing operations, will be devoting a substantial portion of his time to preparation of new programs.

I am sure you will join me in wishing these employees success in their new assignments.

— Don C. Lahn
Secretary-Treasurer

IRVINE BRANCH NEWS

Our Route Supervisor, Perry Grant, talked some of his route salesmen into relaxing the Indian way by exploring part of the Grand Canyon at the Havasupi Indian Village. Would you believe:

Each man carrying 30 to 40 pounds? They have been taking vitamin pills since then.

Hiking 10 miles to get to the camp grounds? Bottles of blister ointment seen passing back and forth among them.

A two-mile hike to get to the store for a Coke? Dick Vosburgh, Route 43, still has a parched tongue and throat and a bottle of Coke has been seen in his truck as security for the future.

One picnic table to sleep on and avoid the bugs on the ground? Grant got this one, of course. We can tell because he's still stiff and we might give him a cane for Christmas.

Their hunched-up backs told us the next day they had taken a lot of food in their packs.

Dick Vosburgh is getting a compass and map from the route salesmen for Christmas. He led them up the wrong pass, up the wrong canyon, and a searching party had to come to the rescue.

Their "motto" for the next trip, BE PREPARED. This is especially true for Larry Hauser, Route 24, who had the most important items packed at the bottom of his pack and had to empty it every time to get to the "bottom of things."

Their comment to the Indians: "Prudential Shall Return" with less food, fewer clothes, and more vitamin tablets and liniment.

We welcome Art Johnson, our new route salesman on Route 39. He has been in training with Perry Grant and showing

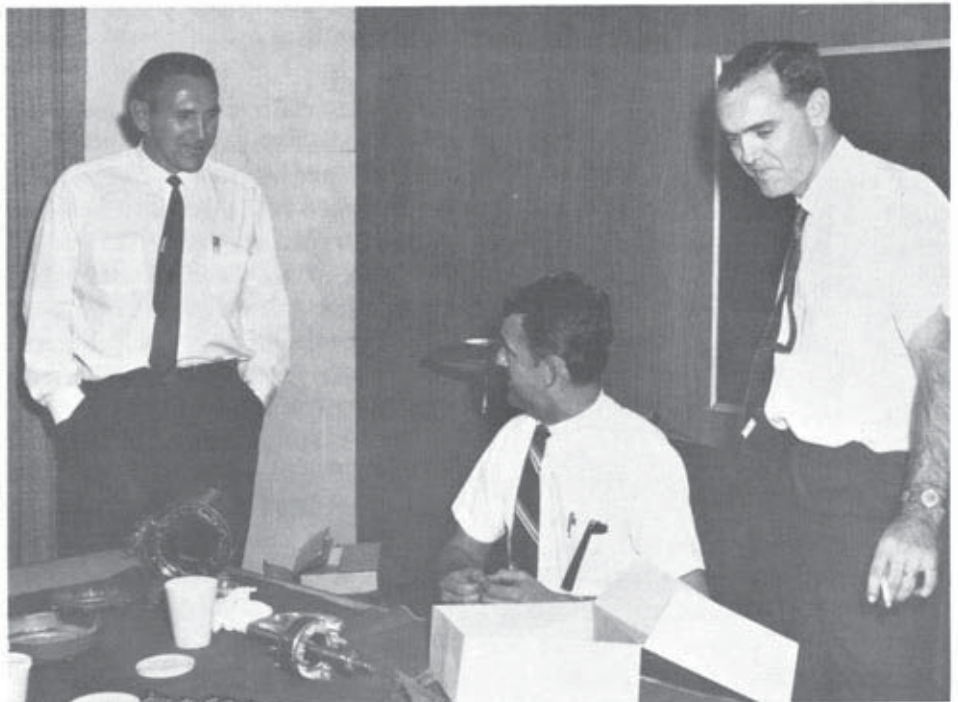
(continued on Page 15)



THE QUEST OF THE WISE MEN

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

ST. MATTHEW 2:1-6



Chuck Howard, center, of General Electric Company, explains the intricacies of electric motors to Don R. Clark, left, and Blair Gallagher at a seminar for plant maintenance personnel.

Change is the key word for the Van Nuys plant as we have experienced a vast amount of personnel changes since the last issue. Route salesmen who have been in District 12 for a few years are still puzzled and bewildered about their new District Manager, Jack Griffiths. A scant three years ago, Jack joined Prudential as a route salesman; and in a short period of time, through diligent hard work, earned himself the position of District Manager. Jack enjoys golfing as a method of recreation and relaxation. His lovely wife, Marilyn, recently gave birth to a little boy, Darren. Jack also has a three-year-old daughter, Tracy, who rounds out his happy foursome. They live in Thousand Oaks and this might be a clue to the question of why Jack spends so much time piling up new business on Route 29 in Ventura. Route 29, incidentally, is a recently formed route whose territory encompasses all of the Ventura-Oxnard area and extends all the way up to Vandenberg AFB. Its phenomenal growth from one of the lowest routes at its inception to its present position of second largest volume (soon to contest Bob Taber on Route 51 for top honors) can be attributed to Jack's salesmanship and the fine job being done by Bob Thompson, who has also played a vital role in his route's growth. We think that the key to Jack's success lies in his bulletin board, strategically located above his desk, where he posts the emblems of those businesses he has signed up and which tends to give him that aggressive impetus toward more sales.

The recently appointed Supervisor of District 12 is Bill Clark. Bill, a true professional in every way, was previously the route salesman of Route 59. Bill has been with the company for nine years and lives only one mile from the plant. This close proximity has proven beneficial in assuring the punctuality of District 12 route salesmen.

