

PRUDENTIAL PERSONALS

EMPLOYEE SUPPLEMENT TO OFF-THE-CUFF

SEPTEMBER, 1962

GOLF TOURNAMENT SEPTEMBER 29

Roy Duncan announces that plans have been completed for the company golf tournament on Saturday, September 29, at San Clemente Golf Course. Tee-off time will be at 12:00 noon sharp. Reservations have been made for 40 participants.

Those in the Chula Vista plant who wish to play should see George Sothras promptly and sign up. In Van Nuys, contact Dick Olson; and in Los Angeles see Roy Duncan.

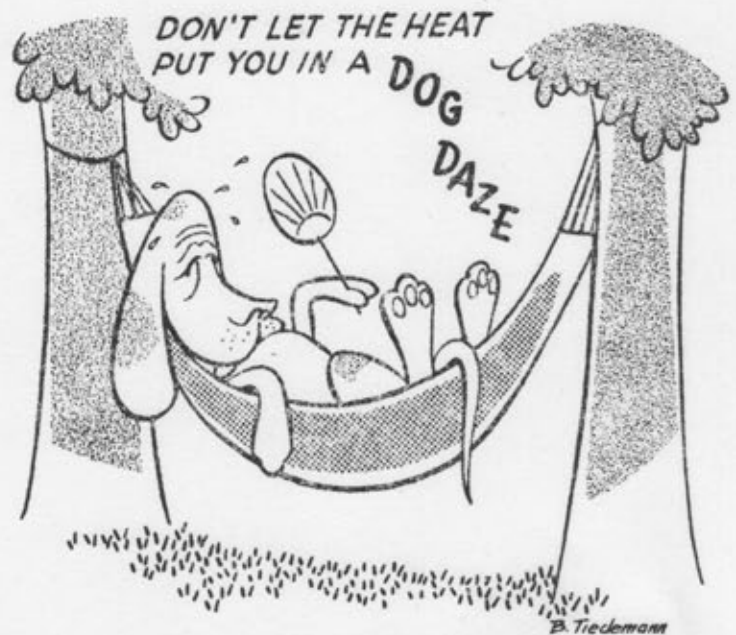
The Van Nuys plant is eyeing the trophy and anxious to capture it from its coveted place on the wall in the Chula Vista plant. Of course, Chula Vista says it stays there. Why not compromise and leave it half-way between those plants? Los Angeles, however, will be at a disadvantage with the loss of two ardent golfers--Dick Sullivan and Bob Slater--both of whom have left the company.

Old-timers will remember the tournament played at San Clemente last September 16 in the rain.

TV EDUCATION

The CBS Television Network, in its College of the Air series, will present "The American Economy" this fall. The course will consist of five half-hour lessons per week for thirty-two weeks (a total of 160 lessons, or two semesters of college classes). These lessons will examine both the economy as a whole, asking questions about changing levels of jobs, incomes and prices in the United States, and major segments within the economy, focusing on such institutions as business firms, labor unions, farms, and households. Brief segments at the end of the course will compare and contrast the mixed free enterprise system of the United States with socialist and communist economic systems, and will look at America in the context of the world economy.

This course will help you build a more objective understanding of how and (Continued on Page 5, this section)



GET UP and SELL!

When the dog days of summer come along, it isn't hard to imagine that most comfort-loving canines will be shrugging their furry shoulders and heading for a hammock under the nearest shade tree. With a fan in one paw, and perhaps a gin-and-tonic in one of the others, they will loll away those beastly hot spells of September and possibly October. They will refuse to chase a cat, scratch a flea, or even nip the mailman.

Since most dogs don't have to worry about where their next milk bone is coming from, they can afford to doze away the summer. But salesmen are different. Even when the weather isn't fit for a dog, they've got to keep the income comin' in. No shady hammock for the salesman--the best he can do is to adjust to the weather and keep business rolling along as usual.

There are several ways to make summer heat less oppressive. One, of course, is to ignore it. Keep busy, keep moving. You'll find that some of the problems we blame on the weather (Continued on Page 6, this section)

LOS ANGELES NEWS

Route salesmen Jim Kirksey and Clayton Shepard have left Prudential, as has Lucy Shults. Dick Sullivan has also left due to bad health. He is going back to Dallas, Texas, to help an uncle with the management of a ranch.

