An aerial photograph of a city, likely Phoenix, Arizona, showing a dense urban area with numerous buildings and a large stadium in the foreground. The city is set against a backdrop of rugged mountains under a clear sky. The text is overlaid on the upper portion of the image.

Prudential Overall Supply
OFF-THE-CUFF

Vol. 20 No. 3

FALL, 1978



ON THE COVER is an aerial view of the City of Tucson, Arizona by Ray Manley Photography, Tucson.

THIS ISSUE

Bill Pinney, Milpitas General Manager, is responsible for the contents of this issue of OFF-THE-CUFF.

He chose as his theme "New Vistas" and asked us to report on the infant microelectronics industry, as well as the new vistas that were opened up with the expansion of the Milpitas Supply Department.

Along that same line we explored the look of things to come at Prudential's newest operation in Tucson; chronicled the new trends in the lives of Prudential employees and their families in our News-maker pages; and noted the vistas that are opened up to an adventurous traveler.

OFF-THE-CUFF

A Quarterly Publication
of
Prudential Overall Supply

*Dedicated to the improvement
of employee morale
and the broadening
of customer relationships*

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Editor

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Associate Editor

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Searching For The Micron

"Micron."

It sounded like someone Odysseus might have run into in Homer's epic, or a visitor from another planet in one of the new space movies. It kept cropping up in this issue's customer feature on Signetics Corporation, manufacturer of the newest electronic miracle, the miniature integrated circuit. (See story on pages 6 and 7).

What exactly was a micron anyway?

You've probably never focused your attention on a micron unless you have worked in a hospital operating room or a chemical laboratory. Although tiny micron-sized particles are all around, they are difficult to see with the naked eye. Singly, they are harmless. A small group of them can disable a computer, or close down a hospital operating room.

Because new technology has put miniature computers in just about everything, an agglomeration of micron particles can cause strange behavior in your washing machine or refrigerator, your microwave oven or telephone, your child's toy or the family TV pong game.

The micron itself is a unit of measure. It is used to define the size of the tiniest airborne particles of dirt, dandruff, flaking skin or lint usually thought of as dust.

A micron is exactly one millionth of a meter, or approximately 39 millionths of an inch. By comparison, a human hair is about 100 microns across.

It was the United States' exploration into space that showed us the need to measure and control dust particles down to the size of a micron.

If we were to send something to the moon that could bring back, or send back, useful information, we needed to build a vehicle with life-support systems and communication devices inside a missile small enough that we could lift it off the ground and hurl it into space.

Space exploration brought home to us two things: the need to make

things smaller, and the necessity to eliminate failure. Once off the ground there would be no way to enforce warranties or send back for spare parts.

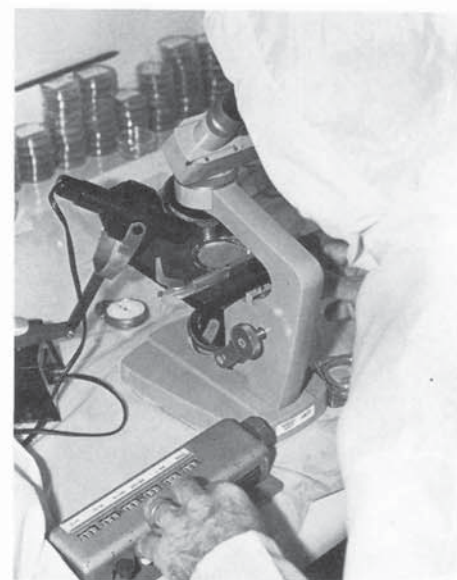
Every tiny electronic circuit required examination under a microscope by a trained technician who learned to think of microns as casually as we think of inches.

With the need to control the amount of dust that came in contact with the miniature electronics, the clean room came into its own. Here in this controlled atmosphere, new dust particles cannot form; the ones that do exist are borne along on parallel air streams (so they cannot collect together or agglomerate) toward a filter that will remove them.

Employees in the clean room wear garments that do not lint or produce static electricity; they are cautioned not to sneeze or scratch. They wear no cosmetics or fingernail polish and can bring no foreign objects into the work area.

Anyone with emphysema, flaking dandruff or sweaty palms will be banished from the clean room where the tiniest particle of dust is a form of contamination.

Phillip R. Austin, author of a thick reference book titled *The Design and Operation of Clean Rooms*,



Microscopists focus on a clean surface in search of particles the naked eye cannot see.

calls contamination "the enemy."

"It is important in any battle to know your enemy," he notes. "Failure in this respect will often produce dire consequences. The clean room is a battlefield. The enemy is contamination."

One of the weapons in this battlefield is the clean room garments processed in the Prudential clean room located at the Los Angeles plant.

As you might have guessed, micron is not a new word to Dan Wojcik, clean room supervisor. A trained microscopist who has certified clean room garments for workers in much of the space exploration and technology, Dan sees nothing mysterious about the micron.

As casually as you and I might read the minutes on a wrist watch, Dan routinely counts the particles vacuumed off clean room garments and deposited on a two-inch diameter disc marked off in a grid of 100 squares. If there are more than five particles, four microns or larger, the garment cannot be certified for workers in Class 100 clean rooms.

Clean rooms make it possible to control the amount of contamination to which components are exposed. Fabric content, design and cleaning procedures have greatly reduced the risk of lint from workers' garments.

Laminar flow air systems carry any particles present in the clean room along parallel air waves toward a filtering system. Constant monitoring warns any time there is a change in particle count in the atmosphere.

