

**SEASONS
GREETINGS**



PRUDENTIAL OVERALL SUPPLY, INC.

OFF-THE-CUFF

Vol. 20, No. 4

CHRISTMAS, 1978

Nineteen hundred seventy-eight has been an eventful year for both our Nation and our Company. The last year has seen our Company go interstate in our scope of operation. Always looking for new horizons, we were given an opportunity in Tucson and in short order we were in operation there. Subsequently, we acquired additional business by purchase and at present our new Tucson plant is under construction and about half completed. We are looking forward to moving into this facility by about May, 1979 and from then on Arizona will hear more and more of Prudential Overall Supply. By Christmas, 1979, we should be well on our way in that facility.

We have a new plant site in the city of Carson, and our target date for occupancy of this facility is September, 1979. Although still in the planning stage, we expect to start building there in January, 1979 and should easily meet our September opening plan. This plant will not only give us additional coverage in the Southwest part of the Los Angeles area, but will also relieve the present overloaded conditions in our Los Angeles plant on Bandini Boulevard and our Van Nuys plant on Haskell Avenue. We intend to move a substantial amount of volume into the new Carson plant from those two facilities and some from the Irvine plant; and by next Christmas, 1979, this new plant should be a going profit center.

Long and loud could I proclaim the achievements of our Company. For hours on end I could reminisce of the joys and sorrows of these last 46½ years since Prudential Overall Supply was conceived on April 11, 1932. Suffice it to say that God has guided us with a steady hand.

Personally, my greatest satisfaction has come through the enjoyment of seeing jobs made, people develop, and above all each and every year their lives improved and made more secure.

Even though of opposite political beliefs, I pray for our President's anti-inflation program. We pledge our total support at Prudential for all facets of this program. At the risk of being called cynical, I say in all sincerity, "God help us if it fails." The alternative to controlling inflation is total fiscal and governmental chaos. Even in the midst of austerity, count your many blessings and praise God for the privilege of living in America.

With warmest affection and sincere best wishes to our customers and employees in this Yuletide Season.

*— John D. Clark
Chairman of the Board
Prudential Overall Supply*

December 12, 1978

El año mil novecientos setenta y ocho ha sido un año lleno de acontecimientos tanto para nuestro país como para nuestra Compañía. El año pasado nuestra Compañía se hizo interestatal en su alcance de operaciones. Siempre con la mirada en nuevos horizontes, se nos ofreció la oportunidad en Tucson y en breve tiempo nos encontramos operando allí. Subsiguientemente, adquirimos negocio adicional mediante la compra, y actualmente nuestra nueva planta de Tucson se encuentra en construcción con la mitad de la obra y terminada. Esperamos trasladarnos a este establecimiento hacia mayo de 1979, y después de eso, Arizona oirá más y más acerca de Prudential Overall Supply. Para Navidades de 1979 estaremos ya en marcha en ese nuevo establecimiento.

Tenemos un sitio para una nueva planta en la ciudad de Carson, y la fecha fijada para ocupar este nuevo establecimiento es septiembre de 1979. Aunque se encuentra todavía en la fase de planeamiento, esperamos comenzar la construcción allí en enero de 1979, y con facilidad realizaremos nuestro plan de apertura en septiembre. Esta planta no sólo nos dará cubierta adicional en la parte suroeste del área de Los Angeles, sino que aliviará también las actuales condiciones de sobrecarga en nuestra planta de Los Angeles en Bandini Boulevard y nuestra planta de Van Nuys en Haskell Avenue. Intentamos trasladar gran parte del volumen a la nueva planta de Carson desde esos dos establecimientos y parte también desde la planta de Irvine; y para las próximas Navidades de 1979, esta nueva planta será ya un centro activo de utilidades.

Podría extenderme en la declaración de los éxitos de nuestra Compañía. Necesitaría muchas horas para recordar los gozos y dolores de estos 46-1/2 años desde que se inició Prudential Overall Supply el 11 de abril de 1932. Baste decir que Dios nos ha guiado con mano firme.

Personalmente, mi satisfacción más grande ha sido el gozo de ver que se crearon nuevos empleos, que la gente se perfeccionaba, y sobre todo que cada año sus vidas se mejoraban y resultaban más seguras.

Aunque tengamos creencias políticas opuestas, ruego por que resulte el programa de anti-inflación de nuestro Presidente. A riesgo de ser tenido por cínico, tengo que decir con toda sinceridad, "que Dios nos ayude si fracasa." La alternativa de controlar la inflación será un caos fiscal y gubernamental total. Aun en medio de la austeridad, conténtense con los bienes que tienen y demos gracias a Dios por el privilegio de vivir en América.

Con el mayor afecto y los deseos más sinceros para nuestros clientes y empleados en estas Navidades de 1978.

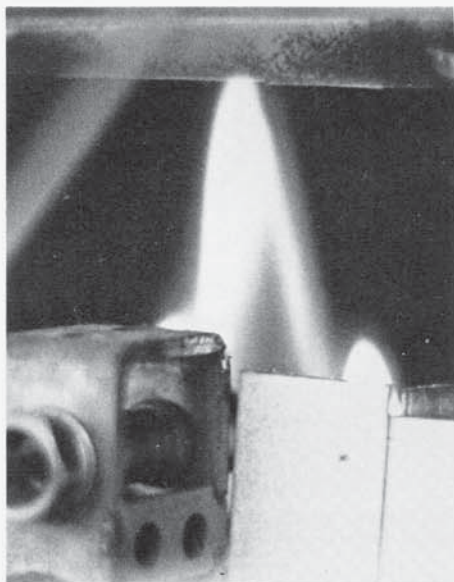
*— Juan D. Clark
Presidente de la Junta
Prudential Overall Supply*

12 de diciembre de 1978



ENERGY SAVER . . . Water that is re-used by the Irvine plant circulates through this self-contained coil heat unit, which requires less energy than the plant generator to bring the already warm water up to the temperature required for each formula. Ralph Holloway, plant superintendent, discusses the heat system and 1500-gallon storage beneath the plant with Dave Parra, maintenance engineer.