Pat Irwin has been on sick leave for a number of weeks. Elaine Hauck and Kathie Ashe are new employees with the company. The Frank Scotts spent several days in Las Vegas this month, and Virginia Brzezinski spent her vacation lapping up the sun with her parents in San Bernardino.

Ted Gibbs took a jaunt down to Tijuana, and Roy Duncan spent his vacation hitting the little white pill around the local pastures. Bill Pruitt spent an enjoyable week giving his visiting sister a cook's tour of Los Angeles. Cal Kendrick and wife Janet drove to San Felipe, Baja California, for a few days.

While he was on vacation, Bill Paine discovered a "new" use for fender covers. He and his family were at the beach, and this lady goes sauntering by with one of the unmistakable fender covers draped around her. He says he would have removed it, but wasn't sure whether she had anything on under it! Fender covers are also excellent for protecting the finish of automobiles while they are being worked on.

DuBois Walker likes to soften and charm his customers with this little tale:

"The chief of a well-known Indian tribe was blessed with twin sons, whom he named Running Water and Falling Rock. He observed them closely through their adolescence in an effort to determine which would best qualify to succeed him as chief, but could not come to a decision. Years later, as the chief lay very ill in his teepee, his sons appealed to him to name a successor. The chief decided to send each son out on a hunt, the one bringing back the biggest buck deer to be the new chief. After a winter and a spring had elapsed, Running Water returned with a grand buck deer and presented same to his father, saying that surely he would be the new chief. But the chief told his son he would have to wait for Falling Rock to return. Two more winters passed and the brother did not return. The chief was on his deathbed and had to provide a successor, and

so he made Running Water the new chief with the stipulation that he would always search for his brother and would care for him if he ever returned to the tribe.

"That is why, when you ride through the mountains, you see so many signs which say 'Watch for Falling Rock.'" (And when the road sign says "Slide Area" --get out the projector.)

Vacations for distributing personnel are almost over. Everyone reports having fun and coming back with a new enthusiasm for work. April Harris is going to the World's Fair in Seattle this month. Mary Jacoba is in Mexico, as is Victor Perez.

Loretta Weaver went to Catalina. She reports having a good time, except that she got seasick. Luis Garcia spent his vacation watching his new home being built.

We hope the pictures made of Alice and the N.O.G. without marks gets results!

Olga Mills and Frankie Rhine, our cook and cashier, look very pretty in their new white uniforms.

Bethel McMillian, who was on sick leave, has recuperated and is back on the job as Head of the Towel Folding Department. Vicki Cabral substituted for her during the absence.

-- Floye Matlock

AUTOMATION IS A REAL BENEFIT

The word "automation" is fairly new, but the principle is ancient. It simply means finding ways to do the same job, or a better job, at less cost and in a shorter period of time; and at the same time conserve human energy for more skillful and rewarding activities.

The business which fails to meet the competition, whether it operates in domestic or world markets, sees its trade go elsewhere. And if resistance to automation makes it impossible for American producers to compete in the surging competition of domestic and world markets, the end result will be loss of sales and profits, which create and secure jobs.

A profitless enterprise can only move in one direction--backward.

VAN NUYS NEWS

Since the last issue, many changes have been made in the Van Nuys plant. In the Service Department we have promoted Garry Finneran to District Manager and are looking forward to his being a key management person in our organization.

We welcome Jim Bitner to the Service Department. Jim is running our brand new Route 46 and doing a fine job. Glad to have you with us, Jim.

Welcome is also extended to Jim Teyema in the Maintenance Department. Clarence Faro, your little Corvair seems to have held up very well considering that fast flight to Chicago for your vacation. Have you recuperated yet?

Bill Schmieg, we are happy to have you in management. Don't suppose you are looking forward to having a real easy time this summer what with having to run vacation routes, but this is probably the easiest way of learning each man's route and will be an asset later on.

Ed Richerson was transferred from the Service Department to the job of Stockroom Supervisor and, Ed, we are happy to have you join plant management. We are looking forward to have you continue doing a good job as you have for the company in the past. This is a new job classification for this plant and Ed has buckled down in taking on a lot of responsibility.

