PERSONALITY OF THE MONTH

With this issue we tell the story of a young man employed in an administrative capacity in the prosperous Western District Store of Foy-Bilsons, Colac. Although his stay of some 10 years has been brief, his capacity and efficiency make him an admirable acquisition to the staff of Foys the longer he is with them. One, but his is a life packed with achievement.

We present the history of

Mr. BRIAN JOHN, Secretary, Foy-Bilsons, Colac,

Our Personality was born in May, 1928, at the small hill town of Highton, South Australia — about 15 miles from Adelaide. A member of a well-known and highly-regarded family of the district, Brian received his early education at the local State School.

Even as a young scholar, our friend gave evidence of marked proficiency in educational subjects, and, as a result, was admitted as a pupil to the Adelaide Technical High School at an early age. That the early indications were justified may be gauged from the fact that Brian obtained his Leaving Certificate at an early age. That he performed numerous audits for local Clubs and the Wesley Church.

In his capacity as an Accountant he performs numerous audits for many local Clubs and the Wesley Church.

One fact is particularly noticeable in connection with this fine record of personal service to the community. In it, our friend follows the great example set for him by the Managing Director of Foy-Bilsons, Mr. Les Attyoe.

In the world of sport, Mr. John claims that he "has done little of note. To which one may reply in the celebrated words — "Well - I don't!" He played cricket and football for the Colac school teams, followed both sports in open competition with United Church Association teams for 10 years, and — in Cricket, in particular — had some excellent performances to his credit. As an example of this one may cite the following feats:

Won the Adelaide Church's Association bowling averages in one year, during which he was responsible for several "hat tricks", represented the Association in inter-Society Competition on one occasion. The young gentlemen of what Ringwood District team for two seasons and, in each of these, won the Club's batting average, and aggregate in both years.

At the present time, our friend's principal relaxation is Golf. He is a member of the Colac Club, has a handicap of 16, and has furnished a winner of most monthly prizes (in the number) on several occasions. Not a bad record of a man who states "he's not very distinguished at sport."

Mr. & Mrs. John live in Colac. They have one son (David Brian) aged 10 years, and are a popular couple with a large, and ever-growing, circle of friends.

To them we convey our good wishes and express the sincere hope that both will continue to enjoy the health, happiness and prosperity they so richly deserve.

THE ITALIAN FESTIVAL

In terms of time and achievement, the Italian Festival has come and gone as Foy's City Store is concerned. But the happy memories of what was a most exciting and highly successful event in Foy's history still remain, and will certainly endure for many months to come. Although we know it's stating the obvious, the Festival was devoted to a spectacular presentation of Italian merchandise set against a most beautiful backdrop that provided all of the incidentals necessary to capture a realistic Italian atmosphere.

Months of arduous preparation went into the great event, and it would not be possible to completely list the names of all of the people who contributed in any way to the success of the effort. Administrators at the highest level, merchandisers, sign and ticket writers, advertising, maintenance, staff personnel, sales staff, dress patch and cleaning staff, all played magnificent parts, and the subsequent triumph of this unique event in Melbourne's retail history springs directly from a combined team effort. At the same time, it would be most unfair if this article failed to recognize the great cooperation, advice and generous help received from other sources. These sources were the Italian Ministry of Foreign Trade, the Italian Consular Corps and Trade Delegation, the Italian Chamber of Commerce in Melbourne and Alitalia Airlines. All of the distinguished gentlemen representing these bodies were very ready to render any assistance asked of them and the success of the event owes much to their help and understanding.

Nor can we itemize the varied merchandise that was displayed, and sold, during the progress of the Festival. The wide and attractive range of articles left little to be desired, and the impact of these items had a corresponding effect on the many customers that thronged the Store during the two weeks of Carnival.

But — it's not the province of this article to present an analysis of the volume of trade that flowed from the Carnival! We know that this phase is, truly, the life blood of business! Our purpose is to tell the story of the great and spectacular transformation of our Stores — and, more particularly, the City Store — into veritable treasure-houses of Italian industry.

It's inevitable that we should seek to capture the scene as it appeared to us at the great centre of our organization — the City Store.

