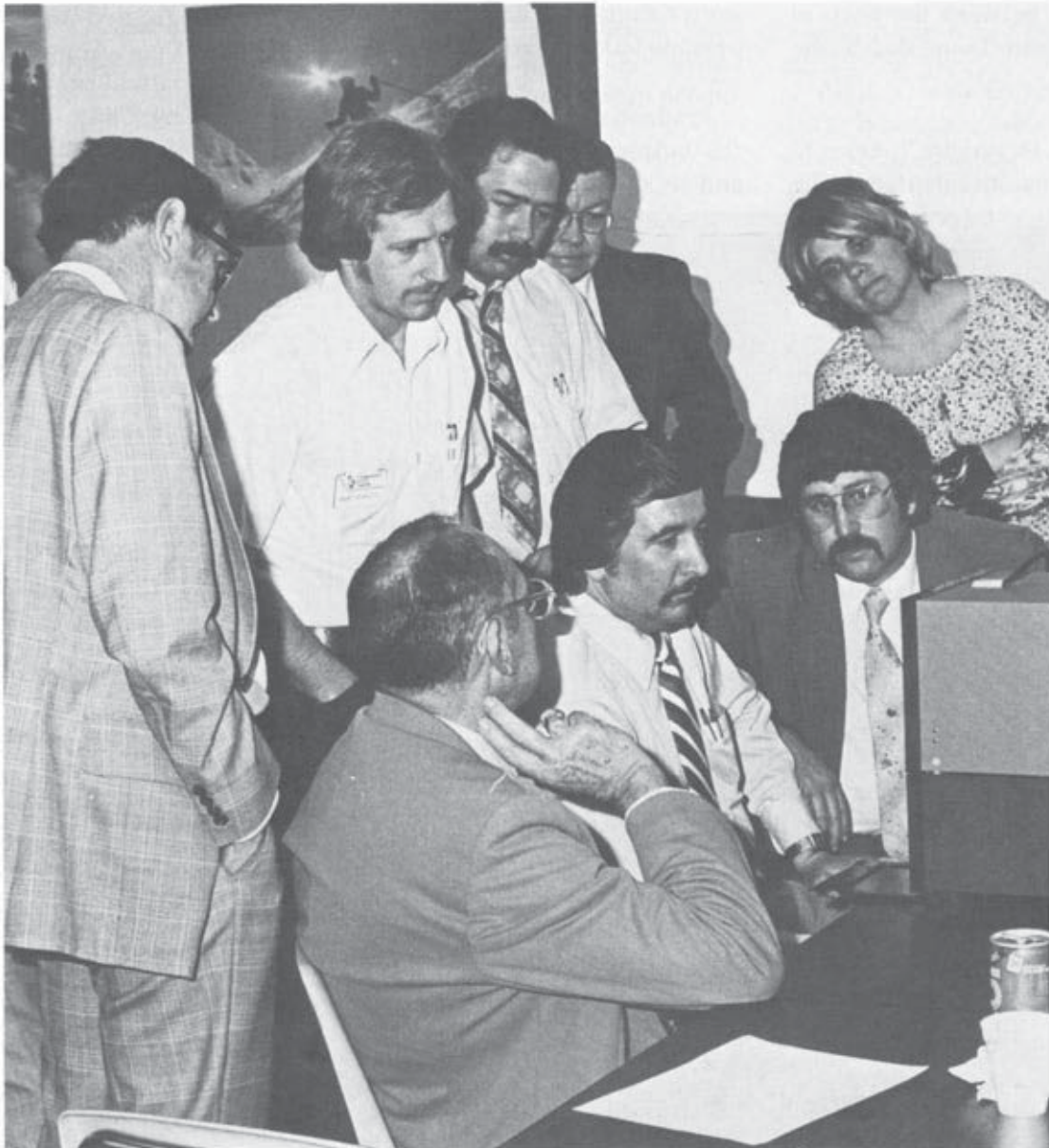


**PRUDENTIAL OVERALL SUPPLY**

# **OFF-THE-CUFF**

**Vol. 21 No. 1**

**SPRING, 1979**



# 10th Plant Under Construction

The City of Carson, California, is a compact grid of industrial and commercial establishments set neatly between the Long Beach and Harbor Freeways, the San Diego Freeway and the City of Wilmington. It is a stone's throw down the 405 Freeway from Los Angeles International Airport. And it is the site of Prudential's tenth plant.

The new facility, a garment plant, will serve the complex of industrial cities situated between the ports of Los Angeles and Long Beach and LAX.

"The area is unique," Don R. Clark, Prudential President, explain-

ed in announcing the new plant. "The business and industrial community has grown faster than the services needed to support it.

"It is the ideal location for a Prudential plant to serve the businesses in that area."

