

Richard Marion Naugle

Richard Marion Naugle going by the nicknames of “Dutch” or “Dick”(1) was an American restaurateur and business innovator. A founder(2) of successful fast food operations In Southern California [Del Taco] and then [Naugles] during the rapid expansion of the fast food industry in the 1950’s- 1980’s, “Naugle” as he was so fondly called helped to perpetuate a concept called the “Twin-Kitchen Concept”(9) serving customers in a drive-thru at a minimum rate of 3 to 4 cars per minute(15) during peak rush periods. He served for a short period as the Co-Chairman of the Board of Naugles with Harold Butler, before being bought out in 1986.

Contents

- Early Life
- Family Years
- Work History
- Charitable Ventures
- Horsemanship
- In Popular Culture

Early Life (3)

At the age of seven, Richard Naugle held his first job. During the summer months he setup a 6’ X 6’ portable metal stand and sold Coca-Cola in the courthouse yard. The following summer he sold ice cream. He had a home delivery milk truck he rented from his father and converted it into an ice cream truck. It was horse drawn and the horse had bells on 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 his idea.) During the winter months he sold newspapers.

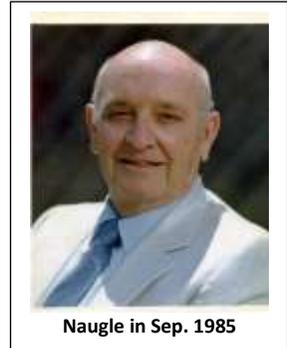
At the age of ten, his father moved the family from Kansas to Portland, Oregon where he finished his formal education with two more years in elementary school. Due to his disdain for cold and rainy weather, he headed south and “hoboed” to Porterville and then finally landed in Santa Rosa, CA. There he did a short stint delivering milk before and after school. He attended school in multiple locations, but finally quit after not completing the sixth grade. He met a man there whom convinced him to move to Colorado at the age of 14 and sell produce—his first customer contract job. He found ways to generate income by providing food to customers at a very early age, even converting galvanized water troughs into containers packed with ice and watermelon, selling slices for 10 cents each on the street corner. The food service business was now in his blood.

At the age of seventeen, he moved to Los Angeles, California and found a job as a dishwasher making \$18 a week. It was an 11 to 7 job, but he would stay past closing to learn all phases of the job and in less than a year be promoted to night manager.

On a short vacation and reminiscing about the old days in Fort Scott, Kansas via train ride back he stopped in Bisbee, Arizona for a short time. This is where he met his wife of 35 years, Ida Mae Naugle. On October 18, 1930 they were married in an expensive and glorious ceremony.(5) His entrepreneurial skills helped him survive through the depression era as others struggled.

In April of 1933, he welcomed the birth of his son, William Richard Naugle.

Richard Naugle



Born:	Richard Marion Naugle November 28, 1912 Fort Scott, KS U.S.
Died	May 26, 1998 Age 86 Riverside, CA. U.S.
Cause of Death	Complications from Dementia Respiratory Failure
Resting Place	Olivewood Memorial Riverside, CA U.S.
Nationality	German, Irish
Occupation	Restaurateur Entrepreneur
Known for	Founder of Del Taco, Naugles Developed Twin Kitchen Concept with over 40 years in Food Service Industry Put the ‘Fast’ in drive-thru Promoted 32oz drink cups 20 years Army/Air Force Exchange Service (AAFES) Home OJ Delivery in 1930’s
Net Worth	1.2 million
Political Party	Republican
Charities	Salvation Army, Boy Scouts
Spouses	Ida Mae Naugle, Bev Naugle (2), Vera Naugle
Children	William Richard Naugle, Sr.
Grand Children	William (Bill) Richard Naugle Susan Shame

Family Years

Moving up the ladder and in need of earning more income with thoughts and dreams of having a large family, in 1935 he took a valet position at the Douville Beach Club in Santa Monica, California and there is where he intermingled with the “Muckety-Muck”(4) The summer months were great for income, but not during the winter months. With other family members he finally made a move to what he would consider his “Hometown”- Riverside, CA.

In 1935, Richard Naugle upon relocation rented the soda fountain station at Dalbe Drug. There not only was he making a whopping \$6 a day, but he was buying oranges from the local growers who were going broke, because they could not get their product to market. So before and after manning the soda fountain for 12 hours a day, he would squeeze fresh orange juice and deliver it to homes in the morning and evenings, hoping to have a separate business one day.(6)

Little did he know at this time, both his wife and son became ill. He was informed his wife, Ida Mae was not going to be able to conceive anymore children. At the same time, his son was diagnosed with scoliosis. Knowing these long hours at work would not be possible to maintain, he sought to find a more stable job, so he could wrestle with the issues at home.

Even though he had aspirations of building a home delivery OJ business, working on building frozen food containers for juice and ice cream, and many other ventures, he settled into a position with the Army and Air Force Exchange Service, utilizing contacts he had made while working at the Douville Beach Club.

Work History

1939-1961- Army and Air Force Exchange Service (AAFES) Started out managing a local facility in Riverside, California. Relocated to San Francisco for the Western Headquarters and in 1958 became responsible for European Operations. Before retirement he was responsible for all the food operations for the 11 western states.

1960-1963- Spent time investigating his options, providing technical assistance to local restaurateurs. As he had travelled, primarily driven his routes in the 11 Western States, he would frequent most eating establishments and knew most of the up and coming business operators. The one equipment and building conversion, which gained him notoriety was converting an old dilapidated building housing a Del Panther, into a ‘FAST’ drive thru experience combining two completely different kitchens and serving customers in their vehicles at an unbelievable rate. Even the McDonalds a block down the street had not considered drive-thru as an option yet.(7)

1964-1970- Del Taco Corona location was leased and run by Richard Marion Naugle personally. A corporation was formed with Ed Hackbarth (Location 1 in Yermo) as president, David Jameson as vice president (landowner) and Richard Naugle as Secretary-Treasurer. Richard Naugle formed Red-E-Food-Services to deliver all products needed for the operations, based on the skills and contacts he had acquired working for the AAEFS. Del Taco ended up acquiring the Del Panther locations prior to his exit in 1970.