Ed (Sky) Richerson has assumed the taxing responsibilities of Office Manager. Sky gives valuable assistance to befuddled route salesmen attempting to seek answers to seemingly unsolvable accounting dilemmas. We are especially amused at Sky's manner as we watch this all-too-often occurrence. A bewildered route salesman enters the office of the guru of the Irvine computers in an effort to ascer-



THE STAR LEADS TO BETHLEHEM

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

ST. MATTHEW 2:7-12

tain the reason for a \$75.00 charge for a \$75.00 charge for lost shop towels at a house stop which he had cancelled three months earlier and which had been on service for coveralls only. Sky listens attentively, takes a puff from his 3¢ cigar (which he buys on sale at White Front), smiles condescendingly at the driver and begins to laugh. "Don't worry," assures Sky, "I'll take care of it." And sure enough, on the next change sheet the route salesman discovers the credit for the error, right above an erroneous damage charge for a dust control route.

Office personnel additions include Cris Templeton, Toni McLennan, and Violet Holladay. Cris has been with us a little over a year. Besides dividing her secretarial time between the General Manager and the three District Managers, she is working toward her college degree

in business through night courses and expects to finish next year.

Toni McLennan, a Colorado transplant, takes care of all the plant personnel work. She also calculates the time cards and counts the route salesmen's cash turn-ins. All the route salesmen are particularly friendly to Toni, for obvious reasons.

Violet Holladay is the most recent member of the office team. Vi is in charge of all the filing and ordering of garments, which keeps her quite busy. She loves to travel, ride a Honda (she has one of her own), and gamble. She is anticipating the arrival of her first grandchild and is buying baby furniture. The irony of the situation is that her daughter, Penny, is not even anticipating the arrival of the stork. We've heard of overbearing grandmothers, but ...

We recently discovered an interesting



Bob Taber, center, receives the Route Salesman of the Year Award from John D. Clark, President of Prudential Overall Supply. Bob's wife, Marlene, is at the extreme right.

hobby of Ed Breault, District Manager 11. Ed has a lovely collection of famous Bonsai Trees. These are miniature trees kept in their diminutive size through constant care. He started his collection 20 years ago after he first became acquainted with the technique while in Japan. It has also made him quite a bit of loose extra change.

Everyone wondered why Bill Maderom always looked so pleasantly satisfied, until we discovered that one of his favorite clients was Leo's Fine Meats. It is rumored that Bill had a delicious Thanksgiving feast of pre-sliced, pre-packaged turkey.

Marvin Williams, our Plant Superintendent, just can't get his Texas background out of his system. Every other weekend or so he ventures north to the Fresno area to tend to his herd of shorthorns. The California scene must be different from Texas, though, since the offspring are all bulls. Texas ... bulls ... think about it!

Ten new route salesmen have joined Prudential within the past year. In alphabetical order they are as follows. First in our list is Bill Cope. A former pitcher for the Minnesota Twins, Bill is currently assigned to Route 59. He lives in Van Nuys with his wife and baby. Bill assures us that relative to new sales, he has no intention of throwing curves to prospective customers.

Canadian-born Ernie Deaust is the new route salesman of Route 56. Ernie will use his prior business experience to the utmost in his new capacity with us.

Bill Dvorak mans the reigns of Route 9. Bill assures us that his small route is only a temporary situation; and judging from the manner in which he has asserted himself, we are really inclined to believe him.

Route 58 is in the capable hands of Carl Graves. Carl is very interested in art and commands a great deal of knowledge on the subject. He lives in Granada Hills with his wife, Elena, and two children.

John Guthrie, utility driver, has been with us now for seven months. John is a transplanted Floridian and says he enjoys Southern California. He claims to be particularly impressed by the conspicuous absence of swamps and high humidity.

Route 19 is commandeered by Ed Imm. His route includes the Santa Monica area and most of the Pacific Coast Highway. We expected Ed to show up with a sunburned face at least once this last summer, but Ed let us down. He told us he was too busy selling to waste any valuable time reclining on the golden sands of the beach. Congratulations for resisting the temptation, Ed.

Lee Jordan is another new addition. Lee has Route 54, which was vacated by Dick Bicknell who accepted the position of sales representative. Lee lives with his wife, Pat, and five children in Pasadena.

Route 11 was recently taken over by Randy Sanders. Randy lives in Culver City with his parents. He was just recently discharged from 4 years in the Marine Corps. He hopes to sign up all the airlines at International Airport, since he likes to travel himself but at present can't quite afford the fare.

Bruce Schultz has been recently assigned from a wholesale route to retail Route 55. He likes to read for relaxation and is especially interested in philosophy. His present goal, though, is to get a park-

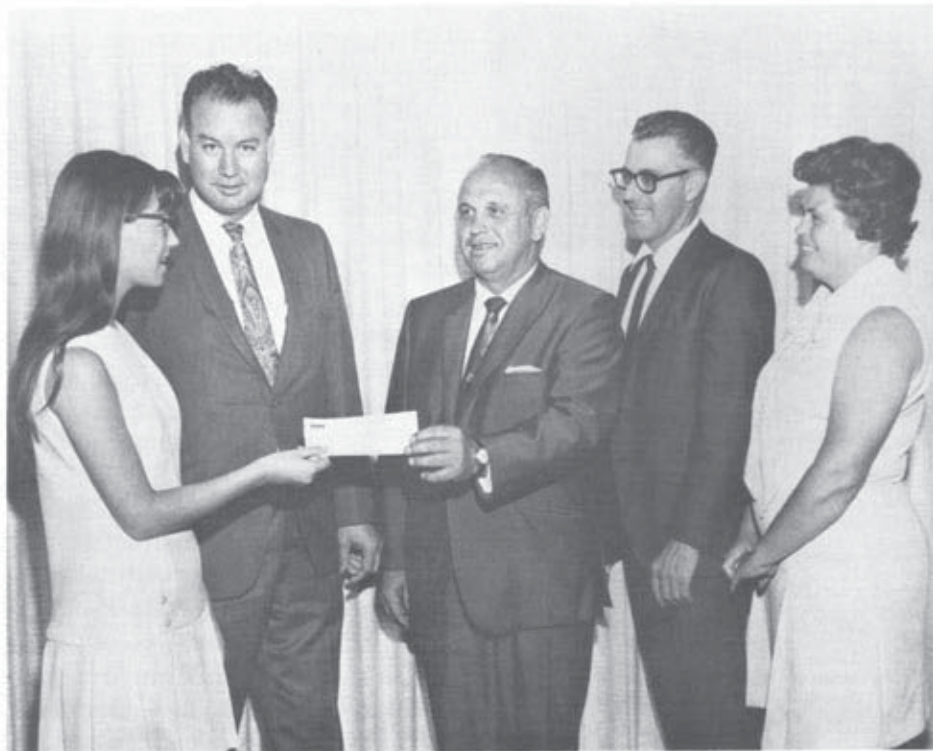
Rounding out our baseball team, plus one, is Jim Stagg. Jim is our newest route salesman and as of yet has not been assigned to any particular route. In his spare time, Jim pursues a unique hobby of collecting genuine stone jewelry which he imports and subsequently sells.