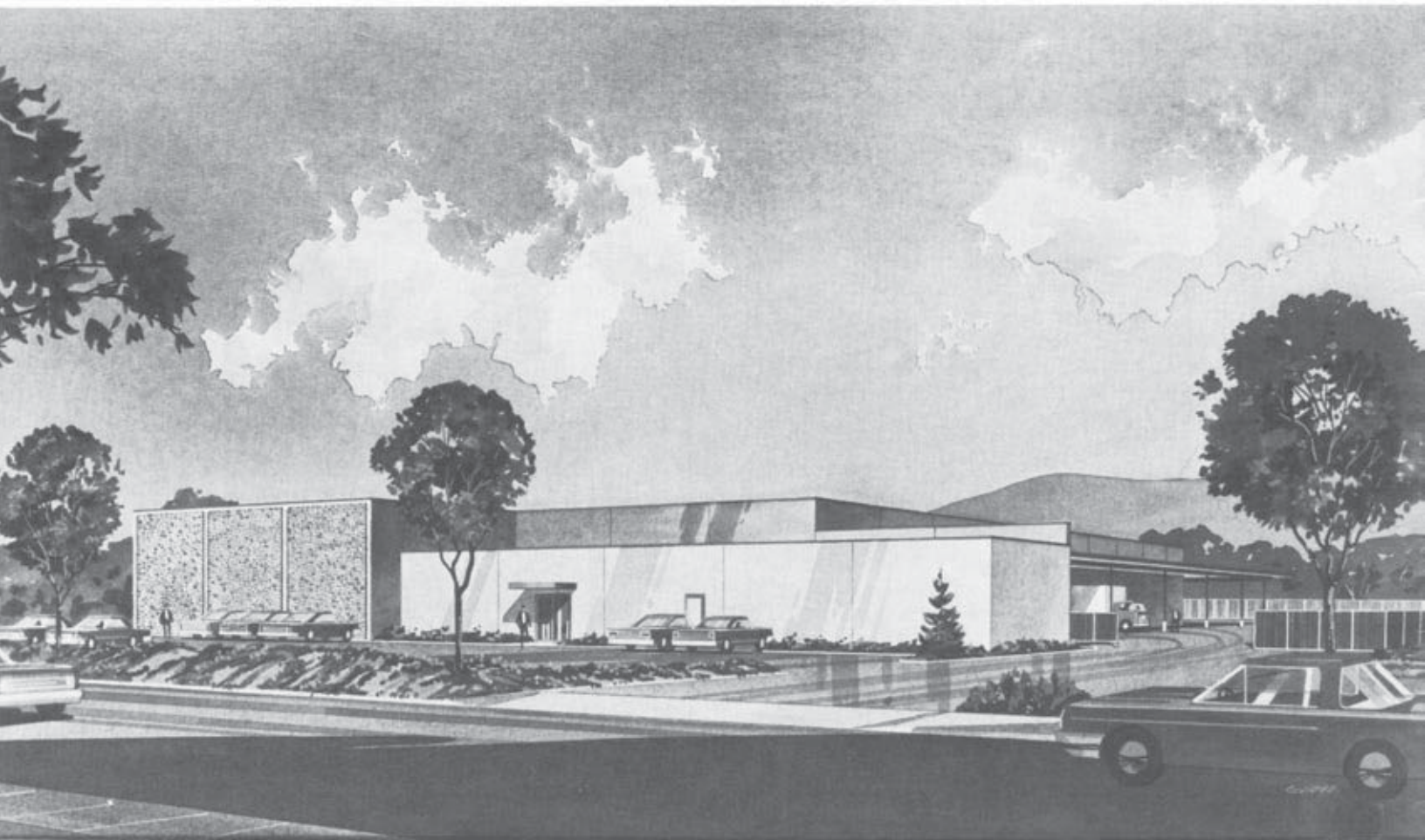
Land has been acquired, plans drawn and permits acquired for the plant which will be located at 951 E. Sandhill Avenue in the South-center Industrial Park. An October opening has been scheduled.

Prudential has long recognized the business community of Carson and its surrounding cities. Presently

three Prudential garment plants provide services to the businesses in the area: Van Nuys, Los Angeles and Irvine.

"A plant in Carson will give us a more efficient coverage of the Los Angeles basin," Mr. Clark noted. "More importantly, however, it will give us an identity with the local business community."

Like other Prudential plants, the Carson facility will be built by Central Coast Construction Co. Architectural and engineering plans are created by Cline, Zerkle, Agee and Swedin with the support of Prudential's engineering staff.



LAUNDRY BUILDING FOR  
PRUDENTIAL OVERALL SUPPLY  
CARSON, CALIFORNIA



CLINE, ZERKLE, AGEE & SWEDIN  
ARCHITECTS & ENGINEERS



## New GM, 4 DM's Named

# Harley Morse To Manage Riverside Plant

Harley Morse, who has served in the Sales and Service Departments of both the Dust Control and Uniform Divisions, has been named General Manager of the Riverside plant. He assumed his new responsibilities on March 12.

Harley joined Prudential in July, 1969 as a route trainee with the Dust Control Division. He was promoted to utility route salesman the following year.

In April, 1972 Harley was promoted to route supervisor and transferred to the Uniform Division at the Los Angeles plant. He became a District Manager in June, 1974.

The new General Manager and his wife, Paula, have two children: Timothy, 3; and Kimberly, 10 months. They live in Claremont.

