

OFF-THE-CUFF

VOL. 5, NO. 1

MARCH, 1963

NEW DUST CONTROL DIVISION STARTED AT PRUDENTIAL

A new Prudential Dust Control Division commenced operation at the 6570 Telegraph Road location on March 18. This highly specialized and technical division was created to give the most outstanding service in dust control available anywhere.

Heading up this new division is Ray Potocki, right.



During the past month our route salesmen have experienced training in this phase of operation. Their knowledge and experience in the field will continue to bring improved service to each of our customers.

The men having completed this training are Jerome Wachewicz, Jimmy Smith, Donald Patton, Frank Coburn and Tom Smith. Shirley Greenhaw is handling the office operations, and DuBois Walker has transferred from Los Angeles Sales to Dust Control Sales.

There have been numerous activities in readying the new facility for occupancy with the construction of new offices and the development of production facilities to insure the most modern processing techniques.

Many exciting new products are immediately forthcoming from this division. The service techniques adopted by this division will increase the efficiency of each of our customers, resulting in better control and lower costs.

-- Don R. Clark

PRUDENTIAL DUST CONTROL DIVISION ANNOUNCES NEW SERVICE



Prudential walk-off mats are now available to our customers on a rental service basis. This exciting new service is already keeping many of Prudential's customers' facilities cleaner than ever before.

Prudential walk-off mats are placed at entries to buildings and between production and office facilities for the purpose of eliminating the tracking of dirt and bacteria. This new chemically treated mat is the first of its kind to actually stop the dirt from entering a building.

Customers presently enjoying this service are amazed at the reduction of maintenance costs through less scrubbing, waxing, vacuuming and hand dusting.

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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THE PRESIDENT'S COLUMN

In these early days of 1963, our thoughts naturally turn back to analyze our operations during the preceding year. We are reminded of a survey made by the National Association of Manufacturers on a group of high school seniors. This survey on our private enterprise system revealed a deplorable lack of knowledge concerning the functions and results of that system:

1. FIFTY-NINE PERCENT OF THOSE CONTACTED SAID THE OWNERS GET TOO MUCH OF A COMPANY'S PROFIT. DIVIDENDS WERE ESTIMATED AT 24% OF GROSS INCOME.

The facts are that the shareholders in the country's largest corporations last year received an average of 1.5% of the gross dollar receipts.

2. SEVENTY-FIVE PERCENT THOUGHT THAT MOST OF THE GAINS FROM NEW MACHINERY GO TO THE OWNERS.

The facts are that the great bulk of the increase in productivity that business has been able to obtain in recent years through better machinery and more efficient use of existing machinery is being passed on to employees.

3. SIXTY-TWO PERCENT HAVE THE DEPLORABLE PHILOSOPHY THAT A WORKER SHOULD NOT PRODUCE ALL HE CAN.

If you want to see your company grow, make your job more secure, and provide more jobs for more people--you must produce all you possibly can from every task to which you are assigned.

4. FIFTY-SIX PERCENT WERE FOR CLOSE GOVERNMENT CONTROL OF BUSINESS.

The government is already trying to get closer control over private business. In this area we have the example of the Justice Department in its wishy-washy methods of pricing prosecutions.

If government spending and debt can create economic development and make us prosperous, why don't we just double the spending and double the debt and really "get this country going?"

In simpler truth, a government is only a spender, not an earner. It cannot create prosperity. It can only help supply the conditions; the people must supply the prosperity. For anything politicians say they will give the people, they must first take away from the people.

5. FIFTY-THREE PERCENT VOTED FOR GOVERNMENT OWNERSHIP OF ONE OR MORE INDUSTRIES.

The government is already in business and competes with private enterprise in several fields. Just as an example, the U. S. Government operates the largest printing establishment in the world, at taxpayers' expense. The Office of Information of the U. S. Department of Agriculture has a budget of \$1,600,000. The taxpayers' bill for government propaganda is stupendous.

6. SIXTY-TWO PERCENT SAID THE GOVERNMENT HAS THE RESPONSIBILITY TO PROVIDE JOBS.

This has been tried in other countries and has failed. In private enterprise you have a choice of where you work and are free to move from one company to another, or even from one state to another. We need to watch our Federal policies in this area.

