HALF YEAR BRINGS NEW RECORDS.
Ordinary Dividend
At Rate Of 10%
all other recreational facilities for children. But it must not be forgotten that Walt Disney had acres of rolling country upon which to build his wonderland, whereas Foy's Fun Park was built five floors up from the pavement in the heart of a busy city.

In making this report, however, we seek to make no comparisons — except to remark that whereas the Japanese innovations were planned and are used for the enjoyment of children, the impact of Foy's Rooftop Park upon the people of Melbourne was such that it excited an almost equally magnetic pull upon grownups. It is estimated that nearly 250,000 people visited the Fun Park. It is also known how many tickets were issued to those youngsters who sampled all the fun of the fair. And between these two figures is a pretty solid number. To a fair extent, this represents the many parents and others who accompanied children to the Park. But it includes as well larger numbers of adults who visited Foy's roof day after day. They had two objectives. To share the fun of watching the kids having the time of their lives—and to find a place to sit down. For although Melbourne is often—and rightly—described as a city of parks and gardens, the inner square mile of the metropolis hasn't—as yet—a great number of oases, or even seats, for the wearying pedestrian.

On Foy's roof deck of fun and fantasy, however, were plenty of seats under shading beach umbrellas and many were the adults who found it far preferable to sneak a quarter of an hour's rest, under the blue of the sky, rather than get bunched up with hundreds of other Christmas shoppers in a crowded cafe. And here it should be mentioned that Lady Luck was an early—and constant—visitor to the Fun Park. Throughout the 60 days of its enchanting existence, there was scarcely a cloud in the sky. Day after day the youngsters who made Foy's Fun Park the exhilarating scene it was, played outdoors to their heart's content, in healthy, clear sunshine.

Which possibly explains the remark overheard as a woman left the elevator at the Fifth Floor level, in other words, on the fabulous Roof. This customer (who would have farewelled her teenage years many summers before) declared in tingling tones: "My friend and I have been up here twice a day for the past week!"

If Foy's Fun Park had one drawback this was not noticed by its young and enthusiastic supporters. But it is a fact that the site of the kiddies' carnival was so large—it followed the building lines of the city store for almost the full length of both the Bourke and Swanston streets—that it was not easy to photograph the area "all in one piece" by normal means. The "Sun" newspaper, however, entitled this problem in its splendid fashion. It sent its photographer aloft—in a helicopter! The remarkable picture which accompanies this article was the result.

For the benefit of readers who are not familiar with the Melbourne scene, the thoroughfare running off to the left of Foy's City Store is Swanston Street. The other is Bourke Street, main shopping artery of the capital. The excellent photograph shows the layout of the Fun Park with remarkable clarity. The area of this "headquarters of fun" is "L" shaped. The rectangle which it "encloses" is occupied by Foy's Roof Cafe. Study the picture closely. At the extreme left is the Merry-go-round. Next to it, an open space where the youngsters enjoyed their rides on tricycles and other wheeled toys. Near the corner are the Swing Boats, under whose umbrella a group of young refugees from the Beach Umbrellas running from the Merry-go-round to the Swing Boats sheltered a bank of seats mounted on the west wall of the Cafe. This was a very popular feature. Two or three times every day the whooping and hollering of a group of youngsters found no time to sit down, anyway!

Where the wall of the Rooftop Cafe turns to face the South, it carried a series of distorting mirrors which lured the youngsters by the thousand, their grotesque reflections leaving them helpless with laughter. There, too, was a refreshment kiosk where iced pure fruit juice sold in endless gallons. The large circular structure to the right was another "Merry-go-round"—but with a difference. Instead of mounting a wild-eyed horse, the young voyagers embarked in little boats floating in real honest-to-goodness water. This attraction never lacked its queue of eager Marco Polos. Across the way from the Water Boats was the highly popular Fairy Floss Kiosk. Dodging hundreds of passing youngsters as they ate their way through these blobs of pink fluff was a constant hazard for all others whose business took them anywhere near the Fun Park.

On the far right of Foy's roof stand the Boiler House and the Maintenance Workshops, but to ensure that youthful illusions were not shattered, these two harbours of mundane activity were brilliantly masked behind false walls. Any Melbourne youngster will tell you that those two frontier forts on Foy's Roof were ready for any maraudin' Injun!

