THE WHEELS KEEP TURNING

The list of our stores, as it appears above, has lengthened once more. In the interval since the October issue, five new names have been added. They are Mentone and Traralgon within the Cox Brothers Victoria group, and Dee Why and Revesby, new stores in the Sydney area, opened by Sydney Snow Pty. Ltd. The fifth, at Murray Bridge, within the Cox Brothers South Australian group, opens its doors almost as this issue goes to press.

THE FRONT COVER

There he was. Sitting in Foys City Store, hour after hour. Making thousands of youngsters happy. And, all the time, listening to the little voices with their: "I'd like this, that and the other for Christmas."

No one thought to ask Santa if he'd like anything. Margaret Doherty of the Knitwear helped out. With this picture, Father Christmas has a reminder—if he needed one—that he's loved by children of all ages.

This year, at Melbourne Central, Santa's housed in the capsule of an outer-space satellite. Dials, gauges and pipes, everywhere. The young eyes pop in wonder.

"Social Snaps" took the photograph.

Jenny O'Brien plays "A" grade tennis. She is a member of the Royal South Yarra Club. At other times we know Miss O'Brien as secretary to Mr. P. V. Dean, Manager of Victoria and Riverina Division of Cox Brothers.

—"Age" photo.
Christmas—and Our Purpose in Life

From the thought of Christmas the mind readily moves to an adjective which we frequently use at other times of the year. It is “Christian.”

How often do we hear such phrases as: “He’s a true Christian” or “That was a most Christian act”?

Do we, however, always interpret such words completely literally? Is it not likely that, at times, those who express themselves thus are endeavouring to convey the thought that the man or the act referred to, were worthy of the highest praise or estimation?

In other words, that a good deed has been done or that a man has acted well, to the point that others have been made happier or have benefited in some way—benefited, that is, in a manner apart from material gain?

I think we could speculate a little upon this. I have done so, of late. Because I was trying to picture in my mind, the ways of life, as it was lived, in the pre-Christian era. And I wondered how a really good living man was described in those days. As Christ had yet to be born, what words could have been used to draw the attention of others to the worthiness of one individual.

Is it possible that there were current in those times such phrases as “He’s a true PAGAN” or “That was a most PAGAN act”? Yet what other word would have equated “Christian,” in the circumstances?

It seems to me, therefore, that down the years the word “Christian” has tended to be regarded as almost synonymous with “good,” “worthwhile” and “exemplary.” And so on.

That being so, you will understand what is in my mind when to my wish that each of you and those whom you love will enjoy the happiest Christmas, I add the words: “And may we enter the new year, all closely linked together, as of yore, in true Christian endeavour.”

H. H. Richardson
ADMINISTRATIVE CHANGES IN FOYS

Mr. John Norman Watt has been appointed Managing Director of Foy & Gibson Limited.

For many years the head of the administration in Fois has been designated “General Manager,” a position which has been filled within the memory of most of Fois personnel by leaders like Mr. G. S. Moore, Mr. T. A. Pettigrew and currently by Mr. L. E. Williams.

For health reasons Mr. Williams has now retired. Actually, he will “step down” as General Manager on January 31 next. But he will retain his seat on the Board of Directors.

Llewellyn Eli Williams joined Fois in 1935. He came as Manager of the Carpet Department in the City Store, after gaining wide experience in the floor covering and furnishing fields at Myers, Buckley & Nunn and Beard Watson in Sydney.

Mr. J. N. Watt has been associated with Cox Brothers since February, 1946, when he was appointed Head Office Accountant. Prior to the war, he worked in the Commonwealth Bank in Collins street. In 1949 he became Deputy General Manager of Cox Brothers, a position he held until the Cox-Foy takeover in 1955, when he was appointed to the Board of Foy & Gibson Limited, and took office within the organisation with the title Deputy General Manager (Administration).

Mr. J. N. Watt

In 1938 when Ackmans of Melbourne, another well known furniture house, went out of business and their stocks were purchased by Fois, the latter company opened a new store in Flinders street, known as Foy-Ackmans. Mr. Williams was appointed Manager. Soon after the outbreak of World War II, the Government commandeered this building, and Mr. Williams returned to the Bourke street store, of which he was appointed Manager in 1948. He became a Director of Foy & Gibson (Stores) Pty. Ltd. in 1950. In 1951 he was appointed General Manager of the entire retail organisation (which in those days included Adelaide), and he was appointed to the Board of Foy & Gibson Limited in 1951.

Thus Mr. Williams has served Fois for 23 years, being its General Manager for seven years and a Director for seven years also.

Colac Chronicle

By IRENE TATE

At a time when almost everyone sends seasonal greetings, it is appropriate that we address a few of our own—to our own.

Welcome, therefore, to the following newcomers:
Miss Shirley Heffernan, Showroom.
Mr. Chas. Rosata, Hardware.
Mr. George Parry, Hardware.

As happy as the starry-eyed pair themselves, we record the engagement of Merle Thompson, Ladies' Shoes, to Mr. Don Wright of Colac. These days, Don is “earning his crust” in Tatura, where the couple plan to settle, later.

Back in the fold are Margaret Tibbets and Nola Laurey. Lucky girls have returned from a 12-months working holiday in Brisbane.

As stores go, we’re not the largest. But none has greater pride in playing its part as a member of the bustling, vital group of companies which comprises the Cox Brothers organisation. And, as our pride, so is our heart. With warmest feelings do we say to our colleagues throughout Australia:

THE COMPLIMENTS OF THIS CHRISTMAS SEASON AND MAY YOU ALL ENJOY A FINE AND PROSPEROUS NEW YEAR
"WE'RE DREAMING OF A WHITE(HALL) CHRISTMAS!"

Once again, in seasonal tradition, Regent street is being "Dressed Overall." Had we not already been reminded by the shop windows and the calendar, this means that Christmas is not very far away.

With the Government acting as Fairy Godmother (or did it aim to be an additional Father Christmas?) it will not be Whitehall's fault if the Christmas turnover in the stores this year is not a bumper one.

THE GREAT WHITE WAY

I have a feeling that photographs of the giant lanterns which are the main feature of this year's decoration on Regent street may already have appeared in the Melbourne papers. At the time of writing this report, the only pictures we could secure show the lanterns still in course of erection. They are suspended, in fairly close spacing, from the fronts of the buildings, on both sides of this famous West End street. Their cost is borne by the shopkeepers of Regent street. It is reported that about £12,000 has been spent.

Whilst of unusual but pleasing design, these lanterns may not strike the highly original note of past forms of illumination, that is when viewed in daylight hours. But the experts claim that, by night, Regent street will be "a blaze of exciting light, from one end to the other."

"AND THE WINNER IS . . . H.P.I!"

Harking back to our "Letter" in the October issue, we can now say "They're off!" We are not referring to sporting events like the Derby, the Grand National or the Melbourne Cup, but to Hire Purchase controls. Earlier in the year, these were relaxed. Now, they have been completely removed. This means that all firms are free to fix their own deposits. No longer must they demand the Government requirement of a minimum, in some cases, or 33 1/3% and so on.

But, though the Government slate has been wiped clean, can we be sure that other "slates" will not be set up in its place? For "They're off!" is now the cry all round, at the retail counters as well as the race track. The world of credit business, heady with this new found H.P. freedom, is racing furiously to collect as many new customers as possible. (When the Englishman says "On the slate" he means, of course, "Chalking it up."—Ed. "S.")

"WHOA, THERE!"

As one small bit of evidence of the effects of this buying gallop, take the case of a motor dealing house. Free to fix their own terms on new and secondhand cars, this firm reduced its deposit from the previous Government rate of 33 1/3% to 5%. The result was overwhelming! Within 48 hours the deposit had to be put back, very smartly, to 10% in order to stem the rush! No wonder that, already, newspaper reports are forecasting a greater volume of Christmas trading than ever before.

PEOPLE WE KNOW

The murky gloom of London in November was lightened the other day when a sun-tanned face grinned from the doorway of this office. It was John McLauchlan, back from Melbourne. By comparison, we poor Londoners looked quite pallid. But after a week or two of London's sunless days, Mac's complexion seemed to grow as wan as our own.

A close-up of the elaborate lanterns hung in Regent street, London, as part of this year's Christmas decorations. —"Times" photo.
Raising some of the Christmas lanterns into position in London's Regent street. Note the impressive buildings on this famous street. They are more or less uniform as to height and floor levels, because all land thereabouts is held on a Crown lease.

—Photograph by F. G. E. Wells, London Office.

From New York, news that John McPherson, formerly of Cox Brothers, Bourke street, has been working in the great Bloomingdale department store, assisting the Merchandise Manager of Children's and Women's ready made clothing. According to plan, he hopes to move on to Detroit, early in the New Year, to a job in the J. L. Hudson store. By the end of May, he could be thinking of returning to Australia.

A good many statistics are compiled in this office. Seldom, however, do we record population increases. The very rarity of the occasion, therefore, adds to our joy in announcing that Mrs. B. J. Doyle, my former secretary, gave birth to a baby girl on November 24.

ONCE AGAIN IT IS MY PLEASURE TO CONVEY THE SEASON'S GREETINGS FROM LONDON OFFICE TO ALL READERS OF "SERVICE" AND TO WISH THEM A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS NEW YEAR.

75

Strangely, news is a little short. Off-handedly, we think of the new share issue. But the offering of 4,311,800 shares to some 17,500 shareholders is really just one of those little more than routine activities which we take in our stride.

Admittedly, there have been times when this striding has been achieved under somewhat cramped conditions. There was, for instance, the night of Tuesday, November 25, when our ranks were augmented by hordes of willing helpers from Foys in Bourke street and Collingwood, as well as Cox Brothers Bourke street. With some 80 people holding the floor or, to be quite literal, holding ON to the floor, in order to find a few inches of working space, this normally quietly efficient office hummed like a busy beehive—and almost burst at the seams.

Some of our own people have worked every night, for weeks on end. There was even one Sunday when a full team laboured almost from dawn until the moon was well up in the sky.

For all those who have worked so arduously and yet so cheerfully—and with such achievement—there is warm appreciation indeed.

