SERVICE

Christmas 1953
2,500 years ago
ÆSOP told of...

"THE BUNDLE OF STICKS."

An old man on the point of death summoned his sons around him to give them some parting advice. He ordered his servants to bring in a faggot of sticks, and said to his eldest son, "Break it." The son strained and strained, but with all his efforts was unable to break the bundle. The other sons also tried, but none of them was successful. "Untie the faggots," said the father, "and each of you take a stick." When they had done so, he called out to them, "Now, break," and each stick was easily broken. "You see my meaning," said their father.

"UNITY GIVES STRENGTH."
Don’t Wait for the Other Fellow to Make the Move — He May be Waiting for You!

Belief and faith are so personal to each of us that we often fail to learn much of the inner thoughts of our fellows, unless there is a move on their part to draw aside the curtains of conscience. Yet, thoughts of true spiritual worth are precious—too precious, sometimes, to be locked in the vaults of the mind.

As the physical world we inhabit spins through space, one could be forgiven for wondering, at times, if the axis upon which it revolves is really fixed, in its place in the universe. There are times when it almost seems as if our globe is moving away from its anchorage, and, with its journeyings, creating a widening gap across which the Divine Injunctions are seen—or heard—with decreasing clarity and understanding.

The signposts which were provided for our guidance in the beginning of all things, were vividly illuminated for our greater advantage in the year which we now designate as 1 A.D. As the passing centuries slip into the limbo of Time, do we still read and heed the directions?

No guidance was ever given in more simple or direct form. Permeating all Holy Writ is a plea which, basically, asks that we love one another. A yearning for companionship, for a repository for our affections, marks the whole course of the life of any normal man or woman. In childhood, we cling to parents; we may lean, too, upon brother or sister. In later years, comes the flowering of deeper feelings—the time for tender love of boy for girl, for marriage, for parenthood. And at that stage, the cycle begins again as new lives know new affections.

Beyond the family circle, of course, lie the friendships. The sweetening of life by good neighbours. The joys of mateship at work, at games, or in other social activities. Haven’t we all heard the ring of pride in the voice of a man saying: “Bill? He’s a great scout—and a good friend of mine.”

When describing our contacts with our fellows, however, we often speak of our “circle of friends.” Whether what it encloses be great or small in number, a circle has a known circumference. Would that the benevolence we feel for family and friends could be ever-expanding like ripples on the water or the air waves created in broadcasting, which move out endlessly to infinity.

Undeniably, love makes the world go round. Lack of it—or active hate—must, in time, bring life as we know it to a standstill, to chaos and ultimate destruction. And measured on a cold material basis, hate is so expensive. Even in terms of bodily effort, the expression of a hate involves physical and mental strain which can be exhausting and harmful. The free flowing of love brings a primary joy to the giver—with endless benefits thereafter as the hearts we have gladdened are opened to us.

In a matter of days, we shall be celebrating another Christmas. At the first Christmas, the stars over Bethlehem looked down upon The Babe who, in manhood, gave to the world the supreme pattern of a man’s love for his fellows. We were—and are—asked no more than that in our conduct today, we never lose sight of the significance of His sacrifice.

As we have said, spiritual beliefs are often locked in the individual heart. But for every lock, there is a key. In obeying the message of Christmas, therefore, don’t be dismayed if some doors seem to be tightly shut. Let love be the key. Open up the doors! Who knows what treasures may then be revealed? Or how happy the owner is made that he can, at last, share them with you?
Christmas, 1953

A Window in Collingwood

IN the eastern wall of the Board Room is a large casement. From this window, the eye meets a panorama of infinite variety.

BESIDE the walls of industry nestle old-fashioned cottages. The hum of machinery mingles with the cries of children at play in the street. A double row of tree tops marks the course of a roadway to the river. Church spires are patterned against the blue of the sky. IN the distance rise the wooded hills of Kew.

WITHIN this perimeter are many people. Within these acres a section of the community works, loves and lives.

SUCH is the physical view from an old building in Smith Street. But to those who use the Board Room, windows are merely a convenience. To us, the solid walls are no impediment to our vision of another community—the men and women of the Foy & Gibson organisation.

THEREIN, too, is the infinite variety of task and interest. The mill worker and the salesman; the carpenter and the typiste; the manager and the apprentice. Such is the Foy Family. Therein, also, are the links of hearth and home. Father and son, mother and daughter, sister and brother, often march side by side within our ranks.

A COMMON ideal has held us all together during yet another year. And how proud we are that we have been privileged to work beside you. Think of this, as Christmas approaches, for it will give deeper meaning to the words which we can but commit to print here—words which would come still easier were we able to greet each of you individually and say, with clasped hands—

A good Christmas for you and those you love and may happiness and health be among the blessings of the New Year.

EDWIN V. NIXON, Chairman
JOHN SYDNEY WILSON, Deputy Chairman

CHAS. W. P. AMIES
JOHN BOWMAN ARNOLD
HUGH LANCELOT BRISBANE
ALAN O. BILSON
H. E. J. BRIDGES
R. D. CROLL
W. S. FERGUSON

FREDERICK GRASSICK
LANCE R. HILL
PETER HOWSON

ROY J. MACLELLAN
GERALD M. NIALL
L. E. WILLIAMS

CHAS. K. KELLY
WALTER SMAIL
A. J. THOMAS
A. D. D. MACLEAN
Shareholders
Endorse
Chairman’s
Optimism

Sir Edwin Nixon.

Although our results for 1952-53 may have surprised our shareholders, the reception of the Balance-Sheet reflected their confidence in the stability and future prospects of our Company.

As Sir Edwin Nixon reminded shareholders in his Review, which accompanied the Annual Accounts, ours is a consolidated Balance-Sheet. Through its subsidiaries, the Company’s interests are many. The more important of these are the retail stores in Melbourne and Adelaide, and Eagley Mills. There are also the Colac and London companies to add to the total, as well as (by investment) our interest in the Western Australian company.

The Chairman might have likened our organisation to a centipede, though he did not use this analogy. If a centipede were to fracture one leg, it could truthfully be said that the creature was a bit lame. But reversed though we are in the convalescent habits of sore centipedes, we venture to say that a temporary handicap of this nature would not lessen the speed of the insect, nor impair its general health.

Similarly, with ourselves. Agreed, as the Chairman stated at the Annual Meeting, the Mills experienced adverse conditions during the first six months of the year; in fact, the whole of the loss recorded at Eagley was sustained during that period. But, during the second half of 1952-53, orders from retailers and makers up (who, due to market conditions, had had to “hold their hands” earlier) began to flow in again. And it is heartening to record that sales, over the whole year, were slightly in excess of those for the preceding year.

Agreed, too, that Foy & Gibson (London) Ltd. felt a chill wind during 1952-53. But this was due entirely to the result of import restrictions. London office income is derived entirely from commission on goods purchased there for export to us. With the flow of goods whittled down by Government decree, a loss was inevitable.

But these problems—like the centipede’s leg—did not hamper overall progress. The Company ended the year with colours flying, despite the fact that strong economic winds had caught at the fabric and caused a tear, here and there!

At the Annual Meeting held on Wednesday, October 28, the Chairman dealt frankly with the problems encountered, and his remarks were received with full understanding. Not one question was asked by the shareholders present. On the contrary, the Directors were congratulated upon the manner in which they had steered the Foy ship through the troubled commercial seas of 1952-53.

In all that was said there was an underlying assurance of confidence in the Company’s welfare.

Nor was the interest of Directors or shareholders confined to the mere figures of the Balance-Sheet. Behind every business stands the bulwark of its staff, from the youngest junior to top executive. To the efforts made by one and all of our many teams, Sir Edwin Nixon paid special tribute, which was fully and earnestly endorsed by the shareholders assembled at the Annual Meeting.

MR. L. J. ROOKE

We had intended to devote a paragraph to Mr. Les Rooke, popular Manager of our Prahran Store, because, through a slip of the tongue, we had described him in the captions below two of the ball pictures, which appeared in the August issue, as “Store Manager, Fitzroy.” That, of course, was the position he held for many years before he moved to Chapel street.

But other happenings since then move us far more to refer to our colleague. For the past few weeks, Mr. Rooke has been a patient in St. Ronan’s hospital. Knowing how energetically he has always thrown himself into the “battle of Christmas,” we can imagine how much he will miss playing his part at Prahran this year. Not Santa Claus, but a doctor, is Leslie Rooke’s “boss” this Christmas, however.

His wide smile and cheery presence are greatly missed, and to our Christmas greeting to Mr. Rooke we add with much sincerity, “Good health!”

THEM DON'T FORGET

Departed from our ranks not so long ago, after many years each of loyal service to the Company, two former colleagues have been in touch with “Service.” The old ties are still strong; old friendships to still find. Thus, with pleasure, do we pass on as requested, to all their former colleagues and mates, Christmas greetings from Fred Bellamy (who was almost part of the brickwork in Collingwood office), and Arthur Smith (nearly a foundation stone at Prahran). Both are well and plugging away, as ever, in their retirement.

To them, in turn, our best wishes for now and always. Good fellows, both.

THE FRONT COVER

The merry-go-round pictured on the front cover has delighted thousands of young visitors to the City Store this Christmas. It is one of the prettiest machines ever to turn, and great credit is due to our own staff, who built it.

With arms upraised, as if in blessing, Father Christmas (right) SPEEDS THE YOUNGSTERS ON THEIR HAPPY RIDE. Behind those friendly whiskers is the equally friendly personality of Mr. Norman Brooke, father of Mr. Geoff. Brooke, the well-known radio singer.

For the art work involved in the preparation of this photograph for reproduction, our thanks go to Geoff. Brown, Advertising.
RETAIL REMEMBRANCES

It gives me pleasure, as the Christmas Season draws near, to take this opportunity of expressing my appreciation and thanks to all Executives and Staff of Foy’s Stores and Foy-Bilson’s, Colac, for your loyalty and enthusiasm over the past year.

To you all I wish to convey my best wishes for a very Happy Christmas and a Prosperous New Year.

Also, on your behalf and my own, I send greetings and thanks to all other members of the Foy Organisation, both in Australia and overseas, for their assistance and co-operation during the year.

—L. E. WILLIAMS,
General Manager, Retail Stores.

Girls! It doesn’t need Cyclax or Max Factor to develop ducky dials like these. The only treatment required is a little simple sandblasting and the merest touch of a pneumatic drill. Moth-proof Mona Lisas pictured here are Peter Goode and Colin Johnston, of the Boys’ Ballet, Perth Store.

EBB AND FLOW

Departed this month from Advertising, City, are artist Lorraine Westaway, and layout specialist Max Miller. Each has moved to new pastures—and left behind memories of good comradeship. We wish them well.

Mention of this busy hive reminds us that overdue is our welcome to Joy Adamson, facile copy writer, and to Ruth Cussen, whose blonde tresses help to illumine her serf-like existence as secretary to brisk-moving Manager, Jim Sharp.

EDITORIAL

Today and Tomorrow

Due to various adverse circumstances, it was not possible to publish an issue of “Service” in October. This lapse is regretted. As far as possible, however, we have endeavoured to combine most of the news items submitted for that issue with the contributions to the current number. To those loyal correspondents who did not fail us in October, and who may have felt disappointed because their efforts did not appear in print during that month, we say “Many thanks all the same—and don’t be downhearted.”

The next issue is scheduled for February, 1954. We remind readers once again that “Service” is published every two months, in the “even” months of the year. Bearing this in mind, contributors should be able to “keep the pot boiling” by maintaining a continuous flow of news without waiting for a notification in one issue, of the “deadline” for the next.

It is appreciated that within the next few weeks, staff will be fully occupied with seasonal and annual holidays, and (we hope) kept pretty busy with the usual store activities connected with the beginning of a new year. Even so, we ask you not to forget the needs of your magazine.

WE MUST HAVE ALL COPY BY JANUARY 30.

Because the holiday season is imminent, this is an ideal time to obtain photographs. Good snaps of staff at play, or just loafing by the sea or in the country are most welcome. Remember, then, to send pictures as well as paragraphs.