Despite the awesome technology that can put a computer on a less-than-a-quarter-inch chip of silicon, it's probably just a teaser of where this technology will eventually lead us. At Prudential, we're ready.

"Small is simply a matter of perspective," concludes Dan Wojcik. "The micron is just another way of looking at things."

It is part of the language entailed in clean room procedures that earned Prudential the U. S. Air Force certifications, one of three industrial laundry clean rooms in California to earn such distinctions.

Management Moves

Preparing managers for promotion is the basis for Prudential's continuing management development philosophy. Goals of that philosophy have been realized this month as two veteran district managers were named to upper management posts.

Los Angeles District Manager **Dewey Bullard** has been named General Manager of the Chula Vista plant. He assumed his new responsibilities September 18.

Traces of a Southern accent still linger in the speech patterns of the Florida born father of one son and four daughters; and he has retained the Southern concentration on family. He and his wife, Jackie, continue to involve their children and grandchildren in every avenue of their lives.

Prior to joining Prudential in April, 1960, Dewey Bullard spent six years in service station management with Standard Oil Company.

He joined Prudential as a route salesman and was promoted to district manager in April, 1967, the assignment he held until his recent promotion.

As a district manager at Los Angeles, Dewey was responsible for District 54, the largest dollar volume district in the company. Within its geographic boundaries exist some of the oldest accounts in Prudential's history.

Bob Taber, Van Nuys District Manager, has been named Branch Manager of the Visalia Branch.

Following six years as a route-



Dewey Bullard, Chula Vista General Manager



Bob Taber, Visalia Branch Manager

man for ABC Baby Service, Bob joined Prudential as a route salesman in July, 1967. Three years later he was promoted to route supervisor. And in February of 1972 he was promoted to district manager.

A fitness buff who ranks good health and physical energy high among personal skills, Bob sees a definite correlation between feeling fit and performing well.

Born in Yakima, Washington, the new branch manager and his wife, Marlene, once called the San Joaquin Valley home.

Bob is a graduate of San Fernando Valley College with an A. A. in Art and Education.

NEW MILPITAS SUPPLY DEPARTMENT SETTING FOR MAXIMUM PERFORMANCE



Ingrid Messmer, supply department supervisor. "We're challenged, but we like the recognition."

Filling orders is the primary function of the Supply Department. Orders for replacements. Orders for new customers. Rush orders. Orders for samples. Specials. Orders for new employees. Orders. Orders. Orders.

"But it's not as simple as it might sound," explains Ingrid Messmer, Milpitas Supply Department Supervisor. "There are several preliminaries that must be met before orders can be filled.

"It is helpful to know the kinds of orders to expect, to make certain merchandise is on hand to fill those orders and to assign people skills so that each task is completed on schedule. Preparation is essential if the Supply Department's total function is to be met while orders are being filled."

Ingrid Messmer's description of her department's activities was part of a tour of a newly completed 4,700 square foot addition to the Milpitas plant. The completely en-

closed addition offers her and the six individuals whom she supervises the work climate ideal to the supply of industrial garments. For them it is both a source of pride and a setting for maximum performance.

When the Milpitas plant opened seven years ago, the Supply Department was predictably included in the floor plan. At that time, the new plant served six routes in the San Francisco Bay area; this year eleven routes extend into every municipality around the Bay. And Milpitas supplies and processes the merchandise for the four-route San Joaquin Valley Branch.

As Milpitas filled up the plant, considered spacious at the time it was constructed, it became evident that some type of expansion was needed. The creation of a separate facility for the Supply Department was considered the best method of meeting the growing plant's needs.

The expansion offered the Prudential engineering team unique

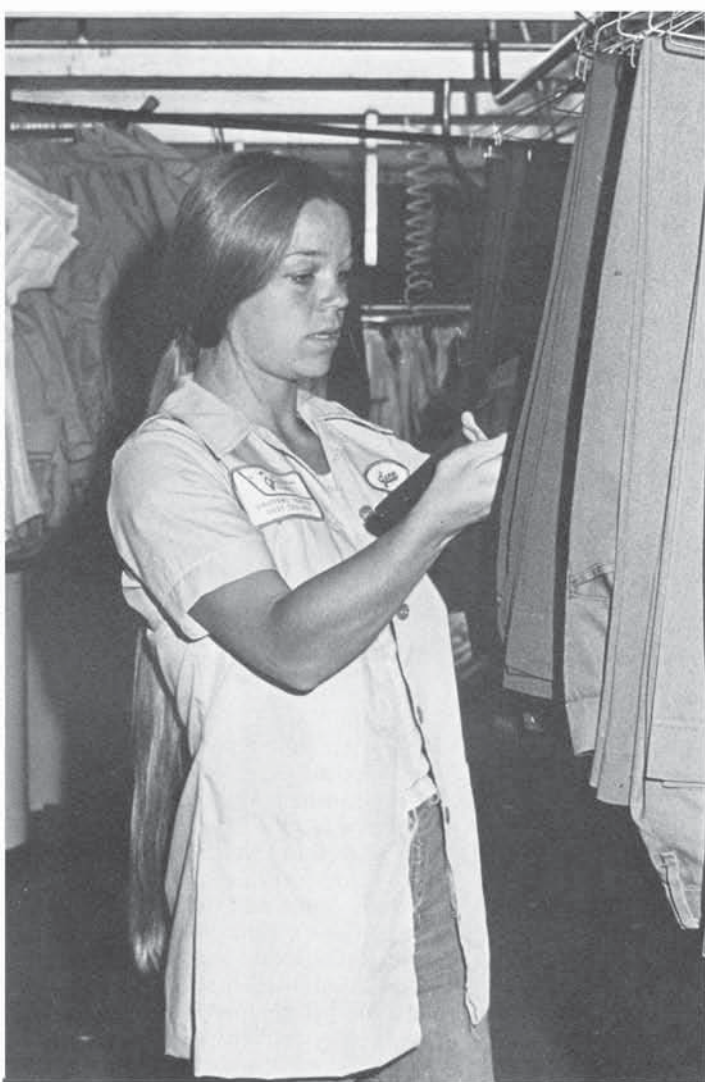
challenges and unique opportunities.

