

PRUDENTIAL OVERALL SUPPLY OFF-THE-CUFF

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MAY 1962

1962 MOBIL ECONOMY RUN

The Mobil Economy Run is a road test of fuel consumption for stock model American passenger cars. The six-day contest was held this year from March 31 through April 5.

Originated in 1936, it has become the automotive industry's annual gauge of fuel economy. It gives an accurate appraisal of the RELATIVE performance capabilities of the various cars on the market, and gives the car buyer an idea of the upper limits of the performance of the car he chooses.

The purpose of the Economy Run is to determine the maximum miles-per-gallon potential of the current model cars over a period that includes driving, weather and road conditions which might be encountered by the average motorist on a long trip, such as a vacation.

The Economy Run is administered by officials of the United States Auto Club, major ruling body for auto competition in the U.S. USAC is in charge of selecting entries, inspecting them for stock status, supervising their "break-in," assuring that they are not adjusted or tuned beyond factory specifications, and that they are driven in a realistic and honest manner during the competition.

These men take time off from their regular jobs to participate in the Economy Run. Their positions in private life include judges, insurance men, service station owners, bankers, accountants, engineers, mechanics, Congressmen, and other automotive enthusiasts from all over the country.

Entries are sponsored by dealers, dealer associations, and private persons. Drivers are selected by the entrants. They are chosen from factory test drivers and housewives. Some were seasoned economy drivers; others were novices. They all practice economy techniques, such as smooth starts and steady cruising, but no driving tricks (such as coasting or use of special shoes) are permitted.



J. C. Agajanian, official starter, jumps high for photographers while waving off a Chevy II from the impound area in Pasadena.



Special gasoline tanks were installed in the luggage compartments of all competing automobiles. These tanks provide for fast re-filling and leveling. The device in the foreground is used to equalize the temperatures in the tanks and in gasoline pumps, and thereby provides an accurate measurement of gallons used.

A USAC observer rides in the right front seat of each competing car. These observers are rotated twice daily.

The 10 women drivers participating attained an overall average of 22.88 miles per gallon compared with 22.35 for the men. The typical U.S. motorist averages only 14.5, according to the American Petroleum Institute.

Drivers go as far as to drive in their stocking feet for greater sensitivity to accelerator movements, drive with windows and vents closed to reduce wind drag, approach traffic lights with stop-watch timing to avoid full stops, and avoid use of electrical accessories unless absolutely necessary.

The route for the 1962 Economy Run stretched from Pasadena, California, to Detroit, Michigan—a distance of 2497.6 miles—with overnight stops at Flagstaff, Arizona; Tucumcari, New Mexico; Tulsa, Oklahoma; St. Louis, Missouri; and Chicago, Illinois. Strict adherence to the official course was required; no shortcuts were allowed. Each evening participants were given a booklet listing the course for the following day. This booklet also listed landmarks, streets, speed zones, construction zones, elevation, driving times, and other details which would enable the contestants to maintain a required speed average each day. This average for the entire course was 42.57 miles per hour, although on some toll roads and freeways drivers were required to average as high as 55 m.p.h. for long distances. Those who did not maintain the required miles per hour, or who violated traffic regulations, were penalized in gasoline.

Forty-six cars were entered in this year's Economy Run. They were divided into eight classes, body size and engine displacement being the main factors in placing models into competitive classes. All classes except A had automatic

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OFF-THE-CUFF

A MONTHLY PUBLICATION OF PRUDENTIAL OVERALL SUPPLY
DEDICATED TO THE IMPROVEMENT OF EMPLOYEE MORALE
AND THE BROADENING OF CUSTOMER RELATIONSHIPS

Publisher John D. Clark
Honorary Editor Don R. Clark
Editor and Photographer Dale Bain
Associate Editor Mark Stafford
Typist Billie Sims

EDITORIAL OFFICES: 6920 Bandini Blvd., Los Angeles 22, Calif.
Telephone: OVerbrook 5-8700 or PArkview 2-4857



A Buick arrives at a brunch stop in Champaign, Illinois, with a Comet close behind.

transmissions. Two cars dropped out along the route because of mechanical difficulty.

If you're interested in getting nearer the top mileage your car is capable of producing, here are some tips:

- (1) Keep your car's engine well tuned. Several checks a year by a competent mechanic are in order.
- (2) Avoid jack-rabbit starts. Pick up speed as smoothly as possible.