With this last issue for the year we express our sincere thanks to all those good people who have helped us to produce your magazine. As well as our regular correspondents, we remember those individuals who usually come to light with an extra item of news, be it a report, photograph or cartoon.

We recall with deep appreciation that additional help we get from colleagues in the advertising department: from despatch men, and from staff people who handle the ultimate distribution of the journal.

Nor do we forget the splendid co-operation from professional photographers, from A. Hughes & Sons, our block makers, and from Wilke & Co. Ltd., who print “Service.”

To them all, and to readers everywhere, we send sincere greetings for Christmas and the New Year.
DEATH OF MR. JAMES ANDERSON

Beloved by all, Mr. James Anderson, died on November 30. The news of his sudden death greatly shocked his colleagues in the Mills, particularly those in the Knitting Mill, where he was best known. For years in the Oxford street buildings, Jim Anderson worked latterly at Preston Annexe, where he was foreman of the Make-up.

By a strange coincidence, a correspondent had sent us a photograph of Mr. Anderson, taken only a few weeks ago in the room he led so ably and loved so well. We had planned to publish the picture in this issue, with the intention of giving readers everywhere an impression of a man who, at all times, seemed to be able to maintain a sunny disposition. Jim Anderson was a good man to know. The obvious sense of responsibility which led him to brighten the lives of others by maintaining a cheerful attitude to the world was well matched by a character that was moulded by high principles as regards a man's duty to his fellows.

Now this snapshot, which ordinarily would have had a social significance, is published in support of the tribute we pay to an associate, whose passing we mourn deeply.

To his widow, Mrs. Chris Anderson, and to his daughters Margaret and Betty, we offer once more our deepest sympathy.

NEWS AGENCY

Will all would-be Eagley contributors note that Miss Doreen McKenzie, of the Mill Office, is ready and waiting for any items suitable for publication in "Service"? Having one channel for the handling of copy and photographs can be of great convenience to all parties.

We appreciate Miss McKenzie's offer to act as our on-the-spot reporter at the Mills—and inciden-}

tally, extend to her a somewhat delayed welcome to the ranks of the Foy Family.

CHRISTMAS COMES TO EAGLEY MILLS

I welcome the opportunity that the approach of the festive season brings to convey, through "Service," to all members of the Eagley Organisation, my sincere thanks for their loyalty and co-operation during the year now drawing to a close.

I trust that for each of you, Christmas will indeed be a happy time, with an abundance of joy for you and your loved ones. I extend to you, also, my warmest greetings for the New Year, and wish you happiness and health, with full prosperity, in 1954.

To all other members of the Foy Family, I send, on your behalf and my own, sincere thanks for their support throughout the year, with warmest Christmas greetings and best wishes for a happy and prosperous New Year.

LANCE R. HILL,
General Manager, Eagley Mills

W. Davis, Warehouse, writes: The Mills have lost two very loyal and esteemed employees in the persons of Mr. Bernard Challinor (Warehouse) and Mr. Bert James (Worsted), who resigned recently. Each had given Eagley over 30 years' devoted service. We all sincerely wish them the very best of good fortune in the future.

Friends and workmates of Mr. Tom Owen (Blanket Section, Warehouse) wish him a speedy recovery from his illness. Keep your chin up, Tom.

Our sympathy goes to Miss Annie Page (Mending, Weaving Section) in her misfortune to be thrown from a bus. She received a badly injured leg. Cheers, and a speedy recovery, Annie.

[Incidentally, his many friends were glad to see Bill Davis back at his job after nursing a very
Angling at Eagley. Left: Despite advice from Ron Mitchell, a 6-lb. trout got away somehow from Lindsay Eastwood and Kalil Sandson. Anyone knowing the whereabouts, please notify Secretary. Right: Kel Hill and Wally Dudley did better on the Murray.

painful hand for five weeks. With a nasty piece of steel extracted, Bill should find life more pleasant. We hope so.—Ed. "S."

AN OLD FRIEND PASSES

An announcement in “The Argus” of October 26 gave cause to those Mill identities with long recollections to dwell upon many a pleasant memory. The announcement itself was of sad import, for it recorded the death in Sydney on October 18 of Thomas Young Cleghorn. For many years, Mr. Cleghorn was the Chief Designer at Eagley Mills. It was a craft—or perhaps we should say art—at which he excelled. There still rings in mind his answer to the question, “What, if anything, do you use for inspiration or guidance, when a new pattern has to be created, Mr. Cleghorn?” The answer, given with an inimitable burred accent, came: “Och, laddie! I canna’ explain it. It just comes fra’ using ma thir-r-r-r-d eye!” And he would tap the centre of his forehead with a meaning forefinger.

If Tam Cleghorn had not turned to textiles, we venture to think that he might have made a great career for himself on the stage—or in radio. Always immaculately dressed, his white collar and walking stick were almost trade marks, whilst the black-brown eyes which danced above the carefully waxed and pointed moustache gave hints of the personality within.

But it was his delightful accent which, possibly, identified him most, as a highly individual character. It would not be an exaggeration to say that his Scottish burr held a combination of the voices of Harry Lauder and Will Fyffe and, used through the appropriate medium, would have rivalled either of those two famous Scots.

Vale, Thomas Cleghorn. And to his widow and children, our sympathetic understanding of the loss they have suffered.

GIBSONIA ANGLING CLUB

A group of enthusiasts in the Mill pondered with the idea of forming an Angling Club for all those in the Foy Organisation who might be interested in the sport. Notices were distributed around the Mills, and the first meeting was held in the No. 1 Packing Room.

The following office-bearers were elected:
President: Mr. W. Leigh.
Vice-Presidents: Messrs. Hirst, Scanlon, Lyons, W. Leigh (Jnr.).
Secretary: Mr. F. Walton.
Assistant Secretary: Mr. L. Cohen.
Angling Committee: Messrs. Dudley, Pridham, Hanley, Boughton.

The first outing of the newly formed Gibsonia Angling Club was held at Woori Yallock on October 11. Unfortunately, the weather was against us from the start. The paddocks were submerged in water and finding the river banks was like looking for a needle in the proverbial haystack.

Although such a dreary day prevailed, many humorous incidents occurred. Two of the top laughs of the day were unconsciously supplied. At one stage Bill Leigh thought he had lost his wife, but on looking around found she had become bogged (like many cars do) in the mud. Bill, with the aid of a stout stick, managed to pull his good lady back on to terra firma again. Two other members made three unsuccessful attempts to boil their billy. When they finally succeeded, they found a huge red-back spider reclining in the warmth of the billy. Ugh!

We would like to express our thanks to Mr. W. Larkins for donating the trophy for the largest fish caught on the day. It was won by Keith Mitchell, of the Wool Spinning Department.

Would any person desiring to become a member please contact Frank Walton, Eagley Office, or any committee member. All fish stories and fish folk are welcome.

The husband who expects breakfast in bed is probably in a hospital.

"FISHY FRANK."
CONCERNING A BUS

Those who have helped the Sunbeam Club—and who hasn't?—in its year-to-year efforts on behalf of the children whose plight, in sickness or other disability, has deprived them of some of the joys known to other youngsters, will recall the increasing success during recent years, of the annual appeal for dressed dolls for distribution at Christmas time. Last year, a magnificent collection of

The Garden Fete was opened by Major-General Kingsley Norris, Director of Army Medical Services, who spoke for Red Cross. On his left, Mrs. R. J. Maclellan, with Mr. A. J. Thomas in support.

some 200 dolls was assembled in the City Store. So beautifully were these little ladies dressed—from brides right through the fashion range to Scottish lassies in kilts and glengarries—that the collection was photographed and publicised in the press. The many little girls who received these dolls were, undoubtedly, made supremely happy.

And so, it came about that around September last, the enthusiasm of Sunbeam supporters, which ticks over quietly throughout each year, changed gear in readiness for the Christmas effort. Then it happened. Don't ask us what or how. It just did. The customary planning and recruiting of helpers suddenly seemed to "throw a spark." Zeal and energy gripped the Melbourne stores like a bush fire.

Before anything like the final outcome could be gauged, it was obvious that the response this year was going to exceed the normal floor-by-floor contributions. Then came the happy inspiration from—as might be guessed—Miss Grace Goodbrand, who has led the Sunbeam Club through its heartening tasks, ever since the Club was founded in Bourke Street nearly 20 years ago.

And the great idea? Why not hold a public appeal? Thus was conceived the delightful and outstandingly successful fete, held on November 21. As a Company, we are fortunate in having Directors who really "have their ear to the ground" where many staff interests are concerned. For a fete, a garden is the best setting. Just a simple inquiry to Mr. and Mrs. Roy Maclellan and their lovely garden in Orrong Road was handed over to the Sunbeam Club, lock, stock and barrel.

With the site thus assured, a sort of "perpetual motion" fever gripped all staffs. At a meeting held on October 15, an energetic committee was formed to run both the fete and the appeals which preceded it. Elected were:

President, Mr. A. J. Thomas; vice-presidents, Mr. L. J. Rooke, Mr. A. Trompf, Miss G. Goodbrand; joint hon. secretaries, Miss F. Cole, Mr. G. C. Baxter; treasurers, Mr. R. Alexander; committee: Prahran—Miss Spratt, Mr. L. Davies; Collingwood/Fitzroy—Miss Y. Manley, Mrs. V. Simpson; City — lower ground floor, Mr. A. Griffiths, Mr. R. Pestall; ground floor, Mr. G. Trevillian, Mr. L. A. Hitches; first floor, Mr. N. Stephenson, Miss M. Galvin; second floor, Mrs. E. Boulton, Miss S. Roach; third and fourth floors, Mr. G. Smith, Mrs. F. Mullens; fifth floor, Mr. A. Beveridge, Mr. P. A. Hunting; publicity officer, Mr. J. Sharp.

As always, the welfare of children was the prime consideration in all deliberations, but this year it was decided that the appeal should be directed towards a single, simple objective—the purchase of a special ambulance for the use of spastic children.

Suburban stores undertook to stock and man specific stalls. In Bourke Street, each floor accepted responsibility for individual money raising. In addition to more stalls, there were to be soft drinks and ice cream, afternoon teas, spinning wheels and a merry-go-round to coax cash from its hiding-

Cool, calm, but constantly collecting were Dulcie Shand and Joy Egerton, of the City China. Scene? The Garden Fete.
THE THOUGHTS OF THE CITY

Nearly 1954 years ago, in Bethlehem, there was born The Man whose birthday we celebrate at this Festival of Christmas. His life was one of service—service to His fellow man.

We, in our own individual callings, are exhorted to follow His example, using to the best of our ability the talents which each of us has.

Briants, the sculptor, knew poverty so great that he could not afford coal for his studio. On the night when he finished his little statuette of Mercy, now in the Paris Gallery of Fine Arts, he was fearful lest the damp clay should freeze. Taking from his own shoulders the coat that wrapped him, he made a cover for the loved work of his hands. When morning came, they found him dead from exposure. But the statuette remained perfect and unharmed.

Let us then, in the New Year ahead of us, again give of our best, and proudly uphold the tradition of sacrifice for others; of service before self.

From the Bourke Street Store, we extend Christmas greetings to our companion stores in Adelaide, Prahran, Fitzroy and Colac. Also, we wish a Merry Christmas to our fellow workers and their families, at Collingwood, London Office, as well as to those at Eagley Mills.

—A. J. THOMAS,
Store Manager, Bourke Street

places. Also, there was the big raffle, tickets for which were sold to the public, as well as among the staff.

With the stage thus set, it was “Curtain up!”—with no beg pardons. Dressed dolls poured in by the score. Gifts for the stalls, in every form, cascaded in. Big-hearted companies and manufacturers with whom we deal officially at other times of the year heard of the effort and offered gifts—too numerous to list here, unfortunately.

Others among our ranks gave generously of their time and energy. There were teas to be served; ice cream to be handed out; stalls and decorations to erected; cartage to be done. Nor do we forget the clowns (Len Francisco, City Elevators, and his brother-in-law, Mr. Sprott), who entertained us with their drolleries.