The challenge was to design an addition to the original structure without altering the exterior lines of the building. "We had to avoid any look of something being tacked on," said Mr. John Cline of Cline, Zerkle, Agee and Swedin, the firm responsible for exterior design and construction of Prudential plants. "The finished project had to be larger, yet retain the appearance of the original building."

Any obstacles faced in exterior design were well worth the effort in relation to the opportunities for interior modification. Supply systems and techniques developed since the plant opened seven years ago could be engineered into the new department. And new emphasis was placed on visibility and work space.

Here everything that serves to supply customers and control merchandise cost was included.

There is no question that the opportunities outweighed the chal-



Jean Francis, proficient in pulling orders and restocking shelves.



Margie Garcia receives incoming merchandise. Jessie Tamayo was absent when these photos were taken.



Mary Foster began on alterations.



Michele Davis, part-timer trainee.

lenges. "This is the ultimate Supply Department," said Bill Pinney, Milpitas General Manager. "It incorporates everything we've learned about Supply in our 46-year history and situates it in an ideal working environment."

Every movement of goods was considered from the time it comes into the room until it is issued to a customer with a minimum of cross traffic. "More importantly," Bill Pinney explains, "adequate space has been provided for maximum visibility and easy movement of people and goods. We've learned our lessons from overcrowding."

While there is no cross traffic between arriving merchandise and that leaving to fill customers' orders, the opposite is true among the duties performed by the seven employees.

"Every employee in the department is cross trained," Ingrid Messmer points out. "Each of us can do any job in the department."

Although Margie Garcia's primary duties are cancellations, alterations and marking, she easily switches assignments to receive the incoming merchandise when Jessie Tamayo, receiving clerk, is occupied at another job.

Jean Francis is as proficient in pulling garments for replacements and new orders as she is in grading and returning cancelled garments to the racks. Similarly, Mary Grove, who is normally assigned to verifying cancellations, grades returned merchandise when orders keep Jean occupied.

Part timers Mary Foster and Michele Davis began on alterations but cross training will soon take them into other areas.

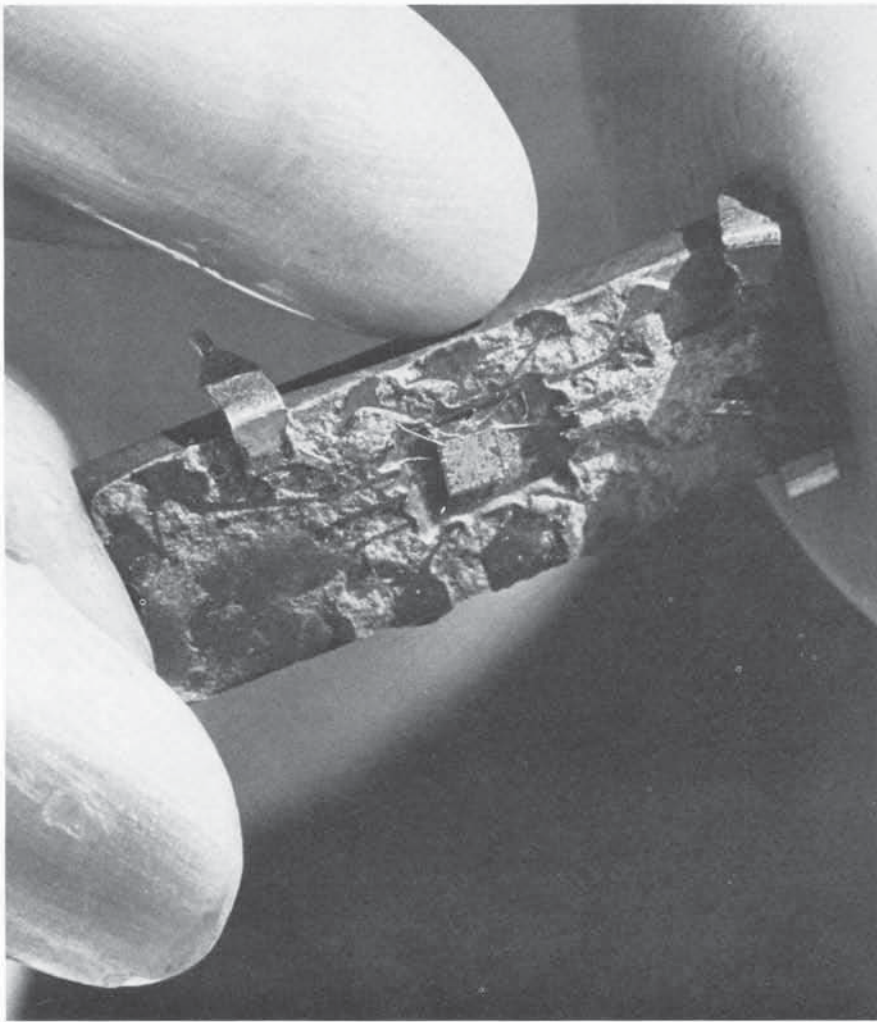
Although it is too soon to predict specific quantities, this easy movement of goods and people will clearly result in reduced garment costs.