More latterly, our ranks have been swelled by an intake of enthusiastic Commerce, Law and Arts students from the University. This team of 14 energetic young people stepped from their academic circles into the intricacies of a share issue with the greatest aplomb. Their orientation was complete within 24 hours. To each of them also, the accolade of appreciation.

More domestically, we think of Miss Marlene Bates of the Buying Office, whose engagement to Mr. Jim Szpakowski was announced on November 15.

The Buying Office team, in turn, gives welcome to Beverley Knott, back at her typewriter after a spell in hospital with knee cartilage trouble.

We welcome additions to the Share Office staff in the youthful presence of Christel Bogle and Rosemary Valpy.

Not available until now was this view of the wedding of Lorraine Banfield to Mr. Bill McLennan at St. Patrick's Church, Mentone, on September 27. Lorraine, who is Secretary to Mr. Ken James, Chief Accountant at Head Office, is now back at her desk.
THE TOP O' BOURKE

By HEC BRITTAIN

(Personnel Manager and Country Stores Supervisor, Victoria and Riverina Division, Cox Brothers (Australia) Ltd.)

In a year made busier by the opening of a number of new stores, news from this busy group, not unexpectedly perhaps, has been intermittent. Now the lines of communication reopen with a new correspondent—Mr. Hector Brittain.

As he has been with the company for 23 years, Mr. Brittain has many contemporaries within the organisation. For the benefit of newcomers, we give this brief outline of his career. He commenced as a junior sales assistant in the Bourke street store in 1935. After the war, he was appointed Store Manager, firstly at Mildura and then Geelong. He returned to Bourke street to become Furniture Buyer, a position which he combined with that of Buyer of Floor Coverings for the Fitzroy Store. Mr. Brittain thus brings a wide experience to his new job of Staff Manager of the entire division. Now, he merits a further laurel, as contributor to these pages.—Ed. "S."

It is not without a twinge of conscience that I begin this report, for we of this group are aware of some longish gaps which have separated the reports from Bourke street during the past 12 months. Movements of personnel had something to do with this, but it was also difficult at times to find that necessary “minute to spare,” amidst all the hurly-burly of launching new stores. And, within a few months, we have opened no less than seven.

What more logical, therefore, than that with this resumption of steady reporting we devote the space to brief pen pictures of the men who are “on the bridge” in these new stores and to two others among our up and coming executives who have recently been elevated to mangership. Let’s look at them, alphabetically.

In charge of the Sale store since its opening in November last year is Mr. MURRAY BERTRAM. It was at Wagga in November 1950 that Mr. Bertram began his association with Cox Brothers. He rose rapidly to become 2 i/c of the branch, with direct charge of the Furniture and Carpet departments. As well, he relieved, as Manager, at Ararat and Canberra. He is unmarried.

A comparative newcomer to our ranks, Mr. JACK EVANS began his association with Cox Brothers in Mildura in 1953. Anxious to gain experience in Melbourne itself, Mr. Evans was transferred to Bourke street, at his own request, in May 1957. The experiment paid off, for in December of the same year he was promoted and transferred to Horsham as 2 i/c under Mr. McIntyre. Once again he proved an apt “pupil,” for earlier this year Jack Evans was appointed Manager of the new Warragul store.

Since June of this year, the Mildura store has been managed by Mr. TED FOSTER. We first knew him as a junior sales assistant in the Mildura store. That was in March 1941. Mr. Foster is another who was keen to gain city experience, and at his own request he was transferred to Bourke street, where he worked in the Furniture and Floor Coverings sections. Then came his first appointment as Manager. He took charge, at Ararat, in January 1957. His latest move in management takes him back, by coincidence, to the store where he began. His experience goes a little further than this, however, for during his term at Ararat he travelled frequently to Stawell to assist in the opening of the new store there.

Married, Ted Foster has two young daughters.

It was in Ararat that we first greeted Mr. BILL HARTICAN. He commenced as a sales assistant there in April 1950. Promotion came with his transfer to Albury as 2 i/c, and later he acted as Relieving Manager at Canberra. There followed a spell at Bourke street, but meanwhile Bill Hartican had met a girl in Canberra and he asked to be transferred to the Capital Territory. The company readily met Mr. Hartican's request, but in August of this year he was on the move once again when he was appointed Branch Manager of the new store at Morwell.

Footnote: Bill Hartican not only married the lass from Canberra. She’s working alongside him now, in the office of the Morwell store.

It’s remarkable how many of the bright boys
who now occupy a managerial position started their career in a country store. In November 1952 the Wangaratta store welcomed a new assistant in the Furniture and Floor Coverings department. His name is ROD KEWISH. In 1956 he was transferred to the Geelong store. Soon after that, Mr. ROD KEWISH was appointed 2 i/c at Albury. Then, in May of this year, he was appointed Manager at Ararat.

Mr. Mumford's wife shares his interest in the Ararat store. She works in the Office.

The most recently opened store, in the bayside suburb of Mentone, is managed by KEVIN RADIN.

Kewish had to ask for extended leave in order to give full time attention to the business of his father-in-law, who had suffered a long illness. Happily, this close relative recovered and, in June 1957, Rod Kewish came to Bourke street. Once more the brisk atmosphere of city trading brought results. After only a few months, Mr. Kewish went to Box Hill as 2 i/c. In August of this year came his big chance when he transferred to the new store at Bairnsdale, as Manager.

Mr. and Mrs. Rod Kewish have a young son, Garry, of whom they are immensely and understandably proud.

Wagga was the "springboard" for NEIL MUMFORD, too. He started his Cox career there in October, 1947. Whilst "on strength" there, he was transferred to Horsham, to assist during the opening period of the new store. Later, he was appointed 2 i/c at Albury. Then, in May of this year, he was appointed Manager at Ararat.

Mr. Mumford’s wife shares his interest in the Ararat store. She works in the Office.

The most recently opened store, in the bayside suburb of Mentone, is managed by KEVIN RADIN.

Here is one more example of the keenness of a country lad to work in the city paying a splendid dividend. Kevin Radin joined Cox Brothers in Shepparton. He was brought to Melbourne at his own request, and in no time had shown that sort of aptitude which made it easy for the company to send him, earlier this year, to both Morwell and Traralgon to assist in the launching of the new stores opened in those two towns. His next move was to Sale, as temporary 2 i/c. His opportunity to enjoy full managership at Mentone followed in October.

A manager who should find it child's play to handle crowds, when the traffic gets really heavy, is Mr. TERRY WARBURTON of Traralgon. Prior to his arrival in Australia he was a London policeman. He worked with Maples in Morwell before we knew him, but transferred to Cox Brothers when our own store there was opened on June 3. After only five months he was ready for advance-
ment, and with the opening of the Traralgon store in October, Terry Warburton was appointed Manager.

Here, another happy man and wife combination is to be seen, for Mrs. Warburton is in charge of the Fashion sections, and is an able assistant, generally, to her husband.

Reversing these stories of country lads who came to the “big smoke” to make good, Mr. KEITH WATSON was launched on his career in Cox Brothers from the Despatch Department in Bourke street, where he commenced in October appointed at Bourke street in the Menswear. In May of the following year he moved to Warrnambool as 2 i/c. In June of this year he became Manager of the new store in Stawell.

GOOD FELLOWS, BOTH

A party was held in April last. It was, at once, a farewell to Mr. Ivor Jolliffe, who left Cox Brothers as Personnel Manager to join Foys as Store Manager, and a welcome to Mr. Tom Ahern, who had joined Cox Brothers as Field Sales Manager for the Victoria and Riverina division.

1952. Later he was transferred to the Piece Goods Department. Then came a succession of quite exciting moves. Keith Watson went to the Box Hill store. Whilst there he was called up for National Service Training. In 1954 Mr. Watson visited England and the United States in a private capacity, leaving the company temporarily until his return in August 1956, when he was re-

In the course of each year a number of such gatherings is held, but we are making late mention of this one because the guests were photographed and we felt that some of the newcomers to our organisation might be interested to learn a little more about some of the people in Bourke street whom they might otherwise know only by name.

Nicely relaxed at the Jolliffe-Ahern celebration are (reading clockwise) Mr. Ivor Jolliffe, Mrs. Max Tennant, Mr. Hugh Williams, Mrs. Tom Ahern, Mr. P. V. Dean, Mrs. Jolliffe, Mrs. Dean, Mr. Hec. Brittain, Mrs. Williams, Mr. Ahern, Mrs. Brittain and Mr. Tennant.

Chapel Street Chatter

By MARY McCURDY

(Foys, Prahran.)

Everyone in this store knows Glenys Barratt. Her desk is in the Receiving Room, but her work takes her hither and thither. Also she relieves Miss Logan on the store switchboard. Consequently, news of Glenys is news for all—and gradually returning to earth, in odd spots, are all the caps which were thrown in the air when Glenys Barratt announced, on November 1, her engagement to Mr. Ken Scurrah.

There was a fountain pen, ball-point pen and pencil set for Mr. Stanley Cotton, who has moved from Menswear (of which he had charge) to 2 i/c of the same section in the City Store. Presentation was made by Mr. J. Glen Doig, Staff Supervisor.

Here’s Mrs. G. Jamieson back at work in the Sportswear after nursing a broken wrist. But we’re “one short” again, now that Mrs. Margaret Higgins, Hosiery, is absent—believe it or not—with a fractured wrist.

It’s “Welcome” thisaway and “Much Sympathy” thataway.

There’s a new face in the Menswear. Busily selling familiar wares is Bernard Davison, who comes to us from Sportswear, Bourke street.

FROM PRAHRAN, TO POINTS EVERYWHERE, CHRISTMAS GREETINGS, AND MAY THE NEW YEAR FIND US ALL TOGETHER, HAPPIER THAN EVER.
himself with displays, and Mr. Mick Young is to be commended on his flower garden ablaze with stocks, pansies, etc., which make so very attractive the approach from Criterion street to

June Hagan receives a juicy steak from the chef at the Barbecue which followed Cox Bros., Hobart, swim suit parade. Mouth watering. Sue Catelli awaits HER platter.

—"Mercury" photo.

the Toy Department of the Kiddies Centre. And the biggest Father Christmas in Tasmania is winking away at the children from his prominent position on the corner.

EVERYTHING GOES—SWIMMINGLY!