Saving Water Eases the Drain On Our Natural Gas Reserves



Who would have thought that by using less water Prudential plants would improve their chances for gas in the future? (Prudential's engineering staff knew it.)

As long ago as 1972 — before anyone predicted the gasoline shortage of 1974 or the great California drought of 1977 — a shortage of another kind was making itself felt. Natural gas suppliers were already warning major users that supplies of natural gas were running dangerously low.

Estimates vary on the amount of natural gas in storage and still undiscovered on the earth. But the experts agree on one thing: When what we have is used up, there will not be any more natural gas. We will have to look for other types of energy.

Natural gas users should make what we have last as long as possible, gas suppliers warned. Prudential management took the warning seriously.

In early 1972 a plant-by-plant audit was conducted to see just how much natural gas was being used by Prudential plants and what it was being used for. The result of that survey surprised no one. Most of

the gas consumed by Prudential plants was used to heat water. If we could learn to use less water, we would also reduce the amount of natural gas we needed.

Look at Formulas

Since the largest volume of water is used in the wash formulas, Blair Gallagher, Vice President Engineering and Production, began to look for formulas that would require less water. Pilot programs in the Los Angeles and Milpitas plants began to test formulas that used less water per load. When it was proven that Prudential's quality of cleanliness could be achieved with formulas and supplies that required less water and heat, new formulas were introduced in all Prudential plants.

By the end of 1976 company-wide use of energy had been reduced by nearly twenty percent. Energy, water and chemical costs associated with laundry washing had been reduced by \$50,000 annually. Company-wide use of

natural gas had been reduced by 4,000,000 cubic feet. All this was accomplished during a period of growth.

The new formula program saved a lot of water and a lot of dollars. But more importantly it saved gas, changed the design of industrial laundry washing equipment throughout our industry and improved Prudential's standing in the ratings for availability of gas in the future.

Irvine System Built In

Once the cost savings effects of
(Continued on next page)



Los Angeles plant tested water-saving formulas.

(Continued from page 5)

using less water were realized, the next step was water reuse. It was at the then new Cerritos Dust Control plant that Prudential made the initial experiments to reuse portions of the water from the mat wash processing. The new dust control plant demonstrated that as much as 40 percent of its total volume of water could be reused.

By the time the Irvine plant was built, the engineering staff had learned the complexity of diverting, storing and reinjecting the water into the processing system. At Irvine, a unique built-in system was included in the building plan.

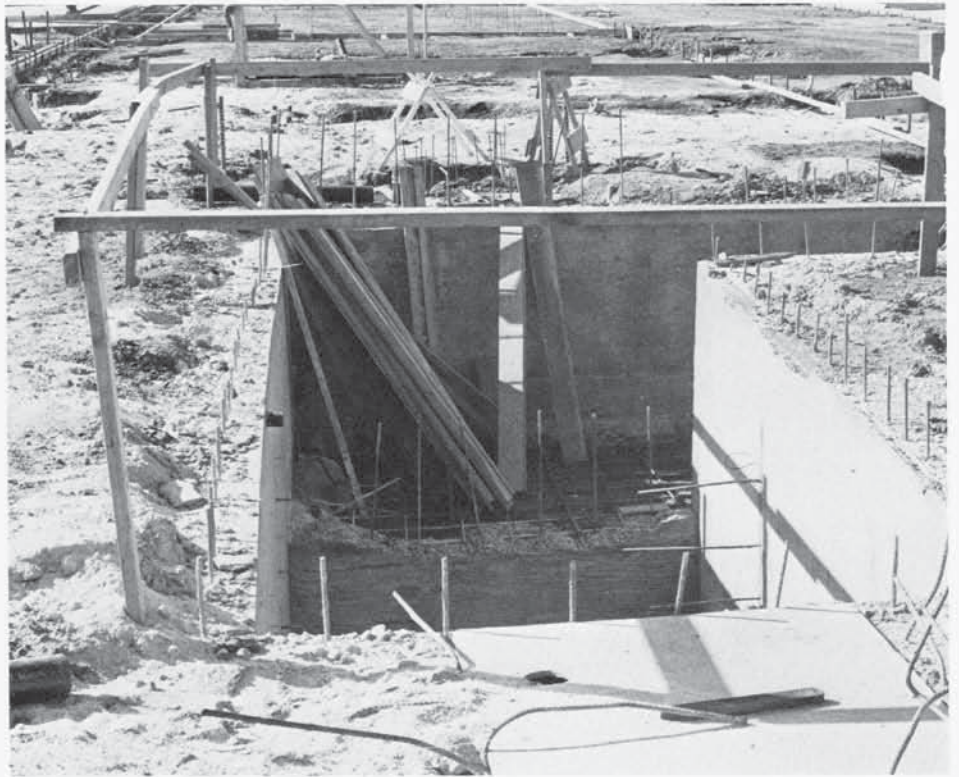
Central to the system is a 1500 gallon, underground storage tank and hot coil, quick heat system. But the focal point of the system is the wash wheel itself. Working with the manufacturers, Prudential engineers defined the need for dual systems of water intake and discharge.

"It is important to have two separate systems," explains Mr. Gallagher. "The water to be reused is never mixed with the other water." To accommodate our system, the washer manufacturer incorporated water divert and recycle intake controls into the control panel of the wash wheel. The new machines were then made available to other industrial laundries across the country.

