EDITORIAL.

As readers of "News Service" know, a special article is devoted in each issue to BRICKBATS AND BOUQUETS. These terms are applied to differing types and letters received from customers by various Departments. The term, "BRICKBATS," is used when a letter makes a justifiable complaint regarding faulty, or poor service; "BOUQUET" is applied in those instances where a customer thanks the Firm for some particularly satisfactory performance.

That special article this month only features a bouquet. We thought it desirable to apply this Editorial to a fruitful source of brickbats, and one which is, unfortunately, too prevalent at the present time.

Briefly — Many customers are NOT being answered as promptly, or as efficiently, as they should be! In some lamentable instances brought to notice, THEY ARE NOT BEING ANSWERED AT ALL! Without assuming the role of carping critic, or of a domineering schoolmaster, it is reasonable to state that each of these deviations warrants a brickbat. A valued member of the public has gone to the personal trouble of putting a request, a complaint, or an inquiry into writing — a procedure that amply warrants the courtesy of a prompt, and informative, reply. No letter should ever be allowed to lie dormant simply because it's "a bit of a nuisance" at the time of receipt, to institute an inquiry, and to forward a reply.

We pride ourselves on our excellent reputation and on the happy relationship we enjoy with countless thousands of customers. Any failures of the type referred to in the foregoing helps to say that reputation, for they, certainly, are all in the category of very poor customer service.

If it's good enough to receive a letter that warrants a prompt reply, don't delay in sending that reply! It's good manners, it's good business, and it's application that every sound principle of doing to others, what you rightly appreciate being done to yourself.

And — while we're on the subject of correspondence — these remarks apply with equal force to letters from suppliers, and to inter-organization memoranda, neither of which can be lightly regarded, and both of which play an important part in the efficient development of our organization.

PERSONALITY OF THE MONTH.

On leaving College, our PERSONALITY's first employment was with the firm of Fuller, King & Coy., Accountants — employment designed to equip him for the subsequent administrative, and directive, tasks that were to be undertaken. After two years in this field, Mr. Bowring returned to Mildura, there to resume that active contact with the Store that had been evident in prior generations.

It is refreshing to pause at this stage in our PERSONALITY's history, and to reflect on the long procession of events that marked the family story down the years. The evidence of old ledgers shows that a Store was established in Mildura in 1859 — long prior to the better-known association of the Bowring family with the district. In 1874, this Store was purchased by Bruce Bowring's grandfather, and a prosperous business expanded to include trading to such centres as Bourke, Wentworth and Menindee. Much of the transport took place along the Murray and Darling rivers, and steamboat trading of that long-past age assumed the proportions of a miniature Mississippi activity. It is further recorded that Bowring's Store had its own Store currency, and the name of the Firm was synonymous with fair dealing, good value and a broad readiness to assist struggling settlers in times of seasonal, or economic depression.

In such an atmosphere, the young storekeeper acquired more than a passing knowledge of the requirements of country trading. From 1935 till late 1940, experience was gained in all phases of Store retailing, and, finally, as Accountant and Assistant Secretary. In 1940, Mr. Bowring married. Towards the end of the same year, he enlisted for active service with the 2nd A.F., and was called up. In this connection, it is worthy of note that Mr. Bowring had qualified for an Army commission in 1938. His induction into the wartime Australian Army carried with it the rank of Captain.

The year 1941 saw our PERSONALITY with this rank in the 2/22nd Battalion of the renowned 8th Division. He transferred to the 2/29th Battalion prior to service in Malaya, and was, later, advanced to the rank of Senior Captain. For meritorious service in Muar Road and Singapore Island, the young Captain received the Military Cross and was "Mentioned in Despatches" — tributes to his courage and undoubted initiative. Two cataclysmic events, viz., the fall of Singapore and the Japanese invasion of Malaya, saw the soldier — like so many other Australian soldiers — a prisoner of war for the next three years (1942-1945). Part of this period was spent on the famous ( or infamous ) Death Railway. But, at no time, was there any feeling but certainty in the mind of our PERSONALITY that release from prison-camp; it saw his return to Australia, reunion, and reunion, and reunion, and reunion.