With the opening of the New Olympic Pool by the Lord Mayor, Sir Archibald Park, on Saturday, November 8, the people of Hobart and tourists are now enjoying a marvellous amenity. Many business people avail themselves of the oppor-
tunity for a lunch time “dip,” and thousands of others have used the pool, which is delightfully situated only five minutes from the centre of the city, amid the beautiful trees of Queens Domain.

Mrs. Dooley (Sportswear) gleefully reports the greatly increased interest in swim suits and beachwear. To mark the opening of the Pool, a Barbecue was arranged on the night of November 7, which included a parade of the latest models. Cox Brothers had much pleasure in combining with the committee of the Hutchins Junior School in raising funds for that worthy cause. All appropriately dressed for barbecue fun, 600 guests made the function a great success. We were fortunate in enjoying a warm day and evening, and the setting beside the Pool in the beautiful grounds of Wrest Point Hotel created a truly Continental atmosphere.

Great was the mirth when “Old Boys” of the Hutchins School modelled “bathing suits” dating back to 1900 and loud the applause for the very pretty water ballet. Three Hobart girls, Judith Townsend, June Hagan and Sue Catelli, modelled the swim and beach sportswear.

NEWCASTLE NEWSLETTER

From ENID DAVEY

(Cox Brothers (Australia) Limited, Newcastle.)

JINGLE BELLS

Once again the scent of Christmas is in the air. Decorations are up and all departments are well stocked with attractive merchandise. For weeks the toy department has been the cynosure of all eyes, as new and delightful toys are unpacked. I don't know about the children, but the adults are thoroughly enjoying them, particularly the battery toys.

Which only goes to show that it takes a long time to grow up.

Thank goodness!

CARNIVAL OF COLOUR

Many festivals are celebrated throughout the Commonwealth. The latest and one of most interest was the “Carnival of Colour and Trade Fair” held at Maitland from September 27 to October 4, 1958, to celebrate the district’s recovery from the tragic 1955 flood.

Maitland’s main street and its pavements were capacity packed for the “Carnival of Colour.”

—Photograph by F. Tully, Model Studios, Maitland.

At that time there was much speculation as to the future of Maitland. Many said the area was finished. Those who saw the devastation, the terrific personal losses, and remembered the loss of life, held little hope. Those who held such views, however, had little knowledge of the stout-hearted people of the district who, with the firms who backed them (including Cox Brothers) have proved what faith and hard work can achieve. The recent Festival was a publicity campaign which was supported by every religious, sporting,
social, industrial, commercial and rural organisation in the district. It was an unqualified success. The procession was watched by the largest crowd ever to gather in Maitland's streets. There was a window dressing competition in which all participated, and the night of the judging was declared a Mardi Gras. It is estimated that 20,000 people took part.

In the procession were many floats and, as can be seen from the accompanying photograph, Cox Brothers was well represented. The float was wholly a Maitland staff effort. Betty Humes, Gloria Stuckings and June Stevens modelled the frocks. Ken Stevens did the ticket writing and display work, Miss P. Saide the painting, Mr. Charles Stevens the carpentering, whilst Len Gibson was the general run around. Ron Lawrence and Keith Pearson prepared the show display (at the Fair) and Mr. Grace, of course, helped in all sections (except the frock modelling!!).

Maitland is to be heartily congratulated on both the motive behind the Carnival and the outstanding results.

RIGHT-OF-WAY

Mrs. Beverley Harrison and Mrs. Gipsy Dresser, of our Newcastle staff, were unfortunate enough to be passengers in a car which was involved in an accident at Gosford recently. Both have very painful leg injuries, but consider themselves fortunate that they were not more seriously hurt, as it was a most unpleasant accident.

We wish them both a speedy and complete recovery.

The rear end of the striking float entered by Cox Bros., Maitland, in the recent "Carnival of Colour." The forepart of this impressive float, which was constructed by the Maitland staff, showed a display of venetian blinds and other home furnishings

—Photograph by F. Tully, Model Studios, Maitland.

COALTOWN

By KEITH SALWAY
(Manager, Cox Brothers, Cessnock, N.S.W.)

[Though we strive to sound a light-hearted note in this, the Christmas issue, life around us goes on. For some, the tempo differs. WHERE we live may largely affect the WAY we live. Mr. Salway's commentary upon the general background of life in a coal town gives food for thought to those of us to whom these surroundings, in terms of personal welfare, may be unfamiliar.—Ed. "S."]

A town which relies for its livelihood upon one main industry, faces problems and situations which are not known in communities where citizens enjoy a wider choice of employment.

In a coal town, for example, the problem of finding employment for young girls is an acute one. With the exception of office work, there is no employment available for females at the colliery and, even in a colliery office, the presence of a female clerk is unusual. In the City of Cessnock, only two textile factories operate, and these offer employment to approximately 150 girls.

The remaining girls must therefore find employment in shops and offices in the city itself or work out of town. In many instances, this results in the home being broken up as soon as a girl...
reaches school leaving age. If higher education is sought, it is possible for young women, as well as men, to attend Newcastle Teachers' College. But for the majority of young girls the problem is not easily solved.

Although employment, locally, for boys, is more easily obtained, the scope is very limited—because of the limited choice of industry. The lack of other large industries means also, that upon completion of University studies, it is not possible for young people to find employment in their home town if they so desire. This applies particularly to graduates in Commerce, Engineering and Chemistry.

OTHER PLACES, OTHER CUSTOMS

The fact that the great majority of the men have to look to a single industry for employment results in the whole town "speaking the same language." To a certain extent, this has given rise to the handicap of "not knowing how the other half lives" and can cause the community to feel that it is "different." Such an attitude is further accentuated by the practice of holidaying in communities. The whole city virtually "closes down" for holidays just before Christmas, when camping at nearby lakeside resorts is the popular, inexpensive holiday. At holiday time, a family group more or less moves, in a body, to camp next to their friends and neighbours, and so they spend their annual holidays "talking shop."

As can be imagined, the economy of the town is directly governed by the work at the collieries. Hand in hand with the mechanisation of the coal mines has come mass dismissals of men who, previously, won the coal with pick and shovel. As many as 600 men have been dismissed at one time.

Needless to say, this has caused a gloom to settle over the town as men, still in colliery employment, wonder if they will be next to receive notice of dismissal. As mechanisation of the collieries has brought about higher production with lower operating costs, re-employment, in collieries, is unlikely for the majority of the dismissed men. The available contracts for the supply of coal can be met quite well without employing additional men on the machines. It follows that the business houses of the city are directly affected by the cloud which looms over the area, when further dismissals are rumoured.

All talk of dismissals, however, has probably caused people elsewhere to conjure in their minds, pictures of soup kitchens, with queues of unemployed men and their families, and similar scenes associated with the depression years of the early '30's. If that is so, such thoughts should be banished and replaced by the true and more cheerful view.

THE NEW DAY DAWNS

To talk only of the problems facing the town, without looking for the solution, is a negative attitude. Fortunately, a positive attitude has been adopted. A concerted move is being made to have established on the coalfields, industries which will create employment for both men and women and which will be an outlet for the untouched coal which is in abundance in the district.

All but a small percentage of the dismissed men have been employed on public works, sewerage schemes and in re-surfacing major roads leading to the city. This will provide better facilities for those industries which contemplate the establishment of units in the area. Already a gas works has been approved and the contractors are ready to commence building. This will provide an on-the-spot market for Australia's best gas coal.

The establishment of other industries will provide a broader outlook for the people, greater security for workers, and new life for the town.

At the moment the problems of the coal town are many. But those who are in a position to see the possibilities of the future agree that in the years ahead the security and stability of the town are assured.

Cessnock is not a "ghost town." It is a city with a future.

Elaine Carroll, of the General Office, Cox Bros., Newcastle, became Mrs. Bruce Wellard on November 8. They were married at the Sacred Heart Church, Hamilton, N.S.W.

IT'S A LONG, LONG WAY—

TO COLORADO!

Two years ago we gave details of a request received in Foys Mail Order Department which caused more excitement than usual. Every letter that comes in is in the nature of a pleasant surprise to Reg Myers and his staff because the fulfilling of a customer's needs, by post, is always something of a challenge.

But what lifted this particular enquiry above the level of other orders in that day's mail was that the envelope bore the postmark "Denver, Colorado, U.S.A." The would-be customer in that far off city wished to purchase a refrigerator for delivery to a Melbourne suburban address. From an Australian Government Trade Commissioner in the United States he had obtained a list of likely suppliers. It was quite a long list and it included our name. By happy chance our friend in Colorado chose Foys. In no time the refrigerator was delivered. All concerned in the transaction were very happy, and there, we thought, the story had ended.

Now it looks as if that first report may have to be described as "Chapter One," for a recent
American mail brought a further request from our distant customer in Colorado. This time he has asked for an automatic hot water service to be delivered and installed alongside the refrigerator. It's being well looked after.

Christmas time, of course, finds mail order staffs "flat out" in all directions. It's a labour of love, however, because they know of all the pleasure which awaits those who receive the many Christmas gift parcels despatched. This seasonal goodwill is particularly emphasised in "group supplying," a form of service which Foys has developed very strongly in recent years. These are the "multiple gift" orders required for school children's Christmas parties in out-of-the-way areas where the local range of goods might be very limited or opportunities for wider personal selection, elsewhere, few.

In that busy mail order hub, in Foys Prahran store, where Mr. Myers and his team roll their sleeves well up, at this time of the year, it is nothing unusual to see large cartons being filled with perhaps more than 100 individual gifts. Each separately wrapped and labelled, these presents will be ready for immediate distribution to the eager-eyed youngsters of some distant or remote township. Much the same system is followed in the case of business houses who arrange Christmas parties—and gifts—for their staffs.

Reg. Myers, who has been with Foys for 20 years, still finds time to indulge in his favourite hobby—photography. And by a happy coincidence, we have just had the opportunity to extract from his album some pictures which he took in Foys City store in 1938 or 1939. We seized upon these because in an article entitled "Heaven's Above," published in the August issue of "Service," in which we described Foys new "Rooftop Cafe," reference was made to some of the memorable entertainments presented on the stage of the former Dining Room on the 4th Floor. Mr. Myers, who worked in the City Despatch at that time, happened to photograph two of these fine stage settings. Looking at these pictures, readers can also gain an impression of the exceptionally long "catwalk," used by the mannequins in the famous Foy parades of the 1930's. These are really very good pictures, in view of their age, for they were taken with only a simple camera of the box type. There was no flashlight attachment, the principal illumination of the scenes being provided by the foot and top lighting of the stage itself.