Approximately 20 percent of all the water entering the Irvine plant is



Cerritos mat machine proved that 40% of water could be re-used.



TUCSON SYSTEM DOUBLED

reused through the system. The final rinse and cooldown rinses of loads that are lightly soiled are diverted into the storage tanks. The water is then pumped into the wash wheel for the wet down of heavily soiled shop towels.

Tucson System Doubled

As Technology has a way of doing, the Irvine equipment and system paved the way for even greater water reuse in the new plant in Tucson.

"There is one major difference between the Tucson plant and the Irvine plant," Mr. Gallagher pointed out. "Tucson is a dual operations plant with a complete processing facility for garments and another one for processing dust control. As a result we will have two separate operations that could divert and reuse water.

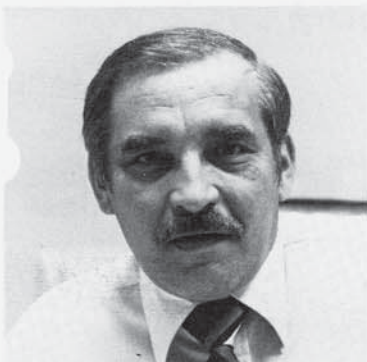
"We estimate our water conservation in Tucson per pound of merchandise cleaned will represent our best utilization of heat and water to date," he added.

The Tucson plant reuse program

contains all the refinements developed in the other plants, and in addition will provide the opportunity to further extend the use of recycled water, heat and supplies.

This system will no doubt give us new knowledge in the methods of saving water as other systems have. And future Prudential plants will see new technology in water and energy conservation. Our past accomplishments have already been acknowledged by the Southern California Gas Company and have earned us the highest priority as a natural gas customer. When supplies do run low, Prudential plants will have gas as long as gas is available.





Ray Henka, Accounts Receivable Manager

He's A Diplomat

Everyone it seems has his or her own idea about how to ask someone for money owed. But if you ask Ray Henka, Prudential's new accounts receivable manager, there is really no question. Diplomacy is the answer.

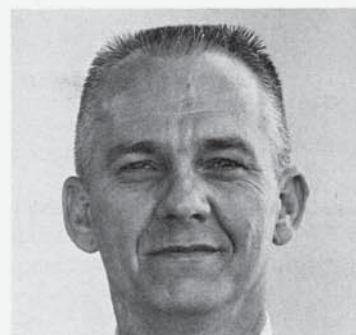
Ray is a veteran accounts receivable manager who was introduced to the world of business finance as a management trainee with Pacific Telephone. When the Telephone Company channelled Ray's talents to their marketing division, he opted to remain in accounts management and joined Consolidated Dental Services as manager of finance and administration of their Southern California branches.

He based his accounts management on good diplomatic relations among the three entities involved: his department, the customer and the salesman responsible for the account. When success at CODESCO threatened to earn him a promotion and transfer to some other region of the country, he began to take a look about the land he has learned to love since transplanting here in 1946.

He joined Prudential October 30, at least partly because of our concentration in California and Arizona. General managers and district managers are already getting acquainted with his person to person style of accounts receivable management.

They Know A Good Man

The Chino Kiwanis Club knows a good manager when it sees one. In October, Len Munde, Riverside general manager was elected president of the Chino Kiwanis. His main goal for the local chapter of the International service organization is to aid local youth. Already the Chino Kiwanis have donated one thousand dollars each to three local high schools for their extra curricular activities. The contributions were made to ease the cut-backs planned as a result of Proposition 13.



Len Munde elected President at Chino Kiwanis Club.

Two New ADM's Named

Growth in Prudential's sales and service department continues to generate new management opportunities. Most of those opportunities are extended to individuals from the route level. Two recent promotions to Assistant to the District Manager are not exceptions.

Ron Palmer, who only transferred to a Los Angeles route in January '78 was recently promoted to ADM. Stan Hamilton, Irvine wholesale route salesman was also named ADM in November.

Ron Palmer's first introduction to Prudential was as office manager at Van Nuys Dust Control. From there he was transferred to the general office in 1969 where he served as accounts receivable manager until his transfer to Los Angeles.

Stan Hamilton joined Prudential's Riverside plant in October, 1974 as a route trainee. After serving as a utility driver for Riverside, he transferred to the Irvine plant as a wholesale route salesman in March, 1976.



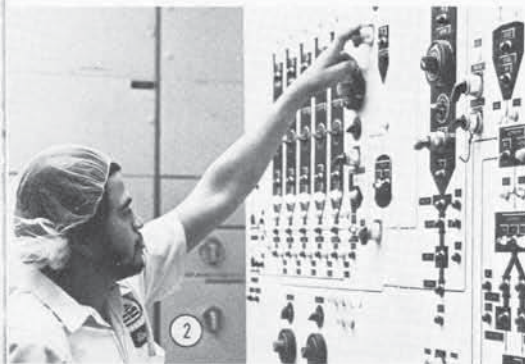
Ron Palmer, Los Angeles



Stan Hamilton, Irvine



1. Trucks leave the La Mirada distribution center for one of seven distribution centers. 2. A computer program measures the exact amount of each ingredient for each recipe and feeds dry ingredients into huge mixing device. 3. Mixes are power injected into fifty-pound bags. 4. Distribution personnel assemble items for shipment to regional centers. 5. Products are prepared for shipment with a stretch wrap covering.



In Chicago or Los Angeles . . .

WINCHELL'S DONUTS, U

How can a donut company in L.A. deliver fresh donuts to early morning risers in Chicago?

For California based Winchell's Donut House, Inc., the question is not how to make donuts that are good. Winchell's made donuts that were good back in 1948 when the first Winchell's Donut House opened in Temple City, California. They were so good, in fact, people from other communities came to buy them. It made sense to open donut houses in Alhambra and San Gabriel so people could buy fresh donuts close to home.