"The orders were filled on schedule even when we were located in

cramped quarters in the plant," Ingrid notes. "What is different, however, is that we now get cancellations back on the racks the same day we receive them. And with the increased visibility, we can see what we have on hand at any time. Obviously we're able to re-issue garments more efficiently."

"The extra space also allows constant visual contact with new merchandise. We know what's here because we can see it."

Increased efficiency and reduced garment costs have a direct effect on morale in the department. "We're well aware of the importance of controlling merchandise costs," concludes Ingrid Messmer. "It's been impressed on us that we're in the best position to control garment costs, and the best possible environment has been designed for us. Although it's accompanied by a definite challenge, we like the recognition. We like knowing that we're a very special department!"



The Integrated Circuit/ A Computer on a Chip

As super tankers and world trade centers keep getting bigger — and the biggest of anything is only the biggest until the next one is built — the computer industry is diving headlong in another direction. Computers are getting smaller.

In the past decade, in fact, computers have shrunk at a startling rate. As one miniature computer manufacturer points out in its advertising: Only thirty years ago, the first electronic digital computer, the ENIAC, was "a thirty-ton monster consisting of 18,000 vacuum tubes and a spaghetti-festival of electronic wiring." It cost five hundred thousand dollars.

Today's micro computer packs over twenty times ENIAC's computational power onto a surface smaller than an infant's fingernail and costs less than ten dollars when produced in quantities.

Producing them in quantities is what this issue's feature story is all about.

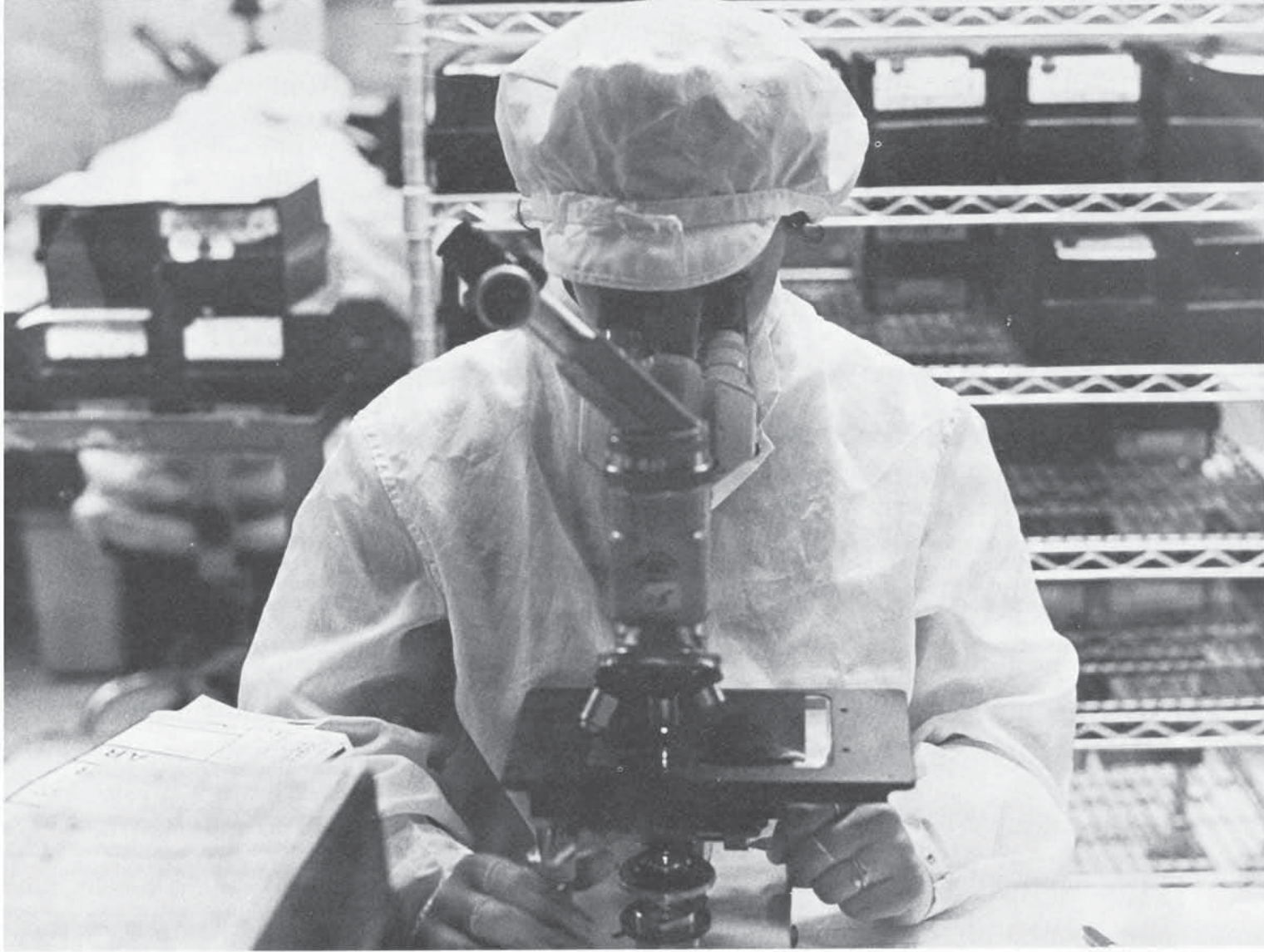
Getting Down To Size

At the southern tip of San Francisco Bay, where pear orchards formerly stood, is a one-story building with block-long corridors connecting a network of clean rooms each protected by a security system so precise even the tiniest particles of dust are denied entry. Inside the clean rooms at Signetics Corporation in Sunnyvale, white coated technicians examine glass plates under microscopes. On the plates are printed thousands upon thousands of delicate patterns with detail so precise they can receive information, process it and make adjustments — just like a computer. This is the integrated circuit.