The exterior of the great building was dominated by a massive enlargement of a monteblow Italian soldier. This was a beautifully-executed picture of a soldier and horse, presented in most faithful detail, and bearing a most colorful war trumpet bearing the single word — "Foy's." We reproduce a picture of the emblem at the commencement of this article, and add that this was the dominant motif on all advertising, on staff badges, wrapping paper and cafeteria serviettes. The outside figure rested on a raised platform proudly bearing the Italian national colors of green, white and red — colors that were continued on columns, counters, and fixtures throughout the interior of the Store.

The windows featured all types of Italian merchandise against

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THE ITALIAN FESTIVAL
(Continued)

back-drops and side-panels of scenes from Italy. The well-drawn reproductions included such familiar places as the Spanish Steps, St. Mark’s at Venice, the Colosseum, the Fountain of the Naiads, the Duke’s Palace at Venice, Bologna, the Basilica of Maxentius at Rome, and Sienian scenery.

The high standard of the windows prevailed right throughout the interior of the whole Store. The Ground Floor, for example, was a scene of great beauty. Prosaic pillars had been cunningly transformed into Roman columns, gay silken banners and shields bearing the heraldic escutcheons of historic Italian cities were everywhere, while the national colors lined all vantage points. Here and there were telltale chaplets of the handkerchiefs that are such picturesque features of Italian life.

Even the human element was not absent, for the escalator was flanked by our own attendants dressed in the imposing uniforms of Italian carabinieri. The photograph published with this article gives some idea of the color of this personal contribution to the scene. The uniforms, incidentally, were specially loaned for the occasion by the Italian Government. A number of attractive salesgirls garbed in the traditional dress of various Italian scenes pointed thePicture

assistance, of Lake Garda, the beauties of Malcesine, of Monza and of Lake Maggiore, and the towering might of the medieval fortress-castle of Rocca Maggiore.

It was no uncommon sight to see visitors "making the rounds" of these murals, and it is no wonder that the opinions expressed were those of great admiration.

The Men’s Store, in fact, may be considered as having given a view of Florence in the Middle Ages.

The crowning pieces of the Florentine themes were the almost half size working fountain modeled on the lines of the famous Fontana Della Tartaruga, and a massive mural on west and north walls of a Venetian scene, complete with the inevitable gondola. Several framed woodcuts of ancient Italian scenes pointed the entrance to the Shoe Salon, as also did typical Italian signposts.

Second, Third, Fourth and Fifth Floors fitted in to the delightfully pattern of lower floors. "Catwalks" for the many animal parades on the Fashion Floor were examples of taste, and of color. The same floor was remarkable for the large mural of the City of Florence forming a classical backdrop to the Ladies’ Knitwear Department.

Third and Fifth Floors featured large colored travel pictures with a number of gay awnings. Both harmonized excellently with the prevailing Store presentation. This, also, was true of the Fourth Floor, which had the additional attraction of an exhibition of paintings and photographs — in themselves, sources of great attraction for many visitors. The Fourth Floor also displayed many types of hand-made Italian furniture of such quality and workmanship as to bring the most disinterested of visitors to a kind of reverent procession.

Although naturally not on the same spectacular scale as the City Store, the Stores at Prahran, Collingwood and Chadstone followed the same line in their way. There, too, the spirit and spirit of the Italian Festival were paramount, and each of the four Great Stores had every reason to be proud of the decorations that were made for, and which culminated in, such a clear-cut success.

As we go to press, the Festival will be launched at many of the country stores. We have no doubt that each one of these will be just as proud as was Melbourne during this time of festivity.

ENGAGEMENTS

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

Mr. Bob Routley, Men’s Store, Brights, Geelong, and M. Is s Swart Klein.

Miss Cynthia Woods, China Department, Brights, and Mr. Doug Douthat.

Miss Noeline Gray, Office, Myers (Bendigo), and Mr. Terry Edmonds.

Miss Lynne Bell, Ladies’ Shoes, Chadstone, and Mr. Keith Lunt.

Miss Margaret Wood, Knitwear Department, Morsheds, Ballarat, and Mr. Roy Cassells.

MARRIAGES

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

Miss Judy Patole, Invoice Office, Collingwood, and Mr. Barry Stewart.

Miss Jan Seechall, Accounts Office, Prahran, and Mr. Robert Mitchell.

Miss Margaret Gunn, Office, Myers (Bendigo) and Mr. Malcolm Fields.

Miss Sue Smith, Ground Floor, Chadstone, and Mr. Ron Harris (Piece Goods), Chadstone.

