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."
"Here's Our Hand . . . ."
say the Directors

Speaking on behalf of the Directors of all the companies within our organisation, the Chairman of the parent Board, Sir Edwin Nixon, sends this message to one and all:

As store and office close each day, those who work within them step out of their official roles and become—just men and women. Awaiting them, in the world outside, are the friends, relations, or family circles where they dwell and live out their lives as ordinary citizens.

My colleagues and I do just that. We are simple men, moved by love for ones near and dear to us, and in our private lives our activities are very much like yours. We play with our children or grandchildren; go to the pictures; visit the beach; potter around a garden or take the dog for a walk.

And as we enjoy these simple pleasures it is good to know that you may be doing much the same thing. And as we approach Christmas we shall know that the message of This Day will be heard and understood by you and us, alike. That, in itself, is a comforting thought.

But as we have worked together throughout another year we share between us all a bond that is closer than any tie which may bind each of us in other directions. We are fellow-workers along the road of life.

For our part, I can tell you, from the heart, that to have been a member of this fine team is a privilege highly prized by my colleagues and me, and for all that you have done to make OUR journey more pleasant we are grateful.

Thus do we see this approach to Christmas and the end of another year together, as a welcomed opportunity to say 'Thank you, each and every one of you . . .' a sentence and a greeting which could be completed in only one way—with the sincere wish of each of my fellow directors and myself, for you and all those around you:

'May You enjoy a very happy Christmas, and may the New Year bring health and happiness in a world of peace.'
EDITORIAL

"Just a Minute . . ."

Before you turn another page, we want to say something about "Service," particularly to those who contribute to our journal.

Our last issue bore the date June. With our usual intervals of publication bi-monthly, there should have been issues dated August and October. Unfortunately, these numbers did not go to press.

To explain why, in detail, would be like looking at the neighbour's clothesline as Monday's washing is pegged up. Family secrets are exposed! Let it suffice to say that staff problems and pressure of work played major parts in hindering publication at the relevant times.

Even so, we do sincerely regret the omissions. Naturally, feelings are directed primarily to all readers; that is, to staff personnel everywhere. But we know a special concern when we think of our team of regular correspondents. There is a handful of conscientious stalwarts who stick to "Service" through thick and thin. They are ever-watchful for news and prompt with their despatches. They are strong girders in the editorial structure. To them therefore (and to those who figured in their writings), our apologies for not being able to make use of a lot of interesting material.

A few days hence we shall see the dawn of another year. In the old tradition we shall be making resolutions on December 31 — in fact, we have got one firmly planted now. It is, that "Service" shall appear in its proper rotation, next February.

Hence this message. If we have disappointed anyone during recent weeks, please don't "take it out" on your pen or typewriter. Let your ballpoints flow freely and your keyboards tap merrily, in preparation for this next issue.

Meanwhile, here is the Christmas number. Somewhat of a patchwork affair maybe, but such ground as has been unavoidably "lost" in written matter, we have endeavoured to recover, in pictorial form. Although the events depicted may now savour a little of "past history" the illustrations themselves have not been used before. We are hoping, therefore, that readers will enjoy them — and the story which they complete — in the same way that we are absorbed by the newsreel at the cinema, despite the fact that the film may portray yesterday's happenings.

Be seeing you around the second month of 1955!

THE FRONT COVER

Readers may recall that with our last issue, we introduced a new note, in front cover illustrations. It was our intention that the "Bowl of Roses" study by John Manion should be the first of a series of fine photographs taken by members of the staff.

Accordingly, we invited readers to submit specimens of their work. Amongst the pictures received was a little gem which was promptly selected for the cover of the August issue. Unfortunately, that number could not be produced, but the scene depicted is so ageless that it is as appropriate to this, the Christmas issue, as to any other.

And so we give you on the front cover, "Collins Street, Melbourne," a lovely shot, taken by Mrs. Philip Luton, of the House Stationery, City Store. In case this title should sound unfamiliar to some, we'll name the artist as Miss G. Snowden, and if that doesn't register, we'll say, simply, "Georgie," for it is by that abbreviation that Mrs. Luton is affectionately known throughout the City Store.

But there is one other surprise arising from this fine picture of our famous thoroughfare. When one climbs to the top level of photographic craft, the layman is baffled by mysterious symbols related to the shutter opening; type of film; exposure; lighting, etc. We had several pencils sharpened to record all of Georgie's abracadabra in these directions, but all that Georgena Luton could tell us was "I just pressed the lever"! Yes, it's a fact. This remarkably good photograph was taken with an ordinary box Brownie. No calculations; no light meters; nothing. Down with the thumb and that was that!

As a matter of interest to the more specialised camera fiends, the picture was taken early one Sunday morning in Springtime. The view, of course, is of the south side of Collins street, looking east from the Russell street corner.

So far, so good. Two issues, two excellent cover pictures. We now look forward to printing other photographs taken by readers in the next and subsequent issues. Will all photographers scan their collections? Or maybe seek a good subject when out with the camera during the coming holidays? Remember, we'll be publishing in February.

TO READERS EVERYWHERE, "SERVICE" SENDS GREETINGS FOR CHRISTMAS. AND MAY HAPPINESS AND HEALTH MAKE SURER OUR ENJOYMENT OF YET ANOTHER YEAR TOGETHER.

Len Andrews (Controller, Soft Furnishing Group, City) is thrilled with the sight of snow in Switzerland.
Casual visitors to Colac, prosperous dairying town 92 miles west of Melbourne, are apt to prop in the main street nowadays and murmur: "Can this be the Australian countryside or the sidewalks of New York?"

Their reaction is understandable. In Murray street, Colac, there has risen a new department store which is far ahead of anything of its kind in Australia, and which in many respects equals the best of overseas merchandising houses. It provides, for Colac's 2200 homes, facilities that would not fail to please the world's most sophisticated shoppers.

Small Beginnings.