August 25, 1969 signified the beginning of a sales contest which ran from that date to October 3. The grand prize was an all-expense paid weekend in either San Diego or San Francisco. Supplementary prizes of books of Blue Chip Stamps were used to goad the route salesmen toward the needed sales to qualify for the grand prize. All who attained the quota had their names put into a hat qualifying them for a drawing for the trip. The contest culminated in a party on October 4, 1969 at the home of our General Manager, Dick Buechsenschuetz. After a superb dinner planned, prepared and served by Ralph Anderson, Supervisor of District 11, the drawing was held. The winner turned out to be one of our newer route salesmen, Carl Graves. Carl chose San Francisco, and a few weekends later they found themselves aboard a PSA jetliner to the city by the bay. Needless to say, both Carl and Elena had a marvelous weekend.

That just about concludes the news from Van Nuys except for one last note. Our annual Christmas party will be held on December 24. Dinner will be provided and prepared by plant personnel; dancing and a skit are also on the program.

We'll look forward to hearing from the other plants in this issue; and remember ... think POSitive.





Nancy Creveling accepts a \$250.00 check from Frank D. Clark, General Manager of the Chula Vista plant. Second from left is Mr. Joseph McLain, Vice-President of Hawthorne Machinery Company, a Prudential customer who sponsored Miss Creveling's candidacy. At the left are her parents.

PRUDENTIAL CANDIDATE WINS IN SCHOLARSHIP CONTEST

In the scholarship candidate search conducted last Spring, many qualified applicants were considered. The first-place scholarship was awarded to a candidate submitted by the parent company of our General Office neighbor in Irvine, Assembly-Overland. Both our General Office building and that of Assembly-Overland were constructed by Central Coast Construction of Berkeley, who gave the scholarship awards. Our company and others merely aided in the program by submitting candidates from among our employee and customer group.

We quote portions of a letter to Don R. Clark, one of the judges in the contest, from Mr. John H. Cline, Jr., of Central Coast Construction:

"Dear Don:

"I am enclosing our check for your candidate who, as I told you, won the second prize of our annual scholarship award. This is the second award a Prudential-sponsored candidate has won in the fourth year of the contest, and Nancy should be complimented as there was

very severe competition this year — over thirty of the best students in California.

"Thanks for your help in acting as a judge. I know it was a difficult task."

kindest personal regards,
 /s/ John H. Cline, Jr.

LOS ANGELES NEWS

Merry Christmas and Happy New Year. Welcome, 1970!

Mr. Don R. Clark, Executive Vice-President, has moved his office and Secretary (Pat Hammond) back to the General Office at Irvine. Thanks, Mr. Clark and Pat for helping us out this summer.

Taking over as General Manager is Mr. Gifford Tiffany, who comes to us from the Midwest. He has lots of experience and knows the industrial laundry business from the route level up. To get better acquainted with our route operations, he put on a uniform and worked with the routemen several days not only here but in the company's other plants as well. We introduced him as a new man, riding for the experience. Harley Buettner, Route 8, thinks we should keep him. I concur.

Let's see what Mr. Tiffany is going to

get. A modern plant with some very expensive equipment. Personnel with many, many years of experience. Route vehicles in very good condition with the exception of one — guess which one?

So with all of this, we are ready to go. We at Los Angeles pledge our full support. Welcome to Los Angeles, Mr. Tiffany.

To get this group with all its years of experience to work, three men had an idea, a sales contest where everybody wins. John McDonald, Doc Bolinger and Bill Walters dreamed this one up, and it was a good one — well planned and presented — with rules easy and simple.

What a race! District against district, each route salesman trying to get his district in first place, each route salesman trying to be in first place. Wow!

Well, when it was all over, Mary Giles who was judge of the contest, had the answers. The top winners were: Cal Kendrick, first place; Bob Childs, second place; Bill Hart, third place. Everybody won something and had fun doing it. Every route salesman made a sale.

Feathers and dust! It was like crazy around here. We never had a second to rest in this six-weeks period. The moment we drove in with our trucks, somebody was there to ask, "How much did you get today?" It made us feel bad if we didn't do something. John McDonald was always there full of questions.

Needless to say, all the route salesmen and their wives were very happy with this contest, with Christmas just around the corner.

From all of us at the Los Angeles plant, we wish the Merriest of Christmases and a very Happy New Year to you and yours.

— Cal Kendrick

Vacation time is almost over again and everything is settling down to normal.

Lois Crutchfield and husband spent their vacation in Oklahoma visiting relatives. Lois said the only cool spot she found was sitting on the creek bank under a big oak tree fishing for catfish. Sandy Garcia took Lois' place at the flatwork ironer, making sure all the bundles were tied out and out to the route salesmen on time. The girls at the ironer did such a tremendous job while Lois was gone that Paul Glandsdorp, our Plant Superintendent, presented each girl with a nice jar of creme sachet from Avon upon Lois' return, to show his appreciation for their

good work. With Lois' talent, each was wrapped very pretty with bow and all.

Luis Garcia, in our Supply Department, spent his vacation in Mexico. He said he was sick almost all the time he was gone. He was sure glad to get back home again.