Filling the vacancy created by Harley's promotion is Ray Clavelot, eleven-year veteran of the Los Angeles plant Sales and Service Department, Ray served as a wholesale



**HARLEY MORSE, General Manager, Riverside**

route salesman, retail route salesman and assistant to the district manager before his recent promotion.

Ray and his wife, Karen, live in Santa Fe Springs and have one son.

Dean Karst, another veteran of the Los Angeles Sales and Service team, was recently named a District Manager in the Van Nuys plant.

Dean joined Prudential as a retail route salesman in February, 1976. He was promoted to assistant to the district manager in September of 1977. He was transferred to the Van Nuys Sales and Service Department at the time of his promotion to District Manager.

He and his wife, Donna, have four children: Kim, 17; Cheryl, 14; and twins Mike and Michelle, 5. The

Karsts live in West Covina.

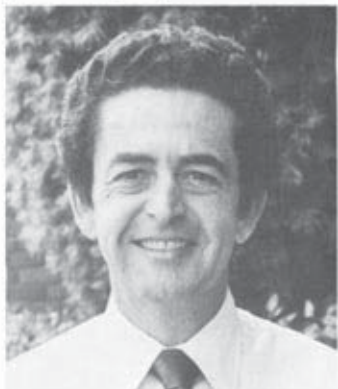
Another new District Manager is Dick Boudreau, who was recently named to lead the newly formed District 4 in the Dust Control Division at Cerritos.

Dick, who had worked in Dust Control Sales and Service during the mid-sixties, rejoined Prudential in March, 1977 as a corporate sales representative.

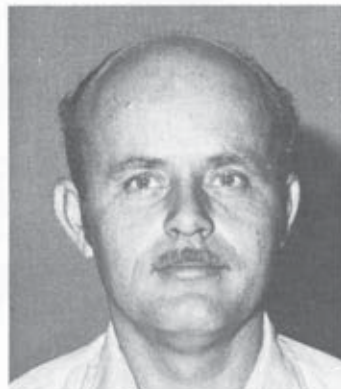
He and his wife, Chris, live in Cerritos and have two daughters, Denise and Andrea.

Tom Ballard, former route salesman in the Tucson plant, has been named the first District Manager of the newest Prudential Sales and Service team.

Tom and his wife, Carolyn, live in Tucson and have one child.



**RAY CLAVELOT, Los Angeles**



**DEAN KARST, Van Nuys**



**DICK BOUDREAU, Cerritos**



**TOM BALLARD, Tucson**

# Route Salesmen, Customers Star

Prudential's first venture into the production of filmstrips has resulted in a blockbuster.

"Route to Success," a training program for route salesmen, was unveiled in March after several years of planning, photography and sound production.

The first section of the program includes 17 lessons and covers the service aspects of route salesmanship.

Each lesson is a narrated filmstrip program viewed on a Bell & Howell sound filmstrip projector which resembles a portable TV set.

In the programs, Prudential service systems are illustrated with color pictures and sound narration to explain how the systems work, what benefits they provide for the customer, and what the route salesman does to make them work.

A second section of the house-produced training program which will cover the aspects of selling is still under production.

Unveiling the first 17 programs

is something of an anti-climax for the Prudential sales and service personnel. For months film crews have scoured lists of Prudential customers for the best examples to illustrate the need for each service system.

More than 25 Prudential customers worked with the film crew to show when and how merchandise is ordered, delivered, cleaned, maintained and replaced. Employees from almost every plant served as models for some segments of the program. More than 4,500 color slides have been taken.

Viewers may recognize the voice of the narrator. Russ Arms, star of the former Hit Parade, spent dozens of recording sessions in Hollywood to provide the authoritative voice of the program narrations.

Viewing the narrated filmstrips is only part of the total training program that will prepare new route salesmen to serve Prudential customers.

A step-by-step trainer's manual shows the designated trainer how to

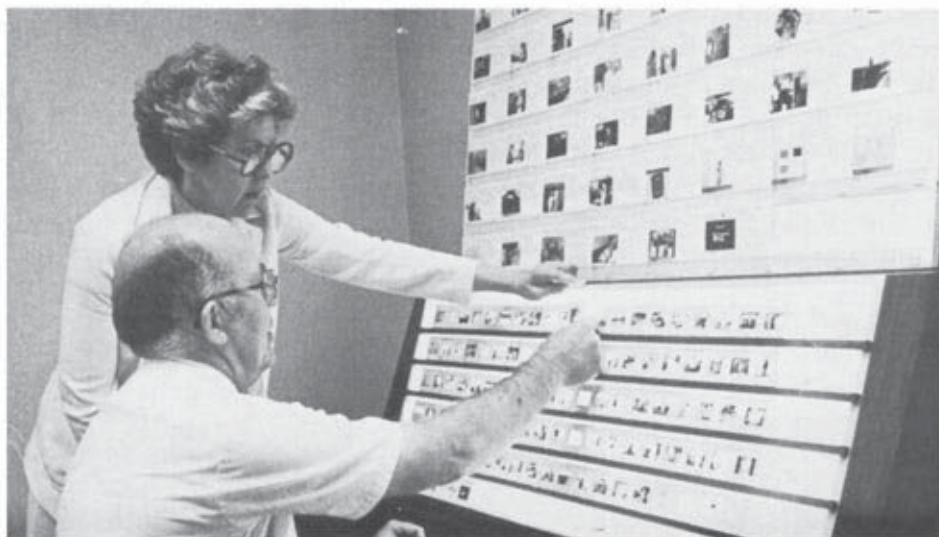
proceed from one lesson to the next. Homework is assigned that will help the trainee prepare for the next day's program. A list of the cassettes and manuals needed for each lesson is also contained in the trainer's manual.