Like most great undertakings, the store that is now known as Foy-Bilson's had its origin in the small but sound mixed business opened by Mr. Tulloh in 1885. To this estimable Victorian Colac owes the presence for almost 70 years of a comprehensive store in its main street.

Around the turn of the century the business was acquired by the late Mr. F. O. Bilson, and for the next 50 years the Bilson family served the people of Colac. Their story is the story of Colac itself, ever expanding, ever prospering, in the cool green setting of the Western plateau, beside the beautiful lake which inspired the first settlement.

As a result of good merchandising, by 1952 the Bilsons possessed one of the largest businesses of its type in any Victorian country town. Their premises extended to a frontage of over 230 feet, their custom covered all Colac, and included a 40-mile radius of rich-yielding dairy land.

Plainly the times were ripe for advancement. And here Foy and Gibson's retail store organisation, also seeking expansion of its urban interests, made an offer which resulted in their acquiring the business, but continued trading under the long-established Bilson name.

Before new plans could be announced they were almost wrecked by a fire which in September, 1952, destroyed the greater part of the main departments. But within hours, literally before the embers were cool, temporary premises had been set up and neighbouring buildings taken over as stores and emergency showrooms. It is a tribute
The imposing facade of the new Foy-Bilson Store, Colac.
to the staff that they carried on unperturbed through months of great discomfort, while architects and carpenters raised a new store around their ears.

From the Ashes.

As construction proceeded among the debris, it became apparent that something unusual in department stores was taking shape. By November, 1953, the plan was discernible, and sufficient departments had been finalised to justify a public announcement that the new store would operate as Foy-Bilson's, thus retaining the two well-known retail names.

Now it was realised that the shining building risen from the ashes would be hard to match for beauty and modernity. Its clean, almost austere lines are extremely contemporary, yet strictly functional. Taking advantage of the noble 230-feet frontage, huge plate-glass windows face Murray street. The most modern concealed overhead lighting reveals merchandise in its full colour and attractiveness. Up-to-date window dressing is carried out regularly.

From the high entrance doors the eye can glance over 15 main departments, and plot a course without loss of time or pause for inquiries. Natural-hued fluorescent lighting provides clear sight of all goods on display.

Most surprising feature, as you step over the smooth terrazzo flooring, is the pleasant warmth that steals up to meet you, from steam pipes built into the floor. In Colac's sometimes over-cool climate this feature alone will bring you gratefully indoors. In milder weather the same system is used to provide air conditioning.

Modern refrigeration has been employed to create a large delicatessen section, with a great range of fish, poultry and meat delicacies as any urban centre can offer.

At the rear of the store a car park accommodates 130 cars. Colac on market day can be as crowded as a football final, with parking space at a premium; therefore, motorists from far out are glad of this amenity.

From the park a car port extends beneath a shelter, with access to the grocery department. Shoppers have a nice choice of service. They may hand over their orders, and have them loaded directly into the car boot forthwith, or they may park their cars, leave the order, and return to find it safely stowed away in the car.

Only in the glossiest of imported magazines are we accustomed to view scenes like this! Fortunate Colac folk are not slow to enjoy them.

Other small but thoughtful conveniences to be met at Foy-Bilson's are postage stamp sales and a twice-daily letterbox clearance; same-day shoe repairs; mending and knitting services; a comfortable and much-appreciated ladies' lounge-cum-waiting room.

Because of the strong link with Foy's stores, merchandise is largely identical with that in any of the three Foy stores in the city, Fitzroy and Prahran; advantage is taken of the greater buying benefits; there is a steady flow of speciality demonstrators for services such as corsetry, cosmetics, electric home aids—even household paints.

Likewise, all departments of the Melbourne organisation are at Foy-Bilson's service, and never a week goes by without Foy executives visiting Colac to exchange ideas or to present new stocks.

The shaping of advertising policy is a matter for liaison, and the greater part of Foy-Bilson advertisements are prepared in the city. Wherever applicable to the goods being advertised, Foy's ad-
Advertisements carry a message that identical goods are available in Colac. Due to the close co-operation of all concerned, both managements are deriving benefit from this set-up. Already the staff numbers 120, and the future is bound to see further expansion. Social clubs for tennis, badminton and basketball are well patronised.

Many of Foy-Bilson’s customers have dealt there all their lives, and remember the store in all its phases. Not one has expressed a wish for the return of the good old days—instead, they, with younger members of Colac's busy community, are enthusiastic about the new store and the fresh stocks ever available.

And at this point you, the reader, may well sigh, along with the jostled throngs in Bourke street, “Let’s take the city to the country!”

Great thrills for the youngsters of Colac (and, incidentally, the staff—particularly the over-worked office variety!) when Santa Claus arrived amidst a very impressive parade along Murray Street. There he was on the back of the leading elephant in a string of eight. These fine animals from the Bullen Bros. Circus gave an impromptu performance outside the store, and after receiving a tremendous round of applause from hundreds of kiddies and adults, Santa gracefully stepped down and made a triumphant entry into the store. It was a great occasion for all, except perhaps the old gentleman himself, who looked a little—stiff? However, he has now recovered, and with the merry, Merry-go-round, is possibly the most popular Christmas feature in Colac.

Welcomes are extended to the following people who have joined the Foy-Bilson staff within recent months:—Miss Janet Skinner (Haberdashery), Mr. Richie Kerr (Menswear), Miss Doran (Haberdashery), Rosemary Park (Toys), Dorothy Morriss (Office), Bob Arnall (Menswear), Errol Sorenson (Hardware), Heather Chant (China), Mr. Coghill (Electrical), and a rather belated but none the less sincere “glad to have you” to Bruce Comline, who has joined “Hutch” in the Window Dressing. We hope all these newcomers will be very happy with the Foy organisation.

Then we must say farewell to Merle Gillies (Office) and Mr. Lou Turner (Despatch), both of whom leave owing to ill health, whilst Mr. Mc Knight and Miss Jean Coghill have left to take positions elsewhere.