7. PROFITS WERE ESTIMATED TO RUN AS HIGH AS 50%.

According to a report issued jointly by the Department of Commerce and the Security Exchange Commission, the margin of profit for all manufacturing corporations in 1961 was 4.2%.

8. INVESTMENT IN TOOLS AND EQUIPMENT BEHIND EACH JOB WAS ESTIMATED AT \$81.

There are no accurate figures available, but it is generally conceded that the average for all manufacturing industries is around \$18,000 to \$20,000 per job. Of course, it varies from industry to industry. In our own company, the average investment per employee represents well over \$15,000.

The answer to this deplorable lack of knowledge of our enterprise system by high school students probably lies in the fact that there is little or nothing on this subject included in their curricula.

I certainly hope that our employees are not harboring any thoughts which parallel the eight obvious misconceptions mentioned above. During the last four years our company has fallen below the national average of corporation profit percentages. If we are to continue to maintain our established position in our service industry, we must increase the profit percentage to the point where we may once again think of building new facilities and/or expanding existing ones.

Every job at Prudential has been made possible by our free enterprise and fair profit system. We should all conduct ourselves in such a way that this system might not fall to a strong centralized Federal Government.

-- John D. Clark



ACCOUNTING & ADMINISTRATIVE NEWS

Talk about surprises! On Wednesday, January 30, Dale Bain, one of the few bachelors left in the Company, finally threw in the sponge and announced his engagement to Miss

Congratulations are also in order for Andy Preece of the Tabulating Department. He proudly announced that he and his wife are expecting the stork in May. Are you by any chance



Jean Kershaw of the Central Accounting Office. Those few in the Company who had knowledge of the secret romance kept their pledges and remained quiet until Jean had given a firm "yes" and was appropriately equipped with a diamond. John McDonald, one of our disbelievers, promised to bake a cake. He might get taken up on this promise one of these days, as the wedding date will be "soon."

hoping for a boy, Andy? Glenda Moore, keypunch operator, had the misfortune of being the victim of an auto accident in February. She had a stiff neck for a few days, but now we are glad to report that both she and her car are back to normal again. Messrs. John D. Clark, F. H. Bailey and Howard Andrew- (Continued on Page 7)

VAN NUYS WINS GOLF TOURNAMENT

(PICTURE ON OPPOSITE PAGE)

February 2, 1963 was indeed a red-letter day for us here at Van Nuys. Up to this point the golf trophy was a fact only revealed by its presence on the walls of our competitors in Los Angeles and Chula Vista. Finally, the Van Nuys team consisting of Frank Clark, Sky Richerson, Joe Farrell and Dick Olson walked off with the prize -- only because the other two teams fell flat on their putters.

It was a good tournament; as everyone has said, "the best yet," mainly because of the number of varied participants. There were 60 players in all. Of these, 14 were customers of Prudential Overall Supply, 6 were good friends of the Company, and 40 were employees.

Most of all, the success of this competitive gathering was due to the cooperation and enthusiasm of all the players. We look forward to larger and

better tournaments as time goes by.

There were many prizes--two large towel sets for the flights comprised of guests, a traveling alarm clock and four dozen golf balls divided between the top nine men in the two employee flights--a total of 18 prizes.

I believe that the outstanding result of this tournament is the determination of six men who had never played golf before to continue at the game and swear that on May 11 at Torrey Pines Country Club in San Diego they will be stiff competition for the top prizes.

As host of the last tournament, may we say "thanks" to all and in turn ask that you extend the same enthusiasm, help, and cooperation to your next host, Chula Vista.

-- Dick Olson

VALUE YOUR HEALTH-- PROTECT YOUR WEALTH

Good health is your most important asset-- guard it carefully. Most of us take good health for granted and, sad to relate, some of us fail to provide our families and ourselves with even a minimum protection against the possible loss of good health.

Most of us rely solely on our weekly earnings for funds to meet our living expenses. In addition, our homes, our automobiles, our furniture, and many other major items are all purchased on some form of installment payments to be met out of our weekly earnings; and naturally, the creditors anticipate prompt payment of each installment when due.