But, without question, the feature of the Fun Park which gave the widest pleasure to all the young patrons was the Wild West scene. This was the large elliptic shaped arena to be seen atop the nearest corner of the building. In the centre (the darker patch) assorted vegetation (in hidden pots) gave a realistic impression of Wyatt Earp's scrub country. And round and round the "Sunset Trail" (that is, between the purple sage and the fence) lumbered a beautifully made, scale model, stage coach, pulled by two loveable Shetland ponies. The driver might have stepped straight out of Wagon Train. A ride in this coach was a "must" for every youngster.

Moreover, these young passengers saw more of the Wild West than this helicopter picture reveals. For, running right across the corner of the building (just behind that part of the parapet which bears the name "FOYS") was a huge piece of scenery worthy of any professional stage—or film. On this were depicted all the familiar features of what we have come to accept as a typical cowboy town. There was the Saloon, complete with first-floor balcony; "Old Dad's" Barber shop; a Chinese laundry and a livery stable on which hung genuine Texan saddles.

On occasions like this movement is essential. The stage coach wasn't large. The Shetland ponies covered their ground at a most sedate pace. Meanwhile the young queue-makers clamoured for a ride. So those who couldn't travel by Wells Fargo were accommodated in a wierd and wonderful trackless train with a "Casey Jones" engine which, somehow incongruously perhaps (although not one youngster seemed to notice any anachronism), puffed along the Sunset Trail to find the stage coach!

Today the scene has changed—like a fade-out in a Western film. The Saloon has been dismantled; the Water Boats have gone. No longer is heard the crackings of the primitive springs of the stage coach. But there are those in Foy's who maintain that up on the roof you can still hear echoes of the voices of thousands of happy children.
LONDON MANAGER ON AUSTRALIAN VISIT

Mr. C. Hugh Limb, Manager of the London Buying Office of Cox Brothers and its associated companies, will be in Australia from the 9th March until 13th April.

Prior to August, 1955, when the control of Foy's in Australia passed to Cox Brothers, Foy & Gibson Limited had its own Buying Office in London. This vigorous representation was of very long standing, the office having been opened in 1874, when the new department stores in Australia did their buying direct in these far-off days. The usual practice was for buyers from the large warehousing companies in Flinders Lane in Melbourne and York Street in Sydney.

For many years, Cox Brothers also bought directly from manufacturers through a London agent, C. H. Sippe & Sons Ltd. But, in 1938, when Mr. Carthew opened its own buying office, Mr. A. I. Carthew (now Managing Director of Snows in Sydney) was its first manager. When Mr. Carthew returned to Australia early in 1955, Mr. Limb succeeded him. Later in that year, following the Cox-Foy merger, the two London Buying Offices were amalgamated. Foys London Manager, Mr. Robert Thomson (who had joined the staff as a lad in the opening year, 1897), resigned, and Mr. Hugh Limb became the leader of a team (including some former Foy buyers) which comprises the English representation of all our Australian companies.

To many within our Australian ranks the signature of Mr. Limb is well known and, we feel sure, his genial personality apparent, as the result of correspondence. Those who have visited London know him still better as an able administrator and a man of most agreeable nature. Now, many more, we hope, will come to know and like Hugh Limb.

Circumstances require that this will be little more than a flying visit, in more senses than one. He will, however, visit all states and as he is to return to London via Tokyo he will be an early visitor to our new office in Japan.

FORWARD MOVE WITH DEBENTURE INTEREST

As was announced throughout the Australian press on 29th January, Cox Brothers (Australia) Limited has increased the rate of interest on its debentures from 6 1/2% to 7%, as from 1st February. Reflecting the great expansion of the company's interests and progress since the first issue was made, the security for debentures has now been substantially increased by the addition of no less than five subsidiary companies as guarantors. Previously, the parent company's borrowing limit was an amount equal to 1 1/2 times shareholders funds. This margin has now been raised to three times that figure.

These modifications have been made with the full approval of the Union Trustee Co. of Australia Ltd., the trustee for debenture holders.

"Open Sesame!"

When the magician of our childhood fables waved his magic wand and expected big things to happen. But if all the old-time weaknesses and glamour, and other accidents had got together and worked as a team, we doubt if they could have produced anything more than a week in which our record in creating new outlets for our service to customers.