So many willing hands turned to this heart-warming job that we had not intended to single out anyone by name, but we would not be fair if we did not mention the battling effort of Mr. Bert Ruffin, Manager of the Wool Department, who right up to the time the Store closed at noon, on the day of the fete, sat in a City Store doorway, taking in shekels from Bourke Street shoppers, for tickets for the big raffle.

The devotion of all ranks to this effort was truly amazing, for all this supplementary work had to be carried on among the pressures of the looming Christmas trade of our everyday round.

Came the great day—November 21. With commendable foresight, the committee insured against rain for a cover of £350. But the elements, too, were co-operative. Although overcast at times, the day dawned fine and warm and the air remained soft and kind throughout. The lovely trees of the garden were as welcome as any gift we received.

At the Fete in the garden of Mr. and Mrs. Roy Macellran, Mr. L. E. Williams, Retail General Manager (right) relaxes in chat with Glen Doig, Staff Controller.
Mr. and Mrs. Roy Maclellan were there, of course, to welcome as their guests the great throng which descended upon Orrong Road. We were too busy opening pockets and purses to count the people who were there, but reliable estimates put their number at between 800 and 900 at any hour of this eventful afternoon.

The fete was officially opened by Major-General Kingsley Norris, of Red Cross, through whose organisation the purchase of the ambulance is to be made. Introducing General Norris, Mr. A. J. Thomas, Store Manager, City, recalled the many other splendid efforts made by and through the Sunbeam Club over the years. General Norris, in turn, outlined the many-sided function of Red Cross in both peace and war, and referred particularly to the plight of spastic children who would benefit from the results of the Fete.

From that moment, fun was on! With typical Foy organisation, the Fete swung into a tempo too racy for us to catch more than a glimpse of the myriad happenings of the afternoon. Again, it would be impossible to acknowledge individually the strenuous work done by our many willing helpers—to say nothing of the generous "public" who, in the main, were our own people, once more. But as the sun dipped down, a gang of tired but happy people knew that the fete had been an outstanding success, and with Mr. L. E. Williams drawing from the Red Cross barrel the winning numbers in the raffle, it was almost time to relax—and get around with smiles of huge satisfaction.

For when the last coin had been counted and the last account settled, it was learnt that from all the work which had led up to and continued right through this happy afternoon, the splendid sum of almost £1260 had been raised towards the cost of the ambulance for the youngsters who need it so much.

Difficult though it would be adequately to thank the hundreds of people who, in measure great or small, contributed to the gathering in of this magnificent total, we would make the attempt but for one thing—we know that no one expects such acknowledgment. Every single person, no matter what his or her contribution, looked upon the gift as a gesture of true charity. The thought of that Red Cross bus, soon to go spinning along the roads, with its precious passengers, is the most rewarding tribute that anyone wants. But to one and all do we say "Well done, you golden-hearted people. No organisation could be blessed with a finer team."

Just for the record, however, do we add that a tremendous amount of work both behind the scenes and "on stage" was done, in great heart, by Bob Alexander, as Treasurer, and by Miss Florence Cole and Cyril Baxter as the Joint Secretaries. From Grace Goodbrand, of course, came the original inspiration, but if she could be induced to listen to congratulations, we know that her answer would be: "Me? Oh, no! We've nearly bought the bus. That's all that matters."

But we could not end this account of a wonderful effort without offering on behalf of everyone,
Glamorous—as one would expect from Fashion Floor girls—were Mrs. Bindon, Miss Molly Headland, Miss Cooper, Mrs. Oakley, Miss Olds, Miss Phillips and Mrs. Boulton. At the Garden Fete, of course.

our most grateful thanks to Mr. and Mrs. Roy Maclellan and our deep appreciation of their generous action in making their garden available. Without this perfect setting—and the most purposeful co-operation which accompanied the gesture—the result of the appeal might have been very different. It is typical of Mrs. Maclellan's attitude towards staff activities, that as soon as the final result was announced, she sent the following message through Cyril Baxter:

"I want you to know how I enjoyed having you all at my home. Congratulations on your splendid results and the work you put into it."

We, too, enjoyed your hospitality, Mr. and Mrs. Maclellan.

PRIZE-WINNERS IN SPASTIC AMBULANCE RAFFLE

The winning tickets in the Sunbeam Club Raffle for the Spastic Ambulance appeal were drawn from the Red Cross barrel at the Fete held on November 21 by Mr. L. E. Williams, Retail General Manager. They were:

1st Prize: Bride Doll (Ticket No. 4883).—Miss Julia Collings, 26 Lesley St., Essendon.
2nd Prize: Suite of Furniture (Ticket No. 4838).—Miss Tecren, 145 Fitzroy St., St. Kilda.
3rd Prize: Rug (Ticket No. 2339).—Mr. C. Bridge, 17 Durward Road, Chadstone.
4th Prize: Baby Set. (Ticket No. 3901).—Miss B. McElvoy, 46 Browning Street, South Yarra.
5th Prize: Silk Cushion (Ticket No. 2340).—Mr. D. Hempel, 83 Park Road, Eltham.
6th Prize: Sponge Bag (Ticket No. 4724).—Miss Christine Vicating, 4 The Corso, Mentone.
7th Prize: Fairy Doll (Ticket No. 6030).—J. C. Cauley, Eagley Mills.
8th Prize: Tray (Ticket No. 5683).—Mrs. McBreen, c/o J. B. Guest, West Melbourne.
9th Prize: 100 Cigarettes (Ticket No. 1732).—Christine Ladie, 11 Linden Av., Heidelberg.

To each of these lucky people our warm congratulations, and to them, as to all others who supported this raffle, our sincere thanks for their practical support for a most worthy cause.

IN THE GARDEN STANDS A HOME

In the home in Orrong Road which framed the gay scene of the Garden Fete on November 21 recent happenings of family life have brought added joy and pride to the owners, Mr. and Mrs. Roy Maclellan. Early this month came news of the engagement of their elder son, John Peter, to Sandra Anderson, daughter of Mr. Harold Anderson, of Toorak, and the late Mrs. Anderson. John Peter Maclellan is well known in Eagley Mills, where he is fully occupied as a Management Trainee. As announced early this year, Mr. Maclellan was one of the five young men who were appointed to our ranks in the first intake under the Management Training Scheme.

To the happy couple go the felicitations of all. We would hazard a guess that the first intimation of another happening could have caused a little anxiety as well as pride to Mr. and Mrs. Maclellan. Today, however, they speak of the incident with that feeling which only parents can know.

The Melbourne "Age" of October 17 carried a message from Port Moresby, referring to the initiative and courage of a District Service Officer who had led an armed patrol into a fighting area in Papua, where five natives had been murdered with spears and axes. The killings occurred during a tribal dance and feast. When news of the fighting reached Tapini Government station, there was only one officer there. Of the mission of this officer to bring the culprits to book, the Port Moresby District Commissioner said later:

"He undertook a difficult and what may have been dangerous task in a manner which would credit a more experienced officer."

The officer involved was Mr. Jim Maclellan, younger brother of John Peter Maclellan.

Enjoying the sunshine at the Melbourne Garden Fete are Eddie Greely (Silks), Miss Wilson (Umbrellas) and Mrs. Darby (Hardware), all City Store.
Ever a dashing figure, Charlie Canham (H.P.) chats with Mrs. Claire Hallowell (same office) at the Spastic Children's Fete.

The Mail Order was well represented at the Spastic Children's Fete. L. to r.: Betty Simms, Shirley Geddes, Mrs. McEachern, Mrs. Jean Cullip, Ruth Noble and Fay Ellis. The Misses Geddes and Ellis were visitors.

This Second Floor Stall at Garden Fete was a busy spot. Extreme left and extreme right are Mrs. Boulton and Mrs. Bindon, both of Fashion Floor. Between them are Mrs. Hickman and Mrs. Boulton (no relation) as customers.

Allez oop! The fun of the fair was turned on by Harry Sprott and Len Francisco (Elevators, City). Harry, a visitor, is Len's brother-in-law.
We Make a Mark in Murray Street

From the ashes of the fire-riven portion of the Colac Store, the new buildings, Phoenix-like, are beginning to arise. One section, in fact, is completely rebuilt, and to mark the occasion a great reopening sale, on November 26, brought what appeared to be all the townspeople and half the population of the surrounding districts to the new Bilson’s, or, to use the name with which the store has now been christened, Foy-Bilson’s.

Customers were quick to appreciate the future which the new structure promises. Undoubtedly, when all alterations are completed early in the new year, we shall have given the Western District its most modern and finest equipped department store. Indeed, it would be hard to point to any more attractive shopping rendezvous throughout the country areas of the entire State.

First marked impression is the replacement of the old pillar-supported awnings by modern cantilever verandahs. Above these rises a clean-lined parapet, giving the building new height and proportions. Next in appeal are the windows, completely redesigned and reglazed, and framed from pavement to verandah height with tiles of soft moss green. This delightful treatment runs for about one-third of the entire frontage. Soon, the whole building will glow with the same tint.

Breaking the line of the new windows is the imposing double doorway. Two pairs of swing doors, with a division between, offer the easiest access to the new section. The overall measurement of the opening is no less than 17 feet. Nor is this all. When the rebuilding is complete, two other doors, at the eastern and western extremities of the Murray street frontage, will greatly facilitate the movement of the large crowds of customers who visit Foy-Bilson’s every day.

Thus have we studied the comfort of pedestrian patrons. But, looking to the future, the needs of the motorist-buyer have been carefully studied, too. We felt it not enough that the wide streets of a country town offer parking facilities not available in the city. And so, to ease the problems of the car-borne customer, a parking area has been created at the rear of the store. From here, the motorist can enter the store direct from an imposing doorway at the northern end. This is not only a time-saving convenience, but, in inclement weather, is an excellent protection from wind and rain.

Whether entry is made from Murray Street, or the car park, however, the most vivid impression of the new building must await, like a Christmas present, until the package is opened. Within the new wing its beauty is fully revealed. The new ground floor, 73 feet wide and without a single supporting column, runs right through the store. It is a magnificent sight. Lighting is soft and restful. Around the walls, neon tubing, masked by canopies, bathes the merchandise in cool colour, whilst overall illumination comes from more neons, flush-panelled behind glass, in the roof.

Departmental layout (at present conforming to the extent of the alterations completed to date) is spacious and attractive. Each section is identifiable, almost, by the individual pastel shades in which the various groupings have been decorated. Though varied, the entire scheme is a triumph of colour harmony which will make shopping at Foy-Bilson’s an exciting and memorable experience.

With this brief description of our achievement in Murray street, Colac, readers will have further evidence of the progressive methods of Foy Bilson’s Basketball Team were runners-up in the “B” Grade premiership, 1953. Standing (l. to r.): Pat Gleeson, Nola Lourey, Mardi Wilson, Rena For- der. Seated (l. to r.): Marj Skinner, Dorothy Wilson (Captain), Margaret Tibbits, Joan Ather- ton.
retailing. Early in 1954, we look forward to publishing photographs, not only of the alterations mentioned above, but of the completely remodelled store. We shall then be able to give you a fuller picture, both in illustration and phrase, of this latest development within our organisation.

Meanwhile, our congratulations and thanks go to all those who have played their part in bringing the rebuilding plans to their present state of advancement.

**Colac Chronicle**

Compiled by "Dorothy"

As a fitting tribute to a well-loved member of the staff, who retired recently, we could not do better than quote the story published in the Colac "Herald" of October 5:

**FIFTY YEARS IN HARDWARE**

**RETIREMENT OF MR. FRED GAVENS**

After about half a century in the hardware trade, Mr. Fred Gavens has retired. After such a lengthy period of service, a man has earned more than the night's repose of the "Village Blacksmith," but although Mr. Gavens has retired from business associations, he has no intention of rusting out and hopes to remain active in other directions. All his friends will wish him a long and happy retirement and good bowling, fishing and enjoyment in whatever activities the future may find him.