We are a comparatively happy and carefree people. We work, we enjoy our purchases, we pay our bills, and most of us even set aside a few dollars each

payday. But to keep those pay-days coming, we must stay in good enough health to continue working. There's no holiday for our bills and obligations even though accident, sickness or death interrupts our earnings.

The group insurance protection your Company makes available to you is designed to provide a reimbursement that will help defray the expenses incurred for medical care.

Yes, good health is your most important asset; but it is hoped that you will derive peace of mind in knowing that if you are unfortunate enough to suffer ill health, the group insurance benefits available to you will help to solve the financial problems that are bound to arise.

-- Courtesy John Hancock Mutual Life Insurance Co.

COMMERCE'S NEW DUAL-POOL AQUATORIUM

The City of Commerce Aquatorium at 2515 Eastland Avenue in Rosewood Park is fast becoming the center for swimming in southeast Los Angeles County, says Mayor Maurice H. Quigley.

The complex in the city-operated park includes community meeting rooms, gymnasium, play areas with wading pool for toddlers, and a refreshment stand.

Open to residents and non-residents as well, there are swimming lessons, SCUBA diving instruction, water exercise, first aid, senior life saving and physical education classes.

Public swimming hours Mondays through Fridays are 11:30 a.m. to 1:00 p.m., 3:30 to 5:00 p.m., and 7:00 p.m. to 9:00 p.m. The weekend and holiday schedule is 1:00 p.m. to 5:00 p.m. Admission is 10 cents.

Provisions have been made for future building extensions, including an enlarged parking area and a picnic section.

The aquatorium, 100 feet wide by 180 feet long, encloses two pools--one for training and one for general use. The training pool is 30 feet by 50 feet with a maximum depth of five feet.

The water level, however, may be lowered so that children of all ages may be trained with confidence and safety. Length of the general pool provides for 25-meter Olympic competitive swimming.

An unusual feature of the pool is the underwater sound system and underwater observation room. In this room an instructor may watch the swimming and diving progress of his students, say the architects, Hunter and Benedict.

During the day the aquatorium is lighted by floor-to-ceiling glass doors and walls on three sides and clerestory windows on the fourth. In the summer, the four roof hatches, each 18 by 40 feet, open the room to the sky. The doors of the north and west sides can be lifted overhead to give free access to the adjoining patio.

Prudential Overall Supply is proud to count the City of Commerce among its newer customers.

New pitfalls in all-number telephoning turn up all the time. One fellow dialed the wrong number and found himself talking to his social security account.

THE SMITH BROS. CHAIN OF MARKETS



It was with much pride and humility that I accepted the challenge to write about my favorite subject, my employer.

You might say that several of us employees have grown up with Smith Bros. Markets. For two or three of us it was the first and only job that we have ever had since we graduated from high school. Although our individual jobs play only a minor part in the actual operation of Smith Bros., we feel very much a part of this operation as does every other employee in the company.

Smith Bros. Markets originated in Hemet, California. Forrest Smith's parents, D. R. and Elva Smith, started what we now call an old-time mom and pop grocery. Recently, Forrest was reminiscing what a change has come about in gro-

cery markets during the past 25 years. He remembers when he helped out in the store as a boy of 10; how they weighed all the produce, sugar, beans and coffee; collected each item from the shelf when called for by the customer; sold bulk kerosene out the back; and took in eggs and produce from the farmer. Most of the business was done on a charge-account basis.

Forrest has a brother, Quentin R., who is associated with his sister, Freda, and their parents in operating the Smith Packing Plant of San Bernardino.

The name of Smith Bros. actually originated in the year 1940 when the boys took control of the market from their parents. When World War II broke out in December, 1941, both Forrest and Quentin joined the Navy and served 4 years. Being an enter-

prising people, the Smith family acquired the meat packing plant during the war years. In the latter part of 1946 the brothers dissolved their partnership with Forrest buying Quentin's interest in the market.