Each tiny square of patterns is photo etched onto a silicon surface. Each tiny silicon chip becomes a miniature computer. So inexpensive are the chips, they are finding their way into our everyday lives in startling numbers. Miniature computers activate your pocket calculator, adjust the color on your television set, control the amount of moisture in your car's fuel tank, select temperatures and time cycles on household appliances and enable your child's doll to speak.

The integrated circuit is clearly one of the wonders of modern technology. Although their use is cropping into everything we touch and use, only a handful of manufacturers have the expertise to produce them. They are all located in the Santa Clara Valley, recently referred to by Fortune Magazine as Silicon Valley. Most of the I. C. manufacturers are building the miniature computers for their products. But one, Signetics Corporation, has specialized in mass producing I. C.'s for other industries.

Founded in September, 1961 by a group of scientists and engineers who were among the pioneers in the development of I. C.'s, Signetics was the first company in the world to be established for the sole purpose of developing, manufacturing and selling I. C.'s. This distinction is important to Signetics' leaders who



credit the company's success with its concentration on a single product.

In 1962, Corning Glass Works purchased a majority interest in Signetics which gave the fledgling firm the long-term financial support necessary to assure continued growth and access to technological resources. Three years ago, Signetics was acquired by U. S. Phillips Corporation, a domestic arm of the giant Netherlands-based N. V. Phillips.

Signetics now commands a significant share of the world-wide integrated circuit market and is continuing with ambitious long range growth plans. In addition to corporate headquarters in Sunnyvale, sales offices are located throughout the U. S. And manufacturing facilities are located in Orem, Utah, Europe and the Far East.

Increased technology is vital in this industry that only came into existence in 1961. As microtechnology produces electronic circuits that are smaller and smaller, particles such as dust, dandruff, flaking skin and lint, which can sabotage the product, must also be reduced in size and where possible isolated and removed from the production and assembly areas. A speck of dust can obliterate a large section of the minute etched circuitry, causing the chip to fail.

Indeed, controlling dust in the work areas at Signetics receives the same attention as developing and producing the tiny circuits.

Areas where the circuits are being photo etched onto glass plates or silicon discs are classified "critical." In the view of Pat Engles, Signetics buyer, clean room garments certified to Class 100 are a crucial factor in mass producing quality integrated circuits.

"The objective is to prevent technicians from carrying dust particles into the fabrication areas," Pat Engles explains. "When failures occur because of contamination, it is difficult to identify the contamination and determine where it entered the critical area.

"It is far more practical to utilize every known clean room technique to stop contamination at the clean room door."

In an ante-chamber that leads to several laboratories and fabrication rooms, clean room garments are stored. Even the occasional visitors allowed to enter the production areas are asked to don clean room frocks or coats and hats.

The white-froked microscopists in Signetics fabrication areas are front runners of a new work force — technicians who concentrate on products so tiny they are not discernible to the naked eye. While

the technology is esoteric (understood by only a handful of individuals in the entire world), the results of that technology are as common as television and wrist watches, toys and telephones, smoke detectors and the ever-present automobile. And economic analysts predict that "you ain't seen nothin' yet."

Because of the wide application of the miniature computers and the relatively low cost of producing them, industry spokesmen predict that the present product application in the computer fields and the smattering of application in household appliances and toys, is only a scratch on the surface of the potential market.

As miniaturized integrated circuits continue to get smaller and more complex, the requirement to control the atmosphere during production and assembly increases in proportion. I. C. fabrication clean room requirements are already more stringent than the average hospital operating room. Never was an industry more completely compatible to the services of an industrial laundry clean room than this new microtechnology.

By serving this unique industry, we at Prudential are helping to advance knowledge, improve skills and shape the world in which we live.



Phil Gandolfo
Van Nuys



Vera Taibi
Van Nuys



Warren Page
Van Nuys



Ken Foster
Gen. Office



Terry O'Reilley
Milpitas



Betty Kearin
Van Nuys



Manuel Rios
Van Nuys

NEWSMAKERS

V. N. OFFICE MANAGER NAMED

Phil Gandolfo joined the Prudential, Van Nuys plant February 12, 1978 as office manager.

The first years of his life were spent in New York where he attended grammar and high school. He spent three years from 1965 to 1968 in the U. S. Army. He then spent 3 years at Van Nuys Busi-

ness College where he studied business administration and computer programming.

The Gandolfo family — Phil, wife Christel and son Steven — resides in Van Nuys. His hobbies include flying radio controlled airplanes and treasure hunting for gold.

V. N. OFFICE STAFF EXPANDED

The Van Nuys office has added a new person to its staff: Vera Taibi.