There are few men in Colac district who are better known and more highly esteemed than Mr. Gavens. Not only in Colac, but throughout this wide district he has made friends who will miss him at Bilson's. Mr. Gavens came to Colac 37 years ago to take charge of the hardware department at Bilson's, and there he remained. It is a tribute to a man's efficiency that he could for so long retain such an important position through all changing times, and Mr. Gavens is to be congratulated upon his fine record of service.

Mr. Gavens has seen many changes during his residence in Colac, and probably none greater than in the conditions of work. When he first started at Bilson's, the hours were from 8 a.m. to 6 p.m., and 1 p.m. on Saturdays. They worked until 10 p.m. on Friday nights. Extra work was often entailed, but overtime was not heard of. They had, however, 14 days' holiday each year, with an extra day or two if required.

Many of the articles sold nowadays were unheard of when Mr. Gavens started at Bilson's.

There were, of course, no electrical goods at all, because there was no electric supply in Colac. There had been many developments in that line, but he mentioned that he sold hand-operated washing machines before he came to Colac.

One of the greatest changes, said Mr. Gavens, was the relationship between the salesman and the customer. There was more friendliness, he said, and the customers relied more upon the salesman for assistance and advice. That was especially the case so far as the country people were concerned. Many of them only came into town on rare occasions, and they reposed great trust in the man behind the counter, whom they regarded as their friend. "I think there was a greater recognition of the meaning of service in those days," said Mr. Gavens, "and the customer was not so 'impersonal' as is too often the case today."

Mr. Gavens has made many friends among the customers who have been coming to Bilson's for years, and he values the opportunities his work has given him to make contact with these fine people. He is going to miss them.

Not only in business, but in other ways, Mr. Gavens has been a good citizen and he has rendered splendid service in a community sense.

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**CHRISTMAS THOUGHTS FROM COLAC**

The aftermath of the fire has made 1953 a particularly trying year for those in the Colac Store—a year in which lack of space, makeshift surroundings and the noise of building has tried both patience and endurance. But also, like the fire that proves the bold, it has high-lighted loyalty and has enabled us to give a fuller meaning of the word "Service."

So I personally welcome this Christmas for two reasons—one, because our promised "new building" is ready for use, and secondly, because it enables me to say "thank you" for your loyalty, co-operation and cheerfulness during difficult times.

It may be trite to say that "real service brings its own reward," but it is nevertheless true, and I trust that this Christmas will be for you and yours, one of real happiness.

We in Colac extend to all members of the Foy Organisation our thanks for their help in the past, and our best wishes for "A Merry Christmas."

—L. ATYELO,
Manager, Colac.
years he took an active part in the conducting of regattas, while many people will remember the tremendous amount of work he did in connection with the Colac waste depot during the last war. Mr. Gavens worked night and day there, and he and his enthusiastic helpers made a tremendous amount of money for various war efforts there. Mr. Gavens also conducted most successful “hot dog” stalls at various gala day functions in Colac. He

Mr. and Mrs. Ed Bottrell leaving the Methodist Church, Colac, after their marriage on August 29. The bride was formerly Miss Doreen Reeves (Cashier).

has had a long association with the Methodist Church in Colac, and has rendered sterling service to the Church in various capacities ever since coming to Colac.

At the close of business on Thursday evening, October 1, the manager, Mr. L. G. Atyeo, handed a gift of two armchairs to Mr. Gavens. Mr. Atyeo referred to Mr. Gavens’s sterling qualities and the splendid service he had given in his long years of service, and, on behalf of the staff, wished him many happy years of retirement.

Mr. H. L. Miles spoke in support and referred to the esteem in which Mr. Gavens was held by other members of the staff. He also extended good wishes for Mr. Gavens’s future welfare.

In response, Mr. Gavens thanked the speakers for their kindly reference and for the gift, and said he had spent a very happy time during his years with the firm.

BASKETBALL

The mighty “Tartan Terrors” didn’t prove such a terror to their opponents in the grand final of the basketball. After holding a substantial lead throughout the season, the last game was the deciding factor—and Bilson’s were defeated by four goals! Although perhaps a little disappointed, all credit was given to the winners. The tunics have now gone into mothballs, and I can foresee a few bulging seams next season after the consolation parties put on for the team by Mrs. Tibbits and Mrs. Lourey, the mothers of two of the players.

TABLE TENNIS

Although the basketball team was a little unlucky, Bilson’s table tennis team came right out on top, with the “B” Grade team taking off the premiership for 1953. However, the “A” team was a little unfortunate in being defeated in the semi-final. Our congratulations go to the “B” Grade team, who at no stage looked like being defeated.

A TOUCH OF ST. TRINIAN’S

Some red head (Angela Menace?) added an exciting new ingredient to the teas of some visiting worthies—so it is reported. Although they enthused over the flavour we have decided not to sell this new brand in the Store.

Best wishes go to Mr. Lythe Libbis, who has been appointed the new manager of the Hardware and Electrical Departments. Lythe fills the position vacated by the retirement of Mr. Fred Gavens.

A newcomer to the Store is Miss Judith Bell, formerly of Bendigo and now residing in Colac.

Mr. Jack Thomas, amiable Manager of City Store, at the Garden Fete. Alongside him is younger son, Christopher.

Judith commenced in the Office on October 11, and we hope she will enjoy being with such a group of “no-hopers.”

We welcome back to the main Store Ken Childs, who has been transferred from the Alvie Branch.
Ken can now be found in the Hardware Department.

A very pretty wedding was celebrated at the Methodist Church, Colac, on August 29, the blushing bride being Doreen Reeves (Cashier), who wed Ed Bottrell. Prior to her marriage, Doreen was presented with a wall mirror (a gift from the Office girls), and from the firm a crystal water set. We hear that Doreen is quite the busy little housewife. However, she still finds time to dash in and see us occasionally.

Although perhaps a little late, we welcome Mr. Frank Ogle (City Store), who has come to spend a quiet peaceful rest in country surroundings. No nerve-shattering sounds of trams, trains or buses. Just the gentle thunder of workmen wrecking portion of the old building and throwing the place into general turmoil. Nevertheless, we sincerely hope, Mr. Ogle, that you enjoy your stay with us.

Marie Garner (Office) now has "21" up on the board. Marie attained her majority on September 8, when a party was tendered by her co-workers. We guess Marie will start and turn the clock backward instead of forward. What do you say, Marie?

A glittering piece of "cut glass" in the China Department caught our eye recently. This superb piece adorns the third finger, left hand, of our good friend and colleague Ida Brown, manageress of the said Department. Ida's future partner is Ian Macintosh, of the Education Department.

It must be the weather! Another new diamond has made its appearance in the Grocery Office. This time the proud wearer is Noreen Buchanan (Grocery Office), and the gentleman in question is Gordon Mason (Grocery Dept.). Congratulations and best wishes go to both these couples.

With spring came a new zest for living. The ladies have been showing a keen interest in the new fashions, although no really Dior-bolic frocks have so far made their appearance to bring forth "corset" may be still too early to see what will happen in that direction, although it's not necessary to stretch the imagination "two ways" to see how the fairer sex feels about those things.

Engagements throughout the shop seemed to prove the old adage about a young man's thoughts turning to love—or something—and Perth was a blaze of colour during its Annual Flower Day. The store had a constant smell of boronia as customers pass through with bunches of this highly perfumed flower.

Canning Dam proved a great attraction when it overflowed for the first time in four years. Thousands of people drove out to see it, and cars were bumper to bumper for many miles along the highway, causing a huge traffic block.

A very pleasing function was held in the Board Room recently, when the representative of Dunlop's presented Foy's with a beautiful cup which the Window Display Dept. recently won in the All-Australia Dunlop Window Dressing Contest. Unfortunately, Mr. Vic Sale was unable to attend, as he was in hospital undergoing an operation. Mr. Brian Charles represented him, and Mr. Colebrook, General Manager, accepted the Cup on behalf of the Company.

CHRISTMAS THOUGHTS

Once again it's Christmas, and people all over the world are thinking of "Peace on Earth, Good Will to All Men." Everyone is friendly and feeling kindly to friends and acquaintances. The shops are busy with the buying of presents. What a wonderful world it would be if this spirit were carried on throughout the year! Must we really wait for a special occasion to bring forth the best in us? A cheery word at any time of the year is just as valuable as at Christmas time. Actions like this mean such a lot. My job seemed really worth the effort—just because someone had been appre-
GOOD WISHES FROM THE WEST

Your Editor has very kindly given me an opportunity to include a message to all readers of this Christmas issue of "Service."

Regardless of your rank, length of service or the particular sphere of your activities, I can best express my wishes as follows:

★ That you enjoy good health.
★ That you are proud of your association with Foy's.
★ That you are happy in your work.
★ That your leisure hours and your friendships are as pleasant as you could desire.
★ That these will apply to you all right throughout the coming year.

—C. E. COLEBROOK,
General Manager,
Foy & Gibson (W.A.) Ltd.

OUR MARCHING GIRLS
By Bev Ely

Our Marching Girls are participants in a sport which is new to W.A., and are progressing very well indeed. We have two teams in the Store—the “Foy” and the “Gibsonians.” Both teams look ultra-smart in their uniforms, which consist of white boots, white gauntlets, short pleated-around skirts, semi-military styled tops, and hats. “Foy’s” chose those two popular colours, yellow and black,” and “Gibsonians” look equally smart in the combination of red and white. Much credit goes to Miss Barnes (Advertising), who designed these uniforms.

The girls made their first appearance on October 8, at the Royal Show, when all were favourably impressed. Since then, they have appeared at several functions, and seem to improve each time. They spend many hours practising, and can be seen on the Esplanade at least twice a week stepping out. Merle Whiborn (Fruit), of the “Gibsonians,” gained the Leader’s Trophy on Show Night, for her excellent leadership. Congratulations, Merle!

Mr. Patterson (Bedding) also earns our praise, as he was the Instructor of the Champion team on this night.

Those in the teams are: Pat Rait (Home Cooking), Betty Mather (Hosiery), Merle Whiborn (Fruit), Anne Ryan (Haberdashery), Alice Richards (Ladies’ Shoes), Loris Perkins (Tobacco), Gloria Summers, Heather Johnson, Fay Baily, Betty Champion and Kath Flannagan, all of the Fashion Floor. We wish the girls continued success, and congratulate them on the past appearances.

FOY’S PLAYERS AGAIN SCORE

The Assembly Hall, on Monday, September 28, was once again the scene of a further series of successful plays presented by Foy’s Comedy Players. The theatre was packed to capacity and the large audience gave the artists a wonderful and well-deserved reception.

The first half of the programme was devoted to a comedy and a drama. To avoid an extra interval

Practising for the new sport of Marching, now popular in Perth, are Heather Johnston (Under-clothing), and Merle Wellington (Sportswear), of the W.A. Store, with their instructor. (Their boy friends are probably saving a lot on taxi fares nowadays!)
between these two plays, a musical "divertissement" was presented by the Rhythm Kings. This act, which comprises a vocal quartette in close harmony singing, with a background of guitar and accordion, was a very popular addition to the programme. It was easy to realise why they were so successful when they entered Australia's Amateur Hour Show in Perth. Colin Johnston (at microphone) is a member of the Office Staff.

**WE LOSE A FRIEND**

It is with a heavy heart that we record the death of Mr. Vic Sale, of the Display Department. Vic, as he was called with real affection by everyone, was known by every member of the staff. As head of the Display Department, his work kept him in constant touch with all sections of the store, and his cheery personality made friends of all those who worked with him.

He was one of the most enthusiastic workers in the Social Club, and could always be found at the piano whenever there was need of a little music. Members of the Ballet, especially, will always remember him, as he would sit and play for them for hours while they practised new routines.

Everyone feels his passing as a personal loss, particularly in his own section, where his boys have lost a fine leader and a true friend.

Vic Sale had many interests and was always a hard worker for causes needing a helping hand along the road of life. He neither grudged nor stinted his service. Words are really inadequate to express our feelings, but with all sincerity we say that Vic Sale did much in his life to help those he met, and they, in turn, loved and held him in true regard and affection. It is with sad hearts that we mourn the passing of a beloved associate and pal.

company, whose performance left nothing to be desired. In a brief appearance, Bill Barker (Bedding) made the most of his chance and was a most convincing detective on the trail of Albert and, like the Canadian Mounties, he eventually got his man—to the surprise of everyone.