Growth of the market chain has been rapid. Prior to 1956 Mr. Smith had branched out to his second store in Indio. He operated this one and one in Hemet until 1956 when he sold out to Mayfair Markets. After a few months of retirement he opened a new store in Perris. The Corona store was opened in 1958. The Hemet location was re-purchased in 1959; and the Arlington, Glen Avon and Bloomington Stores were opened in 1960.

The year 1961 saw the establishment of the Rialto store; but by far the most active year for

openings was 1962 with locations at Rubidoux, Van Buren, Chino and Tava Lanes.

Although the brothers shared success together, each in his own right now met a new challenge of growing with more success completely on his own initiative.

Forrest is a very likable person, one who adapts readily to any situation. He knows what he wants and usually knows the means to get it. Coming from a closely knit family helps him to know what his customers' needs are or will be. He plays an active part in every phase of his markets' operations and fully understands its working mechanisms. He instigates the advertising and keeps a sharp eye on the market prices for all departments. The accounting is done by IBM data processing.



PERSONAL SERVICE IS A FEATURE OF SMITH BROS.' MEAT DEPARTMENTS, SUPERVISED BY CLYDE BRANTON



FORREST W. SMITH, OWNER OF 11 STORES IN THE RIVERSIDE-SAN BERNARDINO AREA



CLEANLINESS AND ATTRACTIVE, WELL-STOCKED DISPLAYS HIGHLIGHT INTERIORS OF SMITH MARKETS.

The stores' key help are five supervisors and eleven store managers. Some of these people started out as box boys. Juan Brown, manager of the Hemet store, is one such example.

Mr. Smith prides himself on having a very efficient staff, without whom the success he knows today would not have been possible. His grocery supervisor is A. K. (Keith) Clayton, who has been associated with the organization since 1948. Keith started as a clerk and has grown in position as Smith Bros. has grown with its volume. He now supervises approximately 200 clerks and advises the 11 store managers, as well as doing the buying. Clyde Branton, meat supervisor, has about 70 meat cutters and managers under his wing. Clyde has been with the company for five years. His experience with the meat business started when he was 11 years old. He handles all phases of Smith Bros.' meat business--wholesale, retail, advertising--personally checking the packing house beef. He too feels a good sense of accomplishment, as he has contributed his part to help build the chain from two stores to eleven. Clyde prides himself in being able to give customers quality choice meats at all times, at a reasonable price. To be able to do this requires a constant vigilance of the intricacies of meat buying and selling.

Smith Bros. has two produce supervisors--Joseph Hutchins and Dave Welty. "Hutch" handles all the buying at the Los Angeles market, and Dave

supervises the produce managers. Both these men's jobs are very important, as every item in the Produce Department is perishable.

The Food Department restaurants in the Hemet, Glen Avon and Rialto stores each feature home-made pies and that good home-cooked food like Mother used to have. Ila Basden, Pauline Browning and Wanda Tipps head these departments.

The truck supervisor, Jerrels "Gabe" Clayton, is another old-time employee, having started in 1948. He remembers the time when he was the only driver and hauled all the groceries on a little ten-wheeler. He now drives a big Diesel rig and has four other drivers.

John Weinberger is the refrigeration and maintenance man. With the help of an assistant, he keeps all the equipment running smoothly. This is a pretty good sized job with 11 large supermarkets.

The Accounting Department is headed by Mel Wagner, who started with Smith Bros. in 1957 at the Perris location. At that time Mr. Smith had only the one store in Perris. Melvery capably keeps ahead of changes brought about by rapid growth, yet helps keep the costs down by furnishing all possible information to management. We have just recently moved into new offices. Mr. Smith and a few of us can remember having to sit on banana boxes at desks that did not have space in what could actually be called an office.

Mel's office is staffed with ten people who help him with the accounting for all 11 stores. Joan Collins, our friendly receptionist, came to us when we moved into our new offices last October. Marge Thomas, head cashier, gets help from Barbara Avis, Janet Trawick and Lina Pruett. Handling the accounts payable department are Jim Parks and Mae Eley. Violet Loyd handles all the payroll and personnel records. Hazen Jones is our security officer. The last of the office staff is myself, Reba Buchwitz. I punch the IBM tapes and help out wherever necessary.