Miss Pam De La Rue, Display Department, Foy-Bilsons, Collingwood and Mr. J. D. Findlay.

BIRTHS

Foxy “News Service” extends her best wishes to the following parents who were recently blessed with additions to their respective families:

Mr. and Mrs. Roy Wallace, a son (Ronald Peter). The proud mother was formerly Miss Lansdown, Tailoring Workroom, Brights.

Mr. and Mrs. Bruce Stevens, a daughter (Elizabeth Anne), Bruce working for the staff member at Morsheds, Ballarat.

Mr. and Mrs. Ian Poli, a son (Darren James). Mr. Poli is employed in the Hardware Department, City Store.

OBITUARY

Our heartfelt sympathy goes to the relatives, and friends, of the esteemed people whose deaths we record hereunder:

Mr. Thomas, Senr., mother of Mr. A. J. Thomas, Merchandise Director.

Mr. E. Arch, brother of Miss G. Arch, Accounts Office, City Store.

Mr. "Bill" Jenner, a former employee of the Men’s Store, City, who died after a short illness on 17/3/65.

Mr. Hall-Bentick, father of Mrs. Johnson, Telephones, Collingwood Store.

Mrs. Mabel Wheaton, Ladies’ Suits Department, City Store.

(Continued)
CITY

Mrs. Du Puy, of Haberdashery, has announced her impending resignation for a holiday. To the regrets already expressed, may we add our sincere good wishes for her future health, happiness and prosperity.

Mrs. Ferris, of Handbags, has returned to duty after a three weeks’ sojourn in hospital. We’re glad to note that the young lady has done so well that we fear no permanent injury from her indisposition.

Mr. Maxon, Ground Floor Supervisor, is rapidly acquiring a reputation as “Mr. Tattersalls”.

In two of the three consultations conducted by money-raisers of the Social Club, Mr. Maxon has gained the main prize. We’d like to say “long may this run continue”, but motives of pure self-interest prompt us to make this quip, “when is it to be our turn?”

Mr. D. Earl has joined the staff of the Hosery Department, where his duties consist of acting as Assistant to Mr. Stennett, Manager.

The display of Italian paintings on the Fourth Floor has attracted a great deal of attention, and it’s no uncommon sight to see art-lovers of all types giving the display their keen attention. And a visit was well worth while.

Reproductions by many great masters illustrate very forcibly the relative merits of Vincent Van Gogh and Eugene Gauguin as against the great Venetians—Tintoretto and Titian.

This issue of “News Service” will probably be too late for any advance publicity for the Computrace - Picnic at Maddingley Park. If it isn’t, wecontent ourselves by stating that all arrangements are well in hand for a great event, and the Social Clubs seem assured of bumper patronage. If it is too late, we promise to give a full account of the picnic in our next issue.

SUCCESSES FOR TWO STAFF MEMBERS

Congratulations to Mr. Errol Murphy, of Home Electronics, for being fortunate enough to win the draw for the best Sales Promotion effort judged by the trade for 1964.

Errol’s win secures for him a fully-paid three weeks’ holiday in New Zealand, Fiji and Tahiti, and the young fellow leaves for this vacation on 25th May.

Going back in time, we note the fact that an issue of “Service” which recorded the fact that Mr. Ken Brandman, Display Controller, had secured second place in the International Contest promoted by “Display World” of the U.S.A. — it’s happened again. Advice received last month stated that our friend had again been successful, and was the recipient of another medal for second place in a world-wide competition of display.

Heartly congratulations, and may the long run of outstanding successes continue.

PRAHRAN

The late Mrs. Mary McCurdy was our inaugural correspondent from Prahran. We’re glad to welcome Mr. B. Stewart, Dress Materials, as the new correspondent, and we’re confident that “Beg” will continue the excellent work that our former colleague performed so admirably.

All staff are eagerly awaiting the completion of the Store transformation now proceeding. Windows have been altered to provide for wider doorways, and the absence of window backing provides for greater visibility for both customers and staff. The addition of modern units and fixtures adds to the general picture, and there is every reason to believe that improvements will prove to be great honours to Prahran.

It is a positive, and unrehearsed fact, that one weary staff member was heard to state at the conclusion of the opening of Italian Festival Day:— “If the wife serves up spaghetti for dinner tonight, I’ll flamin’ well leave home!”