AROUND THE CORNER

By JOHN L. CREMEAN

(Assistant Staff Controller, Foy & Gibson Limited, Melbourne.)

Real family fireside comments this time. But isn't that as it should be? Working together, as a great team, we grow to share, in joy or sympathy, so many of the happenings in life which over the years become more or less common to us all.

For instance, we know that Miss Mollie Baird, popular Supervisor, First Floor, has known anxiety about the health of her mother. Thus, this record begins with a message of good cheer.
to Mrs. Baird, who has begun the slow recovery from a recent serious illness.

Sickness also kept "Maurie" Knight, Despatch, out of our sight for some seven weeks. But he's back now—and glad we are to see him.

By (I gather) some narrow—but blessed—margin, Miss Eileen Joyce, Secretary to Mr. J. N. Watt, dodged surgical attention for a misbehaving appendix. Kept in bed, under observation for a week, she has returned to the fold—uncarred! Good for her!

Likely to be away for some time yet, we understand, is Laura Bennett, Travel Goods. Miss Bennett, suffered an internal injury as the result of a fall at home. If thoughts of sheer affection had healing qualities, Laura Bennett would surely be passed as "fully recovered," in a matter of hours. As it is, we must be patient—but we go on thinking of a well-loved colleague.

Lost to sight, these days, but not to memory, is Mrs. Lorraine Thomas, Frocks. She ceased duty on December 5. For the happiest of reasons. U-m-m? Yes, infanticipating!

For Mr. and Mrs. Dana Woolsey a son. Born December 7. Like all other members of Ken Bandman's display team, Dana is known throughout the store.

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Even if Father Christmas can't find his reindeer, something always turns up to get him to his destination on time. Here Santa is seen arriving at Foys in Smith street, Collingwood, for this year's Christmas festival.

—Herald-Sun photo.

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By WARREN BOTTOMLEY

SPEARHEAD

Some 17 miles to the north-east of Adelaide is the fast growing City of Elizabeth. The planning and building of this satellite town—which could easily become a city in the foreseeable future—is not only an experiment, but a movement in community settlement which is possibly unique in Australia, for the entire project has been designed and constructed by the Housing Commission of the South Australian Government.

Over this place of vibrant ideas the Cox flag was unfurled on October 14, when a brilliant Fashion Parade, sponsored by the "Miss Elizabeth" Committee, was staged at the Hotel Elizabeth.

It would be fair to say that in this early stage of the development of Elizabeth, the town, the Hotel Elizabeth is the hub of the social life of the community. This is no ordinary hotel. In the following paragraphs and in the supporting photographs we give just enough details to indicate that here is a hotel where the accent is upon the provision of comfort from the enjoyment of pleasant surroundings as much as the encouragement of the usual trading.

The parade was an outstanding success. In fact the proprietor of the Hotel Elizabeth claimed that it was the finest entertainment ever presented in his hotel. This compliment was rewarding to those who put so much hard work into the
preparation and the actual running of the parade. We think in particular of Mrs. Agnes Brogan (Fashions), Mrs. Helen Kennedy (Childrenswear) and Mrs. Amy Bartels (Sportswear) (deputising for Miss Phil Churchill, absent on a buying trip), who, with Mr. Ray Rogers, Display Manager, combined most effectively to make this a night to remember. Already there have been requests for another performance.

Apart from the pleasure in lending a helping hand, a visit to Elizabeth serves to remind us all of this splendid asset to the State which we have in this ever growing and remarkably attractive settlement. When completed it is planned that Elizabeth will contain some 12,000 houses, 320 shops, 9 primary schools and 5 secondary schools. Other amenities envisaged are a major sports oval, a 65 acres park, a modern theatre, kindergartens and youth centres, 4 railway stations and, of course, the necessary industrial areas for the creation of local employment.

But the design of the city-to-be is such that the industrial areas will not become drab factory districts. Industry, like commerce, housing and social activities, will be balanced and blended in such a way as to make Elizabeth as near to the ideal city as can be physically achieved.

Needless to say, the development of Elizabeth is watched with close attention by our own people here in South Australia.

THE MAGNIFICENT HOTEL ELIZABETH

Much of the master-plan of Elizabeth has yet to be fulfilled. Those projects completed to date, however, give very pleasing indications of the shape of things to come. Nothing in the local landscape is more indicative of this than the recently completed Hotel Elizabeth. This hotel which cost £500,000 was opened on August 22 last. It occupies an area of 30,000 square feet on a block which, itself, contains 151,000 square feet.

Outstanding features of this fine building are:

It is one of the largest country hotels in the State.
The walls are mainly of glass.
All public rooms are air conditioned.
It is encircled by roads and floodlit at night from all sides.

The bedrooms are wired for TV (splendid foresight—for television has yet to come to S.A.) and equipped with telephones. All bedrooms face "outwards." There is a parking space for guests' cars just outside each window.
As this satellite town of Elizabeth is only 17 miles from Adelaide, it has become a popular weekend stop-over for all travellers to northern parts of the State. According to plans, Elizabeth could become the second largest city in the State.

**ALL AROUND US**

On November 11 we said farewell to Mr. Joe Plaisted, a popular figure in the Despatch Department. After 6½ years with the company, Joe Plaisted has left to enter a new field of work. We shall miss his cheerful smile and pleasant manner with which he greeted all the multitudinous jobs which came his way.

We wish him every success in this new venture.

On November 1 Marcia Nelson (Office) and Keith Richards (Manchester) were married at Sefton Park.

The avalanche of confetti which descended upon this popular pair when they left the store prior to the ceremony might have brought a frown to the City Engineer's Department. But it made two young people very happy.

Saturday, November 1, was the day chosen also by Miss Marjorie Smith (Mr. Forster's secretary) for her marriage to Mr. Kenneth Henderson at St. Barnabas Church, Croydon.

The reception was held at the home of the bridegroom's parents at Malvern.

Another lovely bride was Christine Shattock, daughter of popular Mrs. Marj, Shattock, our Jewellery Buyer. She was married to Mr. Lee Casey on November 1 at Glenelg. They are now living in Brisbane.

To one and all, our best wishes for great happiness.

Pam Wilkinson (Ladies’ Shoe Department) announced her engagement to Mr. Desmond Davis on November 8.

In celebration they invited over 200 guests to a party at the I.O.O.F. Hall, Alberton.

Great joy for Anne and Tom Macklin on November 20. For them, a lovely daughter, Elizabeth Anne. This gives them a "one of each" family.

Genial Tom Macklin, Advertising, is known to many throughout the organisation, through the media of Richardson-Cox.

**DEATH OF MR. HARRY CRANWELL**

It is with deep regret that we record the loss of our colleague and friend Mr. Harry Cranwell.

Harry Cranwell began his association with the company some 33 years ago, under Mr. Herb Reidal, who later became Furniture Controller at Head Office. During the war years Mr. Cranwell went into Government service. Rejoining the company later, he was posted to the Men's Clothing Department under Mr. George Cooper.

Some five years ago he retired—officially that is. But he continued his sterling service as what might be termed a "permanent casual" employee. In this capacity he was invited to become the store's Father Christmas, during this present season. Most willingly he accepted. And having watched him as he carried out this pleasure-giving duty, we like to think that he was as happy as he looked. For Harry Cranwell, at the age of 73, died at his work, in the Toy Department on
November 14. That is why our lasting thought for this good man will ever be: “Peace, perfect peace.”

MINED IN BROKEN HILL

Adelaide’s energetic Sportswear Buyer, Miss Phyl Churchill, accompanied by Valerie Musolino, came to Broken Hill on November 10 to stage a Parade of Sports Wear and Casual Wear. The Parade was a welcome addition to the social round of the “Silver City” and, as the “Barrier Miner” reported in its issue of November 12, Cox Brothers were able to assist another good cause by staging a repeat performance at the South Football Hall to aid All Saints’ Bazaar.

Such parades, both as a company gesture or as good public relations in supporting a worthwhile cause (as instanced at Elizabeth), do much to keep the name of Cox-Foys in high credit throughout the State of South Australia.

There is praise for those who work so energetically to make these features such a success.

THOSE BELLS, AGAIN!

Happy news from the Silver City is that Joan Hafford of the Fashion Showroom was married on September 6. Looking very lovely, Joan became the bride of Ivan Hannan at the Railway Town Methodist Church, Broken Hill. Mr. Hannan, who is on the staff of the Central Power Station, hails from Whyalla.

Most stores claim that the staff is a “happy gang.” We’re no exception. And if the general demeanour of our own little band were not sufficient evidence, the records alone offer proof—in the fact that people do “stick” to their jobs.

The staff cards show a couple of service “birthdays,” and as I look at the details I know a feeling of pride that these milestones have been passed.

On December 10 Mrs. Doris Lewis completed 13 years’ service. With the company since the day she left school, Mrs. Lewis plays a big part in keeping the Office the efficient unit it is.

And since the last issue appeared, Miss J. McKinnon, Manageress of the Showroom, has moved into her eighth year of service.

Coincidentally, we have said farewell to one much-respected colleague. Earlier this year, Mr. Col. Tobin knew great personal grief following the death of his little daughter in tragic circumstances. Mr. Tobin has now sought a change of scene. He is travelling for a firm of biscuit makers.

All wish him well.

In Mr. Tobin’s place we have welcomed Mr. Ivan Davis, and already he is a busy man. Coming to us with 10 years of experience with Patersons, Mr. Davis knows his job. As keen as they come.
No one living in Mount Gambier fails to mention the lakes. For the interest of likely visitors, we remind readers that the Blue Lake is now at its best. It will remain a sight at which to marvel until the end of February.

**A MERRY CHRISTMAS TO OUR FRIENDS, EVERYWHERE**

Smiling bride of Mr. Ivan Hannan is the former Joan Hefford, of the Showroom staff, Cox Bros., Broken Hill. They were married on September 6 at the Railway Town Methodist Church, Broken Hill.