Mr. Uly Paine, Mr. John Healy and Mr. Bert Miles have been appointed Controllers. Mr. Paine, of Men’s and Boys’ Wear and Footwear sections; Mr. Healy, the Household section; and Mr. Miles, Controller of the Main Store. Mr. Alec Gladman has been appointed Manager of the Wines and Spirits, Delicatessen and Tobacco Departments, and Mr. Jim Carroll is now our Outside Representative. Congratulations to all.

**PRIDE OF MURRAY STREET.**

Out of the ashes has grown a store,
Supplying the wants of Colac and more,
Supplying a district that stretches far,
Where the dairy farms and graziers are.
From a seedling small, to furniture, large,
Fit for a Sultan—or his entourage;
Fit, too, for the small man who’s cautious, aware
That his money must always be spent with care.
All types of merchandise; quality, best,
Quality proven the best by test.
Meeting all tastes of a critical crowd—
That’s the service of which all Foy-Bilson’s is proud!
(Mrs.) I. McC. Tate (Colac Store).

Mr. Les Atyeo, our Store Manager, has been elected President of the Colac Legacy Club for 1954-55.

At the Melbourne Ball, Les Atyeo (Manager, Colac), Alan Durham (Manager, Prahran) and H. E. J. Bridges (Sales Director, Eagley Mills).

Talking shop?

Compliments are flying re the manner in which the lino was laid in our Menswear Department. No doubt about the Lino Laying Lads!

“Colacites” are pleased to learn that Max Sheppard has become a “Daddy.” Apparently Western Australia is more agreeable than Colac.
For those requiring a first-class auctioneer, we have just the man right here in the store, in Mr. Veale. He carried out things so capably at the Factory Auction Sale that he almost sold himself!

The Softball season is now in full swing, and we mean full SWING! Although Bilson’s team made a good start, they have been on the losing end lately. But, girls! Those shorts are certainly effective!

We have had two on the sick list of late—Mr. Chas. Baker (Furniture), who underwent an operation, and Mr. Hutchinson (Display). We are pleased to say both are now on deck again.

Since the last issue of Service, the Libbis family has increased to four. The latest addition is a son, Bruce.

And to Mr. and Mrs. Maynard Cuthell, a bonny daughter with the very pretty name of Julie Fay. Can we expect to see Julie Fay at Badminton practice one day, Maynard?

One valuable pedigree dog has strayed from the residence of Mr. Frank Ogle. Frank’s not so worried about the dog as the fact that it took the collar, too!

Focus of all attention is our lovely store. We were pleased to have visits from Mr. and Mrs. Manning from Western Australia, and Miss Ethel Boyd of Sydney Office. We hope they were delighted with what they saw.

Bruce Missen from the Boot Repairing Section has been included in the Victorian Deaf and Dumb Cricket Team to play in Adelaide shortly. Congratulations, Bruce, and best of luck!

On November 27 a very popular member of the Office Staff, in the person of Marie Garner, married Pat Gavin, of Warrnambool. Congratulations and best wishes to the happy couple.

Foy-Bilson’s fine team took off the Championship Shield in Badminton for 1954. The team consisted of Marg. Tibbits, Ivy Burzacott, Kath Oakleigh, Joan Atherton, Bill O’Dowd, Murray Hammond, Maynard Cuthell and Barry Hutchison. A truly grand effort for such a new team. The Shield is proudly in the possession of Foy-Bilson’s, and will soon be prominently displayed.

Miss Margaret Bethune has been made a Life Governor of the Colac District Hospital in acknowledgment of the company’s donation, following the Mannequin Parade.

Fishermen! For those in Melbourne and other States, who are interested, one of the male members of the staff has a hobby—keeping WORMS! Mainly for fishing—we hope! No names—no pack drill! But STONES are good places to find worms—and they’re FREE.

Some time ago now, we lost one of our lassies to the Collingwood Office. This was Pat Poyner. We wish Pat the best of luck for the future, and hope she will win as many friends in the City as she left behind.

It has come to our ears that there was a “stabbicking” demonstration in the back yard not so long ago. But rumour has it that Mr. Sproules needs some “self-raising” in his efforts, as he had a little difficulty in getting the ball off the ground. Better luck next time.

We congratulate Nola Lourey (Office) for winning the Best and Fairest Player’s Award in the Colac and District Basketball Association for the 1954 season. She received a lovely crystal vase. Nola, of course, is a member of the “Tartan Terrors.”

Just around the time this goes to press, the Foy-Bilson grand ball will be in full swing. Proceeds go to the Colac Hospital. Everyone is looking forward to a great time on December 10.

And These, from “Joan.”

Now that the furniture department has “moved in” from over the road, we see our big store intact. The range of furniture now displayed has left nothing for the customer to desire. An added attraction is ex-Menswear man, Ed. Hall. Eddie, since last issue, has spent a short time in hospital, but is now fully recovered. He's one who doesn't mind hospitals at all!

Great excitement swept the office when, on her 21st birthday, Dorothy Wilson sauntered in displaying diamonds on her left hand. Her fiance is Ken Donohue, who for some time worked in the Furniture Department. The great number of lovely gifts showered upon Dorothy proved her popularity.

Miss Imelda Finnegan, of the Haberdashery, spent a few days at the Elizabeth Arden Cosmetic School in Melbourne. Melda found the course most interesting, and now considers herself to be a fully qualified cosmetician.

ACKNOWLEDGMENT.

Mr. Vickers (“Vick”) Reid, Chief Electrician of the retail stores, is deeply grateful to the many people throughout the organisation whose sympathy, expressed in every form, came to him following the death of his wife on September 26. Flowers, messages of understanding, personal contacts, all these were of the greatest help at a time when courage was needed. To all these good friends, Vick Reid and his son offer their heartfelt thanks.
We greeted spring with a very interesting and successful Fashion Parade. With this display we not only introduced many new and beautiful gowns, but announced the arrival of Technicolour Glow Tones.