In such an atmosphere, the young storekeeper acquired more than a passing knowledge of the requirements of country trading. From 1935 till late 1940, experience was gained in all phases of Store retailing, and, finally, as Accountant and Assistant Secretary. In 1940, Mr. Bowring married. Towards the end of the same year, he enlisted for active service with the 2nd A.F., and was called up. In this connection, it is worthy of note that Mr. Bowring had qualified for an Army commission in 1938. His induction into the wartime Australian Army carried with it the rank of Captain.

The year 1941 saw our PERSONALITY with this rank in the 2/22nd Battalion of the renowned 8th Division. He transferred to the 2/29th Battalion prior to service in Malaya, and was, later, advanced to the rank of Senior Captain. For meritorious service in Muar Road and Singapore Island, the young Captain received the Military Cross and was "Mentioned in Despatches" — tributes to his courage and undoubted initiative. Two cataclysmic events, viz., the fall of Singapore and the Japanese invasion of Malaya, saw the soldier — like so many other Australian soldiers — a prisoner of war for the next three years (1942-1945). Part of this period was spent on the famous ( or infamous ) Death Railway. But, at no time, was there any feeling but certainty in the mind of our PERSONALITY that release from prison-camp; it saw his return to Australia, reunion, and reunion, and reunion, and reunion.

In such an atmosphere, the young storekeeper acquired more than a passing knowledge of the requirements of country trading. From 1935 till late 1940, experience was gained in all phases of Store retailing, and, finally, as Accountant and Assistant Secretary. In 1940, Mr. Bowring married. Towards the end of the same year, he enlisted for active service with the 2nd A.F., and was called up. In this connection, it is worthy of note that Mr. Bowring had qualified for an Army commission in 1938. His induction into the wartime Australian Army carried with it the rank of Captain.

The year 1941 saw our PERSONALITY with this rank in the 2/22nd Battalion of the renowned 8th Division. He transferred to the 2/29th Battalion prior to service in Malaya, and was, later, advanced to the rank of Senior Captain. For meritorious service in Muar Road and Singapore Island, the young Captain received the Military Cross and was "Mentioned in Despatches" — tributes to his courage and undoubted initiative. Two cataclysmic events, viz., the fall of Singapore and the Japanese invasion of Malaya, saw the soldier — like so many other Australian soldiers — a prisoner of war for the next three years (1942-1945). Part of this period was spent on the famous ( or infamous ) Death Railway. But, at no time, was there any feeling but certainty in the mind of our PERSONALITY that release from prison-camp; it saw his return to Australia, reunion, and reunion, and reunion, and reunion.

In such an atmosphere, the young storekeeper acquired more than a passing knowledge of the requirements of country trading. From 1935 till late 1940, experience was gained in all phases of Store retailing, and, finally, as Accountant and Assistant Secretary. In 1940, Mr. Bowring married. Towards the end of the same year, he enlisted for active service with the 2nd A.F., and was called up. In this connection, it is worthy of note that Mr. Bowring had qualified for an Army commission in 1938. His induction into the wartime Australian Army carried with it the rank of Captain.

The year 1941 saw our PERSONALITY with this rank in the 2/22nd Battalion of the renowned 8th Division. He transferred to the 2/29th Battalion prior to service in Malaya, and was, later, advanced to the rank of Senior Captain. For meritorious service in Muar Road and Singapore Island, the young Captain received the Military Cross and was "Mentioned in Despatches" — tributes to his courage and undoubted initiative. Two cataclysmic events, viz., the fall of Singapore and the Japanese invasion of Malaya, saw the soldier — like so many other Australian soldiers — a prisoner of war for the next three years (1942-1945). Part of this period was spent on the famous ( or infamous ) Death Railway. But, at no time, was there any feeling but certainty in the mind of our PERSONALITY that release from prison-camp; it saw his return to Australia, reunion, and reunion, and reunion, and reunion.
But — we are not without our BOUQUET! Here it is —

"20 Babbage Avenue, Werribee.

The Managing Director,


Foy's.

I feel I must bring to your notice the courtesy, civility and attention I received from your City Coronet Department last Tuesday.

I find it quite a pleasure to deal with your Emporium.

Yours truly, —

(Mrs.) BETTY B. RUTTER."

(Editor's Note: This lady attended on several occasions and received the assistance, and advice, of at least three members of the staff — one of whom was a junior. On each occasion, Mrs. Rutten assured her personal satisfaction at the service she, rightly, received.)

