We're quite aware that we've referred to the subject of telephone conversations on numerous occasions in the life of this magazine. We do not apologize for referring to this venial matter again, even though the repetitions may be boring. Everyday observation makes it quite clear that the well-meant articles of the past have either failed in their purpose or, at best, are receiving but a reluctant adherence!

Just look around you. Even note YOUR OWN reaction to the shrill and persistent jangle of the telephone bell. You'll certainly agree that there is abundant evidence on every hand of:

• Irritability to the interminable ringing of the bell.
• Impatience, discourteous and inadequate responses to what are supposed to be commonplace conversations.
• Failure to appreciate that the telephone can be a friend, a business associate, and a prime means of promoting cordial relationships between both parties to the use of the instrument, and
• Insufferable errors of speech in the “give-and-takes” of what should be intelligent, well-spoken and decisive discussions between normal human beings.

Just like taking the train or tram, or driving the car to the city each morning, or the lay-out of the office or Department, the positioning of stock or furniture, the presence of colleagues or of things, this immeasurably useful instrument wrongly assumes the proportions of a tyrant, when, actually, it is merely a benevolent portion of his busy commercial life. In the course of doing these pointments, to promote sales, to speak to business associates or positioning of stock or furniture, he uses it to make appointments, to promote sales, to speak to business associates or friends, to answer inquiries and, in short, to control a large proportion of his busy commercial life. In the course of doing these things, this inconsiderately useful instrument wrongly assumes the proportions of a tyrant, when, actually, it is merely a benevolent friend!

**PERSONALITY OF THE MONTH**

FOYS and Gibson has numbered many celebrities in the thousands of employees who have entered its service from time to time. It is not possible to present a complete picture of the fields in which these distinguished people have acquired eminence. It suffices to state that the Company, in the long years of its honorable existence, has given its spots of men and women to Religion, Public Affairs, the Arts and Professions, Commerce, the Services and Athletics. Proficiency in these spheres has not marred the quality of individual performance in the more prosaic area of everyday employment. On the contrary, it is an indisputable fact that an excellent record in one has generally been accompanied by equal excellence in the other.

The wholesome story of this month's PERSONALITY is that of a man who has grown up in the organisation. On his own merits, he has advanced from juniority to a responsible position and today manages a Department with credit to himself and advantage to the Company. The qualities applied in this direction have also been exercised in the sphere of cricket, and our friend has attained a unique and prominent place in the annals of the great summer game. FOYS holds this man in high regard, he numbers as enduring friends his business colleagues of all ranks, and — breathe it gently — the rude!

How do you treat the telephone? Are you in the category of the impatient, the headstrong, the crotchetty, the unco-operative, the ill-mannered, or — breathe it gently — the rude? Or do you rise to the superlative height of the patient, the good-tempered, the helpful and the courteous? The former class can be translated to the latter by the exercise of those two simple and easily-applied traits of Good Manners and — Commonsense. To those fundamental requirements might be added some simple rules. They read:

• Answer the telephone promptly and courteously.
• Speak into the mouthpiece; the essence of a telephone conversation has been lost or impaired if you do not.
• Use a normal tone of voice, and make your contribution human, friendly and reflective of an interest in what is being said.
• Don't keep a caller waiting longer than you can help, and let him know the reason for any undue delay.
• Don't promise service without being sure it can be carried out, and
• Make it a policy to answer in whatever language you have to say.

A telephone CAN impart personality; it can make a customer feel the impact of efficiency; it can convey the power of enthusiasm, and it can help YOU and YOUR COMPANY as very few other modern aids can.

Selling is a profession, whether it's conducted face to face, by correspondence, OR BY TELEPHONE! It's a healthy sign of your efficiency when a customer puts down the receiver and says to herself ( or himself ) — "I want to talk to that store again and when I do I want to speak to that particular individual. He ( or she ) was most obliging and very efficient.”

**HOW ABOUT TRYING THE NEW TECHNIQUE NOW!**

MR. STANLEY KENNETH WEAVER, Manager/Buyer, Men's Suits, City Store.

FOYS stores at...

- Myer's, Bendigo
- Brights, Geelong
- Myers, Bendigo
- Bowerings, Mildura
- Partons, Dandenong
- Morshcs, Ballarat
- Brights, Geelong
- Myers, Bendigo
- Bowerings, Mildura
- Partons, Dandenong
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Circulated for FOYS stores at...
in Suits, Overcoats, Industrial Wear — a position that he ade-
quately fills and which demonstrates very fully the experience and
knowledge gained in his 25 years' service with the firm to which he
gives loyal allegiance.