Vera and her husband Frank, their son Greg and daughter Brenda, make their home in Granada Hills where they are active in community affairs. Vacations are spent camping and fishing. Vera is a certified scuba diver.

Vera was born in Colorado and attended grammar school in Nebraska, junior high and high school in Oregon.

Before joining Prudential she spent two years with General Telephone as a key-punch operator and five years with IBM. The last two years with that firm, she was supervisor of the keypunch department.

O'REILLEY NAMED ADM

Milpitas route salesman Terry O'Reilley was named assistant to the district manager beginning September 1.

Terry joined Prudential in June, 1975. He was Route Salesman of the Month three times in 1977 and received the Super Star Award.

He and his wife, Sylvia, live in San Jose and have three children: Traci, Maureen and Brian. The family likes camping and fishing.

NEW SECRETARY AT V. N.

Betty Kearin has joined Prudential Van Nuys as secretary.

Before joining Prudential on March 13 1978, Betty was employed by E. F. Hut-ton & Co. for four years as a secretary.

Prior to coming to California in 1964, she made her home in Provo, Utah. She now resides in Arleta where she makes a home for her three daughters, Tammy and Teresa (9 year old twins) and Shannon, 5.

When asked about hobbies, she replied, "When I have time I like to sew and play tennis."

CHIEF MAINTENANCE MECHANIC

Manuel (Manny) Rios was recently transferred from the Los Angeles plant to Van Nuys and promoted to chief mechanic.

Manny started with Prudential as an order filler and worked up through the production departments before becoming a maintenance helper at the Los Angeles plant. He attended Trade Tech College and received his boiler license.

The new chief mechanic is a native of California and had worked at the Los Angeles plant for six and a half years before his recent promotion.

Manny and his wife, Elizabeth, have a three-year-old son.

LOWDEN NAMED ADM

Gene Lowden, one of the new members of Los Angeles' sales and management team, has quite a history with Prudential. His service began in January of 1971 where he spent a break-in period on a retail route, and later transferred to a wholesale route. It was on the wholesale route that Gene gained renown as one of

FAREWELL PARTY



Los Angeles route salesman Harley Buettner gets a congenial hug from Bernice Shoberg, General Manager, during a party marking his retirement as Dan Clark, Executive Vice-President, looks on.

The twenty-nine year veteran route salesman joined Prudential in 1947. He served on a retail route until he was assigned to a wholesale route to service the large TWA account at Los Angeles International Airport.

Although he is looking forward to retirement, Harley feared he might show up at the Los Angeles plant very early some mornings just out of habit. "I've been doing it for a long time," he said.

NEW FACE IN THE PLANT

John Warren Page recently joined Prudential, Van Nuys as a maintenance helper. Known as Warren, the new maintenance helper attended high school in Denver and Florida.

He returned to Denver in 1976 and worked as a maintenance mechanic for two years before coming to California. He joined Prudential in May, 1978.

Warren is single and lives alone. His free time is spent fishing or hunting.

CONTROLLER

Ken Foster, a forty-year-old resident of Tustin, recently joined Prudential at the General Office as controller.

Ken has a Bachelor of Science degree in business administration from the University of Southern California. Before joining Prudential, he was general manager and secretary-treasurer of Earth Spinners in Santa Ana. He was finance director of Sunland Wholesale Electric in Garden Grove for a brief period.

Ken and his wife, Dorothy, have two children.



Gene Lowden
Los Angeles



Loren Zinn
Milpitas



Bart Bartley
Van Nuys



Sam Kite
Gen. Office



Bob Gospich
Van Nuys



Ed Eddleman
Van Nuys



Walt Hubert
Milpitas

the most conscientious route salesmen in our employ. Numerous times, individuals and owners alike have praised Gene's work which quite often has determined the stability and retention of the account.

Gene, a family man and father, also has been a foster parent helping children through troubled times in a family proven stable over the years. The last of his foster children became so close that both Gene and his wife, Irene, opted to adopt her.

ZINN NAMED ADM

Loren Zinn has been named assistant to the district manager in Milpitas.

Born and raised in Nebraska, Loren moved to California eighteen years ago. He was married in 1963. He and his wife, Kathy, have four children: Lori, Mike, Tim and Carrie.

The new ADM likes contact sports such as hockey and football. He also likes people and life, and as a part-time artist he sketches his favorite scenes for relaxation.

BARTLEY NAMED ADM

Clarence (Bart) Bartley, Van Nuys route salesman, has been named assistant to the district manager.

Bart and his wife, Penny, live in Norwalk and have two children: Mark, 18, and Tami, 13.

Bart lived in the Whittier-Norwalk area most of his life and is a graduate of Whittier High School. He also attended Fullerton Junior College and the University of Southern California where he majored in accounting.

Since joining the Dust Control Division of Prudential in January, 1978, Bart has been responsible for Route 72 in Orange County.

His hobbies include swimming and camping.

DATA PROCESSING MANAGER

Sam Kite, a former consultant in the small computer systems field, recently took the helm of Prudential's computer systems as manager of data processing.

The forty-three year old bachelor is a graduate of Danville Township Junior College, Danville. He worked for two years with Inter-Data, Inc., as a market repre-

sentative before starting his own small computer systems firm.

The new data processing manager is a resident of Westminster.

NEW MAN ON ROUTE 54

Bob Gospich joined the Van Nuys sales department March 15, 1978 as a utility route salesman and is now in command of Route 54.

Bob and wife Dolly, son Bob and daughter Denise came to California from Cleveland in March of 1975. He spent the next three years in the automotive service business as a service manager.