Additionally the trainee is provided instruction on the phases of route service on which to concentrate each day. He views the program detailing one system or procedure in the morning, spends the day on the route paying particular attention to the procedure of that day's filmstrip program, and at the end of the day he views the program again.

A written test after each program verifies that the route salesman understands the procedure.

Production of the program involved dozens of Prudential employees in management, sales and service departments, production and administration.

Initially a training committee compiled all the material to be included in the training program. A curriculum was drawn up detailing



# in POS Production

the order in which procedures and systems would be learned. And scripts were written explaining each topic.

Actual filmstrip production followed script writing. A storyboard explained the photograph needed to illustrate each point. The slides and storyboards were then matched. Filmstrips were printed, and the programs were narrated at a sound studio with a professional speaker.

The entire training program was designed so that each lesson, of approximately 15 minutes, stands on its own. Experienced route salesmen who need instruction in only one procedure can easily view that procedure only for review.

The cartridges containing the titled and numbered lessons are stored at the plants for easy access to new route salesmen or existing sales and service personnel. One individual at each plant is designated as the program coordinator and has the responsibility for implementing the program in that plant.

The actual kick-off of the long-

anticipated training program was conducted in a two-day seminar with top and middle management. Sixty individuals, representing every plant, attended the two-day introduction to audio-visual training.

"This is a pilot program in our company," noted Don R. Clark, President. "We feel it has great potential and marks the beginning of a new approach to employee training."

Mr. Clark prefaced his remarks with an explanation on why Prudential has produced a training program with narrated films. "Learning through experience is expensive," he noted. "It is uncertain, slow, and often results in learning absolutely the opposite of what is needed."

"If each Prudential employee knows what he is to do and then does it according to plan, we will avoid repetition of mistakes, increase our productivity and prepare people for advancement."

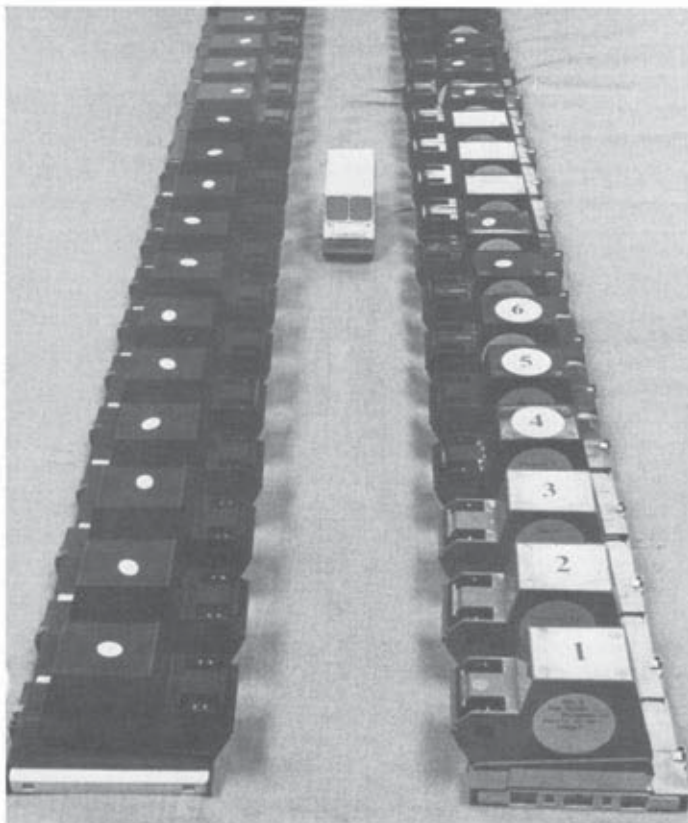
A training program that is placed on film and narrated will be pre-



sented exactly the same way each time.

Following the two-day premiere, Administration personnel packaged the 220 film and sound cartridges for delivery to the plants. Cartridges are numbered and titled so trainees will work through them in the correct order.

The second half of the program, illustrating the procedure to be followed in soliciting new sales, is scheduled to be released later this year.



**TOP:** Filling the screen of the Bell & Howell sound filmstrip projector is the sight familiar to Prudential customers, the Prudential truck and route salesman making the delivery. Route salesmen and customers star in the house-produced training program for new route salesmen.

**FACING PAGE:** (1) Dale Bain and Pauline Tiffany review slides and storyboard narration for one of the programs. More than 4,500 color slides have been taken for the program. (2) Russ Arms, star of the former Hit Parade, provides the voice on the program narrations. (3) Premiere goers who were the first to view the programs also had to take the tests that will be taken by route salesmen. (4) Program was unveiled in a two-day seminar where Prudential management personnel viewed programs and learned how to use and care for the projectors.