Jenny Armenta started her vacation with a trip to Las Vegas with her husband and Esther Suarez and her husband. Esther won a little money and came home with it. Didn't hear whether Jenny won or lost. Then she finished her vacation with a trip to Arizona.

I spent my vacation in Oregon visiting my family. We drove up, and what a beautiful country to see! Very nice and clean rest stops, through both California and Oregon. Then we spent a week in Central California in my brother's new swimming pool. I came home with a tan and a nice rest, ready for work again. Jenny Armenta took charge of the Distributing Department while I was relaxing; and what a wonderful job she did seeing that everything was out on time. I wish to thank her and the rest of the department for a job well done.

We have several new faces in the Distributing Department. Welcome aboard our distributing train to Mary Rodelo, Esperanza Garcia, Norberto Revells; and last, but not least, Catalina Guerrero has returned to help us out in our semi-critical folding and packaging. Hope you all like our department and stay with us a long time.

Our hanger garments have really increased. But all the garments look so nice on hangers.

Well, this is so long until next time. Wishing a very Merry Christmas to everyone. Hope Santa brings everyone someone something his or her heart desires.

Loretta Weaver

We received a very nice letter from Pomposa Vargas telling us about her son in Viet Nam. We regret that space does not permit publishing the letter.

When Pomposa's son, Roberto, was returned home from combat duty, Paul Glandsorp gave her a week off to be with him. She hadn't seen him in 13 months. This meant very much to Pomposa and I now she has thanked him many times, but all of us mothers wish to thank him because we know what it meant to her to have a whole week with her son.

Lois Crutchfield

IRVINE NEWS

(continued from Page 11)

bright promise. His biggest surprise the first day was that he waited and waited for Perry to stop for lunch. The groaning of his stomach was so loud that he asked Perry when they had lunch. No one mentioned to him that there is no lunch on that route. Nowadays, we sometimes see Art with a sack lunch.

Would you believe Jack Tackett won't talk about the ball games he attends and we wonder why? We hear he has quite a rooting crowd.

We asked Al Johnson, Route Supervisor for our Dust Control Division, for some comments for "Off the Cuff." His reply: "We wear short sleeves in Dust Control and we have nothing "off our cuffs."

They do, though. John Bennington, who was on Route 68, is now in a new special assignment as route builder.

The vacancy on Route 68 was filled by Jeff Smith, a 6'5 newcomer from Huntington Beach.

* *

FLASH — LATE ITEM

Judi Harper, Exception Clerk, announces her engagement to Gary L. Olsen of Fullerton. The wedding date is set for June 20, 1970.

THREE BY SEA ... TWO BY LAND

In the 1760's, King Carlos III was told that the Russians were planning to extend their colonies into a vast but uninhabited territory claimed by Spain. The King ordered the land settled immediately. Visitador General Jose de Galvez started organizing the expedition at once. Before it was done, there were five separate companies of men ... three by sea and two by land.

Soon they were to get underway. But before the first objective was reached, one of the ships was lost at sea, never to be heard from again. The remaining two ships sailed on, and the two land parties made their way over difficult terrain. Finally, as the companies came together at the predetermined rendezvous, the first settlement on the new land was achieved. It became official on July 16, 1769, with the establishment of the new land's first mission. Today, 200 years later, we are celebrating that event as the beginning of the State of California's first settlement ... San Diego.

* *

Generally speaking, a communist is a person who has given up hope of ever becoming a capitalist.

YULE RULES FOR YOU TO LIVE BY

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

HAVE A HAPPY HOLIDAY BY LIVING BY THE RULES

RIVERSIDE NEWS

So many things have happened to us since the last issue that it is difficult to tell it all.

First, let me wish all of our fellow employees a Merry Christmas and a Happy New Year. I sincerely wish that the coming year will be a joyous one for everyone.

Also, let me welcome all you new employees and several of our old employees back to Prudential. Welcome back to Jim Woods, Tom Smith, Frank Scott and Dick Beecher. We here at Riverside are pleased and proud to have these men back.

A new addition to our fleet maintenance is Marvin Baum. He comes to us well qualified and we hope to achieve a well-balanced truck maintenance program with his knowledge and skills.

We are deeply saddened by the unfortunate illness of our Maintenance Engineer, Dick Jones. Words cannot describe our feelings for this loyal friend. We all wish him a speedy recovery and want him to know that we need him. So hurry and get well, Dick

Best wishes for the New Year.

Ed Eazor
Plant Superintendent

Maggie Galloway, our mender, has been off on sick leave. We are all glad she will be back with us soon.

Pearl Mackey, one of our all-around pressers, is off nursing a sprained back muscle. We hope to have her back with us after the holidays.

The Jones family has had their share of problems. Dick Jones, who was our "Mr. Fix-It," has been quite ill for nearly two months, but we hear he is feeling a lot better now. Carl Jones was injured at football practice at Riverside City College and had surgery on his knee December 4. Lots of luck, Carl.

Betty Klingler's son is here on leave from Viet Nam and she hopes he may get to spend the holidays at home.

Helen Anthony was blessed with another granddaughter on October 19. She is number three.

Ann Lee will soon be leaving our employ. She is planning a vacation in England to visit with family and friends. We wish her happy flying and lots of fun.

Connie Aguirre
Forelady

Bill Knisely won the Second Annual Riverside Summer Golf Tournament, with Harry Doernbrack second, Dave Duncan third and Jerry Owens fourth. Other golfers are George Blanton, Chuck McGee, Paul Jaennette, Clive Ruka, Gib Lamb, Lon Taylor (customer), Chuck Fuchs, Ray Alexander (catering truck) and Joe Farrell.

The tournament was played at Jurupa Hills Golf Club on Thursday afternoons during the summer months.

Joe Farrell
Office Manager

After approximately 23 company golf tournaments, Riverside finally won! It took a lot of planning to pick the right course and lots of practice on course. The tournament was held at San Bernardino Public Golf Course on Saturday, October 4. After golf, a delicious fried chicken buffet was served. Mr. Dan Brown, General Manager of the Course, went all out to give us an enjoyable day.