It was during this time that Bob became acquainted with Prudential Overall Supply. He was so impressed with the service by Paul Roberts, Route 29, and the Prudential quality he told Dolly that if the opportunity ever presented itself, he would like to work for the company. It was shortly after this that he learned of an opening and made application for the job. We are happy to have him aboard.

NEW CORPORATE SALESMAN

Ed Eddleman was recently named corporate salesman in Van Nuys.

Ed joined Prudential in March, 1978 after getting his background in the laundry industry with Maryatt Industries. Aside from spending three and one-half years in sales with Maryatt, Ed has been in direct sales since 1970.

Prior to going into sales, he pursued an acting career in Hollywood. He is a graduate of the Pasadena Playhouse College of Theatre Arts, 1966. Before that, he earned an A. A. degree at the Canal Zone Junior College in Panama.

NEW ROUTE SALESMEN

A man who dubs himself a lover of old cars and motorcycles recently joined Prudential as a route salesman in Milpitas. Thirty years old and Chicago born, **Walt Hubert** joined the Milpitas sales and service team in September.

He and his wife have two children and enjoy spectator sports, particularly football and baseball.

A former quality control analyst for Hertz Rent-A-Car, **Emile Bette** has joined the Milpitas sales and service team as a route salesman.

Born in San Francisco, Emile parlayed his first job as a liquor store clerk to store manager within three years. He left that field when he was drafted into the Army in 1971. After an honorable discharge two years later, he joined Hertz.

Emile and his wife, Jane, have two daughters: Amber Marie and Trisha Elaine.

NUPTIALS SHARED



Prudential personnel turned out en masse to witness the afternoon wedding of Bruce Core, corporate salesman, and Debbie Zastrow, daughter of Irvine General Manager Bob Zastrow and his wife, Junette.

The double ring nuptials occurred at The First Congregational Church of Santa Ana on Saturday, September 2.

Following the wedding ceremony, a reception was held at the Officers' Club at the U. S. Naval Station in Long Beach.



Emile Bette
Milpitas



Roger Slocum
Milpitas



Rick Sandoval
Milpitas



Ron Kalert
Los Angeles

NEWSMAKERS

Roger Slocum, a product of British Columbia who grew up in the San Francisco Bay area, has joined Prudential as a route salesman at Milpitas.

Before joining Prudential, he was employed in the nuclear and fossil power industry with a designer-manufacturer of pipe supports.

He and his wife, Susan, moved to Milpitas in October, 1976. They have one son, three-year-old Sean, and two dogs: Cheyenne, a nine-week-old Alaskan Malamute, and Shasta, a four-year-old mixed breed.

Rick Sandoval, a thirty-one year old native-born Californian, has joined the Milpitas sales and service department as a route salesman.

Married and the father of two children, eight and ten, Rick attends San Jose City College part-time where he is a business major. He spends his free time jogging and camping - watches the tube only when there is a boxing match on.

NUMBER ONE RUNNER

Sam Walling, Jr., truck washer from

THE WINNER IS



Frank Roland, left, accepts a Prudential blazer which he won at the Western Safety Convention from Clive Ruka, Van Nuys General Manager.

The winner is an engineer with the Electrical Distribution Department of the City of Burbank.

the Irvine Plant, ran in the August 14 Laguna Niguel Scenic 6.2-Mile Marathon with some 2,200 other runners. He placed 22nd overall, 2nd in High School Division and 6th in 16 to 20 year age group.

Sam is also the Number 1 Runner for University High Cross Country Team.

RON KALERT NAMED D. M.

Los Angeles recently announced the appointment of a veteran employee of 6 years, Ron Kalert, to District Manager.

Ron joined Prudential in May, 1972 as a Dust Control route salesman in Cerritos where he soon received the Super Star Award for his sales achievement. After a year on the route he served as assistant to the district manager until he transferred to Los Angeles in January of 1975.

In July of that same year, Ron assumed the duties of assistant to the district manager.

He has demonstrated a strong desire for sales and knowledge of the importance of service.

Ron and his wife, Jane, have two children: Chris, 8, and Aaron, 2½.

Ron attended California State University Long Beach where he studied personnel operations. His hobbies are racquet ball, soccer (both playing and coaching), and body surfing.

VOTE YES ON "A"

Dear Friend:

I have succeeded in placing on the ballot for November a Charter Amendment to permit Los Angeles County to contract with private industry for services which must now be performed by County employees. It will appear on the November ballot as Proposition "A".

Private enterprise will not tolerate having one man dig a ditch while several others lean on their shovels, an all-too-often occurrence in many of our public works jobs today.

Proposition "A" will eliminate this bureaucratic abuse and instill much needed competition between the public and private sectors.

Sincerely,

Pete Schabarum
Supervisor, Los Angeles County





METROPOLIS IN THE DESERT . . . Tucson, a sparkling metropolis in the southern Arizona desert, is Prudential's new home.

TUCSON PLANT: 'Ultimate in Desert Architecture'

The building engineers stand on South Park Avenue, the main thoroughfare between downtown Tucson and the airport, and study the acreage that is devoid of buildings, but neatly graded in anticipation of immediate construction.

In the background downtown Tucson rises abruptly from the desert floor. Across the street is the Tucson Department of Public Works, an imposing edifice offset by generous lawns and landscaping. In this setting, the engineers will construct Prudential's Tucson plant.