Many of our plant employees have been on vacation, and all seemed to enjoy their time away from the heat that we have here in the Valley. We are looking forward to vacations getting over with and the weather getting back to what we call a nice cool 90° so that we can settle down and do our work for another year.

In the past few months we have installed another tumbler in the dry cleaning area, a spotting machine for synthetic garments, and many other additional pieces of equipment. As employees we are happy to see that the business in the Valley is continuing to grow so that we can be assured of permanent work.

Marvin Williams' vacation finally arrived, and he and his family drove to Texas. Guess they couldn't stand the

heat here! Anyway, we missed Marvin and trust this vacation helped his health. Frank Clark has been holding down the fort for Marvin during the vacation.

I waited, griped and grumbled about my vacation for so long that it finally came and now seems like a dream. I went to Ensenada and did nothing but eat, sleep, soak up sunshine and rest for several days then came home and took my children to the bullfights in Tijuana and to the zoo in San Diego. We enjoyed both so very much, and how we loved the weather down that way! I'd sure make a good booster for the San Diego Chamber of Commerce. Time went so quickly that now I'm looking forward to another vacation.

Holly Thornton handled the front office and did an extremely fine job while I was gone. Real teamwork counts in a busy office and makes it easier for everyone concerned. Holly's boy, Steve, age 11, just recently underwent a very serious heart operation and is now home. From the amount of energy that he seems to possess, I would say he's recovering almost too fast—at least as far as Holly is concerned. Take it easy, Steve—we want your mother around for a long time!

From what we hear about bowling, there will be two teams sponsored by Prudential in the winter league, and already there promises to be lots of competition.

With this issue of "Off-the-Cuff" I wish to say goodbye to all the wonderful friends and employees of Prudential Overall Supply. Everyone has just been grand to me, and I'm certainly going to miss you.

-- Ellie Speer

Our Van Nuys bowling team this summer consisted of five stalwart men--Pat (man of the year) Patrick, Cecil (most improved) Gay, Ed (Rock) Stone, Bob (Back-up) Jaennette and captain Lou Mathisen.

We finished in sixth place. Due to an unfortunate bit of bad luck we would have been up nearer the top. Seems we would never win on position weeks and always managed to lose to the same team whenever we would meet them. They had a jinx, I guess.

-- Lou Mathisen

CHULA VISTA NEWS

Many thanks to the folks who made our golf outing a success. On June 30, we were the hosts to over 30 people at the Tijuana Country Club in Baja California. There were several dignitaries who attended, and we were very proud to be able to entertain them. Several of our group went to the jai lai game after golf and dinner.

The Chula Vista foursome were the victors in the golf match, which enabled them to keep the trophy here at our plant. The group of Howard Andrewson, Dick Buechsenschuetz, Art Watson and George Sothras won the game by shooting a combined effort of 367 and a handicap of 295. The boys from Los Angeles had a 380 and a handicap of 300 which gave them 2nd place. Holding up 3rd spot was Van Nuys with a 309 handicap game. The individual handicap winners were Ed Chevalier, Art Watson, Don Sorensen, Ed Richerson and Ed Bielman. Art Watson won individual low gross with a wonderful score of 79. Nice going, boys, and thanks for making this event a successful one.

On the Chula Vista bowling scene, I see that our two handicap teams won first and second places respectively in their league. Now that that last bottle of beer is down and all the smoke has cleared, the gang is back to normal and waiting for the new season to begin.

Activity here is buzzing right along. Everyone is participating in the new sales contest now underway. Sharpen your pencils, get plenty of order forms and rental agreements, and let's go!

We are very happy to have Beverly Ball back with us. She was off for about a year, but decided it was too dull around the house (just imagine how dull with a tiny baby) so she had to come back to work.

-- George Sothras

There has been so much happening that I don't know where to start. First, I guess I should let all you people in Los Angeles and Van Nuys know about the great fishermen you have up there. When they had the golf outing for the duffers, I asked Marvin and Orval to get a gang together to come down fishing. They got Joe and his brother, Tony, and Sandy from Van Nuys, and Orval from Los Angeles. We had a real nice day, with the sun

shining, the water calm and lots of fish. Marvin hit the bunk first, but had lots of company in a short time. Sandy wanted to go back to land, but Lloyd Rash wouldn't even let him think we were going back until nightfall. All in all, everyone was a good sport about being sick. I got a new boat with better bunks, so maybe Marvin will consider another fishing trip.