Enough has been stated in the prior portions of this narrative to
indicate that Ken Weaver is a cricketer of renown, and one who has
a record of activity in sport that would be hard to equal. Let the
reader look at the statistic sheet at the foot of this page. He was a mem-
ber of an "A" Grade team (St. Augustine's C. of E.) in a leading
school competition. His ability — even as a tall strawling of very
junior years — was outstanding. He was invited to, and joined, the
Northcote District XI in 1942. As a member of that famous team he was in the semi-finals and finals of the District Champion-
ships for two of the three years he remained with this Club.

In our PERSONALITY we feature Ken Boucher and he has been a member of the local team — in either "A" or "B" grade —
ever since. He couldn't tell you the number of runs made, nor
the number of wickets taken, in his 29 years of cricket, but con-
tents himself by summarising the following record of great per-
formances:

- He has won the Coburg Club Championship (batting and bowling)
  four times.
- He has played the average seven times.
- Played in five successful premiership sides, including four in
  a row with Coburg during their record years of 1951, 1952, 1953 and 1954.
- Appeared in 10 limited overs or semi-finals with senior teams. Two
  of these appearances, as previously stated, were with North-
cote and the remaining eight with Coburg.
- Was vice-captain of Coburg "A" Grade team for six years, and
  captain for three years.
- Is vice-captain of the "B" Grade team (runner-up in 1962),
  and has been so for the past three years.
- Registered such performances as 10 wickets for 13 runs
  (every wicket in one innings) by means of seven "clean bowled"
  and three lbw, against Brighton C.C. and 9 wickets
  for 63 runs in a semi-final against Camberwell. This
  was a particularly fine performance as Ken bowled from one
  end all day with the result shown, and yet Camberwell
  amassed the very good score of 245 runs.
- Has taken nine wickets in one innings on several occasions.

Ken is Coburg's delegate to the governing body of cricket — the
V.C.A. — at the present time.

Readers will certainly agree that the foregoing record repre-
sents performances that have made Ken an outstanding figure in
the great world of cricket. Whilst he is rightly proud of the his-
tory his colleagues are just as proud of their friendship with a
fine man, a good officer and a worthwhile Australian.

To our PERSONALITY we feature the following people
which he is passing.

Miss Patricia Whelan, Corset Department, Morsheads, Balla-
rat. to Mr. John McKay.
Miss Jan Price, Mantles Department, Myer's, Bendigo, to Mr.
Len Bonchert.

Miss Valerie Palmer, Bright & Hitchcocks, Geelong, to Mr.
Graeme Wolfe.

MARRIAGES
Every good wish for future happiness, health and prosperity
for the following people who recently celebrated their weddings:

Miss Jennifer Smith and Mr. Terry Quinnan. Miss Smith was a
member of the Ticket Office staff, Myer's, Bendigo. The young
wife will reside in Sydney for six months, and then settle
permanently in New Guinea.

Miss Judy Green, Costumes, Myer's, Bendigo, and Mr. Kevin
McLachlan.

Miss Vivienne Mercer, Myer's, Bendigo, and Mr. Mervyn Harv-
ey.

Mr. Frederick C. Stuart, Manager, Shoe Departments, Colling-
wood, and Miss Aurora Linda Chater.

Miss Joan Synons, Salaries Office, City Store, and Mr. Allan
White.

Miss Jeanette Christie, Mr. Thomas' Office, Gibsonia House, and
Mr. Kevin Nelson.

Miss Eileen Smith, Lay-by Department, City Store, and Mr.
John Calvert.

Miss Frances Rouke, Haberdashery Department, Parsons, Dan-
donong, and Mr. Ronald Beale.

BIRTHS
"News Service" extends its best wishes to the following parents
who were recently blessed with additions to their respective families:

Mr. and Mrs. W. Keeble, a daughter (Tracey Ann), Mr. Keeble is
employed in the Hardware Department, Bowring's, Mildura.

Mr. and Mrs. Bill Beggs, a daughter (Lucinda), Mr. Beggs is
Assistant Manager, Advertising Department, City Store.

Mr. and Mrs. Fay, a daughter (Lisa Jacqueline). Mrs. Fay
would be better remembered as Miss Pat Bernardo, formerly of
Merchandise Control, City Store.