**THIS PAGE:** (5) Poised like so many Prudential trucks, the cartridges containing the filmstrip and audio narration headed to the plants after the introduction. (6) Cleo Barton and Carol Thompson helped package the 220 cartridges for delivery to the plants. Each plant received 22 cartridges covering the 17 topics of the service section of the program.

# “Just What The Doctor Ordered!”



The name Riker may be only vaguely familiar to the average individual, but it is a name any doctor knows well. When a doctor writes a prescription for a patient to take to the local pharmacy, chances are good he is asking for a product made by Riker.

For the past thirty-five years Riker Laboratories has been a world leader in producing therapeutic products for doctors' prescriptions. Because of one man's search for a treatment for high blood pressure, Riker developed a successful prescription for finding and marketing new therapeutic products.

Thirty-five years ago if you had hypertension, your doctor did little to treat it. Medical opinion then was that if you had high blood pressure, you must need that pressure to provide circulation through your vital organs. The usual advice was that you could best help yourself by doing everything in moderation and learning to live at a slower tempo.

If you needed help, your doctor may have written a prescription for phenobarbital as a calmative. He had little else to use in the way of medications.

One of the men who was told he had high blood pressure during that period was Justin Dart, head of Rexall Drug and Chemical Company. Accustomed to working with doctors and prescriptions, Dart

could not accept the verdict that there was no way to treat the ailment.

Dart spoke to his friend, Dr. Robert W. Wilkins at Massachusetts General Hospital. Dr. Wilkins had long believed that people could live longer, more comfortable and productive lives if there was a way to combat hypertension.

Dr. Wilkins had been studying *Veratrum viride*, a liliaceous plant with roots and leaves that had been used for medical

purposes for hundreds of years. He believed the plant could be used to treat high blood pressure. In his own research, he had found it active but in need of further work. He suggested that his friend Justin Dart begin research on methods to treat high blood pressure using this plant.

Eager to find a treatment for the affliction, Dart established a subsidiary of his company to conduct research. By 1949 the research had successfully produced a





Riker Laboratories manufactures pharmaceuticals in tablets, capsules, liquids, injectables and aerosols. (Left) Exacting quality control procedures are required to maintain uniform excellence in production (top) of drug products. Riker Laboratories' U. S. Operation (bottom) is based in Northridge and served by Prudential's Van Nuys plant.

reparation from *Veratrum viride*; the product was known as Veriloid. After some uncertainty about its own name, the therapeutic manufacturing company called itself Riker Laboratories and a tradition of researching new medical products was begun.

The young company was the first to develop the metered dosage aerosol valve to dispense medication and is now a leader in the production of bronchial aerosol products.

By the early fifties, Riker had outgrown the facilities assigned to it at Rexall headquarters. Over the next several years, Riker was to outgrow facilities several times. In 1957 ground was broken for a real home for the growing company and the following year Riker Northridge was a reality. The product line, too, was growing.

Riker organic chemists produced and investigated hundreds of different compounds. It could take as many as 8,000

compounds initially tested to develop one marketable product.

In 1970 Riker was acquired by 3M Company under 3M's Health Care Products and Services Group and the giant corporation poured even more funds into medical research.

One of the reasons for its continued success was the emphasis placed on quality control. Employee training programs keep rigid manufacturing and testing procedures in operation.

Employees in each department are identified by the uniforms they wear and pride in performance is evident in the quality of the products.

Today, in the series of laboratories at the Northridge facility, the company produces pharmaceuticals to be used for the treatment of disease involving cardiovascular, pulmonary, skin, urinary tract, gastrointestinal and nervous system.

The success of Riker as an ethical drug company in the United States led to movement into overseas markets. Subsidiaries have been established in Argentina, Australia, Belgium, Brazil, Canada, France, Germany, Jamaica, Japan, Mexico, New Zealand, Panama, South Africa and the United Kingdom.

When doctors the world over write prescriptions, chances are good the name Riker comes to mind.



# Sales Awards Winners

# '78

## John D. Clark Award

Dave Whitworth, Dust Control Route Salesman, has been awarded the John D. Clark Award for 1978 in recognition for his outstanding leadership in the promotion and expansion of KEX rental services.

Dave sold more weekly business in KEX products than any other route salesman in Cerritos in both 1977 and 1978. This outstanding achievement earned him an entry in the KEX National Sales Award Program.

In addition to sales achievement, Dave is recognized as conscientious and dedicated. He was recently promoted to Utility Route Salesman.



## President's Award

Bob Haggard, Los Angeles, and Carl Graves, Van Nuys, are joint winners of the 1978 President's Award — the honor given annually to the most outstanding Route Salesman of the Year.

Bob Haggard joined Prudential in April, 1977. He has been Route Salesman of the Month in Los Angeles five times. During the 1978 sales contest he was Salesman of the Week four out of the six weeks and overall winner by a convincing margin.

Carl Graves placed second overall in the 1978 sales contest. He earned the Super Star designation for two consecutive years — 1977 and 1978.

In addition to running one of the larger routes in the company, Carl's route has shown steady and continuous growth.