Vacations are still going strong, so that keeps everyone busy trying to keep up. I had my family back in Pennsylvania for a month, so had to go get them on my vacation. So you can see, I spent most of my time on the road. I did get some good fishing in at Salton Sea on my way back.

We have another fisherman and skier among us now. Smitty has caught the bug and really learned to ski quickly. This is an invitation to anyone who would like to come down for a weekend. Just let us know and we'll be available for fishing and skiing. For the people who don't know this area, we are only about a mile from the Bay so we can get in some skiing in the evening before dark. There is a boat dock almost next door to us.

Ramona Nicholas had to leave us due to illness. She had been with us a long time and sure hated to see her go. Rosaura is back after a sick leave and looks like all of us should get sick and rest up like she did. Raymond in the washroom is going to be a father soon, so he is a little hard to get along with.

Juan has been busy as a bird dog shifting people around to cover the vacations, but said, "Thank Goodness, this is the last rough week we have on our list." Georgia Coffman in Supply said this was the longest two weeks she has ever seen, with Helen Cota being gone on vacation. Carmen Avalos had to take off again. Her health isn't good, but is always ready to give a helping hand when I get in a bind for an alteration gal. Maura Delgado is back with us in Carmen's place. We have two new girls on the shirt presses--Edna Gomez and Rosa Rios.

We've made a lot of changes in the Distributing Department. Los Angeles fixed us up with a conveyor, so it keeps Jim busy on the bundle tier. Still a lot of adjusting to do, but Jennie is working at it and it is smoothing out.

-- Jack Tackett

RIVERSIDE BRANCH NEWS

This summer, like so many in the past, has had its share of confusion, which is usually associated with vacations. Bill Knisely and I agree that this branch operation would operate much smoother if only two people were allowed to go on vacation--him and me. On the other hand, it is worth the extra effort required to cover all the bases when the returning vacationers begin to show a fresh outlook on their respective jobs.

Ferdie Aleman left the company shortly after the last issue of "Off-the-Cuff" to become sales and service manager for a linen and industrial supply company in Glendale. We are very fortunate in having Art Herbert as the new route salesman on #35. Art and his wife hail from the windy city of Chicago.

Jerry Owens suffered a brain concussion while working on a Model A Ford. We were all relieved to see Jerry back on Route 33 after 2-1/2 days off.

-- Clive Ruka

SOLANA BEACH BRANCH NEWS

Anyone driving through Solana Beach these days will see the addition of a large new sign. It is visible from the highway and I am sure everyone will soon know where we are located. Stop by and see us.

Vacations here in Solana Beach are almost over. Jim Baylor, Clete Redmond, LeRoy Acosta and I have had our vacations and Sam was on his at the time this was written. I spent my vacation again this year in a tank in the desert.

Ray Shannon is now taking over Route 4 in Oceanside, having been transferred from the Chula Vista plant. He is very happy and says he is here to stay. Ray lives in Carlsbad, so this is his old stomping grounds. He knows a lot of people and is doing a terrific job for us in this area.

Jim Baylor just received a new GMC walk-in truck, and is strutting around like a new proud father. From what I understand, he is being eyed by everyone and is getting a lot of envious looks from the other route salesmen.

Bette Sikes helped out in the office while I was on vacation. I know Sam appreciated her very much.

-- Lloyd Sikes

SECRETARIAL TRAINING

Jean Kershaw, an exception clerk in the Central Accounting Office, has become the first employee to complete the elementary shorthand course begun last fall.

During the course of this training, she has received award pins from the Gregg Publishing Company for taking and transcribing shorthand at 60 and 80 words per minute for 5 minutes. This really is an accomplishment, as shorthand is very difficult to learn even in regular school classes. It might be likened to learning to read and write a foreign language, since one must learn to think in shorthand in order to be able to write it and read it later. So congratulations are especially in order at this time for Jean, who has achieved success mostly by self-study.

She has been employed in the Accounting Department of the company since September 1, 1954; and is, in the words of her superiors, "a most loyal and conscientious employee."