STORE NEWS
CITY
Mr. Bob Alexander, Manager, Salaries Office, completed an
excellent bowling year by winning the Hassett Cup (singles) for
the third time. As a captain with the East Kew Bowling Club he has been a member of the semi-finals of the R.V.R.A. Finals — a competition that saw 196 teams entered — but had to
be

The recent Roof Top function at which Mr. J. Behchivaise was
the guest speaker was an outstanding success. The subject chosen, viz.
"Australia in Antarctica" was one on which the distinguished visitor was well qualified to speak, as he had several Australian expedi-
tions to this little-known and remote land. Supplemented by ex-
cellent color slides, the address was a vivid commentary on the
scientific value of such expeditions, the difficulties and dangers
encountered, and how the Filipinos themselves fared in the cold
conditions. Many questions from the interested audience were
asked, and answered. Mr. Watt was chairman and an enjoyable

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

Miss Patricia Whelan, Costumer Department, Morsheads, Balla-
rat, to Mr. John McKay.
Miss Jan Price, Mantles Department, Myer's, Bendigo, to Mr.
Len Bonchert.

Last month's "Service" carried an announcement to the effect
that Mr. G. Jackson, formerly of the Display Department, City
Store, had been promoted to the position of Display Manager,
Bowring's, Mildura. Prior to his departure, Mr. Jackson was
presents a handsome wrist-watch to mark his association with the
City Store.

They have asked us if you've heard this authentic story of a recent

Harassed mother (stout, red-faced and obviously a woman of
determination, firmness and courage) to her twin offspring (boys, aged approximately 20 years, and definitely of the Denis
Menace type): "Now listen, you two! You can go to the markit if you want
to, but I'm staying here. And remember to b— well behave

Recent appointments announced by Management are as fol-

Mr. Jeffrey C. Wilson to be Manager/Buyer, Soft Furnish-
ings Department, four Melbourne stores.
Mr. B. Stevens, formerly of City Store Footwear, to be Foot-
wear Manager, Morsheads, Ballarat, and Mr. B. Rowland to be Manager/Buyer of Men's Knitwear, City Store.

Congratulations and every good wish for the future, to each
of the three gentlemen named in the paragraph.
Hearty congratulations are proffered to Mrs. Watt, the esteemed wife of our Managing Director, on her successful leadership of the Methodist Ladies' College student's team in the "Sim" Tennis Cup competition. Mrs. Watt, who is an "A" grade tennis player, has been a member of the team for several years, and it is worthy of note that the M.L.C. has won this coveted trophy on 19 occasions. Mrs. Nancye Bulson presented the cup to Mrs. Watt, and the occasion was adequately featured in Melbourne newspapers.

The Cox Bros. - Foyes Ltd. organization was represented at a meeting of sympathizers held at the Melbourne Town Hall on March 3, 1962, to launch the "Freedom from Hunger" campaign in this State.

The Premier (Hon. H. Bolte, M.L.A.), and other leading State and Federal notabilities, gave their support to what is indeed an international cause of intense worth.

When the campaign reaches the public appeal stage it might be well to recall the following facts:—

- Every second person in the world today has never had a full meal in all of his life.
- Only about 20 countries with a total population of 500 million have sufficient food to provide a balanced diet for all. These are mainly in North America, Western Europe, and Australia.
- Another one billion of the world's population just "get by," whilst the remaining one-and-a-half billion are never free from hunger.
- Only 10 per cent. of the world's surface produces food, but this can be brought up to 30 per cent. with scientific aid, and the many complex causes that contribute to this situation include agricultural ignorance, superstition, fear of changing traditional methods, lack of facilities, wars, inadequate education and ever-increasing population.

Truly — a sombre picture and one that it behoves all well-disposed peoples to assist in rectifying.

PRAHRAN

Our March issue carried an incorrect statement. In the paragraph relating to our good friend, Mr. Hutton, it was stated that the gentleman had "completed 60 years of service." This should have read "was commencing his 60th year of service." For the error we tender our sincere apologies.

Staff said "Farewell" to two popular members who resigned recently. They were Mrs. E. Leuz, Cash Office, who is assuming home duties, and Miss B. Keating, Shoe Department, who has removed permanently to Sydney. To both ladies all at Prahran Store convey their good wishes for the future.

It's very gratifying to learn that Mr. Stan Robinson, husband of Mrs. Rhetta Robinson, Hosiery Department, and Mr. Archibald, father of Mrs. Rheita Robinson, Hosiery Department, are both recovering from recent operations. It is our sincere wish that the improvement continues until both gentlemen are completely well again.

The Cousins family is jubilant over the safe arrival of a daughter (Diana). Not the least of the clan to share in the rejoicing is the proud grandmother — Mrs. E. Considine, Madeleine Department. Heartiest congratulations to all concerned.