As the success of local donut houses took them all over Southern California, then to Northern California and finally into other states, the prime concern that still governs Winchell's today emerged: "To make donuts that are uniformly good in every location."

The same fresh tasty donut that is handed to the early morning riser at the Donut House on Clark Street in Chicago is repeated three dozen times for the mother on Van Ness Avenue in San Francisco who is providing breakfast for six children of her own and four sleep-overs. When eight members of the North East Division of Albuquerque, New Mexico's public works department meet at the San Mateo street Winchell's Donut House for a breakfast meeting, the donuts have to be perfect.

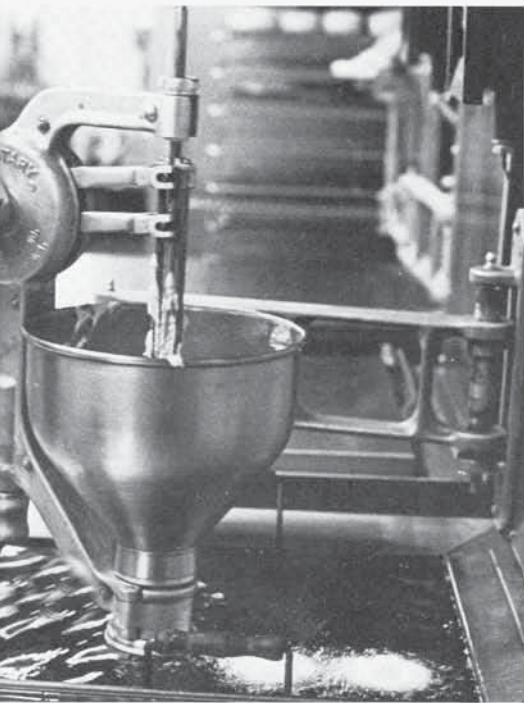
The thirty-year-old company carefully fosters the image of the neighborhood donut house. Each store is a small bakery producing fresh donuts every day on the premises. But that is only part of the story. Donuts — at least Winchell's donuts — have become big business.

There are more than 850 Winchell's Donut Houses ranging as far east as Chicago, and four regional distribution centers. An ambitious growth plan projects



In the La Mirada test kitchen, quality control technicians prepared for shipment to the firm's 850 donut houses. Donuts must bake in the precise nu
RIGHT: Technicians test each batch for uniform dist

NIFORMLY GOOD



ians bake batch after batch of donuts from mixes
The baking equipment is identical to that used in the
number of minutes and rise exactly the right size. TOP
distribution of ingredients and quality.

that figure will reach 1,000 donut houses by 1980 in 18 states. And a second manufacturing facility, comparable in size to the one that now supplies the entire company, is scheduled for construction in Bonner Springs, Kansas next year.

Mr. Vern Winchell, the company's founder, credits the success of the donut houses with the firm's practice of central manufacturing. The donut mix for all stores is manufactured in the La Mirada manufacturing facility, adjacent to the company headquarters. A fleet of trucks carries daily shipments to regional distribution centers for shipment to the stores. All fillings and toppings are also manufactured in La Mirada.

Manufacturing donut mixes for 850 stores has produced sophisticated warehousing techniques and an unusual use of a computer. Ingredients are purchased in carload lots. At the direction of a computer program, the huge silos holding dry ingredients feed directly into automated mixing, sifting and injecting equipment.

Mixes are power injected into fifty-pound bags and labeled for delivery to the stores. Over 750 tons of donut house supplies are shipped each week from the La Mirada distribution center.

From the outset, progressive management methods have earned Winchell's an image as a successful business. The company gained nationwide recognition in 1968 when Mr. Winchell accepted an offer to merge with Denny's Restaurants. Today Mr. Winchell is chairman of the board and president of Denny's Inc., the parent company of the two divisions.

Mr. Winchell credits the phenomenal growth of both companies to the practice of applying modern techniques of financing, management, distribution and employee training to the food service industry.

The employees who make the system



work are highly valued. As Mr. Winchell points out in the company's 1978 financial statement, "The only thing as important as the quality of the donut is the quality of the people."

Company training programs that involve everyone from drivers to teenagers in the donut houses and from regional managers to corporate staff are among Winchell's techniques of inspiring top performance. Company uniforms, too, play their part in employees' image. All manufacturing, distribution, test kitchen and driving employees perform their jobs in company provided uniforms with Winchell's emblem.

As truck after truck backs up to the La Mirada loading dock and is efficiently filled with mixes, fillings, toppings, coffee and equipment, the quantities and systems are impressive. Surprisingly, the attention of the employees at Winchell's headquarters is not on how much or how many. Everything here centers on the individual donut.

From the center of every batch of mix coming out of the gigantic mixing equipment, one random package is diverted to the test kitchen. There quality control technicians mix and bake batch after batch of donuts on equipment identical to that used by the stores.

Employees and visitors are invited to sample the warm, donuts as quality control technicians check them for even distribution of ingredients. They must bake in precisely the correct number of minutes and rise to exactly the right size.

Even the company's television commercials star — not people — but the donuts. It's enough to send viewers out to pick up a dozen or so right on the spot.

The donuts have to be uniformly good, Mr. Winchell recently told Donut House stockholders, "Because in our business, you are only as good as your last donut."

1978 Service Anniversaries

25 YEARS OR MORE

It is traditional in the Christmas issue to recognize Prudential employees for years of service. Since Prudential management takes great pride in the company's ability to provide stable employment for a larger number of individuals each year, it is especially meaningful to recognize Prudential employees who have completed long terms of employment.