Winners of the day were — Champ Flight: George Sothras of Chula Vista, a low gross of 77. Low net was Dave Duncan of Riverside, 80 HDC 17, net 63. First Flight: Barney Vafiadi of Los Angeles, low gross of 85. A tie for low net: Bill Paine of Los Angeles, 95 HDC 29, net 66; and Dick Buechsenschuetz of Van Nuys, 88 HDC 22, net 66. Second Flight: Doc Bolinger of Los Angeles, low gross of 83. Low net was Dewey Bullard, 92 HDC 30, net 62. Guest Flight: Frank Fazaskas, low gross of 85. Low net was Don Boswell, 94 HDC 30, net 64. Duffer Award: To Bob Fredericks of Dust Control with a 159 (that's what you call an honest man). Closest to Hole: Won by Don Boswell. Longest Drive: Won by Frank D. Clark of Chula Vista.

The first place team from Riverside scored as follows:

Joe Farrell — 79 HDC 13, net 66
Dave Duncan — 80 HDC 17, net 63
Bill Knisely — 83 HDC 18, net 65
Jerry Owens — 90 HDC 22, net 68

The second place team consisted of Darrel Hogan, Jake Oberlin, Pat Files and Don Lahn.

Bill Knisely
District Manager

Well, here it is Christmas time again. How the years do fly! The past year has been a busy one for us in Riverside. I want to welcome our new route salesman,

Wally Parker, on Route 44. Wally is an ex-milkman from Venice, California, and an ex-Iowa farmer from Ida Grove, Iowa. Wally and his wife, Barbara, and two children make their home in La Sierra now. One of his hobbies is motorcycle riding, and he recently purchased a Kawasaki 90 TR. So far, with one exception, he has been master of the bike; but that one exception sure had him hobbling for awhile.

Here's a cutie for you. The past few weeks we have been involved in our Profit Planning for 1970. One afternoon while the four District Managers and Clive Ruka had two adding machines and two calculators humming with figures and papers spread out all over the route sales room, in walked Chester, our Towel counter, with the following comment: "Gee, haven't you guys got my pay check figured out yet?" Needless to say, we all had a good laugh over that and doubled our efforts to get "Chester's pay check" figured out for 1970.

That's all the news I have, so everyone have a "Merry Christmas" and a "Joyous New Year."

Len Munde
District Manager

Welcome to Lou Alaria who transferred to the Riverside plant from Chula Vista last August. Lou and husband, Don, who recently retired from the U. S. Navy after 22 years' service, have made their home in the Riverside area and Don is now working for the U. S. Post Office.

The Riverside-Irvine plant picnic of last September, held at Lytle Creek, was a big success with fun and games for one and all. There was food and drink in abundance plus chasing ducks, playing in the dirt and splashing in the water for the little kids to swimming, volleyball and horseback riding for the bigger kids not to mention horseshoes for the adult kids with the participants being Mr. John D. Clark, Clive Ruka, Len Munde, Joe Farrell and Jack Tackett. To top off this Keystone comedy act, Joe and Jack won the championship over John D. and Clive. What a "gruelling" event!

It was most enjoyable for those of us who met Mrs. John D. Clark (Katie) for the first time and hope she will visit the Riverside plant in the very near future.

For those of you who missed this picnic, you really missed out on a good

time. For those who made that good time, let's do it again next summer. The theme for the day was "come early, have fun and stay late" which we did.

Well, it's hard to believe, but true. The holiday season is once again upon us. I hope all Prudential people enjoyed Thanksgiving, have a "Merry Christmas" and sincerely hope that the New Year ahead will be prosperous and happy for all.

June Gould
Secretary

DISNEYLAND'S "FANTASY ON PARADE" SET FOR 26 PERFORMANCES BETWEEN DEC. 20 - JAN. 4

"Fantasy on Parade," Disneyland's color-filled, action-packed salute to the Holidays, highlights the 1969 Yule Season with 26 presentations by more than 500 performers.

Premiering Saturday evening, Dec. 20 at 9 p.m., the gala procession will be presented daily through Sunday afternoon, Jan. 4.

Bigger than ever this year, "Fantasy on Parade" magically brings to life all-time Disney favorites — from Mickey Mouse, aboard the world's largest bass drum, to Winnie the Pooh, accompanied by Heffalumps, Woozles, Tigger and other fanciful friends.

And that same magic puts into motion giant teacups, serving up a taste of "Alice in Wonderland," and huge mobile Christmas Trees, which form the perfect backdrop for the star of the show, old Santa Claus himself.

St. Nick will make his triumphant journey down Main Street U.S.A. on a toy-studded sleigh. His lovely helpers from the North Pole will flank the float while eight ridiculous reindeer and a company of toy soldiers from "Babes in Toyland" make way for the entourage.

From the world of make-believe into the reality of "Fantasy on Parade" step such old acquaintances as "Sleeping Beauty" and her prince, Alice and her friends from Wonderland, including a deck of marching playing cards, and "Peter Pan" with his young companions and old enemies.

"Cinderella" finds her glass slipper during the parade, much to the dismay of her dismal stepmother and stepsisters.

And Donald Duck, Pluto, Goofy, "Snow White and the Seven Dwarfs," "Pinocchio," Mr. Toad and "Mary Poppins" add to the excitement and merriment.

"Fantasia's" beauty and humor combine in live-action as Disneyland welcomes ballerina ostriches, oriental mushrooms, fangy alligators and ungainly hippos from the famous Disney motion picture.

The swingin' set is represented in the Holiday parade by King Louis, Baloo and Mowgli, along with Colonel Hathi and his elephant patrol, all from "Jungle Book."

Grace in strong contrast to the "Ugly Bug Band" is provided by a flight of six dancing butterflies, who magically take shape from a comic caterpillar.

Following its popular tradition, "Fantasy on Parade" will be launched again this year with the magnificent, deeply-stirring Candlelight Caroling ceremony, presented by more than 1,000 blended voices.