COLLEGE

An interesting feature of the recent marriage of Mr. Fred Stuart and Miss Alba Chafer was the unusual way in which the happy event was celebrated by the bride's two sisters residing in Canada. Both of the ladies stayed up until 5 a.m. (Canadian time) — so coinciding with the actual time the ceremony was performed in Australia — followed the service through, and then participated in a breakfast, a feature of which was an exact replica of the wedding cake provided for the happy event.

A welcome addition to the Store organisation is Miss Eileen Mathers, who has been transferred from the Accounts Office, City Store, to the Cash Desk at Collingwood.

Hearty congratulations are in order for Mr. and Mrs. Trevor Marshall, who were recently blessed by the arrival of a daughter (Diana). Sharing in the congratulations is Mr. Laurie Marshall, the proud grandfather and also Store Manager.

A well-known personality in Foyes' service terminated a long and valuable career on 28/2/1962, when Miss Emily Harding, Invoce Office, ceased duty after more than 50 years continuous duty. Mr. N. E. Neville, Managing Director, referred to Miss Harding's great service at a function arranged in the Board Room on the eve of the lady's retirement. He also presented Miss Harding with a substantial cheque, and other gifts, from the Company. At a later function arranged by the staff, Mr. P. Ashwin made a presentation from fellow employees to our friend. As was stated on both occasions, Miss Harding takes with her into well-earned retirement the good wishes of all with whom she has been associated for so many years.

The picnic organized by the Collingwood Social Club and held at Warrandyte Park on Sunday, April 15, was an outstanding success. Aided by excellent weather and a well-planned programme, approximately 650 people (250 children and 400 adults) attended, and by their participation made the day a memorable one. Welcome visitors included Mr. and Mrs. N. J. Watt, Mr. and Mrs. N. E. Neville, and Mr. and Mrs. P. A. Houghton. Excellent representations were present from the City and Suburban Stores.

Highlights of a great day were:—

- The last minute entry of tall, statuesque blonde from the Store, who participated in the 75 yards Ladies' sprint, and who would undoubtedly have won had she "(parade—"he") not had some difficulty in retaining a firm hold on "her" (parade—"his") garments.
- The unexpected defeat of the highly-favoured Travellers' team in the tug-of-war by the "outsiders" team from the Office.
- The expert coaching given to the said Office team by Mr. Houghton.
- The turn of speed shown by Mr. Neville in winning the Junior Buffers' race.
- The post-picone "Rock and Roll" (also Twist) dancing until 8.30 p.m. in the hall.

Results of senior events were:—

1. Foyes Hundred Yards: 1st, P. Smith; 2nd, A. Johnson.
3. Married Men: Mr. and Mrs. Evans.
7. Old Buffers: Mr. Sutton.
10. Sack Race: Mr. Osborne.
12. Mixed Siamese Race: Mr. B. Casey and Miss Casey.

A paragraph in last Saturday's "Sporting Globe" has been responsible for justifiable pride from all at Collingwood. It reads:—

"Feature of 10-pin bowling this week was a brilliant 255 by J. Perry, playing for Foyes in the Melbourne League. His game included seven strikes in a row and he beat the record of 336 held by President Bob McGrady."

Jack Perry is a member of the Despatch staff and thoroughly deserves the congratulations given to him for a fine performance.

And — on the subject of bowling — we report that our Hawthorn Bowl team had a 4-0 win in their last game.

The challenge match between our Hawthorn and Heidelberg team resulted in promising victory for the latter, a performance that will not be permitted to go without redress and which will form the basis for another challenge later in the season.

COLAC

Miss Felicity Paine, Haberdashery Department, has returned to duty after three weeks' absence on sick leave. We're glad to note the obvious recovery and express the hope that this will be thoroughly well maintained.

Colac Store welcomes two newcomers in the persons of John Corlett, Grocery, and Mr. Slow, Hardware Department. It's interesting to record that Mr. Slow is also a member of the Wesley Choir and that other interests include band music.

Des Lloyd, of Grocer, registered an outstanding performance recently when he added the amazing total of 220 runs as a player in the Colac and District Cricket Association competition. Des's score broke a record that has stood for 15 years. Sincere congratulations to a fine athlete and popular young man.

The advent of Easter sees many of the staff about to commence their well-earned holidays. Naturally, other staff members have returned to duty after recreation leave, and, amongst these we note Miss E. Moloney, of Underwear Department, who spent a most enjoyable holiday at Mildura. During this sojourn in northern Victoria, Miss Moloney enjoyed an enjoyable visit to the new store of Bowsings.