Since the last issue of "Newsletter", four new stores have been opened. Three of these are in New South Wales, the other in Victoria. In the Sydney metropolitan area, Snows has opened branches at Campsie and Penrith, whilst our recently acquired subsidiary, Foy's London Manager, is in Woollahra. The store which opened in 1874, its name is Rosanna. The Rosanna store has a single but wide window. It gives the impression of even greater width because it is offset from the building line. The terrazzo treatment of the pavement has been extended to the surrounding wall surfaces. Within, the pastel shaded decor is made gay by the brighter white areas of the ceiling. The store contains a staff luncheon room and there is a loading dock at the rear.

Manager at Rosanna is Mr. Ian Murray, who leads a staff of seven.

Mr. C. V. Warne, now Manager of New Buying Office in Osaka, Japan.

Mr. C. V. Warne leaves for Japan.

In the late afternoon of Monday, 8th February, Sir Frank Richardson gathered all Head Office executives around him, to drink a toast to Mr. Vic. Warne on the eve of his departure for Japan where he begins a new phase of his bustling career with the company, as manager of our new Buying Office in Osaka.

Unlike the householder moving into a new home, who may have to spend days "putting the pictures up", Mr. Warne was able to walk straight into a well-furnished, completely equipped suite in the fine Mercantile Bank Building in Osaka. Mr. A. E. Brown, Merchandising Director, who was already in Japan, had taken good care of all these preliminary details. Latest advices from Mr. Brown state that all his staff are well and comfortably secured and that the office is already functioning smoothly.

In his early weeks in Japan, Mr. Warne will not be "lonely", for, in addition to Mr. Brown, he will have the company of Mr. Herbert Gunby, Merchandise Controller and an Associate Director of Foy & Gibson (W.A.) Ltd, who is visiting Japan on a scheduled buying mission. Later this year Mr. Warne will be joined by his wife. It is likely that Mr. and Mrs. Warne will remain in Osaka for at least two years.

NEW H.O. CONTROLLER OF MEN'S AND BOYS' CLOTHING

Mr. Arch Griffiths has been appointed Controller of Men's and Boys' Clothing at Head Office, in succession to Mr. Vic. Warne, who has gone to Japan to take charge of the company's new Buying Office in Osaka.

To many of those whose work is linked with his departments, Mr. Griffiths is no stranger, for, as a former men's store executive at Foy's, he was an active co-operator in this buying field from the time of the merger between the two companies. At the time of his appointment on the 25th January, however, Mr. Griffiths was Store Manager of Foy's in Smith Street, Collingwood, a position he had held since January, 1937. On the 25th January, however, Mr. Griffiths was Store Manager of Foy's in Smith Street, Collingwood, a position he had held since 1937. At the time of his appointment on the 25th January, however, Mr. Griffiths was Store Manager of Foy's in Smith Street, Collingwood, a position he had held since 1937. It is likely that Mr. and Mrs. Warne will remain in Osaka for at least two years.

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LOOKING THROUGH OTHER PEOPLE’S WINDOWS

A decade or two ago it was customary to regard only department buyers as those cogs which would assist the retail machine by viewing overseas markets. At longer intervals, perhaps, the Merchandiser Management itself would embark for London. The Manager, too, would “keep in touch,” with occasional travel.

Nowadays, many store people who board planes to distant countries do not seek merchandising. The modern trend is to let the specialists learn more about his particular field by watching the “other fellow” at work. The systems expert can become still wiser by studying methods that are used, in series of department stores in U.S.A. The advertising man stimulates his developments by chatting to his “opposite numbers” in stores abroad. Not so long ago, one well-known store in Manchester sent its foremost carpet off to the United States to gain the latest “know how” in store maintenance techniques.

In our own ranks, such a voyage of discovery has just been completed. Mr. Ken Bandman, Display Controller of Foy’s, Melbourne, returned on Christmas Eve from a whirlwind tour of the United States. He flew to San Francisco, continuing on to Chicago, New York, Washington, Dallas, Los Angeles and Honolulu.

**A Display Man Is Versatile**

In the modern department store, that complex function known briefly as “Display” embraces far more than the dressing of windows. Vital and rewarding though beautiful windows may be, they are but one aspect of a display man’s challenge. His, the subtle task of holding the customer’s interest after she has been “won into” the store, by the attraction of what a window contained.