The second play was of quite different character, and was the first one of a serious nature attempted by the Players. Entitled "Spider Ring" and written by Mabel Constanduros and Howard Agg, it had quite a sinister atmosphere, and dealt with the efforts of a man making all preparations to perform his second murder. The part of the husband who intended to get rid of his wife for her money was ably portrayed by Dick Rouse (Cafeeteria). In a sort of Jekyll-and-Hyde character he had to change his moods considerably, and in turn appeared to be a loving husband, sly and scheming, thoughtful, and finally as a man trapped by his own scheming and hating his wife.

Marjorie Summer (Pharmacy), as the trusting wife, had a difficult role, but handled it with delicacy. As a young wife tremendously in love with her husband and, later, as a hysterical and emotionally upset woman, afraid for her life, she was most convincing. Helen Heath (Mercery) made her debut as the landlady, and is to be commended on her work in this part. Humorous relief was supplied by Jimmy Stout (Mercery) as the minister, whilst Betty Mather (Hosiery) completed the cast with a couple of brief appearances as the maid. Colin Johnston was the detective.

The final play was a riotous comedy in two acts by Philip Johnston, entitled "Mr. Twemlowe Is Not Himself." Edith Hume (Pharmacy) can always be relied upon for good character work, and she excelled herself in the part of Mrs. Braby. Betty Mather (Hosiery), showing marked improvement, gave an excellent performance as the maid. As the young daughter, Bev Ely (Staff Training) presented a very clever caricature of a precocious child whose ambition was to become "a gangster's moll," although her parents thought her reading consisted

The "Rhythm Kings" were a W.A. entry in Australia's Amateur Hour Show in Perth. Colin Johnston (at microphone) is a member of the Office Staff.
of books such as "Eric, Or Little by Little." Mrs. Twemlowe, her mother, was very competently handled by Vicky Harrison (Laces).

Mr. Twemlowe was played by Colin Johnston (Office) and his presentation of the boring and "perfect" husband left nothing to be desired. Brian Charles (Display) gave us his usual boisterous performance as Scum Braby, having plenty of scope as the habitual drunk and the reformed character.

The settings and the lighting added to the success of the evening, and many thanks are due to those responsible for these important parts of the productions. Lighting was in the capable hands of Kevin Harris, while the stage sets and effects were mainly due to Doug Hodges and Hank Van Oyen (Display). Front-of-house staff did a great job, this being handled by Glenis Jacobs (Food) and Phylis Spinks (Stationery).

**CRICKET**

The time honoured and noble game of cricket received quite a lift on Sunday, September 6, when our Grocery Packing Room played a challenge match against the Counter Staff.

The details of this outing were supplied by Alf Game, one of the most enthusiastic of "Service's" spy staff.

The match was played at the rear of the Bullsbrook Hotel. Why this particular spot was chosen we don't know, but it does seem rather significant that it is 30 miles from Perth and the Sunday trading is limited to hotels outside the 20-mile radius. Of course, we could be wrong! Our spy only gave us the score outside the hotel. So perhaps we'd better give them the benefit of the doubt. The main thing seems to be that everyone had a really good time.

The boys and their friends left Perth at 10 a.m. for the scene of the slaughter, and the battle of the bats commenced at 11.45, with the Counter Staff batting first.

The "Chief of the Underground Dogs" put up a fine display of bowling and took three of the wickets. Dick Munsie (Counter Staff) proved himself a worthy member of the team by batting 28, the next best being Brian Humber, with 27. Many surprising feats were performed which would have confounded the critics, but these giants were handicapped by the rule that 25 runs (or as near as possible) was the allotted "life" of a batsman. Colin Leader, with a score of 19, proved the star of the Reserve Staff. A very interesting, though rather upsetting, hazard, was the mud which bowled the bowlers over before they could bowl a maiden over. Wow! However, "it's an ill wind," etc., and the dry-cleaning firms will benefit considerably from the day.

The teams were rather short of players, there being only nine on one side and eight on the other, but lack of numbers was made up for in enthusiasm.

We hear that Stan ("Stonewall") Hunter was quite worn out through fielding, and the strain of wondering when one of the batsmen might find sufficient strength to hit a ball to the boundary (where he had taken up his position on the fence in the hope of sleeping peacefully!)

A "fine trophy" was presumably presented to the winning team, which proved to be the Counter Staff with 98 runs against 68 scored by the Underground movement. The Counter team comprised Stan Sinclair, Brian Humbert, John Lording (scorer), Dick Munsie, Leo Miles, Ian Johnston, George Stewart, Jeff Leppard, Stan Hunter. Their opponents of the Reserve were Colin Leader, Alf Game, Ralph Leppard, Ken Leppard, Colin Bruce, Trevor Leppard, Gus Stewart and Ted Leppard.

There is a rumour that talent scouts for the Test Matches have already offered contracts to some of the players, but I doubt if they'll be accepting, as there's no business like the Grocery business.
MORE CRICKET NOTES.
By Nick Farrelly

On Sunday, October 18, Foy's Cricket Team played a social match against the West End Social Club at the Maddington Recreation Ground, which is about 15 miles from Perth. A special bus was hired to carry players and supporters from both teams.

The game was under way about 11.30 with Foy's taking the field. An excellent partnership of 100 was posted for West End with no wickets down. Both openers retired, and it wasn’t long before we had the rest of the team out for 206, N. Farrelly taking 8/87 off 14 overs, and B. Williams 3/15 off four overs. At 3 o’clock Foy’s took the bat and quite a reasonable score of 122 was posted in three hours. Successful batsmen were Peter Goode, with top score of 25, B. Clarke, R. McDonald, each with 17, and T. Richards with 10 n.o.

Although beaten the Foy’s team made a good showing in this, their first match, and can expect to win games in the future. Jimmy Stout (Mercery) did a good job with the score book and then highlighted the game with a duck on the first ball. More about the team can be read in the next "Service," as by then we will be playing regularly in the Mercantile Association. Once we get into our stride and are playing the Pennant matches, we shall look forward to seeing some of the non-playing members of the staff on the side-lines to cheer us along. Several of the Group Controllers and Departmental Managers who were members of Foy’s very successful premiership team some seasons ago have promised their support. With their encouragement and advice and plenty of hard practice and enthusiasm from the boys, we hope to be able to give quite a good account of ourselves during the coming season.

Those who played in last Sunday’s match included Ron McDonald (Kitchenware), Jim Stout and Nick Farrelly (Mercery), Peter Goode (Bedding), B. Clarke (Soft Furnishings), B. Williams (Grocery), R. Fowler (Packing), N. Barrett (Despatch), D. Smith (Despatch), K. Kellamack (Despatch), L. Johnston (Fruit), B. Jones (Florists), J. Richards (Cafe), and W. Garcott (Confectionery).

Did the Buffaloes bawl at the Buffaloes’ Ball? For this is what they got from the Perth Store Male Ballet.

L. to r.: Colin Johnston, Johnny Curran, Jimmy Stout, Frank Rattigan, Jack Hayward, Alf Game, Ron MacDonald and Peter Goode. The Folies were NEVER quite so Bergère as this!
witnessed the graceful pirouettes of our ballerinas, and waltzing horses would bow their heads in shame. Taking part were Messrs. Alf Game, Colin Johnston, Peter Goode, Ron McDonald, Johnny Curran, Frank Rattigan and Jimmy Stout.

Music was supplied by Vic Sale (Display) at the piano, with the very able assistance of the Embassy Band.

Almost a thousand dancers crowded the floor and cheered the boys to a victorious finish as they left the floor in a series of springs and leaps never before seen in the history of the dance.

**VITAL STATISTICS**

*By Bev Ely*

Our heartiest congratulations to Marj Abbott (Card Office), who announced her engagement to Kingsley Drew, on September 29.

Best wishes to Stella Hall (Toys), who became engaged to Ron Dunning. The big event was announced on August 24.

Another Basement engagement. Peggy O'Neill (Kitchenware) became engaged to Hal Howell on August 15. All the best, Peggy!

Joy Williamson (Hosiery) also celebrated her 21st birthday recently. The big day was August 6. Congrats., Joy!

Still another 21st birthday! Miss Betty Watson (Office) gained her majority on September 14. All hail, Betty!

Best wishes to Margaret Carter (Staff Cafe), who recently announced her engagement to Jim Hall. Jim Hails from Harvey.

An all-Foy engagement which calls for our heartiest congratulations is that of Anne Mavric and Brian Humbert, both of the Office. All the best to you both!

For Nita Bateman, of the Branches Office, Friday, November 13, was a happy day, and we wish her every happiness in her marriage.

Tony Flatman (Butchers) recently took up the duties of matrimony at St. Peter's Church, Victoria Park, on Saturday, November 14. All the best, Tony!

Three recent promotions which are widely acclaimed are those of Mr. Max Sheppard, to Manager of the Display Department, Mr. Brian Charles, to Second-in-charge of that section, and Miss Heather Johnston, of Fashions.

The Dunlop Cup is awarded to Perth in the All-Australia Dunlop Window Dressing Contest. L. to r.: Mr. McKay (Secretary, Perth), Mr. Drew (Dunlops), Brian Charles (Display—at rear), Mr. Dowling (Dunlops), Mr. C. E. Colebrook, General Manager, Perth, and Mr. Scrutton, of Dunlops. Presentation was made September 24.

**SQUARE DANCING**

On arrival at work one morning I was informed that Ron Phillips (Display) had decided it was time we formed our own Square Dance Club and had collected the names of members of the staff interested. After numerous threats, I agreed to see what could be done about organising this plebeian pastime. But I made up my mind that I wasn’t going to indulge in this latest craze.

On the night set for the big venture, I went along merely to scoff. After a couple of dances I was persuaded on to the floor by Dot West (Tobacco) and Marj Abbott (Card Office).

Our congratulations go to Miss Gloria Sinclair, who gained her majority on August 24. Gloria hails from the Hosiery Dept.

“Popular Girl” Coral Thorne (Handbags) became engaged on September 25. Lucky man is Leslie Price. Best wishes to you, Coral!

Miss Doreen Appleton (Pharmacy) was wed at the Roman Catholic Church, Maylands, on September 26. She is now Mrs. Keith Hodgson. Congratulations to them both!

Janet Coventry (Corsets) became Mrs. Ron Ewing at Wesley Church, Perth, on September 19. Geraldton was chosen for their honeymoon. Very best wishes, Janet. Incidentally, Janet’s two charming bridesmaids were Dot West (Tobacco) and Marj Abbott (Card Office).

Our congratulations go to Miss Gloria Sinclair, who gained her majority on August 24. Gloria hails from the Hosiery Dept.
in (they should have been thrown out!) I began to get a totally different slant on life!

On one occasion, I was told to “meet my partner” but, although I did my best, I just couldn’t find her. I was just beginning to get worried in case she’d gone home or collected a “left hand swing” when someone pointed out that I was dancing in the wrong set. The other dancers proved most helpful and pushed me from one place to another until, eventually, like a blurred vision, I saw my partner standing in front of me. She grabbed me, twisted me around several times, and then threw me to another female. Then the caller said we would do a “shooting star,” and having knocked skulls with several other determined looking characters, I began to think I was doing a Cook’s tour of the Milky Way. Eventually the “cease fire” sounded, and we all retired to our respective corners feeling very battle-scarred and dizzy.

One of the most enthusiastic dancers was Hank Van Ouyen (Display). I’ve never known anyone to be in so many places at once as he was. No matter where I turned to look for a partner, I always found Hank just behind me, although I’m certain he was usually dancing in a different set. (I use the word “dancing” in a very loose sense.) Honestly, I can’t see anything in square dancing to make people go week after week—but I shall be there again next week. In fact, I think I shall join the Club—not that I like it, but one can’t be too standoffish, can one? Besides, just between ourselves, I had a wonderful time, and wouldn’t miss it for anything. But I daren’t admit that to the crowd after what I said about it originally.