During 1978 one long-term employee, Harley Buettner, retired. And one individual, Clive Ruka, received his gold watch, leaving the number of individuals who have completed 25 years of service or more at eight. Frank Clark marked his 20th anniversary, bringing to fifteen the number who have completed 20 or more years.

They along with others who have completed their fifth, tenth and fifteenth years of service during 1978 are congratulated for their contributions to the growth of Prudential.



John D. Clark
Chairman of Board
Administration
April 11, 1932



Darrel R. Hogan
Dir. of Purchasing
Administration
August 9, 1948



Ed Chevalier
Route Salesman
Chula Vista
October 4, 1948



Pat Patrick
Route Salesman
Van Nuys
May 29, 1950



Orval Denney
Plant Supt.
Chula Vista
February 18, 1952



Ann Eddings
Accounts Payable
Administration
Sept. 15, 1952



Dan Wojcik
Supervisor
Los Angeles
Sept. 16, 1952



Clive E. Ruka
General Manager
Van Nuys
March 30, 1953

20 YEARS OR MORE



Ed Stone
Route Salesman
Van Nuys
January 11, 1954



Howard Andrewson
General Manager
Cerritos
August 16, 1954



Emma Avila
Towel Folder
Los Angeles
April 25, 1956



Bill Knisely
District Manager
Riverside
April 30, 1956



Louis Vasquez
Co. Maint. Engr.
Administration
October 22, 1956



Maria Barajas
Folder
Chula Vista
May 14, 1957



Dick Odgers
District Manager
Chula Vista
June 3, 1957



Feliciano Gastelum
Presser
Los Angeles
June 20, 1957



Loretta Weaver
Supervisor
Los Angeles
July 1, 1957



George Sothras
District Manager
Chula Vista
July 29, 1957



Don Sorensen
District Manager
Chula Vista
August 12, 1957



Virginia Parrales
Presser
Chula Vista
October 2, 1957



Frank D. Clark
General Manager
Tucson
Dec. 22, 1958

15 YEARS



Ken Ludwig
Route Salesman
Irvine
January 21, 1963



Jose Zepeda
Maint. Trainee
Van Nuys
June 11, 1963



*Photo
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Available*
Eleuterio Gastelum
Presser
Van Nuys
Sept. 10, 1963



Amalia Rojas
Forelady
Chula Vista
Sept. 25, 1963



Bob Hester
District Manager
Cerritos
Sept. 30, 1963



Len Mundee
General Manager
Riverside
Nov. 18, 1963

10 YEARS



Esther Suarez
Utility Woman
Los Angeles
January 2, 1968



Felipa Muniz
Towel Folder
Los Angeles
January 25, 1968



Connie Aguirre
Lead Presser
Riverside
January 30, 1968



Glen Hart
Route Salesman
Cerritos
March 11, 1968



David Hernandez
Route Salesman
Chula Vista
March 25, 1968



Norman Damon
Route Salesman
Los Angeles
May 13, 1968



Jim Dedrick
Corporate Sales
Chula Vista
June 3, 1968



Hazel Skinner
Presser
Riverside
June 11, 1968



Danny West
District Manager
Milpitas
June 17, 1968



Delfino Felix
Presser
Chula Vista
July 12, 1968



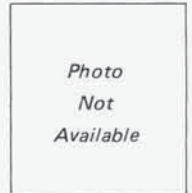
Robert Childs
Route Salesman
Los Angeles
July 15, 1968



Ron Palmer
Asst. to Dist. Mgr.
Los Angeles
July 26, 1968



Pomposa Camargo
Folder
Los Angeles
August 5, 1968



*Photo
Not
Available*
Maria Vasquez
Counter
Los Angeles
August 5, 1968



Dan Clark
Ex. V.P.—Oper.
Administration
Sept. 23, 1968



Norman Ross
Route Salesman
Milpitas
Sept. 30, 1968



Carl Graves
Route Salesman
Van Nuys
October 7, 1968



Karen Toland
Stock Rm. Clerk
Riverside
October 28, 1968



Beverly Patton
Secretary
Cerritos
Nov. 11, 1968



Betty Morton
Receptionist
Administration
Nov. 25, 1968



Ray Clavelot
Asst. to Dist. Mgr.
Los Angeles
Dec. 9, 1968

5 YEARS

Charles Evans
Tom Flohr
Bill Pinney
Margarita Perez
Rosa Maria Munoz
Mike Rice
Noel Roque
Jim Houchens
Jesus Tamayo
David Parra
Gary Willson
Elsa Martinez
Tom Maher
Mark Todd
Juana Estrada
Darrol Jenson

Route Salesman, Van Nuys
District Manager, Riverside
General Manager, Milpitas
Presser, Chula Vista
Distributor, Chula Vista
Control Analyst, Administration
Presser, Los Angeles
Asst. to Dist. Mgr., Riverside
Supply Person, Milpitas
Maintenance Engineer, Irvine
Route Salesman, Cerritos
Distributor, Chula Vista
Asst. to Dist. Mgr., Van Nuys
Foreman, Chula Vista
Distributor, Los Angeles
Route Salesman, Chula Vista

Jan. 2, 1973
Jan. 2, 1973
Jan. 2, 1973
Jan. 8, 1973
Feb. 1, 1973
Feb. 5, 1973
Feb. 26, 1973
March 5, 1973
March 19, 1973
April 9, 1973
June 26, 1973
July 16, 1973
July 30, 1973
July 30, 1973
Aug. 7, 1973
Aug. 13, 1973

Alfred Martin
Dioni Pozworski
Pedro Mendoza
Alfred Koury
Kevin Wilkins
Norman Schlaich
Richard Martin
Stephen Fletcher
David Monjares
Frances Adams
Steven Engel
Nancy Stodola
Narciso Chavez
Ramon Corona
Julieta Pozo
Robert Fredericks
Emma Garcia