Smith Bros. has not only contributed to the Riverside and other area locations as a community by furnishing jobs for over 300 families but is helping give our Southland families the most for their money. Even though the operation has expanded to such a large corpora-

tion, employees can truthfully say they are still working for someone who has a heart instead of a mechanical machine. The markets have always tried to keep their thinking on the level of the average American family.

It has been said that behind every successful man there is a good woman. Forrest and Wanda have been happily married for 17 years. They have three children--Kenny, 16; Jennifer, 8; and Tony, 3. They have a beautiful home nestled in a small orange grove on the outskirts of Hemet.

-- Reba Buchwitz

Prudential Overall Supply is proud to have served Smith Bros. Markets since 1961 with poplin shirts and dry-cleaned trousers on a rental basis. The markets are serviced from Prudential's Riverside Branch.

ORVAL DENNEY APPOINTED PLANT SUPT. AT CHULA VISTA

Orval Denney, who has been Maintenance Supervisor at the Los Angeles plant of Prudential Overall Supply since 1958, accepted a transfer to Chula Vista as Plant Superintendent on February 1, 1963.

"Denney" has been with the company since 1952. He and Mary and the kids have lived in Whittier for several years and are looking forward to moving to the San Diego area.

Along with our congratulations go our best wishes for continued success with Prudential.



"THE DAY OF THE BIG SWITCH"

BOB MUTH, JACK TACKETT PROMOTED



PRIOR TO MARCH 9, EACH PLANT OPERATED ALL TYPES OF DELIVERY VEHICLES. THE "BIG SWITCH" WAS DEVELOPED TO RE-ALIGN OUR FLEET, PLACING ONE TYPE OF TRUCK IN EACH OF THE RESPECTIVE PLANTS. THIS REDUCES THE VARIOUS PARTS NEEDED IN EACH PLANT AND ALLOWS OUR MECHANICS TO SPECIALIZE ON ONE TYPE OF TRUCK, BOTH OF WHICH WILL HELP REDUCE MAINTENANCE COSTS.



BOB



JACK

Two important personnel changes were made at the Los Angeles plant as of February 1. Bob Muth was promoted from Plant Superintendent to General Manager, and Jack Tackett was transferred from Chula Vista as Plant Superintendent.

We've had substantial publicity about Bob in recent issues, so we won't elaborate again. Jack has been with the company since 1950, having been Maintenance Engineer at Los Angeles until 1956 when he was transferred to National City as Plant Manager.

Our congratulations to both on their new positions.

IT FIGURES...

Why were the saints saints? Because they were cheerful when it was difficult to be cheerful, patient when it difficult to be patient, because they pushed on when they wanted to stand still and were agreeable when they wanted to be disagreeable. That was all. It was quite simple and always will be.



DRIVING THEIR OWN "SURREY WITH THE FRINGE ON TOP" AT THE RECENT GOLF TOURNAMENT WERE MR. AND MRS. TED GIBBS. GOLF IS A GREAT WAY TO EXERCISE.



After the truck switch on March 9, the bowling teams from Los Angeles and Chula Vista adjourned to Downey for a tournament. The L. A. scratch team beat Chula Vista, but this was offset by the Chula Vista handicap team winning over Los Angeles.

They say bachelors outnumber single gals in Texas by 140,000 to one. It's not that the gals are so choosy or guys so stubborn. With 264,000 square miles, Texas has so much running room.

background of bakery route sales, having worked for Helms and Golden Krust. We extend a special welcome to these new recruits.



New route trainees in the Los Angeles plant are, left to right: George Stallan, Gene Roderick and Don Hotz. George hails from Toronto, Canada, where he was a police officer for 9 years. He has an unusual hobby of house painting. Gene comes

from Indiana, Ohio and West Virginia where he had production supervision experience with F. W. Means & Co. He can hardly wait to go fishing in the Colorado River. Maybe we'll have a fish fry, unless all the big ones get away. Don has a

ACCOUNTING & ADMINISTRATIVE NEWS

(Continued from Page 3)

attended an I. I. L. seminar in San Francisco on March 15 and 16.