PERSONAL PATTER FROM PERTH

By Jack Hayward

The new voice heard of the Store’s public address system of late belongs to Miss Laura MacCartney, who has taken over her new duties as Public Relations Officer.

We welcome Mr. Peebles into our midst—he has recently taken over the charge of Men’s Clothing Section from Mr. Cleaver.

Beverly Ely (Staff Training) recently had quite a time camping at Rockingham with the Rangers (of which, by the way, she is the youngest member in the State). Looks just the thing in her uniform, too!

Noticed Miss Taylor (Floor Superintendent) having quite a time with the children at the recent Fashion Parade! Sylvia Caporn also found them very interested in the grand piano!

Mrs. Heath (Mercery) has quite a time being “mother” to all the boys in the department, but she seems to enjoy it, all right.

If you want any information regarding building a house, just ask Brian Charles (Display). And
he seems to cull a lot of knowledge from Eric Corrigan (E/plate). I never realised before what a serious business it is.

Many members of the staff here have taken a keen interest in our First-Aid Class. With so many of the fairer sex practising, we’re expecting a spate of minor cases from the boys.

Congratulations are in order to the Display boys. Their windows have not only been popular with the public but have also gained them quite a lot of prizes in competition work. Keep up the good work, boys!

Mrs. MacPherson (Staff Training) is doing all in her power for W.A. girls to organise the sport of marching, and seems to be meeting with quite a lot of success.

Neville Manley (Dress Materials) had a bad rattle in his car, but after breaking off the silencer it was impossible to hear the rattle. Who would have thought it!

For really reliable deliveries of messages, I must commend Vicky Harrison (Flowers) and Billie Mitchell (Laces).

Pat Congdon (Advertising) is back again after a trip East during which she captained the State table tennis team. Congratulations seem to be in order. The team did well for themselves, coming very near the top.

GREETINGS FROM THE PERTH SOCIAL CLUB
By Jack Hayward

Foy’s Social Club wishes everyone the very best for Christmas and the coming year.

During the present year the Club has sponsored many and varied forms of entertainment for members and friends. Commencing with river trips in January and February, and a picnic to Rockingham in March, it was responsible directly or indirectly for some really happy hours.

The Club played a very big part in the successful Ball in May. The Comedy Players and Ballet, as a section of the Social Club, presented an hilarious crazy show, a season of one-act plays, a professional revue of radio personalities, and the floor show at the Ball. Their year will end with the Christmas Revue and this production will entertain, besides the staff, 500 orphans and several hospitals.

Basketball has continued, with the help of the Club, and table tennis players have been catered for. A fancy dress dance and picture evenings added to the gaiety, and hundreds of the staff have taken advantage of the concession rates to all the leading stage shows. A cricket team has again been formed and the boys are once again being sponsored by the Club.

The latest craze of square dancing has claimed a big following, and we have our own “team” incorporated in the “Hoe Down” Club.

Many thanks are due to the collectors, who do a sterling job throughout the year, and we extend to them our sincere thanks and best wishes for the festive season with our congratulations for a job well done.

Some people find it hard to make friends and are apt to feel very much alone when joining the staff of a big store. This is where the Social Club is very important. On being invited to join one of the various groups, they immediately meet other members of the staff and many lasting friendships have been made in this way. Reading matter, tennis tables, darts and a piano in the Staff Lunch
Room are all amenities arranged by the Social Club, plus lunch-hour picture shows in the winter.

Get to know your workmates at play and you'll be surprised how much happier work is. People in other departments whom you may only know were Mrs. Gailie, Miss Collings, Mrs. Holdsworth. Whilst here, they took part in an Exhibition Mixed Four-Ball Match, with two of Albany's leading golfers, Mr. Harry Godden (Foy's Hardware Department), who incidentally was eight times State Champion; and Mr. Dick Stronach, a local businessman, and this year's Country Champion.

Perth Store's Girls' Marching Team, the "Gibsonians," strides out magnificently behind Merle Whiborn, Leader. Miss Whiborn won the Leaders' Championship at Perth Royal Show, October 8.

by sight, will turn out to be friends, and as you walk through the store you will find yourself being met by more and more smiles and friendly greetings.

It's a great feeling! Why not try it? If you are not a member of the Social Club, see your Collector and join now. You can be in the fun by making sure you come along to the functions arranged, and you'll still be helping to put the word "social" into our Social Club. Take an active interest in this important part of store life and you'll be helping yourself, as well as the Club.

ALBANY ALBUM
Kept by Ken Sutton

At the present moment, the Staff of the Albany Store are eagerly awaiting the extensions and alterations which are being planned, and which we hope will be carried out shortly. They are badly needed, as we are extremely short of space in many departments.

I would like to take this opportunity to welcome on behalf of the Staff Mr. W. Godenzie, late of Tambellup Store, who has been appointed Assistant Store Manager.

Congratulations are in order for Miss Marcia Steike (Post Office), who recently became engaged to "Sandy" Annandale; and also to Miss Val Taylor (Fancy), who became engaged to Mr. Don Box.

Albany is proud of its Ladies' Basketball Association, which recently won the Great Southern Carnival in Katanning and came top of the Country Week matches in Perth. Several members of the Association are employed in the Store, and no less than four of them were participants in the above-mentioned wins. The are: Maureen Cunningham (Office), Miss Val Taylor (Fancy)—Val is also president of the Association; Miss Yvonne Keep (Confectionery), and Mrs. Lorna Dochring (Office), who is the Association's coach and, according to the girls in the teams, chiefly responsible for their achievements.

The Albany Golf Club was visited recently by the touring South African Women Golfers. They were Mrs. Gailie, Miss Collings, Mrs. Holdsworth. Whilst here, they took part in an Exhibition Mixed Four-Ball Match, with two of Albany's leading golfers, Mr. Harry Godden (Foy's Hardware Department), who incidentally was eight times State Champion; and Mr. Dick Stronach, a local businessman, and this year's Country Champion.

On behalf of the Management and Staff of the Albany Store, I would like to extend the season's greetings to all members of the Foy Family. 'Til next time, we are yours in Service.

KATANNING KAPERS
By Kessell

Our Staff Ball was held on August 20, and Katanning, in its usual style, came forth with a simply freezing day and night. But, nothing daunted, the townspeople rolled up, for the proceeds were to be donated to the Katanning Branch of the Silver Chain. Although our Staff Social Club was furnishing the necessities, the ladies of the above organisation, and several other very willing helpers, combined to supply all sorts of food for what proved of be a simply scrumptious supper.

For days previously, Mr. Bailey (Assistant Manager) and Mr. Radford had been very hard at it, erecting a dais for the presentation of the floor show—a Male Fashion Parade.

The "Belle of the Ball" Competition was another great item of interest at this function. The winner was Miss Shirley Robertson. This was a unanimous decision which took into account frocking, posture, accessories and deportment. Miss Robertson was wearing a full-length gown of heavily embossed lemon material. The gown was backless; wide revers at the neckline. Matching rhinestone necklace and earrings offset a truly striking ensemble. Mr. Bowden and Mr. Manning each gave a short speech and presented to Miss Robertson a crystal salad bowl and servers.

As our own Staff did not compete in this event, Mr. Bowden decided to select a "Staff Belle," and personally donated a trophy to the selected lass, who proved to be Miss Lillian McFarland (Showroom). Lillian was wearing a full-length gown of beautiful pale blue lace and tulle, and well deserved the honour of the selection.

As mentioned, the proceeds of the Ball went to
the Silver Chain Association, and on the afternoon of Wednesday, August 26, the Ball Committee had the pleasure of handing to the local committee a cheque for £100. This was really a marathon effort and was greatly appreciated by the Silver Chain officials.

Much excitement in the regions of the Office! Lorna Addis is now flashing a diamond. Congratulations, Lorna.

The wedding of Arthur Timms (Dress Materials) and Aileen Saxby (ex Dress Materials) took place on September 5. We wish them every happiness in their married life.

Best wishes to Messrs. Eric King, Jim Brown and Bill Godenzie in their recent moves in the establishment.

CHRISTMAS

From the portals of sickness I am bellowing to you all: "A very Merry Christmas and a Happy and Prosperous New Year." If you were over here you'd know why I say "the portals of sickness." Staff have been going down like flies with 'flu and measles. I think 'flu is holding the majority, but the measles has claimed its fair share.

The Katanning Agricultural Show was held on Friday and Saturday, October 30 and 31. It is always a very big event, bringing crowds to the town for the two days. The store closed on the Friday afternoon.

Kojonup had poor old weather for their Show. Actually collected £100 insurance on the day!

The Staff of Katanning Store farewelled Mavis Blyth (Office) last week.

Emma Trimming (ex Office), who left us last January, also left the town. Her friends will be pleased to know she's having a marvellous holiday in England. She has been residing in Scotland and is looking forward to a genuine white Christ-

mas there. She is returning on the "Strathnaver" in January.

We have said "Farewell" to Mavis Blyth (Office).

Mr. McMahon (Grocery) has had his annual holiday; also Ann McLeod (Office) and Len Mosscrop (Hardware). Hope all are feeling refreshed and ready for the fray once more.

Christmas is very evident now. The windows are full of toys. Christmas cards, gift packs, tinsel, and overseas mail warnings. All the little things that seem to give the atmosphere a tingle which can only mean one thing—December 25 is at hand and Peace and Goodwill are in every happy heart.

To every member of the Foy Family, I extend hearty wishes for this 1953 Christmas tide and sincere greetings for the coming 1954.

MERRY CHRISTMAS, "SERVICE."

NARROGIN NOTES

By K.D.

We are all very happy at Narrogin to have our Manager, Mr. W. A. Manning, back with us once again. With Mrs. Manning and son Ian, Mr. Manning has just returned from a nine-month trip to Great Britain and the Continent. Apart from his position as our Manager, Mr. Manning is also a Director of Foy & Gibson (W.A.) Ltd., so it need not be emphasised that the trip was not all holiday.

In a later issue we look forward to quoting more details about the interesting side-lights and films of their journeyings. All we know at the moment is that the mileage covered was approximately 44,000, and that Mr. Manning has almost 4000 feet of film taken with his Cine-Kodak. The accompanying photograph was taken at a dinner at which departmental heads and their wives and senior members of the staff welcomed Mr. and Mrs. Manning back to Narrogin.

To many, Narrogin is perhaps just a town in W.A., but to Narroginites it is the hub of a considerable area. As a shopping and business centre of a large district devoted to agricultural and pastoral pursuits, the town is developing rapidly, and it is to the future that Narroginites look. For many years now our town water supply has been hopelessly inadequate. Residents have been subjected to a ration of 10 gallons per person per day, with the result that conversation often revolves around tanks—their capacity and present levels. But while it is very nice to have one's own supply of rain water, it is very irksome to have a town
water scheme which, even with rationing, often does not last out the summer.

However, as part of the Great Southern Comprehensive Water Scheme, Narrogin is “on the schedule” for a plenteous supply of good water from the Collie area, some 80 miles west, towards the coast. For some time now the pipe-line has been in the making, but with delays in steel and finance, and not to mention political battles, just over half of the 30-in. pipe lines is laid, and, we understand, the wheels are working with regard to the necessary pumping stations.

The staff at Narrogin branch take this opportunity to extend Christmas Greetings to all readers of “Service.” It is their sincere wish that everyone will have as happy a festive season as they themselves anticipate.

Old-Time Christmas for New Generations

By Joy Adamson (Advertising, City)

Around this time of year the older generation (that’s the one before your own) begins to murmur, “Hang up the baby’s stocking, be sure you don’t forget; for the dear little dimpled darling hasn’t seen Christmas yet.”

And it is refreshingly true that every season there are new little faces to light up in wonder with the bright warmth of this magical time. Child eyes provide their own interpretation of its sights and colours, and transmute into enchantment the things that are grown over-familiar to us.

But don’t imagine that enchantment isn’t catching! Spend an hour or two behind the scenes with the men who set the Christmas tempo in a big city store. Here, if anywhere, should be the case-hardened characters who could claim to have “had” Christmas before November is out. Instead, they fall in love with their job, and come under the spells they manufacture.