The quoted letter has been duly acknowledged by the Managing Director, Mr. J. N. Watt.)

ENGAGEMENTS

Sincere congratulations are conveyed to the following staff members, whose engagements have been recently announced:

Mr. Garth Manton, City Store, to Miss Susan Clare Landy.
Miss Leona Coolahan, Babywear, Colac, to Mr. P. Pekin.
Miss S. Robinson, Babywear, Ebraro, to Mr. R. Lacey.

MARRIAGES

Every good wish for future happiness, health and prosperity to the following personality, who recently celebrated his wedding:

Mr. Frank Parker, Shepparton branch of Myers, Bendigo.

BIRTHS

The many friends of Miss Grace Goodbrand, former Welfare Officer for Foy & Gibson, and an honoured employee for 14 years, will regret to learn that the lady has been in indifferent health for some time. At the moment of writing this paragraph, Miss Goodbrand was an inmate of the Queen Victoria Hospital, but latest reports state that she is making an excellent recovery from her ill-health. May that improvement continue until our former colleague is permanently restored to good health.

With the rapid approach of our Chadstone enterprise, more than ordinary interest is attached to the recently-circulated list of managerial appointments. Staff selected to fill these important positions are as follows:

Men's Wear: Mr. S. Cotton.
Boys' Wear: Mr. E. G. Jackson.
Girls' Wear: Mrs. N. L. Hawkins.
Hardware: Mr. K. Ninnis.
Furniture and Carpets: Mr. G. McLeod.
Manchester and Undergarments: Mr. A. Chambers.
Soft Furnishings: Mr. J. Walker.
Footwear: Mr. S. Sanderson.
Cosmetics and Underwear: Mrs. Z. Johnstone.
Ground Floor: Mrs. Z. Adams.

To all the appointees, "News Service" conveys its best wishes for a bright and prosperous future.

Recent references in this periodical continues to excite great interest amongst the zealous souls who gave great service to Foy's in the years that have passed. "Elizabeth," of Friendly Door fame, recently drew our attention to an octogenarian lady, who worked at the great Smith Street Store in the 90's of last century. The lady is Mrs. E. Marschner, of 222 Camberwell Road, Camberwell, whose activities have been recently announced.

The quoted letter has been duly acknowledged by the Managing Director, Mr. J. N. Watt.)

But — we are not without our BOUQUET! Here it is —

"20 Babbage Avenue, Werribee.

The Managing Director,


Foy's.

I feel I must bring to your notice the courtesy, civility and attention I received from your City Coronet Department last Tuesday.

I find it quite a pleasure to deal with your Emporium.

Yours truly, —

(Mrs.) BETTY B. RUTTER."

(Editor's Note: This lady attended on several occasions and received the assistance, and advice, of at least three members of the staff — one of whom was a junior. On each occasion, Mrs. Rutten assured her personal satisfaction at the service she, rightly, received.)

The quoted letter has been duly acknowledged by the Managing Director, Mr. J. N. Watt.)

Sincere congratulations are conveyed to the following staff members, whose engagements have been recently announced:

Mr. Garth Manton, City Store, to Miss Susan Clare Landy.
Miss Leona Coolahan, Babywear, Colac, to Mr. P. Pekin.
Miss S. Robinson, Babywear, Ebraro, to Mr. R. Lacey.

Every good wish for future happiness, health and prosperity to the following personality, who recently celebrated his wedding:

Mr. Frank Parker, Shepparton branch of Myers, Bendigo.

The many friends of Miss Grace Goodbrand, former Welfare Officer for Foy & Gibson, and an honoured employee for 14 years, will regret to learn that the lady has been in indifferent health for some time. At the moment of writing this paragraph, Miss Goodbrand was an inmate of the Queen Victoria Hospital, but latest reports state that she is making an excellent recovery from her ill-health. May that improvement continue until our former colleague is permanently restored to good health.

With the rapid approach of our Chadstone enterprise, more than ordinary interest is attached to the recently-circulated list of managerial appointments. Staff selected to fill these important positions are as follows:

Men's Wear: Mr. S. Cotton.
Boys' Wear: Mr. E. G. Jackson.
Girls' Wear: Mrs. N. L. Hawkins.
Hardware: Mr. K. Ninnis.
Furniture and Carpets: Mr. G. McLeod.
Manchester and Undergarments: Mr. A. Chambers.
Soft Furnishings: Mr. J. Walker.
Footwear: Mr. S. Sanderson.
Cosmetics and Underwear: Mrs. Z. Johnstone.
Ground Floor: Mrs. Z. Adams.