1 — Dave Whitworth, Cerritos Dust Control route salesman, is presented the John D. Clark Award by the man for whom the award was named. Mr. Clark is Prudential's founder and Chairman of the Board.

2 — Bob Haggard, Los Angeles, is presented the President's Award by Don R. Clark, President, and Bernice Shoberg, Los Angeles General Manager.

3 — Carl Graves, Van Nuys, is presented the President's Award by Don R. Clark, President, and Clive E. Ruka, Van Nuys General Manager. (Carl and Bob Haggard were joint winners of the award).

4 — Chuck McGee, Riverside, is presented the Gold Star Award by Gifford F. Tiffany, Vice-President — Marketing.

5 — Charles "Chuck" Evans, Van Nuys, is presented the Wholesale Route Salesman of the Year Award by Clive E. Ruka, Van Nuys General Manager, and Dan Clark, Executive Vice-President — Operations.

## Gold Star Award

Chuck McGee, Riverside corporate salesman, has been awarded the Gold Star Award for outstanding achievement in sales.

He has again achieved an outstanding sales record. His average revenue per week

for 1978 is fifty percent more than his 1977 average. He sold more than 100 new accounts to achieve this goal.

## Wholesale Route Salesman of the Year

Charles "Chuck" Evans, Van Nuys, has been named Wholesale Route Salesman of

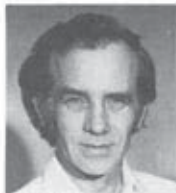
the Year in recognition of his achievement in customer relations, team effectiveness, assistance with new sales, and attitude.

Chuck's genuine concern for the quality of service rendered to Prudential customers is underscored by the fact that he is the most prolific source of constructive suggestions in the Van Nuys plant.





Ken Lundgren  
Chula Vista



Bill Gilfillen  
Chula Vista



Richard Grace  
Chula Vista



Ed Chevalier  
Chula Vista



James McIntosh  
Chula Vista



Larry Colburn  
Chula Vista



Bruce Ward  
Chula Vista

# NEWSMAKERS

## ADM'S IN CHULA VISTA

In a re-structuring of the Chula Vista Sales and Service Department, three route salesmen have been promoted to the position of Assistant to the District Manager:

**Ken Lundgren**, relief driver for four and a half years, is assigned to District 3.

Ken is a graduate of Pismo Beach High School and attended Cal Poly at San Luis Obispo. He is active in baseball and basketball and sings in an all-male quartet. His hobby is cabinet making. Ken has two daughters: Nancy, 5, and Jody, 3.

**Bill Gilfillen**, who has been with Prudential since November, 1977 as a retail route salesman, is assigned to District 5.

He and his wife, Mitsuko, have one daughter, Tricia, 5; and one son, Christopher, 3. He is a Navy veteran of 22½ years as a flight engineer. He is attending Southwestern College for an A.A. degree in management and accounting and plans to transfer to San Diego State University for a B. A. in management. His hobbies are golf, bowling, guitar and dancing.

**Richard Grace**, with Prudential since October, 1976 as a wholesale route salesman, is assigned to District 4.

He and his wife, Nancy, have no children. A graduate of Hoover High School in San Diego, he is presently attending San Diego State University. Richard spent four years in the Navy on the carrier U.S.S. Ticonderoga. He likes all spectator sports—football, baseball and all the rest.

## S & S ASSIGNMENTS

Other new assignments in the Chula Vista Sales and Service Department include the addition of four new route salesmen and two route re-assignments.

**Ed Chevalier**, 30-year veteran in the Chula Vista Sales & Service Department,

has been re-assigned to Wholesale Route 26. Ed has been with the Chula Vista plant since October, 1948 as a retail route salesman. He and his wife, Yvonne, live in Imperial Beach.

**James McIntosh**, who has been with Prudential since July, 1971 running relief routes, has been assigned to Retail Route 6. He attended college for one year. Mac resides in Santee and has four children, ages 18, 11, 9 and 4.

**Larry Colburn**, retail route salesman since January, 1972, has been re-assigned to Route 10. Larry and his wife, Sandy, live in Spring Valley and have three children: Teresa, Michelle and Tracy.

**Bruce Ward**, a graduate of San Diego State University, joined Prudential in January, 1979 as route salesman assigned to Route 3. Bruce has been a resident of San Diego for 20 years.

**Larry Williams**, who attended a two-year Bible College at Linda Vista, joined Prudential in November 1978 on Retail Route 4. Larry and his wife, Wenby, live in Santee.

**Morris Lacey, Jr.**, single and a resident of Chula Vista, joined Prudential in November, 1978 on Retail Route 7. Morris has a degree in animal health.

## NOW IN CORPORATE SALES

**Don Sorensen**, who joined Prudential in August, 1957 as a route salesman and who subsequently served as branch manager and district manager, has been named corporate salesman in Chula Vista. His territory includes all of southern San Diego and Imperial Counties.

Don and his wife, Hazel, have four children: Patricia, Sandra, Donald Jr., and Susan; and six grandchildren: Teresa, Michelle, Tracy, Kimberly, Donnie and Jason.