Nor are the ladies alone in enjoying brighter colours. The store itself is being given a new look in many directions. Commencing in the Cafeteria, the walls have been treated in panels of differing pastel shades. The effect is most pleasing to the eye. An even more impressive indication of the modern trend is the scaffolding, carrying a huge notice: "THE LARGEST ESCALATOR IN THE WEST IS GOING IN HERE." When completed, this innovation will assuredly be welcomed by all, but particularly by the youngsters!

A further addition to the store that has caused quite a lot of interest is the new automatic sandwich dispenser just inside the Terrace entrance.

Yet another feature which has been an immense success over the past few months is the Budget Charge Account System. This extra service to customers has been proving its popularity in no uncertain manner.

Miss Laura McCartney has been playing a new role. Each morning she is in the Staff Training Room helping the newcomers to understand the various systems. Her charm and personality soon put the new staff at their ease, and she has a wealth of experience at her command to assist them.

The Display Department recently won some well-earned awards in the Window Display competitions during Furniture Fashion Week. A lounge setting with modernistic treatment attracted crowds of sightseers. The dress fabrics window, too, was noteworthy for its eye-catching layout. Congratulations are well in order to the Display Boys for these displays, and for their fine efforts with the kitchen set.
WE LOSE A GREAT FRIEND

It is with much regret that we have to report the loss of a great friend in the death of Mr. Bob Fraser, our Staff Manager.

Known to every member of the Staff, he was both friend and adviser. He took a great personal interest in each and every one of us. He had an amazing memory for names, and addressed each person in the store by name, thus giving a truly personal touch to each greeting.

Always keen on social amenities, Mr. Fraser was a strong supporter of everything provided or planned, and he never failed to attend any function. He combined so easily the qualities of Staff Manager and friend that everyone felt free and easy with him, while at the same time respecting his authority. He was one of those people who inspired confidence in all who met him. Always willing to listen to the many troubles that from time to time came along, he would do his best to advise and guide those who confided in him.

There is not a member of the Management or Staff who will not retain a feeling of deep personal loss at his passing, and our heartfelt sympathy goes out to Mrs. Fraser. On such occasions words cannot express what we feel in our hearts, but memories of past associations with such a fine man cannot fail to inspire those who knew him. The greatest tribute to Mr. Fraser will no doubt be reflected in the future, when his sincere guidance and advice will be remembered and acted upon by many of his staff.

He commenced with Foy's in May, 1928. He worked then in the Silks Department, and later held the position of second in charge of that section and Floor Superintendent. He was appointed Staff Superintendent on February 21, 1944, and held that position until his death.

RETIREMENT OF MR. W. J. COPE.

We pay tribute to Mr. W. J. Cope, who recently retired, after a long association with the store, which began in 1914.

Commencing in the Manchester Department, Mr. Cope moved to the Dress Department, where he remained until he enlisted with the A.I.F. in May, 1915. This kept him away for four and a half years, during which time he distinguished himself as a soldier. He was awarded the Croix de Guerre.

Returning to Foy's in October, 1919, he again joined the Dress Department, and was later appointed second in charge. In September, 1922, he became Buyer for ladies and children's outerwear. Sixteen years later he was appointed Merchandising Executive and Group Controller of the showroom floor. In 1950 he moved to the important position of Merchandise Manager.

Mr. Cope's retirement is keenly felt by many people in the store, both from a personal and business point of view. In his quiet manner he was always ready with advice and help for any member of the staff. He possessed a wide knowledge, whilst a great capacity for understanding enabled him to win the confidence of his fellow-workers. It was with deep feeling therefore that we gathered to say farewell to a sincere friend and a fine man. By the Staff he was presented with a seagrass lounge and chair. At an earlier gathering the Departmental Managers had given him a barometer, gold pencil and a selection of books. With Mr. Cope's departure, the store has lost a great team-mate. His influence will remain upon us, however, for he was a living example of the policy "Always do your best." All in Foy's can truly echo the old words which Mr. Norman quoted in his farewell speech: "Well done, thou good and faithful servant." Mr. Cope can look back over the years and be as proud of his record as he can be sure of the many friendships he has made throughout the store.

OUR NEW STAFF MANAGER.

During the Christmas period we find that the store has suddenly come to life in no uncertain manner. Not only are we surrounded by customers, but we are also meeting many people who have come to help us in the departments. This is not something new. It has been happening

FROM THE BANKS OF THE SWAN

I feel that during the year 1954 the relationship between members of the Parent Company and the members of the West Australian Organisation has become even happier than last year.

There has been a spirit of helpfulness and co-operation which I have found very pleasing, and which must benefit the Foy Organisation as a whole.

In view of the foregoing, I find it very easy to pass on to all members of the Foy & Gibson Organisation in Victoria and South Australia the very best wishes for 1955 from all the West Australian personnel and from myself in particular.

C. E. COLEBROOK,
General Manager,
Perth.

over the years. Mr. Colebrook, our General Manager, and Mr. Norman, Store Manager, both commenced as boys in the Toy Department during the Christmas rush.

Back in 1929 a youngster named Jimmy Brisbane worked in the Toy Department during the Christmas holidays. He was back again in 1930. In October, 1931, the same boy was seen almost every afternoon outside the Staff Office until, after several weeks, the Staff Manager decided that the best way to remove him from that position was to give him a job! And so young Jim Brisbane became a member of the Despatch staff.

In 1933 a dry cleaning department was opened, and he was put in charge until 1934, when he moved to the Mercery Department. In 1940 Jim—now Mr. Brisbane—joined the Services. He was in the Middle East for three years, including both El Alamein battles. He also served in New Guinea and the Shaggy Ridge campaign.

Returning to the store in 1945, he worked for a while as a window dresser, followed by a period in the Men's Shoes in 1946. Then, in 1947, he was appointed Floor Supervisor. Two years later he became Staff Training and Social Officer. During this latter period he wrote the Staff Instruction Book, which has proved a great help to members of the Staff. In 1951 he became Department Manager for Books, Stationery and the Library.