**CAPPUCCINO AT THE “CARIoca”**

Foys at Melbourne Central is a dynamic spot. Things are always moving. Something new is constantly being added.

Latest innovation—and much appreciated public amenity—is the Espresso Bar opened on December 8. Situated conveniently for the store and comfortably for patrons on the Lower Ground Floor, this cappuccino corner has been named the “Carioca.”

Coffee—or tea, if preferred—with snacks suitable to any hour are served amidst splashes of the gayest colour which might be described as “Bandman’s Brazilian Brainwave.” Among the dozens or more blending tones with which Mr. Ken Bandman, Display Controller (who was responsible for the design of the “Carioca”), has adorned ceiling, walls and floor—as well as furniture and fittings—orange, brown and blue predominate. These colours, he explains, are symbolic of the sun, earth and sky, as Brazil knows them.

In the colourful and compact “Carioca” some 50 guests can be served at a time. Take-away luncheons are also available.

**Western Whispers**

Recorded by SYD WRIGHT
(Staff Manager, Foy & Gibson (W.A.) Limited.)

**SANTA SAILS IN!**

The mass and maze of scaffolding that is the new Narrows Bridge under construction entirely blocks the entrance to Perth Water, with the exception of one small section reserved for river craft. Around noon on November 6 permission was granted for one small speed boat to pass through this opening. On board was a very important person.

At the Barrack Street Jetty a large crowd—mostly small children—waited. As the distinguished visitor stepped ashore, he was given a tumultuous reception. Within the hour, Toyland at Foys Perth Central buzzed with happy excitement. Completely settled in his annual residence was—Father Christmas!

Each day he cruises on to the stage in his speed boat. He then comes down the chimney and
makes for a huge and imposing throne. Here he receives the hundreds of little ones who come to gaze with awe—and perhaps a little apprehension. Shyness soon dissolves, however, and heads incline to whisper confidentially into the ear of this old friend, the youngster’s most urgent and important requirements for Christmas Day.

Nor is the Christmas scene set only for the children. All—including ourselves—who have a part to play in Christmas shopping, know new joys. Decorations appear, as if by magic. Christmas carols steal softly from loudspeakers. The tempo of shopping accelerates daily as it builds up to the grand climax of Christmas Eve.

To some people, Christmas, outwardly, at least, is “always the same.” It isn’t, of course. Though the spirit stands fast, conditions change. Fashions alter; new faces appear. More exciting goods come to view. Even the weather varies. At present, we are “enjoying” practically heat-wave conditions. Yet, even warmth in the right place and at the right time can produce increased business, and we are looking forward to bumper trading this Christmas of 1958.

TO ALL OUR FRIENDS IN THE FOY FAMILY, WHEREVER THEY BE, WE SAY WHOLEHEARTEDLY “A HAPPY CHRISTMAS AND A PROSPEROUS NEW YEAR.”

NEW APPOINTMENTS

Mrs. Pearl Brown retired recently, after 26 years’ service with the company as Cafeteria and Catering Manager.

She is succeeded by Mr. John Gardiner. Mr. Gardiner comes from Boans Limited of Perth, where for many years he was well known throughout that store, and to the general public, as Bakehouse and Catering Manager. He commenced duty with Foy’s on September 22, 1958.

With the appointment of well-known mannequin, Mrs. Marjorie McQuilkin, yet another fine service has been introduced at Perth Central. On October 20, Mrs. McQuilkin became Foys Fashion Consultant. Her wide experience in the fashion world is at the disposal of Foys many customers. A West Australian by birth, Mrs. McQuilkin commenced her career in a secretarial capacity with the Winterbottom Motor Co. in Perth. But, for the past 10 years, she has been modelling in every State in the Commonwealth and in the North and South Islands of New Zealand. In Maoriland, she was employed as a stock mannequin by the Classic Manufacturing Company of Auckland. When holidaying in New Guinea in 1954, she even conducted charitable parades at Lae! In 1958 she was modelling for David Jones of Perth, where she was employed until recently.

With Marjorie McQuilkin’s expert advice, the problems of fashion-conscious women in Perth should be speedily solved. As for the gift worries of busy business men, they will be a thing of the past!

ENGAGEMENTS

All joy to those mentioned in the announcements of the following engagements:

Glenda Evans (Cosmetics) to Mr. Brian Bransby, on November 13.

Alwyn Morgan (Order Control) to Mr. Geoffrey Bloom, of Quairading, W.A., on September 27, 1958.

MARRIAGES

One sometimes comes across the description: “It was a quiet wedding.” Well, news has trickled through of a ceremony which the participants kept so quiet that even I didn’t know of it—and I’m supposed to know these things!

Happy bride was Miss Pat Cable, Manageress of the Knitwear Department, who became Mrs. Ray Saunders at St. Peters Church, Victoria Park, on August 9.

The former Pat Cable, Manageress, Knitwear, Foys, Perth, smiles happily after her marriage. Husband Ray Saunders looks happy too!

The youngest woman ever to hold managerial rank here, Pat is a very popular girl with everyone—throughout the Fashion Floor and beyond it. To her and to her husband we now express very best wishes on behalf of her many friends at Foys Perth Central.
Miss Theresa Cordina (Mail Order Section) was married to Mr. Joe Pace on September 27 at St. Michaels Church, Bassendean. The reception was held at the Ashfield Progress Hall.

**SHE DANCED WITH FONTEYN**

Twenty years ago Janice Ericson was born, in Perth. At the early age of 14 years she began to study ballet under Lesley Ellis, who at that time conducted a school of dancing in Perth. She was an outstanding pupil.

The Borovansky Ballet had no more beautiful dancer than Janice Ericson.

—Photo from W.A. Newspapers.

During the Festival of Perth in 1954 Janice Ericson was seen by Jurek Shabelewski. Greatly impressed by her artistry, Shabelewski persuaded Janice to join the Borovansky Ballet. The Borovansky Company was touring New Zealand at that time. She was to join the company, later, in Perth. During the next four years, Janice Ericson toured Australia three times. There was also a four-month season in New Zealand.

One of her most exciting experiences of her ballet career—and probably of her whole life—was when she danced with the famous ballerina, Dame Margot Fonteyn, in 1957. Then came great misfortune. Whilst dancing a movement in the Polovstian Dances in Prince Igor, Janice slipped and fractured her foot. Her dancing career was ended.

Today, Janice Ericson is an efficient ledger machinist in our main office—with memories shared by few girls of her years.

**“BON JOUR, MADAME!”**

On November 3 one caught a subtle breath of the Champs Elysees at Perth Central. The impressive doors of Coiffures de Paris had swung open, to welcome its first patrons.

Through these doors the women of Perth step into the exciting Continental atmosphere of Coiffures de Paris, the ultra-modern hairdressing salon just opened in Foys, W.A.

—Photograph by S. Willson Jones.
Light as fairy floss is the effect of the slim but cleverly contrived partitioning in Coiffures de Paris, in Foys, Perth Central. In each of the angles formed on both sides of the zig-zag screen is housed a treatment cubicle.

—Photo by S. Willsdon Jones

This long awaited ladies' hairdressing salon is situated on the Fashion Floor. It covers an area of 1700 square feet, can accommodate 36 customers at one time, and is fully air conditioned.

Coiffures de Paris is equipped with the back-bend hair washing basins. These eliminate the need for removing make-up. There are 12 automatically controlled hair dryers. The change cubicles are most attractive.

“Vinaflex” tiles in shades of pink and grey cover the floor. Partitioning is formed of “Pane-lyte” laminated plastic, with trimming of maple, and upon this blend of delicate tones a honey coloured light is diffused from panels set in the “egg crate” ceiling. Responsible for the design and decor of this newest service in Foys is our own Architect and Associate Director, Mr. George Wilson. He has created a magnificent asset, both for us and the city itself.

Coiffures de Paris is under the direction of Karl and Gaston Wigger, who represent La Haute Coiffure Francaise and Club Artistique de Paris. To these experts and to their staff of 12 we say “Glad to have you with us!” Under such skilled hands, our customers are assured of hair styling and treatments direct from Europe—hair dressing which heeds the whims of the world's fashion leaders.

ALBANY ALBUM

By KEN DAVIS
(Foys, W.A.)

THE BELLS HAVE BEEN BUSY

If spring is the time for a wedding, this has been an ideal spring, for we have seen no less than three marriages.

The Cliff Turner-Merle McDougall wedding just “made it” in the last issue. The picture, here presented, was not available at that time, however.

Cliff Turner, of Foys, in Albany, W.A., with his bride, Merle McDougall. Mrs. Turner is well known in Albany as a florist.

Then came the marriage of Margaret Hooper, of our Domestic Department, to Mr. Brian Mitchell, a farmer in the Bornholm district. The wedding took place at St. John’s Church on November 1. The couple spent a happy time touring the famous South West.

Finally, Coralie Colmer, of the Grocery Department, took the vows of matrimony with Mr. Geoffrey Gittens on November 7.

WORK CAN BE FUN!

In a recent carpet promotion we made an unusually light-hearted approach to customers. In front of a fine carpet draped to the rear of the window we suspended a fairly large cut-out of two funny-looking little men, in loin cloths,
who were “riding” a flying carpet. A large card carried the legend: “There’s an old Indian proverb.” Then followed some squiggly outlines—purporting to be an Oriental language—which in turn lead to the English translation:—

A CARPET IN THE HOME IS BETTER THAN TWO IN OUR SHOP.

This tickled the public. We photographed this novel display, but taking the picture through the window produced a dark effect which makes it difficult, unfortunately, to reproduce the details clearly in these pages. Instead we present an orchid to ticketwriter Dennis Hall.

FAREWELL

Sad we were, but joyful, when the time came to part company with Mrs. Mary Cotton, Dress Materials. Mrs. Cotton made many friends during her 6½ years with the company, and we were sorry to see her go. But she left for the happiest of reasons—the great joy of married life, rearing children. Again we send best wishes to Mary and Don.

WELCOME

To Mrs. Cotton’s place comes Miss Janice Jewell, who is no stranger in the field of Dress Materials. We hope she will be happy in our ranks.