Mrs. Don Clark had the dubious honor of being carried off Mammoth Mountain (in a stretcher, that is) after injuring her knee while skiing. This is what comes from having an athletic husband, Dorothy.

Barbara Maurillo of the Purchasing Department was absent a week in March because of an infected tooth. Shirley Greenhaw from the Dust Control Division helped Anna Schultz out on the switchboard during Barbara's absence.

1962 must have been a prosperous year for some of our employees. Jerrie Nation has

ordered a new Corvair Monza, waiting two or three weeks for delivery. Carl Bowser is shopping for an electric organ. He started taking music lessons last year and needs a larger model. We think Mr. Bailey might be looking for another boat to float.

Mr. and Mrs. Dick Buechsenschuetz have moved into their new home in LaHabra. Mr. and Mrs. Darrel Hogan have bought a new home in Westminster.

We found it a little difficult working a couple of weeks ago while the carpenter was moving walls and making room for the Dust Control Division, our new neighbors.

-- Marge Baham &
the Editor



Members of the management group were guests at a holiday party given on December 20 by Mr. and Mrs. Don Clark. Those attending were: Mr. and Mrs. Frank Bailey, Mr. and Mrs. Frank Clark, Mr. and Mrs. Darrel Hogan, Mr. and Mrs. Jack Tackett, Mr. and Mrs. Marvin Williams, Mr. and Mrs. Bob Muth, Mr. and Mrs. Dick Buechsenschuetz, Mr. and Mrs. Ray Potocki, Dale Bain and Howard Andrewson.

It turned out to be almost an all-night affair for the Tacketts and Howard Andrewson, as they encountered considerable fog on the way back to San Diego.

The group enjoyed a delicious dinner prepared and served by Mrs. Clark, Donny, Debbie, Diana and Denise.

LOS ANGELES NEWS

Now that spring training is in full swing, we at Prudential in Los Angeles have decided to make a "paper" baseball organization. Much thought has gone into the selection of the different men to fill such outstanding positions. You must use your imagination--after many sleepless nights the baseball committee (of one) has come to these decisions:

General Manager and Owner -- Cal Kendrick, Route 1
Manager -- Barney Vafiadi, Route 38 (20-year man)
Pitching Coach -- Myron Meyer, Route 15
First Base Coach -- Phil Catino, Route 23
Third Base Coach -- Tom Horsmon, Route 31
Equipment Managers -- Darrel Hogan and Jake Oberlin
Publicity and Press -- Dave Powell and Dale Bain
Travel and Transportation -- Dwight Dawson
Trainers -- Bill Pruitt, John McDonald and Roy Duncan
Advance Ticket Sales -- DuBois Walker
Block Ticket Sales -- Frank Scott and Mark Stafford
Record Books, etc., etc., etc., etc. -- Ted Gibbs
Laundry and Cleaning -- Joe Gonzales
Maintenance -- Bill Dunn
Bat Boy -- Luis Garcia
Water Boy -- Everett Brown

STARTING LINE-UPS

Team No. 1

Catcher Martin Pinkerton, #13
Pitcher Win Bellemeur, #17
Pitcher Pall Juliusson, #22
First Base Dewey Bullard, #10
Second Base Don Bonk, #26
Third Base Bud Lyons, #52
Short Stop Tom Yates, #2
Right Field Clete Hatrick, #12
Left Field Ralph Beilman, #42
Center Field Conley Ford, #50
Umpire Bob Muth

Team No. 2

Hal Favilla, #44
Harley Buettner, #8
Joe Montilepre, #11
Dick Beecher, #20
Ray Moran, #4
Lou Hamel, #3
Ed Bielman, #36
Jim Cresswell, #43
Larry Briscoe, #6
Don Krausfeldt, #25
Jack Tackett

UTILITY PLAYERS

Pinch Hitter -- Phil Scott, Route 37
Pitchers -- Al Sanchez and Ken Ludwig, Route 30
Infield -- Coolidge Smith, Route 21; Tom Smith, Route 41; Gene Roderick, George Stallan and Don Hotz
Outfield -- Ron Merrill, Route 39

Please note that your contracts are printed in small type. You cannot be traded to another Prudential Overall team without your wife's permission in writing. Also, you must play positions assigned to you. It's my ball, that's why.