Now Mr. Brisbane adds one more experience to his varied career. He has been appointed Staff Superintendent, in succession to Mr. Fraser. Apart from his Army service, Mr. Brisbane has worked continuously with Foy's since leaving school, and he has always taken an active interest in the social work. He was responsible on several occasions for the organisation of the Annual Ball, and introduced the Popular Girl Competition, in conjunction with them.

His new position holds many responsibilities, but we know he will meet them and give of his best, both for the Company and the Staff, and we wish him every success. Having relieved the Staff Manager in the past, Mr. Brisbane will not find this new environment strange to him.

VITAL STATISTICS.

By Bev. Grigo.

Dot Corrigan (Office) has left us to take up home duties. A very popular member of the staff, Dot was with the store for 10 years, and on her last day her office friends presented her with an electric kettle and crystal vase.

Mr. Renolds (Furniture) has also left the store after five years of service to manage a Service Station. He was presented with a fine reading lamp.

Another popular girl to leave is Miss Summers, of the Ladies' Underwear. She is heading for Geraldton, after being with us for eight years.

We extend our sincere sympathy to Mrs. Flannigan, whose father has passed away recently.

Colin Knight (Manchester) came back to us looking very fit after his period of National Ser-

Max Sheppard (Perth) offers a suggestion to all Fashion Controllers.
vice Training. Other trainees are Bill Benny (Ladies' Shoes) and Alec Wells (Juvenile).

We congratulate Eric Tickle (Grocery) upon his inclusion in the W.A. State Rugby team which played in Adelaide.

Our most sincere wishes for a happy future are extended to Merle Whyborn (Fruit), who has announced her engagement to Gordon Bickly. Her fiance is at present working in Yalgoo, and Merle hopes for his speedy return.

We welcome back into our service again Miss Metcalf (China), who has just returned from a six-month stay in hospital. Her friends all hope that she will be much better in the future.

Colin Johnston (Office) has left us to go to the Eastern States. An enthusiastic member of our dancing team and Comedy Players, Colin will be missed. We wish him lots of luck. Colin's place in the office is taken by Mr. Payne. We extend to him a hearty welcome.

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The Sphinx Speaks

With the need to reduce this issue to a smaller size than usual (to simplify printing at a time when printers know their greatest "rush") there is not space to cover all happenings at Eagley Mills.

But we could not go to press without paying tribute to a number of fine people who have left the Mills since our last issue appeared. Between them these nine good workers rendered an aggregate 287 years of service to the company. As only one served for less than 20 years (and he was on the payroll for more than 19), they all claim the distinguishing mark of "Long Service" employees. They are:

- CHARLES BARRENGER, Weaving Department, who resigned for health reasons, after 20 years, to take up a position more suited to his capacity.
- HERBERT BRADFORD, Mill Store, retired after 41 years. Herbert had looked after nuts, bolts, parts, belts, etc., for many years.
- ARCH DICKSON, Finishing Room. He had three periods of service with the Mill, the last being 16 years, and the first commencing in 1915—an association of nearly 39 years.
- ETHEL HILTON, a weaver, 35 years.
- MYRTLE HILTON, a weaver, 36 years.
- PRICILLA KAYE, a mender in the Weaving Department for 31 years.
- LESLIE MARTYN, Underwear Cutting, 19 years service, during the last 7 of which he was Head Cutter. Mr. Martyn left to take a position elsewhere.
- ARTHUR THOMPSON, Engineers, 33 years service. For many years he was responsible for the maintenance and repair of the Finishing Room machinery.
- MYRTLE STEPHEN, another weaver who served 33 years.

To each of these former colleagues our thanks for their long contribution to the progress of the Mills, and our appreciation of their loyal devotion to their work. Whatever their future movements, it's "Good luck and good health" from us all.

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DESPATCH DIARY.

There were a lot of "entries" which might have appeared here, but owing to the need for cutting this issue down to 16 pages (to facilitate the near-Christmas printing) we've had to "condense" pretty considerably, and as it wouldn't be fair to tell about Alf if we couldn't mention Bill, we'll just record the fact that a lot of good scouts have been as busy as bees, with the usual ups and downs to be expected among any section of the staff. Nor has any section a more active correspondent.

We look forward to quoting freely from the pages of this Diary in our next issue.

Enjoying themselves at a recent dance in the Collingwood Social Centre, are Mervyn Cornelie (Grocery), Greg. Rooney (Dress Materials) and Norm Neiman (Hardware), all of Fitzroy.

THEY'RE LIKE THE ELEPHANTS.

To the old stagers, ties with the company are still strong. They have proud memories of their long service; they count, as lifelong friends, colleagues who still march within our ranks.

Strong as a handclasp, therefore, come Christmas greetings to the boys and girls they left behind them, from Fred Bellamy (formerly of Collingwood Office) and Arthur Smith, who was practically a "foundation stone" at Prahran. Both are well and holding a lively interest in life. Indeed, Freddie is so full of beans that he's helping uit in the Toy Department in Chapel Street this season.

To each of these veterans, in return, the best wishes of all in Foy's for today and all the tomorrows.

A wonderful pair!

MARGARET WOOD, Entry Office, Collingwood, became engaged to Ray Burke on September 18. Makes us happy, too!

News of the engagement of THERESE STUTE (Fashion Floor, City) just too late for our last issue. To the congratulations due then, we now add others upon her appointment as secretary to Mr. Neil Neville, Assistant Merchandise Controller, recently returned from abroad.

Mr. R. Telford (Manchester, City) was married to Miss Isobel Edgar on November 3. With the bride a tailoress by profession, Bob's work mates think it may be a case of "A stitch in time saves nine—suits!"
APPOINTMENT OF
STAFF ADMINISTRATOR
Foy & Gibson (Stores) Pty. Ltd. and
Eagley Mills Pty. Ltd.