COLLINGWOOD

An interesting addition to staff ranks at Collingwood is that of Miss Marion Gleton, who joined the Cash Office staff on 1st February. Marion comes from Tan-ganyika, Africa. She also celebrated her 21st Birthday on 10th March, and on this latter event we offer congratulations.

More recent additions at Collingwood Office during the month were as follows:— Lorraine Morrison (Entry Office), Theodore Trapali (Docket Office), Janice Nolan and Judith Greet (Travellers’ Office).

To all of these young people a hearty welcome to Foy’s.

John Noonan of the Credit Office celebrated his 21st birthday on the last day of February. Congratulations, John, and may you have many more birthdays.

Newcomers to Store service during the month were Miss L. Begolehade and Miss J. Y ones, both of whom are employed in Ground Floor Departments, and whom a hearty welcome has been given.

EXECUTIVES ON SICK LEAVE

We regret to advise that two prominent Store personalities are absent on sick leave at the present time. They are Mr. Ken Pettell, Assistant Store Manager, and Mr. P. Nicholson, Travellers’ Controller. To both gentlemen, our very hearty congratulations, and may all prosperity in this sphere. For example, we note that Miss W. McLeod has returned from a holiday in Ben- dingi. Miss Mary Danforth (Office) returns after sampling the joys of Surfside Paradise, whilst the motor- ing quartette of Messrs. Michael Boyce (Men’s Wear), Peter Wilson (Children’s Wear), Neil Matheson (Despatch) and Graham Hobley (Furniture) report a great trip after their tour of Queensland.

The redoubtable “Olly” Plaine is reported to have been observed leaving the surf at Apollo Bay at 7 a.m. each morning, and is now back with a healthy suntan, and, finally, Miss E. Keel (China) is spending a nice holiday in Sydney.

GEELONG

The many friends of Miss Winnie Trigg, of Advertising, will be delighted to learn that the lady is making a most excellent recovery from her recent illness. It seems unnecessary to add that all her colleagues hope that the recovery will be complete return to good health.

Staff movements during the month were as follows:—

NEW STAFF: Geraldo Alexander (Men’s Wear), Miss Cheryl Case (Cosmetics), Miss D’Astoly (Patterns) and Misses L. Howard (General Office).

TRANSFER: Miss Cheryl Twitt, from Millinery to Sportswear.

SUCCESS OF BRIGHT’S AUTUMN PRESENTATION

A large number of staff members are fully entitled to praise for the efforts in connection with the Autumn presentations. With this thought in mind, we offer sincere congratulations to the following:

Mr. Bob MacKinnen and members of the Display Staff for the excellent windows that amplified the novel theme — “Hunt for Big Fashion Game This Autumn”.

Mesdames Janice Dixon (General Office), and Ellis (Elevators) who, with Misses Janice Murphy (Office) and Allana Golding (Fabrics), placed Parades of Autumn and Winter Fashions at Inverleigh, Mesdames Wyndham (Fashions) and McClain (Sportswear) who selected the fashions shown, and Mrs. Colleen Ellis (Ticket Office) who made a great job of the competing.

BENDIGO

A newcomer to Store service is Mrs. Sylvia Harper, who joins the Office Staff. We assure the lady of a hearty welcome and wish her all prosperity in this sphere. 

It’s the wish of all that this young man’s future in his chosen sphere may be rewarding and happy.
BALLARAT
A number of new arrivals joined staff ranks during the month. We heartily welcome Misses Pat O'Sullivan (Office), Janet O'Brogan (Wool's), Janet Carey (General Office), Jennifer Page (Workroom), and Mr. John Verhagen (Boys' Store).

There's been a spate of fund-raising activities in support of the candidate of Miss Lorraine Dobson (Post Office Street Trademe) in her candidacy for the Popular Girl Contest in aid of the Ballarat Orphanage Appeal.

In addition to the continued success of the weekly produce store, another Car Trail was held over the Creswick area. Twelve cars competed and the winner was Ray Aldrich (Blinds Department).

The final trial was "topped off" with a most enjoyable Hot Dog Supper.

BALLARAT HOLDS A SUCCESSFUL GOLF DAY
Mr. Frank Shearer organized a Golf Day, and more than 100 players from Ballarat, Bendigo, Colac, Geelong and Melbourne took part. Men's stroke and stableford events in two divisions were decided, and there was also a woman's 18-hole stroke handicap.