(Continued on Page 8)

CHULA VISTA NEWS

Our next company golf tournament will be on May 11 at Torrey Pines. May I suggest that everyone come and have a wonderful time. These outings are becoming a big success, especially with the entering of new guests who are customers of Prudential.

Without the wonderful leadership and cooperation we've had from Dick Olson and Roy Duncan, these golf outings could never have been as successful as they are. It takes many hours of preparation to get these functions in shape.

It has been noticed that some of the golfers have improved so much in the past that their handicaps will have to be rechecked.

One of the ardent golfers by the name of Bud Young is not only a divot digger but also a sales digger. He was chosen as the Salesman of the Year for the Chula Vista plant. There were a couple of other good men down here who gave him a run for his money and almost overtook him. Throughout the year Bud has been a big sales contributor for our company, and at the present rate, I'm certain that he will have another great year.

-- George Sothras

There has been so much happening around here that I hardly know where to begin. First, on behalf of all the employees, I would like to welcome our new Plant Superintendent, Orval Denney, to our Chula Vista plant. He probably had a hard time finding the plant on his first few days because the fog was so thick.

When Jack Tackett announced he was leaving us, we felt real sad. We miss you lots, Jack, but are really proud of your promotion.

Mr. and Mrs. Max Montes became proud parents of a baby girl in December. Farris Erwin also had a baby girl in December. Both mother and daughter are doing fine. Jenny Knudsen is next in line to have Mr. Stork pay a visit. She is expecting hers in August.

Betty Riley has come in to take Jenny's place in the office. She has 3 children. Her husband is in the Air Force.

Juan Zarate was off sick a few weeks ago with the flu. Ethel Young from Supply also had her husband sick with the flu. Maria Barajas has also been ill.

June Long in Supply was swamped with replacement orders the first of the year. She did a great job in getting them out, thanks to all the gals in Supply.

All the route salesmen and district managers are busy showing the new walk-off mats.

-- Helen Cota

SOLANA BEACH NEWS

There is not much news in the north county these days except business. All our route salesmen here are well over the quota established for them at the beginning of the year. Keep up the good work.

It is apparent that the volume of Lee Acosta is increasing. He drove to work the other day in a new car. He said he had a flat tire on his old one and it was just too much trouble to change it.

Talk about perseverance.... Jim Baylor is going to night school for the third year in a row. Needless to say, he is a very ambitious young man.

-- Lloyd Sikes

VAN NUYS NEWS

They picked me to concoct the local news script concerning the conscientious creatures creeping around the close-confined cubicles.

Yolande has returned from a lengthy illness and all of us are happy to see her back. Holly is her old smiling self again.

Harold Foldager was off for a week due to a minor operation and looks well.

Marvin Williams is confined to the hospital for a long time. On Tuesday, March 12, he was operated on to correct a slipped disc in his lower back. We miss this big blond wonderful guy and wish him a speedy recovery. For you who know him, we give you orders to send him your well wishes either to his home or in care of the Santa Clarita Hospital in Saugus.

It's a pleasure for us to welcome Tom McElroy to our sales ranks. We have long needed this caliber of help. Tom, for the time being, will concentrate on the newest and hottest item we have—the walk-off mat.

Our General Manager, Frank Clark, is sure busy these days handling the two biggest jobs in the place--his own and Marvin's. He's doing it with ease and good humor.

The local bowling team is at the top of the league; and as usual in everything else, they are beating the Atlas Overall team very easily!

-- Dick Olson

RIVERSIDE NEWS

We were all sorry to see Paul Wallace leave our company, for it was through Paul's sales efforts on Route 29 that our branch was made possible. I'm sure that the many friends in the company as well as customers gained during the 7 years he was here all wish Paul the best as a sales representative for a plumbing supply firm in Los Angeles.

We are most fortunate to have Michael Ayre join our route sales staff. He and his family moved from El Centro to Rialto to join our company.