That presentation will be offered two evenings only, Saturday and Sunday, Dec. 20 and 21, at 6 p.m. The parade follows at 9 p.m. both days.

After the premiere Saturday, the parade will be offered at 4 p.m. and 9 p.m. every day, except for afternoon parades only on Dec. 24, 25 and 31, as well as Jan. 1 and 4.

Christmastime at Disneyland also includes a wide array of live entertainment throughout the Park, all included for the price of regular admission.

From Dec. 1 - 19, Disneyland is closed Mondays and Tuesdays, except for Catholic Schools Day on Monday, Dec. 8, when the Park will be open to the public from 10 a.m. to 6 p.m.

Hours Wednesdays through Fridays during the first three weeks of December are also 10 a.m. - 6 p.m. and from 9 a.m. - 7 p.m. Saturdays and Sundays.

Operating hours during the "Fantasy on Parade" period are: Dec. 20-23, 9 a.m. - midnight; Dec. 24, 9 a.m. - 6 p.m.; 10 a.m. - 7 p.m. Christmas Day; and from 8 a.m. to midnight Dec. 26 - 30.

Disneyland's gala New Year's Eve Party is set for 8:30 p.m. to 2:30 a.m. Dec. 31, following a day of operation from 8 a.m. - 7 p.m.

On New Year's Day, Park hours will be from 10 a.m. - 7 p.m. Special tickets for the event include admission to the Park, to all attractions (except shooting

galleries), and to top-name live entertainment.

On January 2 and 3, Disneyland will open from 9 a.m. to midnight, and on Sunday, Jan. 4, final day of the "Fantasy on Parade" presentation at 4 p.m., hours will be from 9 a.m. to 7 p.m.

* *

YOUR FRIEND — THE COMPUTER

Have you ever given your automobile an affectionate pat on the fender? Or, hit the ceiling when your favorite electric tool is misplaced?

The computer, already called man's most beneficial invention in history, doesn't seem to warrant such affection yet. But, just wait until we all realize what a marvelous helper it is — when each of us is using one as casually as a telephone, or an electric can opener.

There's no mystery about the computer. It can't think. A complete slave to man, it follows explicit instructions and makes very elementary decisions. Its merit is that it can make thousands of such decisions instantaneously. Today's computer operates so fast that computations can be made in nanoseconds, or billionths of a second. How fast is that? There are as many nanoseconds in one second as there are seconds in 30 years.

Today, there are thousands of different computer applications in science, industry, business, education and government. In our immediate personal lives, computers keep track of our automobile registrations, credit card charges, magazine subscriptions, telephone and utility charges, life insurance policies and vital statistics. Computers even are used to purchase tickets to a ball game, or to confirm an airplane reservation. Our computer, as you probably already know, performs hundreds of tasks; soon it will be writing your pay check.

Without the computer, our country would not have its military capability. And, we would still be dreaming about putting a man on the moon.

The not-so-glamorous industrial uses of the computer have had the greatest impact on all of us, our economy, our entire standard of living.

By World War II, the cost of paperwork alone was ready to choke industrial expansion. It cost \$3 in paperwork for

every \$1 spent on the production end. With the advent of the computer and its ability to perform payroll, inventory, sales control, production control and other highly-repetitive tasks, this ratio has stabilized. As a result, our economy has continued to grow.

Computers have long proved to be invaluable aids on the production end. In many cases, computers control quality by monitoring processes and informing human operators that changes need to be made. The computer can, on its own, control an individual subprocess or regulate an important variable in a production line.

The control of chemical plants is a good example of an application in which the computer can deal with a large amount of information, monitoring the many variables involved in such a way as to maintain optimum production and quality of product.

Numerical control of machine tools is one of the most successful examples of computer use in manufacturing. This system guarantees the reliability and reproducibility of even the most elaborate shapes.

From the clerk in the payroll office to the skilled machine operator, more and more industrial workers are finding the computer is a helpful everyday work assistant. It doesn't forget, it never has a headache, and it never talks back.

Instead of creating a loss of jobs, the computer has affected industrial expansion, creating more jobs in virtually every field. Hundreds of thousands of new jobs have resulted in the computer field alone. And, Americans have benefited as consumers as well as workers. An expanding economy with relatively stable production costs, made possible in great measure by the computer, have kept automobiles, television sets and other luxury items within the economic reach of the average American working family.

In 1950, there were only about a dozen electronic digital computers in the United States. Today there are more than 70,000. It's been estimated there will be some 100,000 by 1975. And by then, the distribution of computer power will be almost as widespread as today's electrical power and telephone service. Most of us will have home terminals tied in to large computer centers. Some of us will have our own mini-computers. They will per-

form an array of services from checking the kids' homework to serving as nightwatchmen.

The ability to write a computer program will become as widespread as the ability to drive a car. Not knowing how to program will be like living in a house full of servants and not speaking their language.

Undoubtedly, we'll warm up to the computer as we learn to use it on a daily basis. Some day, it may go the route of the telephone and the automobile — simply taken for granted, until it dares to break down.

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VAN NUYS DUST CONTROL NEWS

During recent months many changes have taken place at Van Nuys Dust Control.

In the Sales Department, Ray Elberson has taken on the duties of District Manager. Ray has been with Prudential for almost five years. He was a route supervisor just prior to his promotion. Ray and his wife, Pauline, have four children as well as a son-in-law, Harley Morse, who is a route salesman at the South Bay Dust Control branch.

Paul Higgins, former route supervisor for the Ventura branch, has been promoted to District Manager for that area. Paul made the move to Ventura with his wife, Marian, and family several years ago. They have a married daughter, who has recently made them proud grandparents.

Bob Schwartz, a bachelor, has been assuming the duties of utility driver. Before joining Prudential, he managed a bowling alley for approximately 10 years.

The route sales department has two new route salesmen. Rich Palmer, also single, has been with the company for several months. Rich joined us shortly after his brother, Ron, left our division to become Manager of Accounts Receivable at the General Office in Irvine. Rich was a drill sergeant with the U. S. Army before his employment with us.