According to John Cline, partner of Cline, Zerkle, Agee and Swedin, the firm responsible for design and building of Prudential plants, the Tucson plant is the ultimate in desert architecture.

"Although the new building includes Prudential's architectural theme and interior engineering requirements, this plant is in itself unique. As a combination plant it must accommodate garment processing and dust control processing with a minimum of cross traffic. All techniques that have been developed and new building restrictions that have been added since the last Prudential plant have been incorporated in the plans. And, in this case, there is the desert."

Clearly the desert made a dramatic impact on the building plan. While the enclosed building encompasses 37,000 square feet of floor space, the roof covers an expanse of 49,200 square feet. Even

location of the dock area was a consideration. "Every attention was given to orient the building and the operation to the location of the sun," Mr. Cline explains.

The summer sun in Tucson is unmerciful from mid to late afternoon. On the rare occasions when it is replaced by rain, the downpour is so violent that outside activity is impossible.

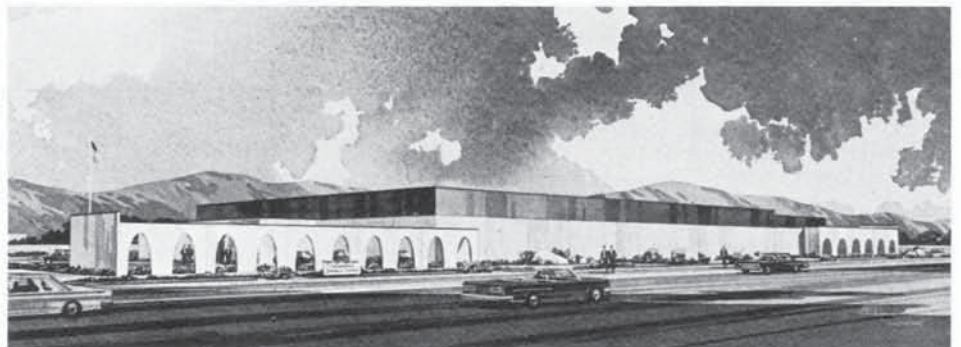
The roofed-over dock area, which is used both for work and temporary storage, has been strategically placed on the east side of the building to provide route salesmen returning to the plant in the afternoon added protection from the desert sun. The expanse of the overhangs will also allow comfortable loading and unloading during the rains.

Another consideration was the architectural style of the surrounding neighborhood. "Aesthetically, Prudential has al-

ways been a good neighbor," Mr. Cline points out. "Even before the time of environmental restrictions, Prudential's building plans always called for shielding to protect neighbors from viewing storage areas, piping or filtering equipment."

As it did with everything else, the Tucson plant carried exterior shielding further than ever before. The Prudential arches along the front of the building have been extended to shield the work areas and parking areas from the street. The end result is an appearance very similar to that of Prudential's corporate headquarters.

"All the architectural techniques mastered by native Tucsonians have been incorporated into a building that includes the latest industrial laundry technology," Mr. Cline concludes. "This is the best industrial laundry facility that can be built with 1978 knowledge."



Tucson plant includes all architectural techniques of native Tucsonians.

Working hard at recreation.

It ain't all play; or is it?



Weekend home for Dan and Phyllis West is a 26-ft. Apollo Motor Home.

Americans are retiring younger and living longer. We're the healthiest nation on earth and many of us face retirement feeling fit if not downright vigorous. In fact, what to do with all that energy in retirement has fostered an entire sub-culture of leisure time literature, equipment, clothing, clubs and organizations. Some people take lessons to learn what to do during their leisure years. Others strike out on their own.

One such couple who intend to make the most of retirement is Danny and Phyllis West (Dan is a district manager in Milpitas) who won't face retirement for another fifteen years or so, but who are already developing the habits, skills and wherewithal to make retirement an adventure.

For the Wests, the wherewithal is a twenty-six-foot Apollo motor home they purchased two years ago. After retirement they intend to travel extensively for three to five years. They plan to migrate

with the climate, their whims and family get-togethers. Among their personal travel adventures is an odyssey to Alaska.

"Sometimes people think they want to do something dramatic when they retire without knowing what it is really like," Danny West observes. "They work and save and plan for twenty years. Then after a few weeks in a totally strange situation, they realize the new life style doesn't suit them. Phyllis and I decided to approach this world traveler life style in stages."

At this stage of their adventure they are already into their second travel home and have logged some twenty trips. They spend almost every weekend at some nearby camp spot and have ranged as far afield as Bryce Canyon, Utah; Yosemite and Las Vegas. A twenty-day vacation last year took them to Washington, D. C., Maryland and south to Florida.

But how to develop skills in choosing campsites and spots to visit, provisioning

and non-driving recreation compatible to motor home living? The Wests joined the Family Motor Coach Association, a national organization with 30,000 members, owners of everything from vans and minihomes to mammoth motor homes and converted buses.

As wagon master for the Golden Gate Chapter's 250 coaches, Danny just completed a year of organizing rallies, selecting sites, arranging accommodations for wagon trains of motor homes and planning leisure time get-togethers. During that same time, Phyllis served as secretary to the local group.

Belonging to the club gives members the advantage of sharing trip planning and recreation with people who want to travel as they do. Admittedly the scheduling, vehicle maintenance and provisioning demand a lot of attention to detail. But to the Wests it's more than worth it. "If this ain't the good life," notes Danny, "we don't want to know about it."



Heading out on a typical weekend.



A seasoned traveler, Phyllis takes meal preparation in stride.



And, of course, Danny is always eager to do his part.