1970- 1985- Richard Naugles took the funds from personal inheritance and sale of his stock in Del Taco and started Naugles in his hometown of Riverside, California. After multiple mergers and buyouts, Richard Naugles influence and participation was reduced to responding and making excuses for customer complaints.(8)

Notable Accomplishments

Developing a little known concept called the “Twin Kitchen Concept.” This concept combined two different types of food- {American Food] and [American Mexican Food]. The menu was minimalist as to serve the customer fast with a menu of food items to be eaten quickly either hot by nature or cold. The “Twin” meant not only two different types of food, but two completely different kitchens designed to work seamlessly together. (9) The “Twin” connotation served as an explanation to bankers as well—there were two methods to buy—walk-up window and drive-thru.

He worked with Eli-Lilly Tulip in Riverside, California to deliver the first 32oz wide mouth sodas. In the early 1960’s the only size drink cups available were 12oz., 16 oz., and 20 oz. Everybody at the time thought it was a joke. For restaurant operators was a concern of being able to serve that amount of soda at proper temperature and not run out. Richard Naugle’s solution was not only to run the service lines underground for cooler temperature, but setup the service tanks right behind the walk-in refrigerator and coil the drink lines in the ceiling of the walk-in cooler. This allowed for more syrup to be cooled faster and provide the necessary volume to meet the needs of the business.

Ran one of the highest volume fast food operations in 1974, doing over \$1.5 million in gross sales from one location- Naugles 14th and Brockton.(10) Dick Naugle employed thousands of workers in his lifetime.

This is a sampling as Richard Marion Naugle has many other accomplishments still to be documented.

Charitable Ventures

In his early years of moving and 'hoboing', he used the services of the Salvation Army and had an affinity to donate and sponsor events whenever possible.

After multiple surgeries as a youth, William Naugle Sr. successfully completed his education at Stanford and followed in his father's footsteps by working for the AAEP. But due to an accident in 1963 at the Newark airport, his son in a short period of time ended up being confined to a wheelchair. Realizing and seeing his struggles daily, Richard Naugle contacted the State of California representative in Sacramento to discuss his concerns. From time to time, they would send representatives to sit and discuss specific issues as it related to his son's handicap. In the end, California became the first state to recognize individuals with disabilities and their needs.

A Couple of Examples:

1. The original handicapped parking spot was very narrow, just like a standard parking spot. There would be a sign to designate the space, but not enough room to open the door and get a wheelchair between two vehicles.
2. The State came to inspect and review the custom wheelchair loader designed for the Ford Thunderbird, Richard Naugle had paid and assisted during the design for William Richard Naugle, Sr.

His work lead to several awards and recognitions- one coming from Ronald Reagan himself-

President of the United States- Ronald Reagan 1985 (11)

State of California- 1979 (12)

City of Fullerton- (1978) (13)

To this day California remains a leader in championing the rights of individuals with handicaps and has setup a museum- (16) <http://www.disabilitymuseum.org/dhm/edu/overview.html>

A shortened Disability History is made available by the State of California as well-

(17) www.rehab.cahwnet.gov/Disability-History.html

Horsemanship

From his early days working the fields, horses with bells on their feet in the early years of entrepreneurship, Dick Naugle had a love for horses. It was his escape

From his days at Del Taco, where he kept Diamond boarded close by in Corona Hills, riding horses was his first love.(14)

After starting Naugles, he purchased a small ranch in Creston, Ca and moved Diamond from Corona to Central California. He had several other colts and horses over the years.

In Popular Culture

There is a current attempt to revive the name, but not the concept. The dispute is being litigated between Del Taco whom had mothballed the name (only one photo in the history and no mention of Dick Naugle) and a blogger Christian Ziebarth. (18)

References

1. The N Effect(2018) page 12
2. The N Effect(2018) page 64
3. The Richard Naugle Story
4. The N Effect(2018) page 17

5. The N Effect (2018) page 165
6. The N Effect (2018) back cover
7. The N Effect (2018) page 52
8. The N Effect (2018) page 128
9. The N Effect (2018) pages 70-73
10. The N Effect (2018) page 125
11. The N Effect (2018) page 116, Back Cover
12. The N Effect (2018) page 117
13. The N Effect (2018) page 118
14. The N Effect (2018) pages 119-122
15. The N Effect (2018) page 58
16. <http://www.disabilitymuseum.org/dhm/edu/overview.html>
17. www.rehab.cahwvnet.gov/Disability-History.htm
18. USPTO Trademark Trial and Appeal <https://www.uspto.gov/trademarks-application-process/trademark-trial-and-appeal-board>
USPTO Trademark Page <https://www.uspto.gov/trademark>
USPTO Search Database <http://tmsearch.uspto.gov/bin/gate.exe?f=tess&state=4807:7epqeh.1.1>
6/29/17 Naugles case Serial Number 85040746
<http://ttabvue.uspto.gov/ttabvue/v?qt=adv&procstatus=All&pno=&propno=&qs=Naugles&propnameop=&propname=&pop=&pn=&pop2=&pn2=&cop=&cn=>
7/21/17 Del Taco fights for name back 91235706
Filing Feb 27, 2018
<http://ttabvue.uspto.gov/ttabvue/v?pno=91235706&pty=OPP&eno=7>
19. Dick Naugle Obituary –see attached

Obituary is attached and provides a bunch of references that can be added.