Route Salesman, Chula Vista
Stock Room Clerk, Riverside
Route Salesman, Cerritos
Maintenance Engineer, Milpitas
Head Washer, Riverside
Maintenance Engineer, Riverside
District Manager, Irvine
Route Salesman, Riverside
Soil Sorter, Chula Vista
Route Salesman, Los Angeles
Route Salesman, Los Angeles
Clerk Typist, Van Nuys Dust
Counter, Cerritos
Counter, Cerritos
Presser, Chula Vista
Route Salesman, Van Nuys Dust
Supply Person, Milpitas

Aug. 13, 1973
Sept. 4, 1973
Sept. 4, 1973
Sept. 4, 1973
Sept. 5, 1973
Sept. 10, 1973
Sept. 10, 1973
Sept. 12, 1973
Sept. 17, 1973
Sept. 20, 1973
Oct. 1, 1973
Oct. 3, 1973
Oct. 10, 1973
Oct. 23, 1973
Nov. 5, 1973
Nov. 5, 1973
Nov. 12, 1973



Kevin Grady
Los Angeles



Steve Sneed
Los Angeles



Sandra Murrietta
Los Angeles



Charles Botting
Van Nuys Dust



Doug Heary
Van Nuys Dust



Norma Belding
General Office

NEWSMAKERS

FORMER LEFT GUARD

Los Angeles recently welcomed Kevin Grady to Sales and Service and placed on his shoulders the responsibility for Route 20. A man accustomed to shouldering tough assignments, Kevin is a former left guard for the Southern California Suns of the now defunct WFL. He was a 1972 graduate of Oklahoma University (where he was co-captain of the football team) with a BA in Business Education.

He and his wife, Sherry, and daughter, Kristen, seven, make their home in Westminster.

Besides most team contact sports, Kevin enjoys racquetball, weightlifting, tennis, camping and (as indicated by his past employment as a high school teacher/coach) working with kids.

DESIGNING RSM

Ralph LeMaster joined Los Angeles as a route sales trainee in September and was assigned to Route 21. A graduate of Long Beach State with an AA in Art and a BA in Design, Ralph had experience in interior design and sales during previous employment.

Ralph and his wife, Sue, have two children; Scott, ten, and Kristen, seven, and make their home in Garden Grove.

Besides his obvious interests in sketching and wood sculpture, he enjoys camping, sailing and traveling (the last of which he does quite a bit on Route 21 where he services

parts of Paramount, Lynwood, Los Angeles, Vernon, Huntington Park and Bell).

ASSIGNED TO ROUTE 50

Los Angeles Sales & Service acquired another new route salesman in August; Steve Sneed. Originally signed on as an utility driver, Steve came to Prudential after having been employed as a cook. He has now been assigned to Route 50 under Harley Morse.

Married and the father of two children; little Stevie, seven, and Becky, five, he and his wife, Virginia, reside in Duarte and are active members of their church.

Steve enjoys swimming as a spare time activity and form of exercise. He is also an accomplished pianist and speaks fluent Spanish.

ANOTHER RUNNER JOINS P.O.S.

Los Angeles welcomed Sandra Murrietta to the office staff in August as a clerk/typist. Sandy and her family make their home in Hacienda Heights where she is the only sister to five brothers.

Sandy enjoys disco dancing and, when time permits, running. Before starting work on a full time basis with Prudential, she ran up to six miles daily.

A graduate of Whittier High School, Sandy is currently attending Cerritos College where she is

enrolled in English and stenography night classes.

SALES & SERVICE REP NAMED

Charles Botting, Van Nuys Dust Control route salesman, was recently promoted to Sales and Service Representative.

Charlie joined Prudential as a route salesman in May, 1976.

The new Sales Rep lives in Glendale with his wife, Cindy, and their two children; Melissa and Megan.

Among Charlie's hobbies is pitching for Dust Control's softball team.

ASSIGNED TO ROUTE 78

Doug Heary recently joined Van Nuys Dust Control as a route salesman. He has been assigned to Route 78.

Born in New York, Doug came to California in 1962. He attended Canoga High School. He is now a resident of Newbury Park with his wife, Taren, and son, Taylor.

As a hobby, Doug says he plays a 'loud' electric guitar. He is also playing third base for the Van Nuys Dust Control's softball team.

NOW ON THE LATE SHIFT

The bigger Prudential grows, the more hours the computer has to work every day to get the invoices printed for the following day's deliveries. What used to be con-



Nita Squier
Riverside



Sue Brubaker
Milpitas



Ralph Holloway
Irvine



Jim Whitehead
Irvine



Cathy Jo Christie
General Office



Melinda Gonzales
General Office

sidered simply overtime, has earned a distinction all its own.

Recently taking the helm on the computer's second daily shift is Norma Belding, an eleven-year-veteran of the data processing department. Little about the computer is new to Norma. Since joining the data processing department in May, 1967, she has worked in data control, data input and exceptions. She was data input supervisor at the time of her promotion to computer operator trainee.

RIVERSIDE OFFICE MANAGER

After spending six years in the Riverside Supply Department, Nita Squier transferred to the office as a secretary last February. Adapting easily to the paperwork and office routine, Nita found she liked the duties in the front office.

On August 14, she was promoted to office manager.

Besides her proficiency in paper work, Nita likes sewing, dancing, bowling and jigsaw puzzles.

NORTH TO MILPITAS

Another migrant from the Supply Department to the office is Sue Brubaker, nineteen-year Prudential veteran, who recently joined the Milpitas office.