To all the appointees, "News Service" conveys its best wishes for a bright and prosperous future.

Recent references in this periodical continues to excite great interest amongst the zealous souls who gave great service to Foy's in the years that have passed. "Elizabeth," of Friendly Door fame, recently drew our attention to an octogenarian lady, who worked at the great Smith Street Store in the 90's of last century. The lady is Mrs. E. Marschner, of 222 Camberwell Road, Camberwell, whose activities have been recently announced.

The quoted letter has been duly acknowledged by the Managing Director, Mr. J. N. Watt.)

Sincere congratulations are conveyed to the following staff members, whose engagements have been recently announced:

Mr. Garth Manton, City Store, to Miss Susan Clare Landy.
Miss Leona Coolahan, Babywear, Colac, to Mr. P. Pekin.
Miss S. Robinson, Babywear, Ebraro, to Mr. R. Lacey.

Every good wish for future happiness, health and prosperity to the following personality, who recently celebrated his wedding:

Mr. Frank Parker, Shepparton branch of Myers, Bendigo.

The many friends of Miss Grace Goodbrand, former Welfare Officer for Foy & Gibson, and an honoured employee for 14 years, will regret to learn that the lady has been in indifferent health for some time. At the moment of writing this paragraph, Miss Goodbrand was an inmate of the Queen Victoria Hospital, but latest reports state that she is making an excellent recovery from her ill-health. May that improvement continue until our former colleague is permanently restored to good health.

With the rapid approach of our Chadstone enterprise, more than ordinary interest is attached to the recently-circulated list of managerial appointments. Staff selected to fill these important positions are as follows:

Men's Wear: Mr. S. Cotton.
Boys' Wear: Mr. E. G. Jackson.
Girls' Wear: Mrs. N. L. Hawkins.
Hardware: Mr. K. Ninnis.
Furniture and Carpets: Mr. G. McLeod.
Manchester and Undergarments: Mr. A. Chambers.
Soft Furnishings: Mr. J. Walker.
Footwear: Mr. S. Sanderson.
Cosmetics and Underwear: Mrs. Z. Johnstone.
Ground Floor: Mrs. Z. Adams.

To all the appointees, "News Service" conveys its best wishes for a bright and prosperous future.

Recent references in this periodical continues to excite great interest amongst the zealous souls who gave great service to Foy's in the years that have passed. "Elizabeth," of Friendly Door fame, recently drew our attention to an octogenarian lady, who worked at the great Smith Street Store in the 90's of last century. The lady is Mrs. E. Marschner, of 222 Camberwell Road, Camberwell, whose activities have been recently announced.

The quoted letter has been duly acknowledged by the Managing Director, Mr. J. N. Watt.)

Sincere congratulations are conveyed to the following staff members, whose engagements have been recently announced:

Mr. Garth Manton, City Store, to Miss Susan Clare Landy.
Miss Leona Coolahan, Babywear, Colac, to Mr. P. Pekin.
Miss S. Robinson, Babywear, Ebraro, to Mr. R. Lacey.

Every good wish for future happiness, health and prosperity to the following personality, who recently celebrated his wedding:

Mr. Frank Parker, Shepparton branch of Myers, Bendigo.

The many friends of Miss Grace Goodbrand, former Welfare Officer for Foy & Gibson, and an honoured employee for 14 years, will regret to learn that the lady has been in indifferent health for some time. At the moment of writing this paragraph, Miss Goodbrand was an inmate of the Queen Victoria Hospital, but latest reports state that she is making an excellent recovery from her ill-health. May that improvement continue until our former colleague is permanently restored to good health.

With the rapid approach of our Chadstone enterprise, more than ordinary interest is attached to the recently-circulated list of managerial appointments. Staff selected to fill these important positions are as follows:

Men's Wear: Mr. S. Cotton.
Boys' Wear: Mr. E. G. Jackson.
Girls' Wear: Mrs. N. L. Hawkins.
Hardware: Mr. K. Ninnis.
Furniture and Carpets: Mr. G. McLeod.
Manchester and Undergarments: Mr. A. Chambers.
Soft Furnishings: Mr. J. Walker.
Footwear: Mr. S. Sanderson.
Cosmetics and Underwear: Mrs. Z. Johnstone.
Ground Floor: Mrs. Z. Adams.