## FORMER COWBOY ON VN TEAM

Vernon L. Schmidt, who joined the Van Nuys sales and service team in December, was born and reared in Tennessee. After high school he played professional baseball for 5½ years with the Tucson Cowboys in the Arizona-Mexico League, a farm team of the Cleveland Indians.

Vern received his Bachelor's degree from Simpson College in San Francisco and has done graduate work at the University of Tennessee and U.S.C. For almost 13 years he was in the ministry. He served the Woodland Hills Neighborhood Church for 9½ years.

Vern and his wife, Gail, have five children, 2 boys and 3 girls, ranging in age from 18 to 7. For recreation, he enjoys golf, reading and classical music, as well as watching the Dodgers play baseball.

## TUCSON S & S EXPANSION

Tucson has been steadily increasing in volume since its inception in May, 1978. A brand new route was added in January, 1979, inaugurated to improve customer service. In addition, four individuals have joined the Tucson Sales and Service team since the last issue of *OFF-THE-CUFF*:

**Jim Trimble**, route trainee, is single and his hobby is collecting old guns.

**Ron Trimble**, married with two children, enjoys playing city softball and coaching Bobby Sox softball.

**Jeff Hosea**, married, is also a sports enthusiast who plays softball and basketball.

**John Casey**, a former Oliver's route salesman, is married and he and his wife



Larry Williams  
Chula Vista



Morris Lacey, Jr.  
Chula Vista



Don Sorensen  
Chula Vista



Vern Schmidt  
Van Nuys



Jim Trimble  
Tucson



Ron Trimble  
Tucson



Jeff Hosea  
Tucson

# MORE NEWSMAKERS

enjoy camping, fishing and CB radios. John is an active member of Pima County React on the CB emergency channel.

## NEW FACE IN L. A.

A new face in the Los Angeles plant office is that of Elsa Ramos who recently joined Prudential. Her primary responsibilities involve the service desk.

The 19-year-old student at East Los Angeles College is a graduate of Woodrow Wilson High in Los Angeles. She lives with her parents, three brothers and one sister.

## NEW SALES AND SERVICE REP.

Marc O'Leary has recently been promoted to Sales and Service Representative at the Cerritos plant.

Marc has been employed by Prudential since December, 1977 in the Sales and Service Department.

He enjoys all sports, especially running and handball. He is single and resides in the City of Cypress.

## WELL TRAVELED

Van Nuys has welcomed another member of the Page clan to the plant.

Allan Page began January 15 as a maintenance helper and transferred to the Sales and Service Department on March 5 as a Route Sales Trainee. He is single and makes his home in Reseda. He was born in Texas and grew up in Colorado.

He attended Florida College and Western Kentucky University where he played on the baseball team while studying business management and parks and recreation development. Besides baseball, his other special interests are snow skiing and fishing.

Allan likes the California climate and life style and claims he is here to stay!

## GENERAL ACCOUNTANT NAMED

Linda Stern, familiar to many Prudential employees as relief switchboard operator at the General Office, has been named to the new position of General Accountant.

Linda has been an accounts receivable clerk since she joined Prudential in April, 1977. In her new duties she will be responsible for administrative procedures in insurance matters, route cash turn-in reports, gasoline credit cards and reconciliation of bank accounts.

The new general accountant lives in Fountain Valley with her husband, Ed, and their two children, Jim and Julie.

## NEW MAINTENANCE ENGINEER

Ralph Morris recently joined Prudential's Tucson plant as a maintenance man.

Ralph is married and the proud father of a daughter born January 28, 1979.

He is a part-time student at Pima College, majoring in engineering. His previous experience covers seven years in auto and plant maintenance.

## SUPER STAR AWARDS — 1978

Van Nuys:	Carl Graves
Riverside:	Bill Huntley Glen Adams Rodney Riggs Paul Heusner
Chula Vista:	Dave Hernandez Bud Javens
Los Angeles:	Bob Haggard
Cerritos:	Dave Whitworth Charles Botting Carlos Tejada
Milpitas:	Frank Martinez

## BASEBALL AT DISCOUNT

We are very pleased to announce an exclusive new benefit for Magic Kingdom Club members.

Under special arrangement with the California Angels baseball club, all Club members and their families will be eligible for a special reduced admission price to the Angels home games throughout their entire 1979 season. You may recall that such a program was offered during the 1978 season and met with overwhelming acceptance. Now, Club members will have the opportunity to enjoy this benefit from start to finish of the Angels 1979 season.

By presenting a valid Magic Kingdom Club card, Club members will be able to purchase reserved or box seats (field, club or terrace) at 50 cents discount per person, subject to availability. This money-saving offer will be effective starting 1½ hours prior to game time at the special Magic Kingdom Club ticket window and is not applicable to advance sale tickets. The program includes all California Angels home games during the 1979 season, with the exception of six "Family Nights."

John Casey  
Tucson



Elsa Ramos  
Los Angeles



Marc O'Leary  
Cerritos



Allan Page  
Van Nuys





Linda Stern  
General Office



Ralph Morris  
Tucson



Tom Watts  
Cerritos



Janet Stedronsky  
Tucson



John Hill  
Van Nuys



Jack Kurtzberg  
Los Angeles



Jim Baron  
Van Nuys

### NEW ADM AT CERRITOS

Tom Watts has been promoted to Assistant to the District Manager in the new District 4 at Cerritos.