Sue joined Prudential in August, 1959 in Los Angeles. She worked in the office in Los Angeles, Van Nuys and Riverside. In March, 1965, she

became forelady in the Riverside plant and in January, 1973, was named Supply Department Supervisor. When the new Irvine plant opened in May, 1976, she transferred there as Supply Department Supervisor.

When Sue decided to make her home in the Bay Area, she contacted the Milpitas plant. Although there was no opening in the Supply Department, she was a welcome answer to an opening in the office.

NEW PLANT SUPT.

A plant superintendent trainee of six months who had come to Prudential with five years experience in plant supervision was recently named plant superintendent in the Irvine plant.

Ralph Holloway joined Prudential in March, 1978. He had previously worked for Foasberg Laundry, Long Beach, from 1973 until joining Prudential.

Born in Indianapolis, Ralph migrated to California several years ago. He and his wife, Cathy, and their son, Brett, live in Garden Grove.

RETURNS TO THE FOLD

Every once in a while we hear about an individual who has left Prudential, then later returned to the fold. Well, it's happened again.

Jim Whitehead, who was named Utility Route Salesman at Irvine recently, had left Prudential last

year only to return in February as a Dust Control route salesman.

Jim had originally worked for Prudential Dust Control as a route salesman.

Jim had originally worked for Prudential Dust Control from June, 1976 to July, 1977. He returned to the Cerritos Sales and Service Department last spring. Jim and his wife, Shirley, live in Orange. His hobbies are golf, fishing and real estate.

ON THE PM SHIFT

Marissa Hernandez, a Santa Ana high school senior, recently joined the data processing department as a part time employee.

Marissa joined Prudential October 5 on the afternoon shift as a data processing helper.

NEW FACES IN ACCOUNTS RECEIVABLE

In October, the Accounts Receivable Department welcomed two new members to its ranks, **Cathy Jo Christie** and **Melinda Ann Gonzales**.

Nineteen-year-old Cathy is single, resides in Huntington Beach, and attends night classes at Golden West College.

Melinda is a graduate of Cypress College. She is married, and she and her husband, Julian, have one child.



Cecil Power
Riverside



Mike Hatch
Riverside



Connie Cherrone
Milpitas



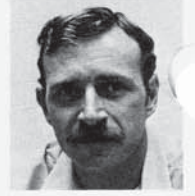
Ron Letson
General Office



Jorge Sotolongo
General Office



Mary Solleveld
General Office



Rick Fisher
Irvine

NEWSMAKERS

TWO RSM TRAINEES

The Riverside Sales and Service Department also welcomed two route sales trainees recently; **Cecil Power** and **Mike Hatch**.

Before joining Prudential, Cecil was the Service Manager for one of the Riverside plant's accounts. He enjoys motorcycles and touring.

Mike worked for the County of San Bernardino before coming to Prudential. He has been married five years and he and his wife, Linda, are expecting their first child in March. Mike's hobbies are bowling, basketball, and, recently, he has taken up golf.

FIRST WOMAN IN CORPORATE SALES

Just when Milpitas General Manager Bill Pinney was considering that the growing number of women in purchasing positions would surely develop rapport with a woman in sales, it came to his attention that a woman with more than three years of experience in industrial laundry sales had recently moved to his area. It was a natural!

On September 25, Connie Cherrone joined the Milpitas Sales and Service Department as Prudential's first woman assigned totally to corporate sales.

Before moving to California with her husband, Connie had worked for three and one-half years in corporate sales for Interstate Uniform of Pittsburgh where she demonstrated that, whether dealing with men or women buyers, cor-

porate sales is clearly something that this woman does well.

The new corporate salesperson is a graduate of the Art Institute of Pittsburgh, located in Pittsburgh. She also happens to have been born there. Her hobbies are art (painting), and sports of all types.

REWRITE ALL PROGRAMS

As rewrite assignments go, the Prudential's data processing department is in the middle of a whoosie. To effect a conversion to our fourth generation computer system, every program for every computer function from payroll to accounts payable and from management information to truck costs has to be rewritten.

To help speed up the rewrite, and so we can begin to create the new programs that will allow us to use the full capability of the new system, two skilled programmers recently joined the data processing department.

Ronald O. Letson, a senior programmer analyst, joined Prudential October 23. A graduate of Citrus College, Ron spent nine years in the data processing department of Methodist Hospital of Southern California before coming to Prudential.

On November 11, Jorge Luis Sotolongo also came aboard as a programmer. Jorge (George) had also been employed at Methodist Hospital in the data processing department before joining Prudential.

Ron Letson and his wife, Paulette, live in Temple City. George and his wife, Valorie, are residents of Rosemead.

HOLIDAY TRADITIONS

The Christmas spirit will prevail as usual at Disneyland this year. Magic Kingdom Club members will have 17 days (Dec. 16—Jan. 1) during which they can witness the pageantry of the Very Merry Christmas Parade, now in its second year.

The Park's New Year's Eve Party will be held from 8:30 p.m. to 2:30 a.m. Dec. 31. Advance tickets may be ordered from Disneyland.

NIGHT CLASSES IN ANIMAL HUSBANDRY

At night classes at Cal Poly, Pomona, she studies animal husbandry, but during the day, she fills the vacancy created by Norma Belding's promotion in the data processing department.

Anne Marieke (Mary) Solleveld joined the data processing department in July as a data control trainee. A resident of Norco, and an avid horsewoman, Mary Solleveld had good reason for wanting to work at Prudential's general office. Her sister, Willy Thomas, is Prudential's paymaster.

RSM TRAINEE TAKES NEW DIRECTIONS

It could have been a case of mistaken identity. Rick Fisher was hired at the Irvine plant on



Kati Jones
Irvine



Hal Foster
Irvine



Paul Morrissey
Riverside

November 1, as a maintenance helper. Barely twenty days later, he was assigned to training as a route salesman.