John Hagan has been with us for several weeks. John is married and resides in Redondo Beach with his wife, Barbara. He will be running Route 65 shortly after January 1, 1970.

The Kex Blue Chip Stock Bonanza Contest was a success. Stock certificates

earned by the route salesmen were cashed in for various small appliances and gifts. This was very timely for Christmas giving.

Jim Woods has returned to Dust Control as Plant Superintendent. He finds many familiar faces among his plant employees. Those new in the plant operations are Kelly Spellmeyer and Sam Stansbury. Kelly is helping in the Maintenance Department and installing cabinets, while Sam is keeping the route vehicles in shape.

Merry Christmas to all.

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GETTING AWAY FROM IT ALL

The idea of "Getting Away From It All" has a great deal of appeal to most of us. Industrial psychologists, and they should know, have been long-time advocates of short, frequent breaks in the work routine to give working people that needed "recharging of batteries."

The once-a-year, two-week-or-longer vacation is fine, but there's no need to stop there. That's especially true here in Southern California, where we are blessed with an abundance of opportunities for two- and three-day weekend trips on a year-round basis.

The winter months offer some unusual advantages. In most areas, off-season rates prevail, offering an obvious advantage of spending less to do more. Conditions are also generally less crowded than at other times of the year, and the job of getting to and from is an easier chore with fewer people using the transportation network.

One of the most published photographs used by chambers of commerce throughout the area shows a grove of orange trees laden with fruit, and rising in the background, a range of mountains topped with snow. The only thing missing in the photograph is our vast expanse of ocean beaches. Perhaps some day an enterprising photographer will attempt a reverse shot from the mountains to complete the picture of contrast that is Southern California.

All it takes is a good map and very little imagination to see that within a few, short driving hours, a weekend could be spent by the sea, in the mountains or the desert. There are year-round opportunities for hiking, camping, skiing, golfing, beachcombing, sightseeing and just plain relaxing.

Let's look at a few of them, just to stimulate our spirit of adventure for a winter weekend trip.

There's always the warmth and beauty of the California desert within a short drive in the inland direction where you'll find ever-popular Palm Springs. The old-timers still call it a village, even though the city limits now encompass some 41.6 miles. Through mid-May the desert thermometer hovers between 70 to 95 degrees, offering a comfortable opportunity to explore Palm Canyon, the traditional home of Agua Caliente Indians, along with several other canyons. Also, there are some 16 golf courses in the area; or for an unforgettable experience, there's the Palm Springs Aerial Tramway — world's longest and largest aerial tramway. From Valley Station in Chino Canyon (elevation 2,643) the 80-passenger cars take you to Mountain Station high atop Mt. San Jacinto (elevation 8,516) an ascent of some 5,873 feet. There you can enjoy hiking and sightseeing in the Fall; skiing and other snow sports in the Winter.

And, speaking of skiing, you don't have to be an Olympic challenger and endanger both life and limb to enjoy that sport in Southern California. There is a wide variety of slopes to suit both beginner and professional, all within easy weekend driving distance. Perhaps the most popular of the nearby winter resorts are Lake Arrowhead and Big Bear, both in the Angeles National Forest outside of San Bernardino.

A slightly more ambitious weekend trip takes you to the Sequoia and Kings Canyon National Parks high in the Sierras. A favorite summer vacation area, the adjoining parks also give the winter visitor real "high country" skiing and an unsurpassed panorama of winter scenery.

All in all, Southern California offers limitless opportunities for a fall-winter weekend or longer vacation. Pull out the map and take a look for yourself; you'll find it's good therapy.

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BRUSH LORE

The push broom is really a "brush for cleaning floors" when you stop to think about it — and brush manufacturers think about it a lot. Some large companies purchase \$50,000 to \$60,000 worth of brushes annually — and that can include brushes used in vital manufacturing operations, in addition to plant maintenance gear.

According to brush industry lore, there are 17 brushes in the average home.

SOUTH BAY DUST CONTROL NEWS

South Bay started the year with a few changes in management. Bob Hester was promoted from route supervisor to District Manager. Bob has been with Prudential for six years and has worked his way through the ranks. He and his wife, Penny, are the proud owners of a new home in Garden Grove. May we say congratulations on both accomplishments.

Don Patton was also promoted this year from route salesman to supervisor. He has worked for Prudential for 3 years, and won the John D. Clark Award this year.

We have also had a few additions to our sales personnel. In July we hired Harley Morse. He and his wife, Paula, were just married this year.

We would also like to welcome to the "family" — Tom Husted. Tom was hired in June and is still single. I hear that is about to be changed, though.

In August, a former Prudential employee came back, Mike Sambrano. Mike is married to Gail and they have a little boy who is supposed to be super-human. How 'bout that, Mike?

During the year there was a contest between South Bay and Van Nuys in which the competition was fierce and a good time was had by everyone. After a few arguments and some mild discussions, South Bay was declared the winner and enjoyed eating their New York steaks. Prizes were awarded to the three top salesmen during the contest. From South Bay, first prize was given to Fred Webb; second, to Glen Hart; and third to Tony Petrocco.

In September we formed a fantastic softball team and decided to honor the South Gate slow pitch league with our membership. We started the season in grand style by winning, so I would like to introduce to you our outstanding players.

Pitcher and Manager — Don Patton — enough said. Catcher — Jim Darling — he has a sore finger. First base — Jack Tackett — good man; bad glove. Second base — Kit Vosburg — can't hit bad glove on first. Third base — Jim Woods — throws through bad glove. Short stop — Bill Walters — fast hands; slow feet. Left field — Bob Germone — the Invader. Center — Mike Gilligan — wants back stop screen enlarged. Right field — Tom Husted — if he shows.

Right field — Frank Beruman — when Tom doesn't show. Rover and Assistant Manager — Fred Webb — ask Sheri. Extra — Mike Sambrano — if Gail is ready. Bob Hester was scratched from the roster due to injuries sustained during warm-up.