Welcomes are warm also for Shirley Bartley (Cafeteria) and Michael Barber (Furniture Store).

CONGRATULATIONS

We think of Dennis Hall and his wife. To them a daughter, Ann Yvonne.

Then I can write with great sincerity about Mrs. Ken Davis upon her splendid achievement. A son! And Bruce William are his names.

Of different tenor are our thoughts for Alex Westlake (Buyer Menswear) and Keith Sharpe (Small Goods). Both are lapping up the luxury of Long Service leave.

AU REVOIR

And speaking of welcomes, I am reminded that it is nine years since I myself was welcomed into the somewhat smaller “staff family” which “Service” served in those days. Now the time has come when I have to say “Goodbye.” I am moving on to fresh fields.

My farewells already said, at official level, I leave my final thought to this paragraph. It is that I have derived much pleasure from the recording of those many happenings in the store and in the lives of its people, which help to make the journal the purposeful and representative medium we want it to be, and I hope that my successor as correspondent will not fail to keep Albany not only “on the map,” but well and truly to the forefront in the pages of “Service.”

COLLIE “ON THE LINE”!

By ELSIE DALTON

A VERY HAPPY NIGHT

In the last issue we reported the resignation of our Manager, Mr. W. Wilkinson. To honour him, a very enjoyable dinner and social was arranged for the night of October 1. This was a most favourable opportunity to give, in return, a welcome to our new Manager, Mr. Murray Gaston.

We proudly record that our “Miss Australia” Quest entrant, Miss Pam Dunn, was the winner of the local heat of the Quest and was crowned “Miss Wellington Districts” at a gala ball on October 10. The following week, she spent an exciting three days in Perth attending the final judging of “Miss Western Australia,” eventually named as Miss Carmel Clune.

PICTURE

Miss Pam Dunn, of Foys, Collie, W.A., proudly wears the sash which proclaimed her “Miss Wellington Districts.”

Pam Dunn is an English lass who has been on our staff since January. In the Showroom at first, she now works in the Cash Office.

WHY DIDN’T WE THINK OF IT BEFORE?

We’ve held our first staff barbecue! The bonfire lit on Guy Fawkes night gave us the idea. And how everyone loved this outdoor feast—despite an evening of threatening showers which followed a wet day. The barbecue looks like becoming an annual “must.”

THE “OLD BOY” GETS AROUND!

The recent arrival of Father Christmas here coincided with a school holiday for the Queen’s Birthday. We knew two riotous days! Judging by the expressions on their faces, some of the staff were regretting the passing years. They looked longingly at the kids who stood in line to get a bag of sweets and kind words from Santa.

The store is very gay with decorations, and with warm weather here at last we’re beginning to feel that Christmas really is on the way. Which puts us right in the mood to say to all throughout our organisation:

THE COMPLIMENTS OF THE SEASON

23
DECEMBER THOUGHTS

With Christmas only one month away, we have felt a steady increase in business. The experiences of the past few weeks indicate that this year’s Christmas trading promises to be as exciting as any we have known. Naturally windows are filled with Christmas gifts. The interior of the store is gay with decorations.

Although the fall in the price of wool has concerned most farmers in the district, this has been a bountiful season. The crop harvest should be good.

WE SHOW 'EM AT THE SHOW!

As predicted in the last issue of "Service," Foys new 30 ft. by 18 ft. Show Marquee was a most impressive sight at the annual Katanning Agricultural Show, held on October 24 and 25.

Large and keenly interested crowds witnessed demonstrations of Sewing Machines, K.B.C. Tools, Washing Machines, Lawn Mowers and Coffee Percolators, plus a host of other attractively displayed items.

Miss Dorothy Whiteaker (Haby) deserves a special mention for her demonstration of the "Yo Yo"!

ESCAPE

Len Mosscrop (Hardware D.P.M.) and family had a narrow escape from injury when his car rolled over recently.

SPORT

Foy's girls always seem to make up the nucleus of a sporting team, summer or winter. Rookies Soft Ball team members are Mrs. Ruth Smith (Hosiery D.P.M.), Verlei Addis (Haby), Aileen Pope (Fancy and Cosmetics), Shirley Tyson (Office), June Brockman (Hosiery) and Dorothy Whiteaker (Cosmetics).

The Bowling Club had an influx of new members this season. From Foys are Mr. John Cobby (Assistant Manager), Mr. Ken Meers (Manchester D.P.M.), Mr. "Bunny" Rafferty (Grocery) and Mr. Len Mosscrop (Hardware D.P.M.).

INTER-STORE TRANSFER

Mr. Dick Gledson has been transferred from the China Department to Menswear. His place in the China has been taken by Mr. Vern Usher (Men's Shoes).

MANJIMUP MEMOS

By ROBERT JOHNS

Within a brief period we've had Timber Week celebrations and the local Show. Now Christmas fast approaches. All in all, therefore, things have been moving hereabouts at brisk rate.

"Timber Week" in mid-October saw the erection of "The Gateway to the Timber Forests." This has been built about half a mile from the town
many thousands of pounds, including forest firefighting equipment for the protection of our valued assets. One novel entry was an inter-space rocket. The streets were so capacity packed for this parade that those who tried to look, as well, at the many store window displays, had quite a battle.

Feature of our own main display was a miniature sawmill. Constructed by Mr. Wright (Assistant Manager) it was very well set up. The saw was in motion, and the scene looked very real. In the corner of the window was a tableau depicting men sawing a log. Designed by Mr. Roberts (Despatch), this was a great attraction and drew an endless stream of viewers, from tiny tots to "old hands at the game."

A "Reso" train brought many sightseers from Perth for the week, and although the weather was unkind, they couldn't help but go away with vivid memories of the conducted tours of the mills and other sites of forest activity.

The town's population swelled once more on Saturday, November 22, when people from adjacent centres gathered for the local Show. Foys of Manjimup exhibited in the new display marquee already used at other Shows.

With great pride did we read in the newspapers that Lesley Bourne, formerly of the Mantles, who left us last year to take up nursing, was one of four selected from this State to fly to Adelaide to attend a nurses' convention.

With cricket "on" once more, Mr. Whyte (Manager) and Mr. Browning (of fishing fame) are flat out, trying to beat each other's highest score or lowest "head of poultry" (ducks to you!)! Should be something interesting to report from this field later.

The Social Club is preparing for the Annual Dinner and Social to be held at Christmas. More later.

STOP PRESS

This article will probably appeal to our Branch Control members more than anyone else. Mr. Bourke (Furniture D.M.), Mr. Browning (Menswear D.M.) set off for Walpole recently. On a fishing expedition. Mr. Browning protested all the way down that it was a waste of time. Didn't feel it was his day for fish. However, who should pull in, not only the first, but the first three fish, but ... Yes, you've guessed it! Harry Browning.

Percy Bourke, who is an old hand at this game of fishing, felt hurt. Each then set out to beat the other. But honours finally went to Harry, proving that fish don't choose the lines they get caught on!

Within the small compass of this picture it is not possible to show clearly the details of the saw-milling and logging scenes in the tableaux above the samples of timber. At left, under the awning, the circular saw is about to bite into a huge log. The two figures with saw, at right, were also in motion. Incidentally, the samples of timber are labelled with names which may not be so well known outside the forest area. Consider such names as Red Tingle, Peppermint, White Gum, Spotted Bull Oak, Yate, River Banksia and Prickly Pear.

MOUNT BARKER JOTTINGS

By "GIGGLES" and "BUSTER"

"Hi!" again. For the second time only. We have been so busy that we "missed out" with an issue of "Service." But from now on we should be "in print" each time. There are keen spies on the job nowadays.

Firstly, our congratulations and best wishes to Mr. Trevor Knox upon his appointment as Store Manager, and to Mr. Frank Tutt, who becomes his assistant.

We held a most enjoyable social evening in September, to farewell our previous Manager, Mr. Murray Gaston, who is now in charge of the Collie store. Strictly, it wasn't an "evening" party. It ran on well into the morning hours. Best testimonial reached us later. It concerned Dennis Hall, the ticketwriter from Albany. HE COULDN'T FIND HIS WAY HOME!
Proud are we of Phyllis Aitchison. Our very own entrant in the recent "Miss Australia" Quest, Phyllis missed out in the preliminary judging for "Miss Western Australia." But she was chosen as "Miss South Coast." Miss Aitchison is a member of the Showroom staff.

Our Ball went over well indeed. This year we ran it for Red Cross and showed a net take of £85.

The Mount Barker Annual Show opened on November 1. This year we had the advantage of using the fine Foy "portable" marquee. With its gay striped canvas, Foy banner and flying flags, it was a great sight and proved an excellent "draw."

Most of the time the marquee was packed tight with visitors. To cope with this crowd we, in turn, had a large team of staff and demonstrators in attendance. In the resultant jam there occurred an incident which, in other circumstances, might rate as a "shaggy dog" story. But this actually happened. During one rush period one of the staff sold a radiogram—to another member of the staff!

"It's "Good luck!" to Miss Anne Thomas, who has been appointed Buyer of Drapery, and Mr. Harold Tutt, who has been made Assistant Buyer of Menswear.

Congratulations, too, to Mr. and Mrs. Jimmy Donohoe (Grocery) upon the safe arrival of a bonny daughter. Helped by numerous suggestions from fellow staff, Lynette was the final choice for baby's name.

Main item of the future programme is the Annual Dinner and Social. Of this more anon.

Here must be recorded our congratulations to Meryl Sully and Bill Hall, of Menswear. They have announced their engagement.

Mr. Ron Foreman, Assistant Manager and D.P.M. Furniture, has resigned. He leaves the district to take a position in Adelaide. All wish him good fortune.

Also departed is Miss Blight, Manchester. She has resigned after 13 years' association with that section. She has the best wishes of everyone.

The Narrogin Horticultural Society conducted its Annual Rose Show on October 31. All business houses, banks and the municipal offices "dressed up" for the event. There was 100 per cent cooperation.

Modestly we claim that our own store led the field. The accompanying photograph gives but meagre details of the colourful scene which we contributed. The decorations had to be seen for the true effect to be fully appreciated. Great credit is due to Consie Whitford (Hosiery) and Bill Hall (Menswear) and their helpers for wonderful planning and performance. We offer sincere thanks, too, to Mr. John Parnell, Manager of Brady's Cement Works, for generously lending flower pots, cement troughs, ornamental columns and other items which made our display so outstanding.