Mr. R. D. Croll has been appointed Staff Administrator in our two main subsidiary companies. Development and extension of the staff training programme in those two companies will be Mr. Croll's main responsibility in his new position.

Prior to his appointment Mr. Croll was Manager of the Knitting Mill Section of Eagley Mills Pty. Ltd.

News from Adelaide

We've said farewell to Gwenda Neal, Mr. Powell's very popular secretary, who was married on September 18 to Evan Cunningham. Our warmest wishes for their future happiness—and our thanks for Gwen's effort, as Adelaide's correspondent.

We welcome Mrs. Thelma Hamence as Mr. Powell's new secretary, and Mrs. Natalie Chisholm, who renders similar service to Mr. Taylor. We trust that both will have a long and happy stay with the company.

We are very pleased to see the new offices "through the wall" completed. Mr. Powell and Mr. Taylor, with their secretaries, are now "in residence." A lovely suite, large, airy and excellently lit.

Miss Bowden (Lay By) has had a very long period of illness, but we are happy to report that she is now well on the road to recovery. She has been much cheered by many visits from members of the staff. We look forward to seeing her back after Christmas.

From Melbourne to join our General Office staff, is Mrs. W. Conway. Welcome to Adelaide! While painting the flat which she had been so fortunate in obtaining, however, she slipped and fell off the ladder and broke her shoulder blade and ribs! After three weeks at home she is now back on the job.

Diamonds are sparkling in the Adelaide store!
Greta O'Neill (Switchboard) to Michael McGrath; Audrey Ryan (Haberdashery) to Herb Bavistock; Ann Bremner (Receiving Room) to Don Schaffer; and within the store, Lorraine Carter (Ledger Room) to Dennis Bugg (Electrician).

Congratulations to one and all!
Jean O'Neill, former Manageress of Confectionery, was married on November 27 to Jack O'Connor.
Shirley Kelly (Maids' Wear) was married to Don Chellew, late of the Window-Dressers, on November 6, at Madge Memorial, Halifax street. The bride made a very pretty picture in lace and tulle over satin.
Betty Parks (of General Office) married Bob McLean, Pirie Street Methodist Church, on November 20. The bride looked lovely in off-white satin, with a three-tiered veil, as she came down the aisle on her mother's arm. Betty's future home will be at Yankalilla.
Lois Murphy (Staff Office), after making us all envious with tales of the glorious holiday she was going to have in the Flinders Ranges and then in Mildura, spent them instead in the Hawker Hospital with gastro-enteritis! Glad to say she is now fit and well again.

Jenny McDonnel (Receptionist) is a keen swimmer and is at present in strict training. Sorry, Jenny, but we're not joining you in the Torrens after work!

Adelaide store seems to favour boys!
To Mr. and Mrs. Ludwig May (Carpets) — a son.
To Mr. and Mrs. Colin Graham (Display) — a son.
To Sandy and Lucy McHutchinson — a son. Lucy was very well known on the Lifts.
To Nancy and Kevin Russell — a son, Gregory John. Nancy is remembered by one and all throughout the store as Nancy Lee, of General Office.

In August, Shirley Mitten (Teenage, Adelaide) was married to Trevor Mortimer. Shirley is the daughter of Ted Mitten of Adelaide Garage.
This wedding was of twofold interest in Adelaide Store. Bride was Lorna Fletcher of the Workroom. She married Bill Peake. Flower girl is Dianne Pight, daughter of Stan Pight, Manager, Blouses and Skirts.

The picnic, held on Sunday, October 24, at Long Gully, was a huge success, although Dame Fortune did not smile too kindly on the 200-odd people present. Rain fell for most of the luncheon period! Jack Crump (Maintenance) and Ted Pitkin (Boys' Wear) were not deterred, however. Although wet through, they grilled their chops, and enjoyed them!

The sports were very keenly contested, and the highlight was the "hen and rooster" contest — with real eggs! Norm Cossey (Maintenance Painter) and his yolk, made a pretty picture! Miss Higgins (Coats) did not wish to claim all the honours in the Ladies' Sheffield. She arrived after the race was run — had to change a tyre on the road.

Mr. Fred Summerfield ( Carpets) did a grand job as handicapper. Even managed a couple of photo finishes! He was ably assisted by Mr. Les Leaver (Men's Wear) at the tape. Eve Christie ( Knitwear) and Val Waterman ( Maids' Wear) rendered fine service in the canteen, whilst Ebie Bean and Harry Ogders (Drivers) did their usual fine job, assisted by Dennis Bugg (Electricians).

A truly wonderful day ended with the presentation of prizes by Store Manager, Mr. A. L. Powell. A welcome addition to the Adelaide Store is the installation of a Cash Desk for Account Payments situated on the Ground Floor in the Men's Store. Rosemary Leech is the smiling lass behind that new register.

Jean Harris, General Office, had been heard to say, "Wish I could have a party." On August 26 she answered a knock on her front door to find three car-loads of General Office folk, laden with supper (and confetti hidden in pockets!) to say "Happy wedding anniversary, Jean and Brad." Jean is still wondering how her friends managed to fill the bed with confetti, when she had pointed out earlier in the evening that it couldn't possibly be approached because it was covered with coats. We enjoyed ourselves, Jean, and are still talking about that orange wall in your bedroom.

Old friends gathered around Herbert Smith ( Carpet Workroom, Adelaide) when he retired last June. Here, with 171 years of service between them, are Lionel Collins ( Despatch, 40 years), Herbert Smith (35), Harold Rosevear ( Despatch, 44) and William Amos ( Floor Supervisor, 52).

In recent Quest conducted by Adelaide "News" for the City's charming girls, two selections were made in Foy's. Here are Gwen Walker ( Jewellery) and Mitzi Amos ( Perfumery).