- (3) In city driving, take advantage of traffic light timing. Don't break away fast from one stoplight only to be stopped at the next.
- (4) On the open road, cruise at a steady pace. Pick a speed suitable to road and traffic conditions and stay close to it.
- (5) If your car has automatic shift, avoid use of passing gear.

-- Dale Bain

MUST EXPRESS FAITH

A communist upholds the objectives of communism and utilizes any means to accomplish its socialistic aims and world conquest.

But it takes courage today to use the words "private enterprise" in the halls of Congress and state legislatures for fear of being classed as a reactionary or anti-liberal.

We should express our belief in private ownership of property and industry, and shout it as

loudly as the Russians broadcast their anti-capitalistic doctrine.

Unless we do this, how can we expect the rest of the free world to have faith in the sincerity of our capitalistic system over the communist philosophy?

BIGGEST THREAT

Probably the biggest threat to our capitalistic, free enterprise system is the indifference of our people to the fact that

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ECONOMY RUN OFFICIAL RESULTS

CLASS A - COMPACTS, MANUAL SHIFT	Miles per Gallon
Rambler American 400	31
Ford Falcon (144 cu. in.)	30
Chevy II, 4 cylinder	30.04
Corvair, 6 cylinder	28.90
Ford Falcon (170 cu. in.)	27.43
Tempest, 4 cylinder	27.34
Ford Fairlane 6	25.79
Chevy II, 6 cylinder	24.65
Studebaker Lark	24.19

CLASS B - SMALL ENGINE COMPACTS	Miles per Gallon
Corvair-Monza	27.02
Ford Falcon	25.64
Chevy II, 4 cylinder	25.63

CLASS C - LARGE ENGINE COMPACTS	Miles per Gallon
Tempest, 4 cylinder	27.30
Rambler American 400	27.09
Valiant V-100	24.87
Comet	23.97
Chevy II	23.90
Buick Special	23.84
Ford Falcon	22.83

CLASS D - LUXURY COMPACTS	Miles per Gallon
Valiant	24.85
Dodge Lancer 6	24.40
Buick Special 8	23.68

CLASS E - STANDARD SIZE SIXES	Miles per Gallon
Plymouth Savoy	24.61
Dodge Dart	22
Chevrolet Biscayne	21
Ford Galaxie	20.84

CLASS F - LOW-PRICED V-8s	Miles per Gallon
Chevrolet Impala	20.78
Ford Galaxie	20.75
Plymouth Savoy	20.71
Pontiac Catalina	19.20
Dodge Dart	19.00
Chevrolet Bel-Air	18.55
Rambler Ambassador	18.49

CLASS G - MEDIUM-PRICED CARS	Miles per Gallon
Pontiac Star Chief	19.48
Oldsmobile Dynamic 88	19.05
Chrysler Newport	18.96
Chrysler 300	17.85
Mercury Monterey	17.65
Buick LeSabre	17.15

CLASS H - HIGH-PRICED CARS	Miles per Gallon
Chrysler New Yorker	18.11
Oldsmobile 98	17.52
Buick Electra	17.25
Imperial	17.19
Lincoln Continental	16.36

THE BIG QUESTION

The First National City Bank of New York recently said: ". . . when account is taken of all levels of taxation, our statement seems to hold that the United States can lay claim to the highest personal income tax rate in the world.

"...the question is often

raised as to whether we can afford to reform our tax structure. A more pertinent question is whether we can afford not to if we want to spur people t ahead by exerting their gles and ingenuity.

"The necessity of a thorough revision of our tax system involves not only our domestic economic vitality, but our ability to preserve American leadership in an increasingly competitive world."

VICTORIOUS BOWLERS



Bowling teams from Prudential Overall Supply's Los Angeles plant walked off with first and second place honors in the Men's 775 Handicap League at Premiere Lanes, Santa Fe Springs.

On Monday, April 23, trophies were presented to the first place team (left, above) captained by Bud Lyons, genial Route Salesman on Route 52.

Those in the photo are: Coolidge Smith, Route 21; W. E. Shoberg, General Manager of the Los Angeles plant, holding the sponsor's trophy; Bud Lyons; Dick Beecher, Assistant District Manager; Dave Powell, Assistant District Manager; Darrel Hogan, Director of Purchasing; and Luis Garcia, Supply Department Foreman. One, two,



three, four, five, six? Since when does it take six people to make a bowling team?