GEELONG

The parade of "Furs and Fashions," held at the Palais Royal on 4th April was an outstanding success. Compered by Stephen Dittmer and Miss Claire Kniaid, the exhibition of hauteurs Furs...
evoked the enthusiasm of a large, and appreciative audience. The unique presentation was "highlighted" by Mr.Datton's racy history of the skins in each garment used in the display. An outstanding item in what was considered to be the best fur parade ever held in Geelong was an iridescent laced Tibetan Sherpa lamb coat. The skins from which this coat was made were identical with those worn by members of Sir Edmund Hillary's expedition to Everest. They were flown from Tibet to London, dyed, processed and flown to Australia just for the parade. An excellent supplement to the evening was the work of models — Misses Buchanan, Clearson and Mottley, with Mesdames Ellis and Young. Proceeds from the function went to aid the funds of "Katugul" — Geelong's home for mentally retarded children. Geelong was greatly honored at a recent Board Meeting by the presence of the Hon. Frank Richardson, Messrs. J. N. Watt and N. E. Neville. Local members of the Board present at the meeting were Messrs. Spencer, Kenneth Hall, Lloyd Keeford, H. A. Thomson and Roy Deller.

The Social Club conducted a "Twist" session in the staff canteen during the month. A great night's enjoyment was had by all, although it is reliably reported that one young lady — Miss Pam Dupe, Canteen — became so enthusiastic with her interpretation of this latest dance craze as to slightly injure her leg. For tumutely, there were no serious consequences of this mishap.

Staff will be pleased to learn that Kathleen Dawson has made an excellent recovery from her recent illness. Eliza has now returned home from hospital and is recuperating rapidly — a progress that gives great satisfaction to the hospital's lady many friends.

A number of staff changes have taken place during the month. Mr. Harold Watcon becomes Manager of the Fabric Shop and Mr. Harry Fuller reverts to the Electrical Department where he assumes Controller's duties. Mr. David Weeks takes over supervision of Domestic Heritage, and Mr. Stuart Skerk relinquishes his association with Brights to enter private business. To all gentlemen concerned Geelong staff, and "News Service," convey good wishes for future success.

Whilst on matters we welcome to our ranks Miss P. Plunkett, who has been appointed to a position in the Cosmetics Department.

BENDIGO

New staff arrivals during the month were Miss Gweneth Knight (Office), Mr. Bill Olive (Hardware), Miss Rosemary Thomas (Ticket Office), Mr. Alec Cameron (Despatch), and Miss Pam Bedgood (China). Pam is a daughter of Mr. Kevin Bedgood, Buyer, Furniture Department. To them all, Myer's extends a hearty welcome and best wishes for happy and congenial employment.

Departments in the Pall Mall Section have been greatly aided by the removal of a superfluous wall. The alteration gives the store a more spacious appearance, and is ideal for the presentation of open displays.

MILDURA

Some good news from personnel absent on sick leave has been received. Miss Margaret Byrnes has made a good recovery from a recent appendix operation and is recuperating rapidly at home, whilst Mr. Reg Payne has made excellent progress after his sojourn in hospital and is combining recreation leave with recuperation at Glenelg, S.A. To both respected staff members, Mildura wishes for future success.

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Whilst on the subject of illness, and without any desire to paint a morbid picture, other staff members to be incapacitated by ailments during the month were Mrs. O. Hossar and Mrs. F. Gray (both of the Dress Materials Department), whilst Miss Carol Gogoll, of Cosmetics, is rapidly recovering from an operation for mentally retarded children. The alteration gives the store a more spacious appearance, and is ideal for the presentation of open displays.

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Whilst on matters we welcome to our ranks Misses P. Plunkett, who has been appointed to a position in the Cosmetics Department.

NEW YORK

Mr. John B. Kiefer, Executive Vice-President and Secretary of the New York ... and Bacardi have appointed Mr. George D. de Messemaeker. Mr. de Messemaeker has had a long association with the corporation and is currently the Manager of the New York Bar. He will be succeeded by Mr. John B. Kiefer, who will continue as President of the company. Mr. Kiefer has been with the company for twenty years and has held various positions within the organization. He succeeds Mr. Edward J. Murphy, who is retiring after forty years of service. Mr. Murphy was instrumental in establishing the company's international division, which now accounts for a significant portion of its sales. He will remain with the company in an advisory capacity during the transition period. The company's board of directors has announced that it is confident in Mr. de Messemaeker's ability to lead the company into the future. The company recently reported strong financial results, with revenues increasing by 10% and profits up by 15% compared to the previous year. The company's management team remains committed to maintaining its position as a leader in the beverage industry.
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