Much farewelling in Collingwood Office on August 26, when CATH HOWDEN, Entry Office, left for marriage on September 4, to Reg Seymour. They're on the land up Red Cliffs way now. A popular girl. Much happiness for them both.
We Can't Build a Pedestal High Enough!

Jerome K. Jerome wrote a book called "Three Men in a Boat." More recently a songster has sung of "Three Coins in a Fountain." Would that we could woo the muse sufficiently to find inspiration for a paean which could only be entitled "Six Girls in a Competition."

For if ever a song of praise and gratitude deserved to be echoed throughout our domain, it is the story of those six lovelies upon whom we focused our thoughts, in our determination to secure for Red Cross, that much needed bus for the transport of spastic children and others.

There is no need to tell here of the endless efforts which were made throughout the year to raise the necessary money. Everybody was "in it," right up to the ears; right down to the bottom of each purse and pocket. As a labour of love for others, this drive for funds was a magnificent example of right-thinking, community spirit. It must have been fairly obvious to everyone, that all those pennies, trey bits, zacks, deeners and two bobs, which were so willingly given, would pile up to an impressive sum.

But no one, to our knowledge, had any idea that the total would be what it was. Remember? Here it comes:

**£4,275 4/1.**

A truly wonderful result!

Of course, the actual announcement wasn't made as bluntly as this. After twelve months of ceaseless effort; of money-raising schemes of every kind, we came to the night of November 18. Then, at the Prahran Town Hall, we witnessed a crowning ceremony to mark the end of the "Popular Girl" Quest, which has surely never been surpassed. The stage setting, with its major and lesser "thrones" was most impressive. There was all the pageantry and splendour of a mediaeval palace. To the Display and Maintenance teams who created this scene, a bouquet in each of their capable hands.

There, too, was a large and enthusiastic audience, agog with excitement to learn which of the contestants would lead the others. There was, of course, a double rivalry throughout this competition, for whereas the City Store had candidates representing four floors, the other two contestants represented units of our organisation. There was the nominee of Prahran and the representative of Collingwood Office. So that over all, we had Bourke Street vying with Chapel Street and each of them keeping a wary eye on Smith Street. Thus, feelings ran high, and the atmosphere grew tense, as the moment of crowning drew near.

But a brilliant stage, a packed auditorium and bottled-up excitement were merely a frame for the true picture. And "picture" is the right word, for it was as if an artist had created six lovely figures for an enormous canvas as we watched these girls enter the hall from the rear door, and make their way, under brilliant spotlights, to the stage.

With memories of the Coronation in England...
with ceremonial occasions. After witnessing our own crowning ceremony, however, one needs to revise such views, for these six girls who brought such grace to the Prahran Town Hall, moved with true regal bearing. They could hardly have won more hearts had they been six real princesses.

The evening’s programme opened with a concert, which was greatly enjoyed. Then immediately after the interval, the audience held its breath as Mr. A. J. Thomas, City Store Manager, mounted the stage, planted his feet firmly behind the microphone and began opening the envelopes which contained the vital figures. On the night, of course, the highest total came last. As we cannot hope to duplicate the audience-tension here, we’ll reverse the order and give the winner first.

This was Eileen Treloar, the representative of the Ground Floor, Bourke Street, whose candidature had won the bell-ringing sum of £1,113/13/4.

Runner-up (or should it be “Heiress Apparent”?) was Lolita Noli, who “carried the banner” of the First Floor, City. Lolita’s following produced the solid figure: £887/1/3.

Ranking third, financially, but a close rival in personality and charm, was Coral Arthur, who represented the office staff at Collingwood. Coral’s “cash register” read £340/13/2.

There were three other lovely competitors in Lola Rowe (Lower Ground Floor, City), Pat Strapp (Prahran Store) and Maria Malynka (Second Floor, City), who (in that order) had raised between them, the splendid total of £604/9/2.

The contest proper thus raised £2,945/16/11, which was increased to £3,069/6/6 by admissions to the crowning ceremony and sundry other collections. Expenses amounted to £2,943/12/0. But the staff Sunbeam Club has a liking for round figures. Promptly therefore, came a donation of £56/8/- from the Club itself, making a most praiseworthy £3,000 available for the spastic children’s bus. That is not all, however, for there remained the proceeds of the Garden Fete organised by the staff in November, 1953. This latter effort (which was the actual “launching” of the “Bus Appeal”) raised £1,275/4/1. So that, all told, Red Cross will receive from this great-hearted team of ours, the impressive sum of £4,275/4/1. And just to make sure that this bus for the spastic kiddies is kept in “good running order,” there is the additional sum of £750 produced by the public raffle run by the company, in conjunction with Red Cross, earlier this year. (Red Cross gladly “earmarked” this amount for the Bus Appeal.) No analysis was possible here, but we know full well that many of these tickets, too, were bought by our employees.

Thus it is with admiration and affection that we say here, to the six contestants in particular; to their committees and supporters, with a special thought, and to every man and woman, girl and boy on the payroll, “Well done, indeed, you wonderful people.”

AND THERE SHE STOOD!

One doesn’t usually go into raptures over a bus. But whether it was the shiny newness of the vehicle, or just the realisation that she was “ours,” THE BUS was a thing of beauty on December 11 as she stood in the grounds of the Lady Dugan Red Cross Home in Malvern.

Finished in gleaming aluminium, with a trim of royal blue and the legend “Australian Red Cross Society” in bold scarlet, OUR BUS was ready for service. This was what we had worked for. This was the reward for all effort. This was what the spastic children had needed. Now, it was theirs.

To receive the bus on behalf of Red Cross came Colonel Allan Spowers, Chairman of the Victorian Division. Beside him stood the Matron of the Lady Dugan home, happy in her anticipation of this new transport for the youngsters. There, too, was our good friend in Red Cross, Mrs. Basil Logus.