The RSM trainee is not averse to taking new directions in his life. Next spring he looks forward to another important change when he and fiancée, Paulette, are married.

Rick is a veteran of Viet Nam and has one daughter, Kyra Lynn. His hobbies are hunting and gardening.

FORMER SCOOPER

Kati Jones, a senior at Foothill High School, Tustin, is a part time typist at Irvine. Kati works four hours a day on the high school Work Experience Program.

A member of the speech team at Foothill High and a member of the Orange Assistens League, Kati is also a modern dance student and loves skiing; both water and snow. Before joining Prudential, she worked at Baskin-Robbins Ice Cream Parlor as a scooper. Ummm!

LIVED IN YOSEMITE

Hal Foster, former route sales trainee at Irvine has been appointed wholesale route salesman and assigned to Route 22

When Hal moved to California in 1953 to escape the cold winters of Salem, Massachusetts, he moved into Yosemite National Park. While working in Yosemite, he met his wife, Albertine. Their two daughters, Laurie and Debra, were

born there. The family moved to Southern California in 1961.

Hal worked as a milkman, both as a dairy employee and self employed, before joining Prudential in October. His hobbies are golf and deep sea fishing.

LIKES THE RIVER 'MOST OF ALL'

The new secretary at the Riverside plant is one of those unique people you hardly ever run into; a native Californian.

Pam Davis joined the Riverside office in August. Prior to that she worked for two and one-half years as a dental assistant.

The new secretary enjoys camping, water skiing, horseback riding, bowling and the river "most of all."

ASSIGNED TO ROUTE 35

Riverside route salesman Paul Morrissey has been assigned to Route 35. He has been with Prudential since August as a trainee.

The industrial laundry business is not new to Paul. Before joining Prudential, he worked for one of our competitors.

Paul and his wife, Nita, live in Riverside with their one son and one daughter where he is active in community affairs. He is presently serving as president of C.A.L. Riverside.

Both Paul and Nita enjoy bowling and bowl together on a Friday night mixed league.

Steak & Beans Contest Ends '78 On a Positive Note

The district manager at Prudential Dust Control thought they should have a little contest to "finish the year on a positive note." The 27 dust control routes usually average \$800.00 in new weekly business each month. The goal of the contest were two to three hundred dollars of weekly volume. The stakes were a dinner. The winners were to have steaks while the losers ate beans.

On October 9th, the challenge was made. Ray Elberson's district #1 dedicated themselves to never eat another bean. Bob Hester's district #3 was also making the same vow, that's how a true contest is made. Bill Richard's district #2, due to its proximity, split into two teams for their own contest. The stage was set!

At the end of the first week it was district #3 by \$86.00 weekly, the second week showed no change, district #3 by \$45.00 weekly. The third week saw drastic change. District #1 pulled ahead by \$92.00 and never looked back, winning easily by \$124.00 in weekly volume.

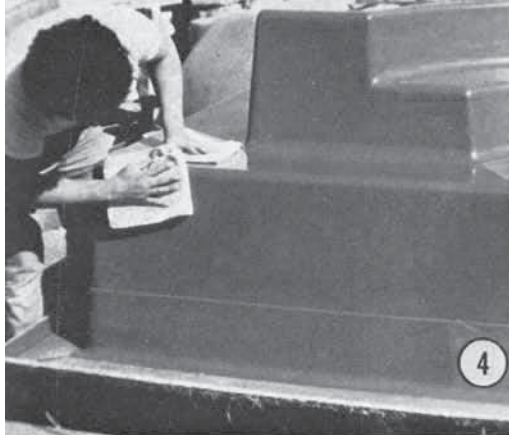
Most thought that November 3rd closed the book on the contest, but the real story was just unfolding. After the dust settled, we realized that \$2,442.00 worth of weekly business had been generated. That's \$122.00 of weekly business put on each and every day of the 4 week contest.

The only business accepted for the contest was new customers and new service items. The route salesman brought in 279 new customers to Prudential and wrote a total of 423 orders.

Outstanding contributions were made by Carlos Tejada (\$410.00 weekly), Dave Whitworth (\$305.00 weekly), and Dan Chamberlain (\$250.00 weekly). The top nine men all contributed \$100.00 weekly or more for the contest. In order they are: Les Hart, Mark Menashe, Gary Willson, Marc O'Leary, Nick Martinez, and Fred Buck.

Dust Control general manager Howard Andrewson dubbed the event the "most successful contest in the fourteen-year history of the Dust Control Division."

That's pretty positive!



Shining Examples

Whether cleaning their own facilities, polishing products or wiping property that belongs to their client, when Prudential customers need to shine they reach for wiping cloths and dust treated tools delivered regularly by the Prudential route salesman.

The photography crew preparing training filmstrip programs for route salesmen turned up these shining examples of Prudential cleaned, treated and delivered goods in action.

1. Marble halls at Los Angeles County Court House, Southeast Division, are cleaned daily with Prudential dust mops. 2. And this was a new one on us: Bekins Building Maintenance employees use our dust mops to wipe down the marble walls of Atlantic Richfield's Arco Towers in downtown Los Angeles. 3. A worker at Steelcase, Inc., Tustin wipes the food counter in the company cafeteria. 4. An employee at Marlin Fiberglass in Orange County polishes the interior of a home jacuzzi for delivery. 5. Mission Beechcraft serviceman at Orange County Airport uses our orange Turkish towel to wipe private planes after washing. 6. At Jerry Goodwin Dodge in Fullerton employees using our treated dust cloth makes sure there is never a speck of dust on the showroom models.



OFF-THE-CUFF

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

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