Tom has been in Dust Control Sales and Service since September, 1975. In February of 1978 he became a utility driver and in January of this year became an ADM Trainee. He assumed full responsibility for his new duties on March 19.

Tom and his wife, Marcy, live in La Mirada and have two children — Shannon and Keith. The entire family enjoys camp- and outdoor recreational activities

such as motorcycle riding, fishing and hunting.

### BUSY SCHEDULE

A new face in the office of the Tucson plant is that of part-time clerk, Janet Stedronsky.

Janet attends the University of Arizona as a full-time student and is majoring in physical therapy.

In addition to her college schedule and her part-time work at Prudential, Janet still finds time to work as a volunteer at St. Mary's Hospital on weekends.

### SHUTTERBUG JOINS TEAM

John Hill, a former P. O. S. customer, joined the Van Nuys plant's sales and service team in December, 1978. John, while working for U-Haul Company of Van Nuys, had administrative responsibility for the uniform rental program, and it was here that he became acquainted with Prudential.

John and his wife, Shirley, and their 13-month old daughter, Tricia, reside in Simi Valley. Photography is his abiding interest. He owns several cameras and is continuing his photographic education at Moorpark Community College.

### NEW ADM AT L. A.

Jack Kurtzberg has been promoted to Assistant to the District Manager at the Los Angeles plant in Ron Kalert's District 5.

Jack has been with Prudential since June, 1974. He was originally assigned to Route 1 in Los Angeles. On March 20, 1978 he was assigned to Route 2.

The new ADM and his wife, Carol, live in Long Beach. They have one child.

### LIKES A CHALLENGE

Ex-fireman Jim Baron has joined the Van Nuys sales and service team. Jim left the Los Angeles Fire Department after 19 years with the rank of captain.

The Baron family — Toni, 16; Robert, 12; and Teresa, 8 — make their home in Simi. When not at home on weekends, they take off in their 18-foot mini motor home to find a place to camp, fish and ride dirt bikes.

Jim is proud of the 12 years he has given to coaching Little League. He says learning the industrial laundry business and all of its ramifications has been quite a challenge.



## Milpitas Honors Retiree

Betty Openshaw of Milpitas was honored by her co-workers with a party complete with well wishes, wrapped packages and friendly hugs.

The occasion was the celebra-

tion of Betty's retirement last December after seven years in the Milpitas plant. Betty joined Prudential in November, 1971 in the distributing department where she worked until her retirement.



**ON THE COVER**

One of the top stories at Prudential this past quarter was the unveiling of the house-produced training program for route salesmen titled, "Route to Success."

Here Prudential managers and office personnel gather around a Bell & Howell sound filmstrip projector to view one of the programs.

The 17-lesson service section of a program to train new route salesmen was delivered to all the plants in March. First order of business was for all existing sales and service personnel to view the programs and pass the tests.

Story on Page 4.

**OFF-THE-CUFF**

A Quarterly Publication  
of  
Prudential Overall Supply

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

Dale Bain  
Editor

Pauline Tiffany  
Associate Editor

Please address all correspondence,  
including changes of address, to:

Prudential Overall Supply  
P. O. Box 11210  
Santa Ana, Calif. 92711

**In Memoriam**

**Leonard H. Munde**  
**1932 - 1979**

Leonard H. Munde, who had been General Manager of the Riverside plant since January, 1976, collapsed during a regular morning walk February 9 and died instantly. He was 47.

Known to associates as Len, Mr. Munde had been a Prudential employee since November, 1963 when he became a route salesman in Riverside. He was promoted to route supervisor in 1965 and district manager in 1967.

A long-time resident of the Inland Area, Mr. Munde attended Emerson Junior High School in Pomona, Chaffey High School in Ontario and Mt. San Antonio College in Walnut.

He became acquainted with Prudential as a customer and the owner of a Chevron Station. In 1963 he joined Prudential to run the upper desert route for what was then known as the Riverside Branch.

Through his entire adult life, Mr.



Munde was active in community affairs. He was known for his activities in the Chino Little League and the local Kiwanis Club.

Approximately fifty co-workers were among the several hundred who gathered at the Griffith Chapel in Chino for the funeral service. The Reverend Larry Bailey conducted the service. He was buried at the Veterans National Cemetery in Riverside.

Mr. Munde is survived by his wife, Clydene, and two sons, Keith and Kurt.

**GOLD WATCH MARKS  
25 YEARS OF SERVICE**



Ed "Rocky" Stone, who has spent his entire career at Prudential on Route 18, was presented Prudential's gold watch in recognition of 25 years of service.

Ed joined Prudential in January, 1954 in Los Angeles, where Prudential's only plant was located at that time. He was immediately assigned to Route 18. In May of 1960 Ed and the route were transferred to the Van Nuys plant, which had just opened for business.

The presentation was made by Clive E. Ruka, General Manager of the Van Nuys plant, at a ceremony attended by the entire sales and service team at Van Nuys and visitors from Administration.

Ed migrated to California from Logan, Utah. He and his wife, Dorothy, live in Sylmar.