A Merry Christmas and a Happy New Year from All at Mount Barker.

News from Narrogin

By STAN NORRISH

At the Annual Meeting of the Social Club, Mr. Peter Newbold was elected President and Miss Meryl Sully, Secretary. Both hold office for 12 months. Peter Newbold is a comparatively new member of the staff of the Domestic Department.

Miss Sully works in the Office.

To our new administrators, best wishes for a successful year. To the past President (Mr. Hiller, Hardware) and his Committee our sincere thanks for tasks most excellently done.

Foreman (to skinny bloke): "No. I can't give you a job. You're not fit for hard labour."

Applicant: "Oh, no? Well, all the judges who put me in didn't think so."

* * * *

Jim: Can your wife cook?
Tim: I'll say! I get concrete examples every day.
AN HONOURED
RETIRED

If, during the past 20 years, anyone had enquired in Foys City Store for an employee named Frederick Toole Dawson, the chances are that there would have been a little head scratching. But whoever asked for “Peter” Dawson would have received the immediate response: “You’ll find him in the Furniture Department.”

It was in this familiar setting that our good old friend greeted customers for a very long time. His “re-christening” as “Peter” dates from the time when one of Australia’s great vocalists was at the peak of his popularity. The tying of this tag on to Mr. Dawson by his friends years ago, took place, undoubtedly, as automatically as Able Seaman Clark is dubbed by his shipmates in the Navy as “Nobby.” In Mr. Dawson’s case it was a happy choice. The nickname was used by all, with great respect, but even more affection.

A farewell handshake for “Peter” Dawson from Mr. J. N. Watt, who has since been appointed Managing Director of Foy & Gibson Limited. This photograph was taken in the “Rooftop” Cafe by Phil Coach.

“Peter” Dawson was another “inheritance” gained by Foys when that once famous Melbourne furnishing house, Ackmans Ltd., relinquished business in 1938. In addition to the stocks of fine furniture, Foys acquired some of Ackmans’ key personnel. Mr. Dawson thus served Foys for about one week short of 20 years.

But as he joined Ackmans Ltd. in May 1915, we are proud to regard “Peter” Dawson as one of the company’s veterans, with a proud record of over 43 years of fine, loyal effort. In Foys, in the earlier stage, Mr. Dawson worked on the selling side in both the Fitzroy and Bourke Street stores, but for quite a long time the City Store knew him as the Supervisor of the Furniture Floor. At Ackmans’ he had been both department and store manager.

On Friday, November 28, our well loved colleague retired. Management arranged a very bright party for him in the “Rooftop” Cafe, to which friends old and new were invited. All sections were represented. His hosts were Messrs. J. N. Watt and A. J. Thomas, Deputy General Managers, respectively, in the Administration and Merchandise fields, together with Mr. Neil Neville, Merchandise Manager, and Mr. Alan Wild, Staff Controller.

On such occasions, tributes are many and, invariably, personal. But never perhaps were words spoken in praise of a man with greater sincerity than those which “Peter” Dawson heard, from all sides, on his last day.

Our distinguished friend retained that dignified bearing which we all know so well, right to the end, but he wore as well an expression of deep happiness, obviously prompted by his long years of proud memories. Here was a man who was looking forward to the enjoyment of his retirement. We hope these well earned years ahead of him will be rich in contentment and good health.

Parting gifts included an electric shaver from the company, a standard lamp and shade from his many friends, with beautiful flowers for the married daughter with whom “Peter” Dawson lives.

The Quiet Corner

Each day brings its light and shade; each week, its anxieties. With what joy, therefore, should we hail that one day of each year whose message is “Peace and Goodwill.” Yet, for some, even Christmas can be overshadowed by memories of great personal loss. Feelingly, we think of:

- Mr. Don Caire, Accountant, Cox Brothers, Hobart, in the loss of his only sister.
- Mr. Alan Gain, Cox Brothers, Newcastle, in the loss of his brother.
- Mrs. Nancy Gray, Boyswear, Cox Brothers, Hobart, in the loss of her father.
- Mr. “Monty” Laughlin, Manager, Cox Brothers, Wangaratta, in the loss of his mother.
- Mr. Ralph Leppard, Foy & Gibson (W.A.) Ltd., Perth, in the loss of his father.
- Miss Deidre Matheson, Head Office, Cox Brothers, in the loss of a beloved grandmother.
- Mrs. Madge Major and her children. Her husband, George A. E. Major, died on November 24. Mr. Major, who was Departmental Manager of the Food groups in Foy & Gibson (W.A.) Ltd., Manjimup, came to Foys from the Manjimup Trading Co. in 1951.
- Mr. Eric Tuohy, Credit Manager, Cox-Foys Adelaide, in the loss of his father.
- Mr. Cliff Turner, Foy & Gibson (W.A.) Ltd., Albany. His father has died.
- Mr. and Mrs. A. Williams of Newcastle, in the loss of their son John, a member of the staff of the Display Department, Cox Bros., Newcastle.

“Thy Will be Done”
Distinguished Service

Recently returned from long service leave is Miss Leah Edelman, Buyer of Ladies' Coats. With some 23 years of fine service to her credit, Miss Edelman decided upon a trip to South Africa, where she has close relatives. Leaving by air, the journey was completed in 32 hours, which is a compelling example of the advantages of air travel. The return trip, by boat, took 14 days!

Leah Edelman stayed mainly in Durban, enjoying the local scene, but she visited Kruger National Park game reserve and Lourenco Marques in Portuguese East Africa.

In welcoming Miss Edelman back, we congratulate her also upon her long and selfless service to the company. May her association with Cox Brothers continue for many years.

Such Stuff as Dreams are Made On...

Fay Farrell (Coats) has just completed what is often described as a “dream” holiday. Leaving Perth on July 29 last, Fay took off for the eastern States, there to embark on the “Himalaya” for a two-month trip to America. This journey took her to San Francisco, Chicago, New York, Washington D.C. and Los Angeles, and many of the beauty spots near to each. Naturally, she went to Hollywood and “lived it up,” on various occasions, at many of the famous night clubs. And, of course, a visit to the film city wouldn’t be complete without seeing the inside of a studio or two. We’re surprised that some producer didn’t keep her there and make a star out of her.

On the way back, Fay nearly missed the boat in Honolulu, and she eventually boarded her ship via a rope ladder, hastily thrown over the side. Just exactly what led up to this dramatic embarkation is being kept a dark secret! Fay “returned to the salt mines” on November 10, looking very fit and well.

Well merited long service leave has also been enjoyed by Laurie Englebrecht, 2 i/c Dress Fabrics. He can claim 28 years’ service with the company, and has seen many changes in the establishment since he joined the staff. With such experience behind him, it would be safe to say that his knowledge of dress materials is second to none.

Engagement

Erica Dawson (Infantswear) announced her engagement to Mr. John Bingham on October 29. Coming to this country with her parents in 1950, Erica completed her schooling here. That she has absorbed the way of life of her adopted
country is evidenced by the high regard in which she is held by her colleagues in business. She has been with the company for 21 years.

John Bingham is to be congratulated upon his selection of a life partner.

**RECENT MARRIAGES**

On September 6 Phyllis Robertson (Office) became Mrs. Adrian Meads. The marriage was solemnised at St. Andrew's, the picturesque church in St. George's terrace. Among the many guests and well wishers who attended the reception at Mt. Lawley's Rosetta Lodge was Phyllis' fellow worker, Pat North.

Mr. and Mrs. Meads are well known in dancing circles in Perth, as both are instructors in one of the city's leading studios.

The knot has been good and tightly tied for Barbara Sparrowhawk (Ladies' Sportswear) and John Creighton. They were married on October 18 last at St. Mary's, West Perth. The reception was held at Cygnet Hall, Crawley Bay. Fellow workers who attended included Dene Keddie (bridesmaid), Olive Cartwright (Jewellery) and "Fluffy" Cameron (Sportswear).

Barbara is not only one of our star salesgirls, but is a most efficient model. She has been prominent in some of our recent fashion parades.

**HE WHO HONOURS HIS FELLOWS IS HIMSELF HONOURED**

By S. H. ELLIOTT

[In the August issue we announced the election of Mr. S. H. Elliott as Mayor of the City of Mount Gambier. Shortly after his accession to office, Mr. Elliott was called upon to officiate at a moving ceremony when 27 people—sometimes referred to as "New Australians"—took the oath of allegiance to the Queen and became Australian citizens. Such ceremonies are held all over Australia nowadays. So many of the men and women who reached Australia from places of unease in Europe, during the post-war years, have found purpose and happiness within our shores. Not content with being "in Australia," they seek to be "of Australia." The naturalisation ceremony is thus of considerable social significance, and in administering the oath of allegiance, the officiating officer—usually the Mayor—could not be other than acutely aware of the tremendous importance, both to his audience and to himself, of the duty which he performs.

As to this, we let the Mayor of Mount Gambier speak for himself. Mr. S. H. Elliott is, as well, the Manager of the Cox Brothers store in Mount Gambier.—Ed. "S."

History tells us of many dynamic characters in the past who were sometimes referred to as "Kingmakers." Of what use, however, is a king without a kingdom? And what constitutes a kingdom? The ruler's subjects: the citizens of the realm.

On balance, therefore, a "citizen maker" would seem to be a prior essential to kingmaking. I am never likely to play the latter role. But I have known the intense satisfaction of playing a vital part in the creation of new citizens, and I can say with deep feeling: "Leave to me, the people."

Amongst my earliest duties following my election as Mayor of Mount Gambier in June last was to conduct a Naturalisation Ceremony in the City Council Chamber. Present with me were Dr. A. J. Forbes, M.H.R., representing the Minister for Immigration; Mr. R. R. Ralston, M.P., Mr. L. E. Densley, M.L.C., of the South Australian Parliament; the Town Clerk (Mr. F. E. Sharley) and, of course, my wife, the Mayoress.