Observe seasoned engineers putting years of experience into ever-shriller train whistles; display men and ticket-writers lovingly dreaming up appropriate backgrounds for nursery rhyme folk; electricians, flat on their stomachs, experimenting with the type of floodlighting suitable to Noah’s Ark.

Everyone’s ideas go into the melting-pot, to be discarded, tried out, improved beyond recognition. Witness the Case of the Crazy Train. From a painted canvas backdrop depicting a runaway train of great unlikelihood, its final stage emerges as a complete electric railway laden with daft papier mache passengers, the joint work of painters, window dressers and electricians.

Lots of kids will remember the Crazy Train. Look for it again next year, and bring their smaller relations for a first side-splitting glimpse.

Over a number of Christmas seasons, first port of call for small boys at a suburban store has been the “Submarine.” Eerily authentic, the “Submarine” entertains with an atmosphere of undersea darkness, engine-room rumbles, a business-like array of wheels and levers. Against livid green portholes large fish crowd. Suddenly the floor lurches. It is just a bit realistic for adult comfort, but the little fellows love it.

For nervous small girls and easily-upset toddlers there are merry-go-rounds and swing-boats, any of which could take their place in the commercial fun parks.

All the old favourites are there, of course. Punch and his Judy, performing animals, and a conjurer ensure that children will remain in one place for a reasonable length of time, which, one feels, must have been arranged out of pure consideration for their mothers.

Elsewhere, you came up against several large boiler-suited figures crammed into the seats of a miniature railway carriage. This, they hasten to explain, is for final testing purposes. The whistle toots, the exhaust sighs hugely—and the years melt away. “She’ll pull 14 adults,” her crew assure us, “or 30 children,” they add as an afterthought. “She” undoubtedly is the best-serviced piece of rolling stock in Australia. Her paintwork gleams, her gold lines are new-minted, her “chuff” is genuine Spencer Street stuff.

These will be built into memory—these bright bits of glamour and adventure, to be remembered and sought again when today’s children are tomorrow’s parents.

And, depend upon it, if the boys in the back-room behind the plateglass windows have their way, there’ll always be a playground for the children at Christmastime!

Splitting the atom may not be such a wise crack after all.
News from Adelaide
(By Brian Bell)

"KAYSER" MANNEQUIN PARADE

From Tuesday, 15th, to Friday, 19th September, we provided a brilliant showing of "Kayser" Underwear and Slumberwear. "Kayser's" own Melbourne model, Joan Allerton, modelled fabulous nylon models, flown direct from "Kayser" in New York, U.S.A. Two other Adelaide mannequins made up the team which showed these lovely garments. The seating accommodation was comfortable and the floral decorations very eye-catching. Altogether a delightful parade, enjoyed by all.

ANNUAL SPRING MANNEQUIN PARADE

Towards the end of September was the Annual Spring Parade, showing the very latest garments for every woman. These parades ran from September 23-25. The six mannequins included Foy's special model, Mrs. Allen, who displayed flattering frocks for the larger figure. Other lasses modelled everything from swimwear to gorgeous after-five ballerinas. The attendance was excellent and once again the floral decorations were very lovely.

The Message from Adelaide

1953 is drawing to its close, but it still holds for us a season of great joy—a time when one pauses in the hurly-burly of everyday life to remember one's friends and the good things of this world.

At no other time of the year do we find the Golden Rule applied with such zeal, and this makes it a time to tighten the bonds of good fellowship and resolve that this feeling be carried into the New Year with a spontaneity which will make the world a better place in which we might enjoy life.

These are the thoughts that are with me as I extend to the Executive and Staff of the Adelaide Store sincerest thanks for their continued support, and the best of Good Wishes for the Festive Season.

To friends and colleagues throughout the vast organisation of Foy & Gibson's, we of Adelaide remember those in Melbourne, Perth, Sydney, and London, and extend to them our best wishes for a Merry Christmas and a fair share of health and prosperity in the New Year.

—A. L. POWELL,
Store Manager, Adelaide

Annual Picnic

The Social Club's Annual Picnic was held on Labor Day, November 12, at Birdwood Oval, 30 miles from Adelaide. About 200 members and friends attended in beautiful spring sunshine and the oval looked a picture with its surrounding pines and gum trees. The buses were comfortably full and all enjoyed greatly the trip through the Torrens Gorge to the pine-clad beauty of Birdwood. A great time was had by all who attended, but it was disappointing to see so few buyers and executives there. Why not keep this one day a year in reserve and all join in together?

Free soft drinks, ice creams, sweets and popcorn were the order of the day, and what a capacity some of the youngsters have! Handsome prizes were awarded for the sporting events and some close finishes created a lot of excitement. Novelty events, too, were to the fore, and much fun was had by those taking part. Two huge heaps of straw with hidden prizes were the chief attraction for the boys and girls. From the word...
"Go" it was just a matter of arms and legs in all directions. Over a hundred novelties were found in the heaps of straw and not one child missed out—they loved it! Mr. A. L. Powell, Store Manager, was the most popular man of the day, throwing pennies in the air—and he had a very good following while the coins lasted. The two main sporting events, the Sheffields, were won by Jenny Evans and Denis Bugg. Mr. Powell presented the prizes and thanked the committee for their efforts in arranging such a successful picnic.

WE MEET FRANK HUNTING.

Staff training talks were given recently by Mr. F. A. Hunting, of Melbourne, to all members of the Adelaide staff. These more than interesting lectures were divided into three sections, viz., "Job Security," "Better Retail Selling" and "Does the Cap Fit?" Everyone agreed that these talks were extremely valuable and well presented, with the aid of movie slides. Our thanks to Mr. Hunting. During his stay here he enjoyed a trip through the Adelaide hills to Birdwood with Mr. Crump (Maintenance) and Mr. Goodall (Furniture), and during the day discussed the social activities of the store. He was delighted with the setting of the picnic ground chosen for the Annual Picnic.

NIGHT CRICKET

Congratulations to the electric light cricket team. Played four games and won four games. That's good going, boys.

CHRISTMAS COMES TO ADELAIDE

We have certainly entered into the Christmas spirit. The ground floor looks particularly gay, with brightly-coloured foil strips suspended from the pillars. Christmas trees adorn various display counters and glittering tinsel is twirled throughout. Recorded music, including Christmas carols relayed from the Advertising Department, adds a delightful Christmas touch to the whole store.

One of the hardest things for a Government official to understand about money matters is that it does.

CIVIC PILLAR

The qualities of Councillor Ernest H. Jones—or, as we know him better, burly Ernie Jones, Manager, Boys' Wear, City—have been rapidly appreciated by his colleagues on the Brunswick Council. As well as his election as Chairman of the Parks and Gardens, Health, Town Hall and Baths Committees, "E.H.J." has been appointed a Life Governor of the Blind Babies and Children's Association, and the Children's Hospital. As well, he has become the Council's representative on the Advisory Council of the Brunswick Girls' School.

But, immersed though he is in municipal affairs, don't (if you live in Brunswick) trade upon a mere business acquaintance and demand the services of Councillor Jones if you've lost your dog, or are troubled with rats!

The Quiet Corner

Our sympathy, full and deep, is offered to colleagues to whom great sorrow has come of late. They are:

Miss Ethel Boyd, Sydney office. Her mother died on November 7.

Those who loved Miss Mary Dixon, of the Ladies' Shoes, Adelaide.

Mr. Harry Harris, Accountant, Head Office, Collingwood, whose father died on October 26.

Mrs. Mavis Hughes (nee Bryant), Ladies' Shoes, City, whose mother died on November 19.

Miss Phyllis Knight, Mail Order, City, who lost her father on October 22.

Mr. Jack McHugh, General Office, Collingwood. A well loved sister died early in December.

Mr. George Morrison, Elevators, City, who has lost a beloved foster mother.

Mr. Vickers Reid, Chief Electrician, City, whose aunt, Mrs. Rebecca Matthews, died in October. Mrs. Matthews was well known in the Crockery and Fancy departments at Collingwood, where she worked more than 20 years ago.

"Tis Will be Done"
HEARTS ARE WARM IN CHAPEL STREET

In the temporary absence of Mr. Rooke, I am endeavouring to estimate his thoughts in extending Christmas greetings to all members of the "Gibsonia" Family from all at the Prahran Store.

The enthusiasm and support given to Management at Prahran, by Executives and Staff, has been beyond praise, and I know that Mr. Rooke would like me to wish you all the compliments of the season and to say to you. "Thank you for a job well done."

—ALAN DURHAM, Acting Store Manager, Prahran

Chapel Street Chatter
(By “Peep”)

Mr. Ron Cameron celebrated his 21st birthday in September. Ron has been transferred from Boys’ Wear to Mercery.

Quite a bit of luck on the ground floor. A syndicate comprising Miss J. Innes, Mr. J. Thomson, Mr. Bob Thomson, Mr. George Martin (Grocery Department), Mr. C. Clarke (Windows) and Mr. K. Elliott (Hardware) recently won sixth prize in a Tasmanian consultation. They followed this by winning a fiver and a similar award was collected by another syndicate in the Manchester.

Everyone will be pleased to hear that Keith Wade, younger son of Mr. Jack Wade (Boys’ Wear) is now out of hospital. Keith was a patient for three months and is now home. Although he has had to endure a plaster cast, we hear from his father that he is getting better. From all accounts, Keith has been a model patient.


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It's That Man Again!
By Pat Congdon (Perth Store).

Wot, no reindeer? No siree! Not for OUR Santa. This year Foy's have provided him with a SPACE SHIP so that he can go backwards and forwards to the North Pole to keep an eye on his fairies. Thundering jets! Here he comes, surging through space, hissing through the clouds. First stop—Foy's Toyland!
The big silver space ship, "Santa's Special," screeches to a standstill. Who's that waving out of the porthole? Why, bless my whiskers! It's old Father Christmas himself, complete in glittering space helmet.

One minute after the touch down and Santa's big boots appear down the chimney of the stage, followed by Santa himself, puffing and blowing, laden with toys packed in his tremendous peppermint-striped bag.
The little figure in the cot is not reading a science fiction magazine, as may be expected, but is miles away in the land of nod. Santa Claus opens his big bag and commences to haul toys out of its unfathomable depths. Yacht, aeroplane, drum, bugle, teddy bear, stockings, crackers. Good heavens, this boy must have eaten a devil of a lot of vegetables during the year! Santa now opens his ledger and ticks off the list of toys with a mammoth size pencil. What's this? No wine or cake? Dear me, those modern children think of no one but themselves.

Father Christmas now approaches the mike and says how pleased he is to see so many of his little friends here again this year. Of course, he then warns them of the danger of playing with matches; of crossing the road without looking, and of the importance of cleaning their teeth daily. And just before he crosses the stage to sit on his throne, he examines all their finger nails through his giant magnifying glass.

As each child climbs on to Santa's roomy knees, a Santa-foto is taken to record the happy moment. Then the sweet everythings are whispered into the bewhiskered ears. Of course, good old Mum is nearby, to give a wink or a nod to help with his answers. But what is he to say when all a little girl wants at Christmas is for "Mitzi" the cat to have kittens (or "Tootsie," puppies) and for Mother to let her keep them?

Oh, to be a child again! To live in a fairytale world and believe in that wonderful old man with the red cloak and white whiskers!

In Perth, Santa Claus receives an unusual visitor. Request was unusual, too—a nice juicy bone!

Waiting for the bus to go Square Dancing, which is now sweeping W.A., are Jean Ashman, Keith Pascoe, Joy Wardrop, Bev Ely, Ron Phillips, Judy Gregory, John Fleay and Bob Perkins, of Perth Store.

MEN!
In the last issue of "Service" there appeared a poem about Women by an anonymous author. The following "reply" has been handed to me. —J. Hayward.

