

The Richard “Dick” Naugle Story

Dick Naugle was always drawn to the restaurant business and food in one form or another from his youth. Before most people get their first job, Dick Naugle had foodservice running through his veins.

Dick Naugle Youth

Age 7- Coca Cola

Age 8- Ice Cream

Ages 10-12- Worked in the fields with the family farm

Age 12- Dairy

Age 14- Selling Chilled Watermelon slices

Age 17- Started working at coffee shop as line employee and got into management

At the age of seven Mr. Richard Naugle held his first job. During the summer months he set up a 6' X 6' portable metal stand and sold Coca-Cola in the court house yard. The following summer he sold ice cream. He had a milk truck he had rented from his father and converted into an ice cream truck. It was horse drawn and the horses had bells in their legs. He packed the homemade ice cream, (chocolate, vanilla and strawberry), in rock salt to keep it from melting. (Note: The Good Humor patterned their trucks after this idea.) During the winter months he sold newspapers.

At the age of ten, his father moved the family from Kansas to Portland, Oregon, where he went to school for the next two years. He didn't care for Portland, so at the age of twelve he set out on his own for California.

He “tramped and hoboed” to Porterville, then on to Santa Rosa where he held a job in a dairy, delivering milk before and after school. He quit school in the sixth grade having not completed one full year since the fourth grade. From Santa Rosa he went to Delta, Colorado, where he worked in a dairy. There he met a produce man for whom he went to work for, which led to his first customer-contact job.

At the age of fourteen he moved to Denver, Colorado. It was during the watermelon season and he went to work for a watermelon field owner, selling ice cold watermelon at 10¢ a slice. His job was to slice and serve the pieces. The watermelon was kept by storing it in a galvanized horse trough, covered with ice. The slices were rotated, the fresh to the bottom and the ice cold to the top, which was to insure their being ice cold when served.

His next job was in a coffee shop, where he worked for about a year before moving on to a coffee shop in Los Angeles, California, where he started out bussing dishes. It was a fast pace coffee shop and the pay was \$18 a week, working hours from 11 to 7. At the end of his shift, he stayed around learning how to make sandwiches and fancy salads. Six months later he was cutting sandwiches at the restaurant. He would frequently remain at the restaurant until

Press Summary

closing to learn other phases of the business. Six months later he was promoted to night manager.

Family and Work History Years

His next move brought him to Santa Monica, California, where he worked at an exclusive club called the Douville Beach Club. There was no way after getting married, he was going to settle down. Due to his wife- Ida Mae Naugle having family in Riverside, California- he fell in love with the orange groves and the way of life and decided to settle there.

In 1935 he moved to Riverside and because of all the moving he had done as a youth, he made the determination that Riverside would become his adopted hometown. Although illness surrounded his wife and son, he started a soda fountain lunch at the Dalbe Drug counter making \$6 a day.

At this time the orange growers were going broke, not being able to sell their oranges. In his limited spare time he set up a stand in the corner of 8th and Main streets in Riverside. He bought oranges for \$1.00 a box from the field growers. He would squeeze the oranges, making fresh orange juice and sell an 8oz. glass for 5¢. Soon after he designed a truck in the shape of an orange. To insure freshness he would squeeze the orange juice on the truck and then sell it to businesses. It could be kept fresh for 3 hours. If the orange juice wasn't sold in an hour he would pick it up, to always insure freshness. He had designs for 100 more trucks, but World War II had started and he could not get the trucks built. After the war, frozen orange juice was developed.

Even though his entrepreneurial skills had been firmly established, he realized the need for a secure income due to medical issues in the family and the struggles during the depression years. So he accepted a ground level position with the Army and Air Force Exchange Service.

During the war he was general manager of retail and food facilities. In his spare time he worked to develop a frozen orange juice plant, with the encouragement of all the orange growers. The plans were finalized and he found out that all they wanted for him was to be an employee. He tore the plans up and forgot about them.

In 1958 he went to Europe in charge of Food Service Facilities. While there he worked on special projects and problems. He also developed food and beverage vending machines. The job required traveling 90 to 95% of the time. Yearning to settle down, Dick Naugle returned to the United States, where he designed and sold restaurant layouts and equipment for about two years. During this time he was always designing, simplifying and finalizing the Naugles Twin-Kitchen concept.

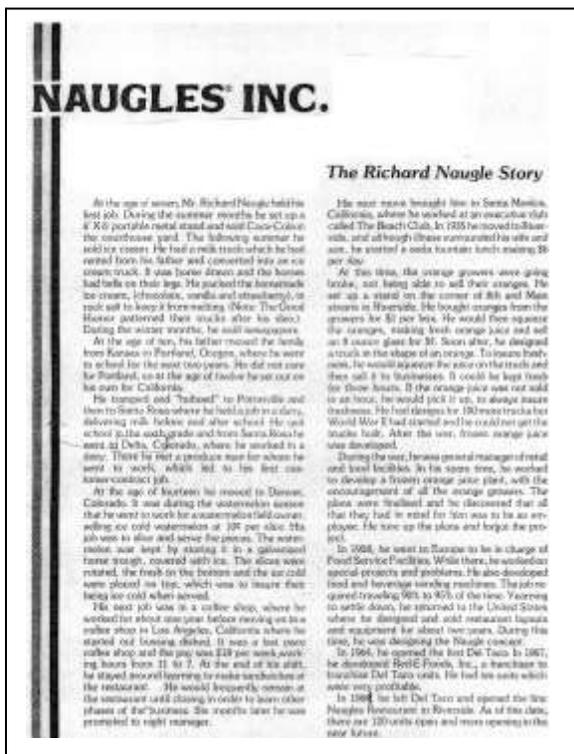
Press Summary

Fast Food Years

In 1964 he opened the first Del Taco. In 1967 he developed Red-E-Foods, Inc., a supplier to Del Taco units. He was proud of the fact the initial ten units, he opened and managed were very profitable and successful.

In 1970 he left Del Taco and bought the first Naugles Drive-Thru – in Riverside located at 14th and Brockton Ave. And the rest is history, as the company continues to grow and expand.

Below is a sample of Dick Naugle History written during his tenure at Naugles. These two samples of no less than 6 different versions of The Richard Naugle Story(s) produced throughout the years!



The N Effect is a memoir written to detail the life and times of Dick Naugle- a lost pioneer of the Fast Food Restaurant Era of the 1950's - 1980's.

www.theneffect.com

Made available for the press by-

Bill Naugle- Author (512) 550-3661
Bill@naugles.com or nauglebill@aol.com
Owner of Naugles, Inc. www.naugles.com
Copyright 2018