To all the appointees, "News Service" conveys its best wishes for a bright and prosperous future.

Recent references in this periodical continues to excite great interest amongst the zealous souls who gave great service to Foy's in the years that have passed. "Elizabeth," of Friendly Door fame, recently drew our attention to an octogenarian lady, who worked at the great Smith Street Store in the 90's of last century. The lady is Mrs. E. Marschner, of 222 Camberwell Road, Camberwell, whose activities have been recently announced.

The quoted letter has been duly acknowledged by the Managing Director, Mr. J. N. Watt.)

Sincere congratulations are conveyed to the following staff members, whose engagements have been recently announced:

Mr. Garth Manton, City Store, to Miss Susan Clare Landy.
Miss Leona Coolahan, Babywear, Colac, to Mr. P. Pekin.
Miss S. Robinson, Babywear, Ebraro, to Mr. R. Lacey.

Every good wish for future happiness, health and prosperity to the following personality, who recently celebrated his wedding:

Mr. Frank Parker, Shepparton branch of Myers, Bendigo.
Mr. F. A. Houghton and Mr. N. E. Neville, the function was on the 7th September, and the subject chosen by our colleagues was on impressions gleaned, and observations made, on Retailing in the U.S.A. An excellent attendance was present, and the keen interest shown in the addresses delivered by Messrs. Houghton and Neville, was a tribute to the personalities of the speakers, and a manifestation of the importance attached to this subject by members of the Australian Retail Trade. Buffet tea preceded the speeches.

Two well-known Store identities were recently admitted to Hospital, where each underwent an operation. The two staff members concerned were Mr. Ken Bandman, Display Controller, and Mr. John Goldie, Manager, Cleaning Staff. With great pleasure, we also record the fact that both gentleman came through their respective operations successfully, are now out of Hospital, and well on the road to complete recovery. All staff convey to Messrs. Bandman and Goldie every good wish for their complete restoration to good health.

It made great reading for all members of Foy's, to note the dramatic announcement in the press, recently, of still another great trading year. Reduced to a cold, statistical basis, the report stated that the consolidated net profit for the year ended 31/7/1960 had risen by 46 per cent. over the splendid return of the previous year (1959, £269,804; 1960, £394,110) and that sales — also a record — had risen 15.7 per cent., on a comparable store basis over the previous year. Whilst it will be freely admitted that all ranks in our organization played their parts in this truly great performance, a special, and well-deserved tribute must be respectfully conveyed to Mr. F. A. Houghton and Mr. N. E. Neville, the function was on the 7th September, and the subject chosen by our colleagues was on impressions gleaned, and observations made, on Retailing in the U.S.A. An excellent attendance was present, and the keen interest shown in the addresses delivered by Messrs. Houghton and Neville, was a tribute to the personalities of the speakers, and a manifestation of the importance attached to this subject by members of the Australian Retail Trade. Buffet tea preceded the speeches.

Two well-known Store identities were recently admitted to Hospital, where each underwent an operation. The two staff members concerned were Mr. Ken Bandman, Display Controller, and Mr. John Goldie, Manager, Cleaning Staff. With great pleasure, we also record the fact that both gentleman came through their respective operations successfully, are now out of Hospital, and well on the road to complete recovery. All staff convey to Messrs. Bandman and Goldie every good wish for their complete restoration to good health.

It made great reading for all members of Foy's, to note the dramatic announcement in the press, recently, of still another great trading year. Reduced to a cold, statistical basis, the report stated that the consolidated net profit for the year ended 31/7/1960 had risen by 46 per cent. over the splendid return of the previous year (1959, £269,804; 1960, £394,110) and that sales — also a record — had risen 15.7 per cent., on a comparable store basis over the previous year. Whilst it will be freely admitted that all ranks in our organization played their parts in this truly great performance, a special, and well-deserved tribute must be respectfully conveyed to Mr. F. A. Houghton and Mr. N. E. Neville, the function was on the 7th September, and the subject chosen by our colleagues was on impressions gleaned, and observations made, on Retailing in the U.S.A. An excellent attendance was present, and the keen interest shown in the addresses delivered by Messrs. Houghton and Neville, was a tribute to the personalities of the speakers, and a manifestation of the importance attached to this subject by members of the Australian Retail Trade. Buffet tea preceded the speeches.