Lorraine's cause should benefit by more than £100 from the Golf Day, and the results were as follows:

1. Grade Stroke: E. McCoy 87 net.
2. Stableford: W. Grubb, 38 points.
4. Stableford: J. Hyett, 40 points.

WOMEN'S
Mrs. G. Rimmington, 63 net.
Putt: B. Davison, Nearest to Flag 180th, W. Jones.

THE STORY OF A GOLFER WHO WASN'T
Although it's not in the Ballarat report, we can't refrain from adding some depressing details of the performance at the same Golf Day of our friend and colleague, Mr. Ken Weaver, of the City Store.

Ken — who is built on the same diminutive lines as the famous Ray Galach of Collingwood Football Club (the premier team of 1965), certainly looked the part in real golfing kit.

His bulk, plus an imposing array of matched clubs attracted more than ordinary attention as he "laid up".

And, in an opening shot would not have shamed a namesake in Ken Venturi. A drive, estimated by our friend to be at least 350 yards and by realism to be 150 yards, followed by three coming shots, saw him take the first hole in four. Then followed several 4's and a 7. Quite an admirable performance, given his good form had followed our friend to this stage, but a great number of regrettable lapses saw the gallery disappear, and the score mount.

No matter what Mr. Weaver might try and explain, it is NOT good golf to take 12 strokes and 11 strokes at two successive holes. Furthermore, there must be an easier means of getting around a tree than by hitting it four times in succession!

But take all the other visitors of the Golf Day. If Mr. Weaver himself had a, and it's a happy sign of the great cordiality that exists throughout our organization, that so many colleagues can gather together to aid a good cause, and to meet in friendly rivalry in such competitions as this one proved to be.

CHADSTONE
The classified columns carry an announcement of the wedding between Sue Smith and Ron Harris, both of Chadstone Store. As can be expected, a good number of colleagues were present at the church, and the staff was also well represented at the subsequent reception held at Myer's Strawberry Roon, Chadstone.

Mrs. Sheila Norton (Manchester Department) is properly proud of her son's first grandchild. We're glad to state that Mrs. Norton's daughter and the grandaughter are both doing extremely well.

Arrangements are well in hand for the Wool Board Promotion to be held in early April. Fashion shows will be held in the open air and if weather permits, and these will take place right outside the front door of the Store. Other activities will include sheep shearing, sheep dog trials, and the finals of the National Knitting Competition.

DANDENONG
In a small budget of news from Dandeneong we record the following note regarding new arrivals at the Store. The arrival of Mrs. Holmes (Girls' Wear Dept.) and Mrs. L. Townsend (Ticket Writer) to Dandenong — a very hearty welcome to Partons.

SOME FURTHER ASPECTS OF DOLLAR CONVERSION
Although we have just concluded our series of short articles entitled "Making Sense — From Pence to Cents," we consider our "best" methods of expressing amounts in dollars and cents should not be ambiguous and, in the case of cheques and other similar instruments, that the amounts should be sufficiently altered fraudulently. Another requirement is that the symbols chosen to express dollars and cents should involve the minimum change in existing printing and other equipment.

DOLLAR SYMBOL
The Government has decided to adopt the normal dollar symbol for the Australian dollar — a capital "S" crossed by two vertical strokes. This symbol will be used for all official purposes. The officially adopted symbol will not be prescribed and may be varied within reasonable limits. For example, no particular type face has been laid down for the letter "S" and, while two vertical strokes are desired, no objection is made to the use of one vertical stroke.

There will be scope for improvement for a period. For example, where a typewriter has no dollar symbol, this may be replaced by a diagonal stroke may be used. When it is necessary to distinguish the Australian dollar from other currencies using the same symbols, this should be done by placing a capital "A" after the symbol — $A.

CENT SYMBOL
The recommended symbol for the cent is the small letter "c" with a full stop. This symbol should be placed after the figures showing an amount in cents. Again, it is likely that variations of the symbol will occur and a "c" crossed by a vertical stroke, or some stylized version of the "c," will be permitted.

Pence to Cents
All will wish Faye "all the best", particularly with the hope that the lady is soon back at Myers again.

The Social Club promoted a Night Tennis Tournament at the Ironbark Courts on 15th March. Attendance was not all that could reasonably be expected, but those who did attend were treated to some excellent displays of tennis.

For the Ballet!
As it approaches change in Australia's currency system, one of the main concerns, and the Decimal Currency Board has issued some guiding rules.

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