They arrive at work late—and go home early,
And often they are really surly.
They bring you work—sometimes by the ton—
Are back in five minutes, expecting it done!
They ask you out in an offhand way
And if you say "Yes" (to save your pay)
And get all dressed up, for their delight,
They call for you on a motor bike!
The good-looking types seem determined to "bach,"
While the others are no sort of catch.
They're either handsome and bad,
or ugly and kind—
A mixture of both WOULD sure be a find!
They write poems about us—and don't sign their name,
This being, of course, because they're not game!
They laugh at our fashions; scoff at our hats
And sometimes refer to us as "Those cats."
Maybe I'm right—but if I'm wrong . . . then
We'll just wind this up with a simple "Ah, Men!"
FOR YOU—FROM FITZROY!

Once again Christmas is here, and I take this opportunity through the medium of "Service" to extend my sincere Season’s Greetings to all Executives and Staff throughout our vast Organisation. To my team at Fitzroy, I give thanks for their loyalty and co-operation over the past year. May you enjoy to the utmost all that this festive season offers, and may good health and happiness be yours for the New Year.

—A. E. TROMPF,
Manager, Fitzroy

An Oracle in Oxford Street

Collingwood Despatch is usually too busy to do anything but get parcels out of the way. That fact makes our receipt of the following notes all the more welcome:

The good news has reached us that Frank Maple responded very well to treatment at Austin Hospital, and has been transferred to Greswell Sanitorium. We hope to have him back with us soon. We haven't had a real decent argument since he left!

Also on the sick list is genial Jim Barrett. Jim is still not keeping the best of health but, knowing his spirit, it will not be long before he is his old smiling self again.

That little fellow with the bow and arrow has been working overtime again. Latest victim is driver Bob Gray. Bob recently announced his engagement to Miss Margaret Wilkshire. We wish them both the very best.

Vic Allen resumed his job on the elevator looking very fit and well after his annual leave. “Mick the Dazzler” was the operator during Vic’s absence, and although he may be an expert at kicking a bag of spuds 60 yards, he just hasn’t got the right temperament to rise to the heights which the job calls for sometimes.

There are three new faces around the Despatch. They belong to Ron Dellamarta, Bert Ford and Ron Daniel. Heartiest welcome, chaps! Hope you’re with us a long time.

Hats off to old-timer Arthur Godbold (Despatch). For the past few years now, Arthur has collected among staff for charitable organisations. This year he raised nearly £70, which will be distributed between Spastic Children, Dr. Singleton Dispensary, Collingwood Mission and the Opportunity Club, Collingwood. Most grateful thanks to all contributors.

Table Tennis.—Collingwood had a very good season this year. The C Grade team were premiers and the D Grade team runners-up. Congratulations, fellows! We are looking forward to another good season next year.

Perth’s Flower Festival

By Bev Ely

With the launching of the annual appeal for funds by the Silver Chain Bush Nursing Association, flowers once again became the centre of attraction. Almost every establishment had some sort of floral decoration, either exterior or interior, and about 60,000 people crowded the city to view them.

Foy’s certainly had their share of decorations, both inside and outside. The display team deserved the heartiest congratulations for their window display, which was a midnight scene depicting Pierrot and Pierrette in a picturesque garden with colonnades decorated with flowers and a fountain in the centre.

The Inter-Departmental contest was, once again, a huge success and a great attraction. All those sterling volunteers who stayed behind on the Thursday evening and worked so hard certainly did well. The judges had a very difficult task to choose the winners, as all displays were so beautifully arranged. However, the final choices were popular. First prize went to Group K, which includes China, E/plate, Refrigerators, Kitchenware, Toys, Linos, and Hardware. Their contribution was aptly named “Fairy Dell,” and was a lovely, fairy-like scene of a lake, with a dainty bridge crossing it, and several gnomes fishing from
the grass. The large tree which shaded it was really a fairy house "to let." Suspended from the tree was a swing on which a floral doll moved gaily. The effect was beautiful, and a wishing well on the side drew coins from the admiring public. Well done, K Group.

Second prize in the store contest went to Groups E and C., which are Hosiery, Gloves, Handbags, Wools, Laces, Pharmacy and Books. This was a beautifully made coat of arms of Perth, with the motto "Floreat" below. This entry was also awarded first prize by the Silver Chain judges in the floral emblem section. Congratulations to this group also for a lovely piece of work.

Third prize went to "L," which is the Food Section. Their entry was a large and vividly coloured butterfly of pansies and sweet peas, which was perched on a large daffodil, made up entirely of small daffodils. This was a great attraction, the beautiful pastel shading of the butterfly making a glorious contrast with the yellow of the hundreds of daffodils.

Other Departments' entries included the Office, who chose an exciting model of Buckingham Palace in flowers, mainly Geraldton Wax. There, too, was the Golden Coach—with the Queen and the Duke of Edinburgh—winding its way up the drive. A very fine effort.

Groups E and D of the Fashion Floor combined to produce a beach bathing scene, with three bathing beauties in costumes. H, J and F Departments, which includes Shoes, Manchester, Soft Furnishings, Carpets and Bedding, chose the title "Sand and Surf" for their entry, depicting a bathing girl in the water, with beach umbrella, etc., on the sand. Departments A & G (Materials and Mens and Boys' Wear) combined very successfully to produce a scene of the progress of Foy & Gibson (W.A.) Ltd. since its birth. They had a small shop representing the first store, and a path leading to the large modern building we now have. The Cafe produced a lovely scene with a pond in the centre, surrounded by floral figures in a delightful garden setting. One display in Hay Street was devoted entirely to "Fairyland," and featured fairies, goblins, animals, bluebirds and other delightful figures, set in a lovely garden. Another depicted "Ride a Cock Horse to Banbury Cross," whilst a large wool firm had four lovely lambs prancing round a colourful maypole. More novel was the rendering of the current song hit, "How Much is that Doggie in the Window." The dog, made of everlastings, had its tail pulled to and fro by the gramophone which played the actual tune.

At the large Town Hall display, I think the most original and lovely was the tableau entitled "The Good Samaritan." It was in full size. The delightful donkey was made entirely of "pussy cat tails," with a saddle cloth of orange cat paws, framed with green leaves. The Samaritan and the injured man were together, in various flowers, surrounded by bush and scrub. This well deserved the prize it received.

Wesley Church, at the corner of Hay and William Streets, was a picture of floral beauty, the largest display in the grounds being the "Floral Carpet" by Red Cross. This has gained first prize in its section for four years in succession! This year the Carpet excelled all others, with a Coronation theme, and a real young Queen was enthroned nearby, dressed in a gown of white satin, with a crown. Many organisations had their displays on the Wesley lawns, including Legacy, Christian Endeavour, Girl Guides and T.P.I. Most of them chose their own organisational emblems or badges enlarged in flowers, and they were all meticulously detailed and colourfully done.

Other spectacular displays were the G.P.O., which drew crowds of people to view its splendid creation of two red post boxes, very large, with "E & R" on top, and various postage stamps on the fronts. These postage stamps were perhaps the
finest example of all, of skill and patience. Even at a very close range, they were clear and readable. Other large stamps were on either side of the boxes. A very excellent display.

Another really beautiful sight was that designed by a large store. This featured Flora, the Goddess of Flowers, with Zephyrus, God of the Winds, at their wedding. There was a lovely coach drawn by two pink horses, done in carnations against a background of dazzling white lilies. This won first prize in its section. The second prize winner is well worthy of mention, too. This was a gracefully falling waterfall, dropping into a swirling pool, all of white flowers, surrounded by rocks and grass, with a small girl fishing.

A bank in St. George's Terrace had a really original display. The building was decorated outside with many flowers, but upon entering, you were confronted by a full size teller's desk, seated at which was a "bank teller" whose name, according to his desk plate, was "Mr. John Quill." The commissionaire at the door told those who entered that Mr. Quill was "in attendance," and would relieve clients of their spare cash—which he did quite successfully!

Altogether, a really grand effort.

What Australia needs is less public speaking and more private thinking.

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Group "K" took first prize in the Inter-Dept. Display, in Perth Floral Contest.

Sweeping success of Garden Fete put these smiles on the faces of Messrs. A. D. D. Maclean (Maintenance) and Alan Durham (Merchandise Control).

married to Mary Hodges. All the best for the future, John, from us all.

Wedding bells pealed loudly, too, for MARGARET RICHTER (Office, Adelaide) and Ray Ashwood. Lots of luck to the happy couple!

LOIS VAUGHAN (Underwear Cutting, Eagley Mills), has also tied the knot. On October 2 she and Geoff Brown took their vows at All Saints' Church of England, Northcote. Geoff is a former
The Men's Store kept up a cracking pace throughout the Garden Fete. In foreground are Messrs. L. Hocking (Shoes), A. Holmes (Clothing), R. Pestell (Knitwear) and J. Gerloff (Clothing) with his back to the camera.

employee of the Hosiery Knitting. Congratulations, Lois and Geoff!

BARBARA KELLY (Switchboard, Collingwood), was married at St. Mary's, North Melbourne, on October 3, to Mr. Barry Judd. Must be something about the way these 'phone girls say "Hullo"! All happiness to you both.

From Collingwood Despatch, the news that LENNIE HOLLAND became engaged to Esme Dodds, on Cup Day. This is "picking a winner" with a vengeance! A good Dodds is better than good odds!

After 18 years' service, Mr. FRANK WITHERS (Warehouse) left us on October 6. Mr. L. R. Hill, General Manager, supported by Mr. H. E. Bridges, presented him with a wristlet watch and a fountain pen. We wish him well in his future venture.

LEO GRUMULAITIS (General Office, Collingwood) is engaged—to a young lady who is on her way from Europe. Wonderful the facilities of "mail order" these days! May they both find great happiness in their new country.

Warm congratulations to DOROTHY MORRIS (Hosiery, Adelaide), who has announced her engagement to Ray Braybrook.

JOYCE WHITE (Office, Adelaide), is another who is flashing a sparkling engagement ring these days. The lucky man is Rex Quarry. We're happy, too!

"To Mr. and Mrs. Neil Neville, a daughter." That's how it should run. But to the fast-talking, ever-quipping Fashion Controller, City Store, we say, with greater dignity, "Good on yer, Daddy!"

Mr. BILL PHILLIPS (Grocery, Collingwood), is the proud father of a baby boy, William Rodney, born on October 2 at Airlie Hospital, Ivanhoe. Now everyone's happy!

CORA KOITHAN (Office, Adelaide) and DEREK CHUDLEIGH-SUTCH (Soft Furnishings) were

At the Spastic Children's Fete, Mr. L. E. Williams, Retail General Manager, drew the winning raffle numbers. L. to r.: Mrs. Logus (Red Cross), Mr. F. A. Hunting (Staff Training), Mr. A. J. Thomas (Store Manager, City), Mr. Williams and Mrs. Williams.
Biddy Gayleard, Collingwood Office, now sails her own 12-footer, "Rhana," on Albert Park Lake. Above, the lake itself with "Rhana" in the centre. This attractive water is hardly more than a shotfire from the G.P.O.

married on November 17 and are honeymooning in New Zealand. They then leave for England to join Derek's family. We're all delighted!

On June 16, Patricia Christine made happier the home of Mr. and Mrs. Paul Britt. In his many years in the Grocery, Fitzroy, Paul has made many friends. Today they and we say "Congratulations!"

PHILIP ASHWIN (Office, Adelaide) was married to Patricia Russell on November 28. Best of luck for the years ahead, to this happy couple.

Approaching Christmas wedding is that of MARY HAMILTON (Office, Adelaide) to Trevor Budgen. Best wishes, Mary, from all at Foy's.

Adelaide is glad to see LUDWIG MAY (Carpets) and JOE EVANS (Haby,) back in the Store again.

All the best to BOB CHRISTIE (Carpets, Adelaide), who was married recently to Miss Eleanor Read.

STINGING?

Plumbers, in the main, are quiet types, and Howard Whittle, who fiddles with the pipes of the City Store, is no exception. If, therefore, you should hear him refer somewhat explosively to what sounds like "Those B's"—don't misjudge him. If he were writing instead of speaking, he would spell it "bees." He found a swarm of them had settled on one of his jobs up on the roof the other day.

The next "SERVICE" will be published in February. Please forward all copy by JANUARY 30. And don't forget those holiday snapshots.
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