Second place winners are shown in the photo at the right with their trophies: Clayton Shepard, Route 20; Larry Briscoe, Route 6; Dewey Bullard (captain), Route 10; Jim Donley, former Plant Superintendent;

and F. H. Bailey, Secretary-Treasurer.

From the smiles on these winners' faces, we'd say they were mighty happy to settle for second place. After all, they missed a tie with the first place team by only 7-1/2 games.

Our sincere congratulations to both teams--we're proud of you!

AD OF THE CLASS

TEACHER'S PET



As you probably recall, a "teacher's pet" was never very popular with the rest of his classmates. He studied hard; he always did his homework; he recited well; his papers were well done and on time; and he passed his exams with ease. His grades were always tops. This "smart feller" made the average students look pretty bad by comparison, and they resented it. To them, "teacher's pet" was something of a traitor.

Fortunately, most children grow up; and they put away childish ideas as well as childish toys. And one of the immature ideas to be discarded is the notion that a person who strives for excellence, who tries to do his very best, is just a little peculiar. The mature adult is satisfied with nothing but his best effort, and he applauds the outstanding efforts of others as well.

As a route salesman, you work for money, not for grades.

You have the best reason in the world for doing your best. Becoming "teacher's pet" (or "outstanding route salesman") is an honor, and is so recognized by your fellow route salesmen. So study salesmanship and your services, plan your route time, practice your presentation, keep thorough records, write clear and concise reports—do all the things a "smart seller" is expected to do. Your earnings will be tops, and you'll go to the head of your class.

SAN FRANCISCO SPACE CONVENTION

More than 1,000 delegates from all over the United States will gather at the Jack Tar Hotel in San Francisco on May 28, 29 and 30 for the first Annual Convention of the American Association for Contamination Control, of which Prudential Overall Supply is a member.

For the first time, representatives of space and missile



While traveling an Arizona highway recently, your editor happened upon this fresh new test automobile. Whatever the make and model, it certainly is an attractive car. Shall we wait until Fall to find out, or would you care to hazard a guess?

companies, hospitals, air pollution control districts, the military, science and educational fields will gather to view more than 100 exhibits and participate in the many Convention programs.

Among those present to hear Rear Admiral J. P. Monroe from the Pentagon and actor George Murphy, now a vice-president

of Technicolor Corporation, discuss the need for contamination control in American industry will be delegates from companies in 16 states.

Prudential Overall Supply will be ably represented at the Convention by Dick Buechsen-schuetz and Ray Potocki, account executives, in Booth 39. Stop by and see their interesting display.

CHULA VISTA

When one stops to think of how the years fly by and the progress that has been made by our company, all we need to do is ask Bud Young how it was in the old days.

Thirteen years ago, Bud came to work for Coast Industrial which is now Prudential Overall Supply. He would load his truck as early as 5:30 in the morning and start the long trip up the coast to Camp Pendleton. During his trip he was always being stopped by people who wanted to rent garments.

It wasn't an easy job then, as it is now, to sell a rental service. There was always the possibility of not being able to supply because of the shortage of garments.

The territory that was covered then was far greater than anyone can visualize. Can you imagine how it was when the trucks never came back to the plant until as late as 8 or 9 o'clock at night?

Yes, those were the good old days; and Bud is glad they are behind him instead of in front.

Bud has seen many wonderful things happen to our company. All of us are proud to be associated with a guy like him, who has never griped when things didn't go just right. He has always been ready and willing to give his fellow workers a hand, and his customers are among the luckiest to have him service them. Just to show you how much devotion he has for our company, Bud has never missed a day's work in all those 13 years.

Yes, the years certainly fly, but I'm certain that Bud doesn't have a regret in the world. We all want to wish him a happy 13th anniversary and another 13 to come.

-- George Sothras

CHULA VISTA PLANS GOLF TOURNAMENT

Information for all you golfers is now being planned for the outing which will take place on June 30 at the country club in Calliente, Mexico. The arrangements tentatively are for golf at 11:00 a.m. and dinner immediately afterward, with prizes for the winners.

Tickets for the jai alai games will be given to anyone who wishes to attend.

We are hoping to try something a little different this time whereby you men can bring

your wives to spend an enjoyable day in Mexico.