TV EDUCATION

(Continued from Page 1, this section)

why our economic system works as it does. On occasion, it will present varying views of controversial issues by responsible spokesmen. These differences in policy will be presented in a balanced fashion—to help each individual viewer make up his own mind on how best to pursue such widely accepted goals as individual freedom, economic growth, and stability. The course assumes that economic knowledge precedes intelligent judgments, but that such judgments are built both on knowledge and on a sense of personal values.

The instructors will be Dr. John R. Coleman, Professor and Head of the Department of Economics at Carnegie Institute of Technology; and Dr. John H. Haefner, Professor of Social Studies in the State University of Iowa and Head of Social Studies in the University High School there.

The course will be presented in the Los Angeles area on KNXT, Channel 2, from 6:00 to 6:30 a.m., Monday through Friday, starting September 25. In San Diego, the program may be seen on Channel 8 from 6:30 to 7:00 a.m., starting October 1.

JUST LIKE HIS DAD

Well, what are you going to be, my boy,
When you have reached manhood's year;
A doctor, a lawyer, or actor great
Throgs moving to laughter and tears?
But he shook his head, as he gave reply
In serious way he said,
"I don't think I'd care to be any of them;
I want to be like my Dad!"

He wants to be like his Dad! You men,
Did you ever think, as you pause,
That the boy who watched your every move
Is building a set of laws?
He's moulding a life you're the model for,
And whether it's good or bad
Depends on the kind of example set
To the boy who'd be like his Dad.

Would you have him go everywhere you
go?

Have him do just the things you do?
And see everything that your eyes behold,
And woo all the Gods you woo?
When you see the worship that shines
in the eyes

Of your lovable little lad,
Could you rest content if he gets his wish
And grows to be like his Dad?

It's a job that none but yourself can fill;
It's a charge you must answer for;
It's a duty to show him the road to tread
Ere he reaches his manhood's door,
It's a debt you owe for the greatest joy
On this old earth to be had;
This pleasure of having a boy to raise
Who wants to be like his Dad!

-- Contributed by Joyce Logan,
a former employee

LOS ANGELES GETS NEW PHONE SYSTEM

Personnel from Pacific Telephone and Western Electric have been busy for the past several weeks installing a new communications system in the Los Angeles plant and Central Accounting Office.

The new set-up will feature intraplant dialing from extension to extension (bypassing the switchboard), provide more lines for incoming calls, and introduce two-level dialing for obtaining outside lines.

By dialing "8" from his telephone, a person can promptly obtain a Parkview line which should be used for all exchanges to the east of the Los Angeles

plant. To get an Overbrook line for calling in the metropolitan area, the person would dial "9" and quickly receive the Overbrook dial tone.

To explain how the new arrangement functions, and to train our operators, Mesdames Murphy and Smith from the telephone company conducted a most impressive clinic this week for all personnel who have occasion to use company telephones.

Those people in other plants and branches who regularly call personnel in the Los Angeles plant, Accounting, or Administration are encouraged to use extension numbers as published in our directory instead of names in order to provide a faster connection.

DOG DAZE

(Continued from Page 1, this section)

are in the mind. Remember that large meals generate more body heat, so eat less during the summer. Also keep in mind that alcohol is loaded with heat-producing calories. In the warm months you might also arrange more early morning calls when you're fresh and the sun is not yet at its hottest. The morning might also be a good time to do your paperwork before things get too sticky and you get too irritable.

There are lots of other hints for more comfortable (and more profitable) summer selling. Most of them are just a matter of common sense. Put them to work for you. Don't let the dog days put you in a daze. Get up and sell!

STRANGE ACCIDENT

A rather unusual accident was reported in Navy Safety Review. A family of four became violently ill after enjoying a barbecue dinner. Food was later established to be quite sanitary but further investigation disclosed that a shelf from an old refrigerator had been used as the grill on the barbecue. The cadmium plating melted under the heat of the coals, and stuck to the steaks. The result was cadmium poisoning.

WE'RE GONNA HAVE A TRAFFIC JAM!

A leading consumer finance company predicts there will be so many cars in California by 1965 that every lane of every freeway in the state could be filled bumper to bumper, with 5 million cars left over.