On behalf of the Sunbeam Club primarily, but representing both the company and all members of the staff, Mr. A. J. Thomas, City Store Manager, handed to Colonel Spowers a cheque for £3,000, the result of the “Popular Girl” quest. The proceeds from the Garden Fete had been given to Red Cross earlier in the year. Mr. Thomas spoke
We give Red Cross its bus!
Among those at the ceremony on December 11 were Mrs. Daphne Darby (Hardware, City), who worked so tirelessly for "Queen Eileen"; Douglas Rowe, with his wife, Nola, who represented the Lower Ground Floor: Maria Malynka (Fashion Floor candidate). Right is Mr. L. E. Williams. Behind him (in halo hat), Miss Flo Cole and, at back, holding bag, Mrs. Les Stevens.

feelingly of the joy with which the Foy team had worked for this day and of their great pride in seeing the bus (which until then had been only a word, a description, an incentive), ready to roll into service to its precious passengers.

And as these youngsters sit in the vehicle, bright-eyed with excitement as they watch the passing scenery during their journeyings across Melbourne, the good folk of Foy's will be "silent travellers" with them. For near the drivers' seat is a brass plate which records that it was this gift of the Sunbeam Club which had made it possible to construct this handsome vehicle.

The bus was then formally presented to Red Cross by Mr. L. E. Williams, Retail General Manager. And we have never seen the G.M. look happier or more proud. In all probability, his mind went back to those many occasions when he was "touched," at the host of functions he attended when the drive for funds was "on," and we hazard a guess that inwardly, he chuckled, as he thought, "Son! Never did 'investments' pay a better dividend!"

In accepting the bus on behalf of the Society, Colonel Spowers expressed the deepest gratitude of Red Cross for what was a magnificent gift. This bus, so urgently needed, could now be put into immediate service, and he felt sure that as it sped through the streets of the metropolis, the Foy Family should be eternally proud in the knowledge that it was as the result of their devotion and generosity that the wheels were now about to spin on their errands of mercy.

Among the large gathering from Foy's who attended the ceremony, were Miss Grace Goodbrand and Miss Florence Cole, President and Hon. Secretary respectively of the Sunbeam Club. They looked, as they felt, supremely happy. A great-hearted pair.

All present were guests of Red Cross at afternoon tea.

And so ends another chapter in the book of good deeds by the Foy Family.

What's next?

The Quiet Corner

Not even now, when the Christian world otherwise rejoices, can the recording stylus be laid aside. Since our last issue, sorrow has touched the hearts of colleagues. We think, still with great sympathy, of:

Miss Frances Binks, Dining Hall, City, whose father died in August.

Miss Frances Chugg, of Chelsea, and all members of the family. A devoted husband and father, William, died on September 21. Of "Bill" Chugg, who served a lifetime with the company in the Collingwood Despatch, until his retirement a year or two ago, it can be truly said that he was loved by one and all.

Mr. A. R. Cornish, Office, Eagley Mills, whose father has died.

Mr. Arthur Court, Collingwood Office, whose mother died on August 28.

Mrs. Daphne Darby, Hardware, City Store, in the death of her mother, Mrs. Rosina Gorman, who was well known for her work for charity.

Mrs. Clara Donaldson, of Carnegie, whose husband, Thomas, of the Furniture, City Store, died on August 10. We understand, too, what the loss of this lovable man meant to his son and other relatives.

Mr. Norm Payne, Men's Store, City, whose brother has died.

Mr. Vickers Reid, Electrician, City, in the loss of a beloved wife on September 26. Nor do we forget his son, "Vick" Jnr., of Collingwood.

Mrs. Tully, Docket Office, Collingwood, and Mr. Les Tully, Prahran Store, in the loss of a brother and uncle respectively.

Mr. Leslie Stevens, Hire Purchase, Collingwood. His mother died on September 23.

Miss Agnes Wilson, Confectionery, City Store, in the loss of her mother.

"Thy Will be Done"
A MESSAGE FROM MR. LES ROOKE

Throughout a long and trying period of illness, Mr. L. J. Rooke, showed that same buoyancy and determination that we knew so well during his association with us. He joined the company as Store Manager in Collingwood in 1937, "crossed the road" to the reopened Fitzroy Store after the end of World War II, and moved on to Prahran in 1951. Late in 1953 began an illness which was to keep him from his job for several months and in the spring of this present year, his doctors counselled against his trying to cope again with the physical burdens of Managership. Regrettfully, therefore, Mr. Rooke had to relinquish his position as from the end of July last.

All in all, his is an unusual record. Seventeen years’ service in three stores, and never below the status of Manager. We’re proud of him.

And, in turn, L. J. Rooke has warm feelings for the many friends he has left behind him, among colleagues and members of the staff. In fact, Mr. Rooke looks upon these bonds of comradeship as a most important factor in his battle against adversity. The kindesses, in many forms, which were extended to him and Mrs. Rooke, during both illness and convalescence, were almost as tonic as medical and nursing aid. For all this thought for him, Mr. L. J. Rooke is deeply grateful and he has sought these pages to convey his thanks to each and every one of these good friends. He makes particular acknowledgment of the sustained sympathy and help shown to him by his former staff at Prahran.

It's our privilege to publish such a message and, in turn, we send from all within our ranks, heartfelt good wishes for happy days along the new paths in life which Mr. Rooke now traverses.

CHAPEL STREET CHATTER.

With this issue cut down to half of the usual size (or the close-to-Christmas printing might not have been achieved), we've had to prune all "copy" fairly drastically.

Thus, unfortunately, we can do little more than print a weak wisecrack here—"Not a ‘Peep’ out of Prahran!"

Never mind, there's always a February.

The next "SERVICE" will be published in February
Please forward all copy WITHOUT DELAY
We MUST have it by January 29.

Snapped at supper time at the Annual Ball. l. to r.: Mr. A. J. Thomas, Mrs. McKinnon, Mr. G. M. Niall, Mrs. Niall, Mr. L. R. Hill, Mrs. Hill, Sir Edwin Nixon and Lady Nixon.

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