Good news for all the dove hunters in the company! Mike has assured me that he knows of the best spot in the Imperial Valley.

Bill Knisely is older than you think! He and Nadene are grandpa and grandma--twin girls, no less.

We from Riverside wish to express our thanks to Dick Olson for putting together the best golf tournament so far. We did our best to support Dick and his efforts for a big turnout--75%, plus 3 guests.

-- Clive Ruka

LOS ANGELES NEWS

(Continued from Page 7)

Phil Scott has now set a new record for speed. He picked up \$56 worth of speeding tickets in a half block. I wonder how that Corvette would do in a 1/4 mile.

Tom Yates' estate now has a new watchdog. I don't know how vicious this animal is, but in his first encounter he lost a split decision with a field mouse.

-- Cal Kendrick

We hated to have Bob Muth taken away from us but are happy about his promotion to General Manager. We want to welcome Jack Tackett from Chula Vista as our new Plant Superintendent. We know he and Bob will make a fine team.

We are glad to have Lupe Arriaga back after being gone three months. We hear that Richard Voetee is engaged and that their wedding will be soon.

Due to the increase in synthetic production, Ruth Griffard is sure snowed under; but she always manages to get everything out on time with a smile and a good word for everyone.

Maria Jacobo has been helping in Supply. Due to vacations the girls in Distributing are doing a good job getting the work out even though they are one girl short.

Juanita Macias has just moved into a new home.

We hated to lose Orval Denney to Chula Vista. We miss him, but are sure that Chula Vista has gained a good Plant Superintendent. Good luck, Denny!

-- Floye Matlock

We want to welcome Jack Tackett back to our Los Angeles plant. He has been working at National City and Chula Vista for the past few years. Some of us remember him from days past, and we are truly glad to have him back as Plant Superintendent.

Our own Juana Vasquez is still adding to the population. Number 9 is a healthy 6-pound baby girl. Congratulations to Juana.

Congratulations also to Mary Rodriguez. She is still at home with her new baby boy.

And still more congratulations. This time to Flora Na-

varro who has a new granddaughter.

Condolences to the following who are on sick leave: O'Beccourt, Mary Garcia, Al Goff.

A big welcome back to Luis Garcia, head of the Supply Department. Luis was in an automobile accident.

According to old-timer Lula Delffs, mending and dyeing are the two most important functions of the laundry business.

-- Eleanor Trigueros

Have you seen the new Clean Room? It's real nice. Air conditioning at 70° makes it a very cozy place for us to work. Drop in and see us. Dan, Vera, Maria and I will be happy to see you even if you do have to look at us through the glass.

We're trying to find Vera Vega a brown-eyed, curly-haired man. As for me, I'm still looking for a millionaire. Gloria, the new girl in the Clean Room, has her problem solved. Her future husband is overseas at the present. But with his return there will be wedding bells in Santa Fe Springs.

-- Irene Sandoval

We are happy to welcome Jack Tackett back to Los Angeles as Plant Superintendent. Orval Denney took Jack's place in Chula Vista. We were sorry to see Orval go but happy for advancement.

February seemed to be an accident month. Victor Perez and his riders were in an accident. Juanita Zamora was the only one injured. She had a neck injury which has kept her at home. One foggy morning, Luis Garcia stopped suddenly because there was a truck stalled in front of him. The car behind Luis didn't stop, and Luis' car was demolished. He suffered head and chest injuries. Luis is back with us, looking pale and tired at first, but now beginning to perk up.

Lupe Correa just underwent a tonsillectomy. She is back at work in the towel department. Katie Mojica is ill at this time, and will have to undergo surgery again for the sixth or seventh time.

We welcome Louisa Perez back to the shop towel department. She worked for Prudential a number of years until she was married. She has two lovely children--a little girl and a baby boy.

-- Bethel McMillian

First, I'd like to take this opportunity to thank the Chula Vista gang for the going-away gift. The suitcase was just what I needed for the transfer to L. A. Of course, they didn't have to include the one-way train ticket. Dale says we're out of room, so I'll have to catch up next time.

-- Jack Tackett