More news about this exciting day will come to you on posters which will soon be distributed to all plants and branches.

-- George Sothras

BIGGEST THREAT

(Continued from Page 2)

It is under attack from within as well as without.

For years, the liberals have been promoting socialized projects in the United States.

We have led a smug life and have never known the restrictions and terror that inevitably follow in the wake of a highly centralized government or police state.

RIVERSIDE

Hats off to Paul Wallace who was recently installed in the LaVerne Chapter of the Masonic Lodge No. 428, San Dimas. Congratulations, Paul.

Jerry Owens, back from the Refresher Training Program in Los Angeles, said he enjoyed the people he met and picked up a wealth of information.

We don't see much of our wagontrainmaster, Clive Ruka, these days. It seems he is blazing new trails for our company out Goldstone (gulch) and other Barstow areas.

Bill Knisely has contributed his efforts in this new area with Harry Doernbrack following through with his "Specialty" service.

Bill Huntley is passing the hat around to help Vegas Vic (that's me) after spending a weekend with the family in Las Vegas. OUCH!

--Ferdie Aleman

Our own Zorro (Ferdie) is blazing a trail of his own in the Hemet Valley. Bill Knisely and I were concerned as to why he was always late on Monday nights for bowling at 6:30. Do you know what his excuse was? He has put 26 new stops on Monday's run. Needless to say, there were a couple of red faces around here.

-- Clive E. Ruka

CAN YOU READ?

Seville, der Dago . . .

Tousan bussis inar--

Nojo Demir Trux

Summit Cowsin! Summit Dux!

-- Contributed by
Phil Catino

LOS ANGELES



MR. AND MRS. BILL PRUITT IN DISNEYLAND PARADE

On Easter Sunday, Bill Pruitt drove his 1915 touring car in a horseless carriage parade at Disneyland. Bill says his Ford has 20 horsepower and a cruising speed of 42 m.p.h. The original selling price was \$440. Bill acquired the car in 1956 and completed the job of restoring it to its original condition. It had passed through several hands during the time of its restoration.

In 1937 a group of 12 prominent citizens of Los Angeles County banded together and formed a group dedicated to the preservation and restoration of automobiles of historical value. Called the Horseless Carriage Club of America, it has grown to a present membership of about 6000. Besides parades, its activities include an annual tour to Casa Colina Hospital for Retarded Children and a biennial tour to Lake Tahoe, Reno and Virginia City, Nevada. California this year issued permanent license plates for these cars. -- Mark Stafford

Barney and Charlene Vafiadi celebrate their 20th anniversary this month. Palm Springs here we come.

Clay and Maureen Shepard enjoyed their 15th anniversary. They had a wonderful steak dinner at the Del Rey--soft music and candlelight.

Dave and I celebrate our 6th year together. We're going to Las Vegas to rest.

-- Pat Irwin

We hope everyone had a happy Easter. Wasn't the weather wonderful?

Congratulations are in order for Floye Matlock, Flora Navarro and Elvira Vega. Floye's son got married a couple of weeks ago. Flora became a grandmother again (what? she doesn't look a day over 20!) --this time it was a boy. Vera is a very proud aunt.

April Harris was transferred to the Towel Department. We welcome Mary to the Distributing Department.

Thanks to Orval Denney and Alex for the fine work they did on my folding table.

-- Ruth Griffard

Hello, everybody: After being away on sick leave, I am glad to be back. I'm happier still for the opportunity of finding out for myself the privileges we all can

enjoy that a lot of us know nothing about.

Do you know that after being sick, we union members are entitled to 2 weeks at the Health Spa and Recreation Center as a convalescent without one cent cost to us? I couldn't believe it myself when the girl from our Union Welfare Department called me about it.

Mr. Chandler took me from my home to Elsinore. I couldn't have been treated better if I had paid for this service--a private room with maid service, a therapy pool for health purposes, a regular swimming pool that is heated for comfort, a library in which I found some Spanish books. The hostesses are wonderful; they make a person feel at home. They do all they know how to do to make you comfortable and enjoy your rest. A nurse is with you until midnight, just in case.

You never had it so good if you've taken advantage of our local and the various industrial laundries in Southern California have made possible for us. Check on it and go to your health spa. Believe me, you will have to try this in order to appreciate it.

-- Jovita Vaughn