Two well-known Store identities were recently admitted to Hospital, where each underwent an operation. The two staff members concerned were Mr. Ken Bandman, Display Controller, and Mr. John Goldie, Manager, Cleaning Staff. With great pleasure, we also record the fact that both gentleman came through their respective operations successfully, are now out of Hospital, and well on the road to complete recovery. All staff convey to Messrs. Bandman and Goldie every good wish for their complete restoration to good health.

It made great reading for all members of Foy's, to note the dramatic announcement in the press, recently, of still another great trading year. Reduced to a cold, statistical basis, the report stated that the consolidated net profit for the year ended 31/7/1960 had risen by 46 per cent. over the splendid return of the previous year (1959, £269,804; 1960, £394,110) and that sales — also a record — had risen 15.7 per cent., on a comparable store basis over the previous year. Whilst it will be freely admitted that all ranks in our organization played their parts in this truly great performance, a special, and well-deserved tribute must be respectfully conveyed to Mr. F. A. Houghton and Mr. N. E. Neville, the function was on the 7th September, and the subject chosen by our colleagues was on impressions gleaned, and observations made, on Retailing in the U.S.A. An excellent attendance was present, and the keen interest shown in the addresses delivered by Messrs. Houghton and Neville, was a tribute to the personalities of the speakers, and a manifestation of the importance attached to this subject by members of the Australian Retail Trade. Buffet tea preceded the speeches.
ment, and has been the recipient of numerous congratulations on her return. It is also worthy of note that Judy's bridesmaid — Miss Margaret Mahoney — recently captured the honours as Belle of the Ball at a prominent social function. To both ladies, our congratulations.

GEELONG

New members of the staff welcomed during the month were Miss Heather Nicholls, Despatch Office, and Messrs. David Weeks (Hardware), Ray Trouhill (Despatch), and Mr. Lipcombe (Boys' Wear). May each new appointee find employment in the organization congenial, happy and rewarding.

Congratulations are in order for Mr. Martin Kumar, Windows, who became a grandfather again recently. Latest report is to the effect that the newcomer is doing particularly well, much to Martin's delight.

The young lady, selected to represent the firm at the "Princess of Wool Quest" — Miss Kaye Bath — proved an admirable, and most attractive, choice. Her outfit of sage-green sculptured wool frock; bone hat and accessories, with a slim umbrella, completed a picture that excited very favourable comment.

Recent Parades of Spring fabrics by Mackover, McBeath were held in the Fabrics Department, and were efficiently modelled by Misses Clearton and Whale, of Breed & Hitchcock staff. Compare was Mrs. Kaiser, China Department, and the attentive audience at each Parade left no doubts as to the success of the presentations.

Felicitations are cordially extended to two young men in the Store on recent events in their lives. Brian Devlin was promoted to the position of Manager, whilst Kevin Stein attained his majority on 31st August.

All staff join in conveying to the Joint Managing Director — Mr. Kenneth Nall — their hearty congratulations on his recent appointment to the Board of Morheads, Ballarat — a recent purchase by the organization.

During her recent vacation to Queensland, Miss Wellandt, had the unique experience of having as fellow-travellers to Sydney, the members of the famous Harry Belafonte Concert team. Miss Wel- landt states that members of the team were most entertaining, friendly and cultured.

Whilst on the subject of travel, it is interesting to record the unusual location selected by Miss Nita Plumridge, Office staff, whilst her recent vacation. The lady reports a fascinating sojourn in New Guinea. When one recalls that a previous protracted holiday covered a trip to Great Britain and the Continent, the title of "Much Travelled Employee" can truthfully be bestowed on Miss Plumridge.

The new Bulk Store is steadily assuming gigantic proportions, and the daily progress excites the keen attention, and appreciation, of ingenuous pavement supervisors. All agree that the new facility will be an admirable acquisition to Store facilities.

BENDIGO

Miss Amy Green, Mantles Department, has returned to duty after her recent illness. All staff join in wishing this lady a permanent recovery to good health.