WHAT MAKES OUR COMPANY GROW?

If it weren't for our employees, Prudential Overall Supply would not have grown as it has; nor could it expect significant growth in the future — for employees, and the work they do, turn the wheels of progress.

Whether you operate the telephone switchboard or prepare invoices, key punch, write letters or contact customers, **YOUR JOB IS IMPORTANT.**

Whether you operate a washer, press, a sewing machine or folding machine, **YOUR JOB IS IMPORTANT.**

Whether you work in sorting, distributing, counting towels, packaging mops, **YOUR JOB IS IMPORTANT.**

Whether you are a district manager, route supervisor or route salesman, plant superintendent or general manager, **YOUR JOB IS IMPORTANT.**

Whether you are responsible for one department or several departments, **YOUR JOB IS IMPORTANT.**

Each of you can be sure that we value very highly your contributions, for your good work not only influences a customer's decision to buy from us in the first place, it keeps that customer satisfied so he will continue to do business with us. Also, the more business the company does, the more it might be able to pay you, not only in direct wages and salaries, but in fringe benefits, too.

Keeping customers "on the books" is highly important today in our business, and your continued pride in doing the best possible job means a lot to the success of our business. Without it our efforts to increase sales would be like trying to fill a barrel that has leaks in the bottom, because dissatisfied customers would leave as quickly as new customers were signed up.

Customers go elsewhere for an industrial launderer's services for a number of reasons, some downright picayunish. For instances, the records show instances where customers have left a company

because they didn't think their clothes had been washed thoroughly. Others have been lost because of a single torn shirt that somehow had been delivered without being repaired. There are even some cases where customers have stopped using an industrial launderer's services because of a missing button, or one shirt which hadn't been properly pressed, or folded, or packaged.

Speaking of lost customers, one industrial laundry firm reported that one of its salesmen brought in an average of \$9,500 worth of new business over a period of several months. However, it later was discovered that, for various reasons, \$9,200 of this amount was lost, leaving a net gain of \$300 per month. Admittedly, this is an extreme case, but it actually happened.

You can see, then, whatever your job, it is vitally important. Poor quality work, an impolite or unhelpful conversation or telephone call from anyone in the company, an incorrect bill or a curt letter, a careless press operator, can result in lost customers.

There is no job in our company that does not affect our customers' attitudes toward doing business with us, now and in the future, and this is why the company is so appreciative of the efforts you put forth each day to perform your duties to the best of your ability.



BOSSES GRADED

A recent survey of secretaries, conducted by their own National Secretaries Association and the National Office Products Association, showed that 94 percent considered their offices pleasant places to work.

Most secretaries, it indicated, are satisfied with the equipment they use, and most rate their bosses high on an excellent-good-fair-poor scale. Bosses received top marks in efficiency from 67 percent of the secretaries, while 70 percent rated them tops in personality, too.

Some 71 percent described their bosses as "excellent" in consideration.

ALCOHOLISM: INDUSTRY'S \$4.5 BILLION HANGOVER

Every working morning of every working day the wheels of American industry grind to a slow and painful start.

The cause: a pounding \$4.5 billion annual hangover, suffered from a growing incidence of alcoholism among workers at all levels.

Estimates from the National Council on Alcoholism indicate that more than 80 million Americans are "drinkers," and that at least 5 million of this total could be classified as "alcoholics," ranking alcoholism as this country's third largest health problem.

Contrary to popular belief, the great majority of our alcoholic population is not the visible "skid-row" type found in the Monday morning line-ups, in jails or in city hospitals. Some 90% or more of all alcoholics are to be found in the homes, factories and offices of America. They still have families, are still employable, and often possess exceptional skills.

It is estimated that there are at least two million alcoholics currently in the work force. The loss of work efficiency, plus the loss of valuable personnel who fall victim to alcoholism after years of investment in training, is costing industry an astronomical amount every year. Wage losses through absenteeism in industry, due just to excessive drinking, have been computed at \$4.5 billion annually. The total dollar costs of alcoholism to the country are incalculable, and are exceeded only by the tragedy of human loss.

Five years ago, an employee in the average company would have been summarily dismissed if he or she were discovered to have an alcoholic problem. Not so today. More and more companies, with assistance from the National Council on Alcoholism, are establishing programs to help rehabilitate employees. There is an obvious and growing concern on the part of management, but alcoholism in business is more than just a management problem — it's everybody's problem.

Alcoholism is a progressive disease, calling for medical, psychiatric and social help. Alcoholics are sick people, but they can be treated successfully. They can respond to treatment at any stage of the disease. However, like most other diseases, early detection is the greatest asset for

subsequent cure and recovery.

The high success ratio of 60-65% recovery through industrial programs suggests that industry is one of the best places to treat alcoholism. On the job, an alcoholic can usually be detected before he reaches a stage where rehabilitation is more difficult.

Even when a formal company program does not exist, employers and employees can help fellow workers recognize alcoholic problems and seek treatment.

Some of the "early warning" signs are repeated patterns of absenteeism, frequent lateness — especially on Mondays or after holidays — lengthening lunch hours, and quarrelsome behavior.

Many times, to the detriment of the alcoholic, fellow employees have a tendency to avoid facing the facts, not "wanting to get involved." Getting involved is perhaps the biggest step anyone can take toward the solution of alcoholism in business. A realistic understanding that alcoholism is a disease, that it is one of our country's most serious health problems, and that anybody can be an alcoholic is basic to the success of any treatment program.

The importance of industry's role in solving the problem of alcoholism cannot be overemphasized. With an effective program, the alcoholic's desire to protect his job can be the overriding motivation to encourage him to seek treatment. It's an investment from which everybody profits.



All we know about "hard" money and "easy" money is that any kind is both — hard to get and easy to spend.

IN OLDEN DAYS

In 1840 the average work-day in industry was 11.4 hours — with 14 hours being common in the cotton goods industry. Fifty years later, in 1890, a survey of 21 industries showed the average to be 10 hours daily.