Distinction must be given to internal displays. Eye-catching methods of displaying merchandise on counters, special fixtures or wall storage must be an “invitation” to the customer to penetrate further and fasten her attention on the display. To gain her interest in department stores, she now insists on thought of visiting at the moment of entry.

This, in turn, calls for clear, tasteful but compelling direction signs or other examples of the signwriter’s craft, relating to special promotions and the like. The choice of colour, style and size of lettering all play an important part. In the creation of departments or the layout of a new floor, display experts are in constant demand. His may be the final word in the selection of paint for a strategic pillar; to decide the position—or its shape. To devise an exotic—or extremely practical—form of “background” decoration.

Making For Better Living

Those who work in large stores have witnessed the transformation at Christmas time. With colour, gilt, tinted glass or painted wood, the display men create such an aladdin’s Cave atmosphere of brightness, warmth and welcome that the man-in-the-street is literally drawn into the store to enjoy the beauty and surrounding. This bringing of pleasing colour and taste in design to the public eye must, quite often, be a tonic to the trade which, at other times, may be living in a strongly utilitarian surroundings.

With such thoughts as these in mind it becomes easier to understand the present trends in which the eyes of Mr. Bandman would rove as he contemplated the interiors of some of America’s famous stores. The Emporium and I. Magnin in San Francisco; Marshall Field’s in Chicago; Macy’s, Gimbels, Saks Fifth Avenue, Lord and Taylor of New York; or Bloomingdale’s, London. Why, the fabulous “oil millionaires’ paradise”, the Neiman Marcus store in Dallas, Texas. The fertile mind of Ken Bandman has absorbed much. What he then learnt, coupled with his own instinctive flair for good display, will be made manifest, in our own domain, in the months before us.

THE GOOD SALES ASSISTANT...

... Not only sells merchandise but the SERVICE the product renders.

What makes it fashionable or desirable? Why is it distinctive, comfortable or useful? Where a trade name is involved, what is the manufacturer’s claim for his goods? What does he guarantee?

**“Out-Of-Town” Stores Popular**

If there was one development outside his immediate concern which held Mr. Bandman’s keen eyes throughout his American tour, it was the phenomenal growth of the out-of-town store. The larger and more long-established department stores in the great cities of the U.S. (where the density of motor car traffic is the highest in the world) have been compelled to branch out into the open country in order to meet and greet the customer who finds it almost impossible to gain access to the original store because of the car-congested roads.

At distances up to 25 miles from the parent root, well-known stores like Macy’s, Marshall Field’s, Bloomington, and Gimbels’, to mention but a few, have launched “satellite stores”! Nor are these new sites, which are very large, “satellite” stores. Huge areas of the surrounding land are laid out as magnificent car parks. In many places these now bear the name of 2,000 vehicles. An odd feature of many of these out-of-town is that they are designed without windows. It is argued that the woman who travels a fair distance by car to do her shopping is likely to be a woman in a hurry. Why distract her, therefore, with eye-catching displays on the external walls? “Get her on” is the motto. Once inside, the displays of merchandise and the decor are so arranged as to win her immediate and lasting interest.

If this growth of the satellite store has one more message for Australia it could be found in the selection of some of the best-known American stores.

"1st RETURN, THE MOON, PLEASE!"

The way things are moving, many of us may expect to see our big stores complete with convenient restaurant offices. For this lunar commuting should become commonplace, we shall undoubtedly have a stock of tickets on hand. Meanwhile, we are already in a position to travel with the latest “know how” in store maintenance techniques. Since this picture was taken, a week or two ago, the steel work has risen higher still and concrete for two floors has been poured.

THOMAS A. FOSTER

Throughout his long period of service Mr. Foster held wise counsel and assisted me to the task, contributed much to the company’s success. He was kind, nice and never failing good humour were assets of equal worth, however, in that he constantly brightened our paths.

That is how we had remembered Tom Foster. Consequently, his sudden death on 15th January of Mr. Henry David Foster, bringing knowledge and wise counsel was exclusively his. There are still today, in our ranks, they, like the company itself, will long remember Thomas Foster as the fine man he was.

**OBITUARY**

### Thomas Anthony Foster

1933 and worked for a long time in the Bourke Street store. In 1946, he was appointed until his retirement Head Office Footwear Manager, in the responsible position he held in 1956.