Great rejoicing in the home of Mr. Steve Hocking, Carpet Department. His son, Jeffrey, and daughter, Allison, both submitted entries in the Ipana Toothpaste Painting Competition, and both were successful in securing prizes in their age sections. To both young people, "News Service" offers its hearty congratulations.

Speaking of congratulations, it's timely to extend the same to Mr. Alan Banfield, of the Shoe Department, who is remarkably proficient with the rule, and proved his efficiency in this sphere recently, by winning First Prize in the Hootly Gun Club Championships.

Newcomers to Store service have been suitably welcomed. They are:—

Mr. Albert Knight, Curtain Department.
Mr. Kevin Austee, Carpet Department.
Mr. Dale Thorpe, Men's Wear, and
Mr. Peter Friend, Electrical.

To the good wishes already expressed, "News Service" adds its contribution.

Two most successful Parades attracted large attendances, and evoked very favourable comment from both customers and staff. To itemise, we refer to the Leroy Shop Parade, which featured the fashion ranges of the new season, and at which four leading Melbourne models displayed the latest styles. The second event was the Parade of New Season's cottons, coupled with a preview of swimwear in the Sportswear Department. At the latter event, garments were modelled by three members of the staff — Misses Judy Gerrard, Beverley Kennedy and Marlene Grey. These three young ladies acquitted themselves admirably and thoroughly deserved the appreciation of the viewers. To all who participated — our congratulations.

You can be unlucky! Mr. Lloyd Valentine, Hardware Department, sprained his wrist very severely, the day before he was to proceed on an eagerly-awaited holiday. Undeterred by this misfortune, however, Lloyd spent a most enjoyable time in Queensland, even though he was accompanied for the whole period by a plaster cast on the injured limb. We're pleased to state that he now has recovered from the mishap.

Three ardent devotees of the great pastime of fishing are Messrs. Alan Banfield (Shoe Department), John Burns (Basement Controller), and Bert Kopp (Shoe Department). It's hard to say whose story of prowess has stolen the honours, but it is generally conceded that Mr. Kopp is slightly lagging in the series, as a reluctant — and shamefaced — admission was extracted from him, recently, when he made the halting admission to having caught his FIRST trout after 30 years of trying!

MILDURA

Miss Judith Pedler is a recent addition to the ranks at Dandenong, and is employed in the Children's Wear Department. All wish this young lady well to her employment in our organization.

Staff were saddened to learn that Mr. Roy Chadwick, Floor Coverings Department, sustained serious injuries in a recent car accident. Latest report is to the effect that Mr. Chadwick is progressing favourably, and all members of the staff unite in wishing our friend a speedy, and permanent, recovery.

Mrs. Sylvia Lauty, Manager, Children's Wear Department, has good reason to feel elated at the success of her first venture into the realms of Dress Parades. With three local children as models, the recent display of juvenile wear attracted favourable comment from customers, and staff, alike. All agreed that the same Parades were really outstanding. To all who participated, sincere congratulations.

DANDELING

Two recent resignations were those of Mrs. Adams, Mantle Department, and Mr. Alan Outram, of Housewear. To both of these estimable people, the staff convey their best wishes for a successful and happy future.

Great preparations are being made in the Bourke household for the forthcoming wedding of daughter Frances on 3rd December. Frances is employed in Ladies' Underwear Department, and it seems reasonable to state that many of Porton staff will be present to witness the marriage of a popular young lady.

New staff welcomed during the month were Mrs. Lindsay, Menswear Department, and Christopher Farnham, Men's Wear. Chris is a transferee from the City Store, and both persons are welcome additions to the ranks at Dandeling.

OBITUARY

Our heartfelt sympathy goes to the relatives, and friends, of those whose deaths we record herewith:

Mrs. Rudd (aged 100 years), mother of Miss V. Rudd, Merchandise Control, City Store.
Miss V. Rudd, daughter of Mr. V. Reid, Maintenance, City Store.
Mr. H. Addison, brother-in-law of Mr. A. Wild, Staff Manager, City Store.
Mrs. B. Angel, sister of Mrs. Good, sportswear, Prahran.
Mrs. K. M. Pedler, mother-in-law of Mr. H. Wright, Men's Wear, Mildura.

ACKNOWLEDGMENT

Mrs. M. McEacharm has asked "News Service" to convey sincere thanks to all staff for their expressions of confidence in the recent death of her husband.