This ceremony also inspired the attendance of some 130 citizens of Mount Gambier. At first, perhaps, it could have been the very "novelty" of such gatherings which drew the curious. The ritual of these ceremonies is so impressive, however, that all who witness them leave the meeting
place with the feeling that they, too, have had a
part to play in a phase of citizenship that is
important—which, of course, it is.

Another most worthy contribution to the happy
atmosphere of these occasions is made by the Good
Neighbour Council, whose members generously
entertain all those who take part in the proceed-
ings at a delightful supper party after the cere-
mony. Sincerely planned on a genuine “let’s-get-
together” basis, these informal parties are held in
either the Reception Room or the Assembly Room.

And present with us were the 27 citizens-to-be.
In the lives of each of these, this ceremony was a
most important stepping-stone. For, in taking the
oath of allegiance to Queen Elizabeth, these men
and women from various European countries were
virtually forsaking the associations of earlier
years. What their respective homelands had meant
to them, in matters like the shaping of character,
outlook and language, were now surrendered, that
they might enjoy the many privileges pertaining
to life in Australia. This country which they had
readily chosen to adopt has now, in turn, warmly
“adopted” them.

According to the national flags which once they
saluted, these 27 new citizens came from nine
countries. There were three from Poland, two
from Roumania, six from Latvia, one from Jugo-
slavia, three from Italy, two from Lithuania, five
from Holland, two from Germany and three from
Greece. As one gazed at the faces of these new
Australians, the mind tended to soar across the
oceans, reaching for a mental glimpse of the places
whence our new friends came. Contemplating
the rough perimeter created by the most widely
separated of the countries named, memory was
involuntarily shocked by a realisation of the size
of this huge area, where war had wrought such
personal havoc. For the homelands of this com-
parative handful of people—only 27 in all—virt-
ually encompass Europe from north to south;
from east to west, if one excepts the great land
mass of Russia.

Riga, the capital of Latvia, is washed by the
Baltic Sea through the Gulf of Riga. Cape Matapan
brusts its cliffs into the warmer waters of the
Mediterranean to become the most southerly tip
of Greece. In Holland, the Dutch have fought

SANTA’S SECRETS

or

A CHRISTMAS TAIL—ON TV

It was a typical department store scene, in November. Father Christmas sat in his
colourful grotto. One by one, the youngsters came to him ... eyes wide-open in wonder ... 
breath held ... shyness momentarily stilling the little lips which were bursting to say: “Can I have a golliwog for Christmas?”

Ah! The sheer loveliness of it all! And, another “Ah!”, as we remember that Christmas,
in 1958, has so much more to offer than grandpa could have enjoyed in, say, 1888.

For the modern department store can carry Santa’s image far from his grotto—on closed
circuit TV. Thus it was that children visiting Butterfield and Massie’s, the well known store
in Barnsley, Yorkshire, could gaze at their white-whiskered old friend from vantage points
throughout the building. After they had left the Toy Department, Santa’s smile warmed
them from TV screens on other floors. Even when they reached the pavement outside, there
was Santa, still beaming from TV sets in the store’s windows.

As children will, many lingered in the street at closing time, to get a last look at Santa
—before he too, shot through to feed his reindeer or attend the other Yuletide chores. The
little eyes were glued to the TV screens as Father Christmas tidied up his grotto. In a
moment, no doubt, the picture would fade out, and Santa would be but a memory.

But what was THIS? Santa was taking off his long, red, fur-trimmed coat! Oh, no!
Father Christmas WASN’T like Daddy, the little minds reasoned. Oh yes he was! Off came
Santa’s big boots. Santa then doffed his tasselled cap—and with it departed the lovely silver
hair. Childish faith tottered, on the brink. But worse followed. Santa removed his whiskers!

Little hands tugged at mother’s. “Can Santa REALLY take off his beard?” trembling
voices asked. Before Mum could think up a reassuring reply, disaster happened. The young-
sters, so dangerously nearing disillusionment, turned from the TV sets with the cry:

“LOOK MUMMY, SANTA CLAUS IS TAKING OFF HIS TROUSERS!”

Back in his grotto, Santa stood in his shirt. Nothing more. At last, he was cool and
comfortable after a hot and trying day. Then his face suddenly turned as red as the coat
he had shed. Someone dashed in—AND SWITCHED OFF THE TV CAMERA!

Aye, science can be a boon indeed—at times!

FOOTNOTE: The following morning store management wrote an urgent memo. From
now on, Father Christmas would change—in the boiler room.
for years to hold back the encroaching North Sea. Eastward, the Roumanians watch the mouths of the River Danube empty into the Black Sea. Some 33 degrees of longitude separate the last named two countries.

From country to country, conditions vary strikingly. As Europe's winter grips the north, farms are snowbound and canals frozen. To the south lie the vineyards of Italy and the olive groves of Greece. Oil flows in Roumania. Tulips bloom in Holland.

But if at the crucial moment of this Naturalisation Ceremony the innermost thoughts of the participants may have turned, momentarily, to the colourful scenes of childhood years, I know that these new citizens of the Commonwealth left the Council Chamber in Mount Gambier with eyes uplifted to the blue skies of their new homeland.

Advance Australia—strong!

FOOTNOTE: Since this was written, Mr. Elliott has conducted two other naturalisation ceremonies. The number of people who have acquired Australian citizenship under his administration is now 58.

TIME BEEPS ON!

Where watches are sold in Australia, no name is better known, we imagine, than that of Farren Price. It has, of course, an especially familiar ring in our organisation, for there are Farren Price units in more than one of our larger stores. The intricate and, so often, very beautiful time-pieces—and here we include many varieties of clocks—handled by Farren Price come from the world's most skilled watchmakers.

But quality does not end here. From time to time the finest watches may need attention. Although many of the best known watches sold today are so constructed that they can be advertised as "shock proof," owners nevertheless may subject these unbelievably intricate little masterpieces to pretty severe treatment at times. A treasured watch thus comes back to Farren Price for attention.

Just as nothing but the finest craftsmanship is built into a good watch when it is made, so must the workmanship involved in examining this watch for later attention be of equally exacting standard. It must be remembered, incidentally, that repair work usually has to be done a long way from the original factory. In the case of Australia, this is carried out at the other end of the earth. Only the most modern equipment and techniques are employed by Farren Price in fulfilling that part of its functioning which comes under the all-embracing heading of "Watch Repairs."

Among the "tools of trade" employed by Farren Price nothing is more fascinating than the Vibrograf. This is such a compact mass of electronic gear that it is difficult to describe in detail without becoming very technical.

To speak simply, therefore, we might liken the Vibrograf to a miniature broadcasting station. A watch brought in for attention is clamped to a stand which holds a tiny microphone. The sound of the "tick" is immediately amplified through an equally tiny loud speaker, and the resultant sound (quite audible to the owner of the watch, if he happens to be standing nearby) sounds for all the world like the "beep beep" of a space satellite in orbit.

This series of sounds alone can give warning of anything amiss to the skilled operator of the Vibrograf. But this wonderful little machine does even more. On a paper tape, exactly those used in adding machines, a series of "dashes" is printed. Where the "beep" is the rendering of the ticking of the watch in sound, the markings on this tape are a visual record of the ticking.

In this busy corner of the Farren Price counter in Foys at Melbourne Central, Paul Foreman clamps a watch to the microphone of the Vibrograf. Behind him is Farren Price Manager, Ken Craig, his right hand resting on the Vibrograf. The lid was opened in order to give a better impression of the intricate Vibrograf mechanism.

—Photograph by Phil Coach, Foys.

As this moving tape edges its way out of the Vibrograf, it passes over an illuminated panel of frosted glass which backlights the printed dashes in silhouette. At the same time, the tape runs underneath a small round disc in which a series of slots have been cut, rather like the grating over a street drain.

When a watch is in perfect working order, the printed dashes made by the Vibrograf on the moving tape should be in perfect straight lines which will correspond exactly with the openings in the slotted disc.

It is at this stage that the cleverness of those who designed the Vibrograf is revealed. For if the
line of printed dashes begins to run "crookedly" (as the result of some mechanical fault in the watch), the watch-maker can revolve the slotted disc until he has brought the openings exactly over the printed marks. As he moves the disc, however, an arrow on its outer edge traverses a circular scale, and when this arrow comes to rest it points with great accuracy to a figure on the finely calibrated scale which indicates the extent, plus or minus, to which the watch mechanism has erred from what might be called its "standard" of accurate movement.

Thus, virtually, without having to open the watch to examine its mechanism even casually, the watch-maker is informed by these sound and sight readings, from the Vibrograf, of much—and, sometimes, all—that ails the faulty watch. He can then proceed with great knowledge and much saving of time to give what other attention is necessary.

Thus, a watch taken to Farren Price for checking or repair undergoes a diagnosis which it would not be unfair to compare with the examination of a sick patient by his doctor.

On the Farren Price counter in Foys at Melbourne Central it is skilled watch-maker Paul Foreman who is usually to be seen manipulating the Vibrograf. Mr. Foreman is a member of the Horological Guild of Australia. Equally familiar with the fascinating performance of the Vibrograf is the Manager of Farren Price, in Foys, Mr. Ken Craig.

**OUR FRIEND, THE CUSTOMER**

(Submitted by Warren Bottomley, Cox-Foys.)

Whether we greet her in person, by telephone or by mail, our friend the customer is a most important person.

Our friend the customer is not dependent on us. We are dependent on her.

Our friend the customer is not an interruption to our work. She is the purpose of it.

We do no favour in assisting her. The favour is ours in being given the opportunity to help her.

Our friend the customer is not an outsider to our business. She is part of it.

Our friend the customer is not a cold statistic in the store's accounting system. She is a flesh and blood human being with feelings and emotions—just like our own.

A customer is not one with whom to argue nor against whom we should match our wits. No one ever won an argument with a customer.

The customer puts before us her needs. It is a challenge—and the means of our livelihood—to meet her wishes in a manner that is profitable to her and to ourselves.

May we be ever ready to meet each challenge of our friend, the customer.

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When Maxine Cluning, of the Bakehouse, Foys, Perth, was married recently, these girls from the Deferred Payment section were there to wish her well. From left, Joy Green, Janet Lasky, Eileen Lauchlan, Pat Johnson, Mrs. Pat Spittles, Roma Mears, Reidun Stene and Margaret Ridge.

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