Woolies NEWS

OUR NEW "FOYS" GROUP to trade as "BIG W"

SINCE announcing the purchase of six Cox Bros. stores in Victoria (June, 1967 issue), another two have been added to the list. They are "Cox Bros.-Economic Stores" in Hay Street, Perth, W.A., and "Cox Bros.-Foys" store in Mt. Gambier, S.A. In all cases, Woolworths ownership and management commenced 1st August.

The large, air-conditioned Perth store occupies an advantageous corner position in the heart of city, and consists of a basement, ground and four upper floors all serviced by escalators and elevators.

The store will continue trading in its present form as "Economic-BIG W," and in 1968 will be progressively altered and modernised along "new look" lines, including a cafeteria. It will supplement facilities of the Company's existing Hay Street variety store, which has become inadequate to meet the city's expanding trading opportunities.

The Mt. Gambier (S.A.) store will trade directly as "BIG W;" the Victorian stores as indicated below each photograph.

* FOYS-BIG W—in modern CHADSTONE shopping centre, Melbourne.
* BIG W—Mt. Gambier, S.A.
* ECONOMIC-BIG W—Perth, W.A.
* FOYS-BIG W—in modern NORTHLAND shopping centre, Melbourne.

What papers said . . .
SCORES of newspapers all over Australia (and even overseas) reported the event. We publish a few extracts:

"The zooming retailer.

It hardly needed yesterday's deal with the receiver of Cox Bros. to drive home the point that Woolworths is the most extraordinary phenomenon in Australian retailing. . . . the buying public can be grateful. Australian retailing generally has never been more competitive and managerially alive than it is now, and Woolworths has been one of the pacemakers."

The Sydney Morning Herald, 1st June, 1967.

"Boost for Bourke Street.

Apart from increased competition which Coles will now encounter, Bourke Street traders seem to welcome the move.

They hope that Woolworths, with their penchant for aggressive merchandising, will add strength and life to trading in the street." 


(Excerpts from an interview with Mr. John Holdsworth, President of Prahran Chamber of Commerce, Melbourne):
"Taken from any viewpoint, it seemed that the move would be a good thing for Prahran shopping area, he said.

... We have every reason to expect that an organisation with the reputation and marketing know-how such as Woolworths enjoy could only improve the situation and the centre generally, Mr. Holdsworth concluded."

Southern Cross, 7th June, 1967.
WHO’S WHO at our NEW “FOYS-BIG W” DIVISION . . .


Mr. John Thomas joined at Foys Melbourne city store as a salesman in 1931, became Merchandising Manager in 1949, Merchandising Director in 1951. Managing Director since 1965.

Mr. Allen Houghton began at Foys as junior clerk in 1933, Became Office Manager in 1946, Head Office Accountant in 1949. Same year saw his appointment as Company Secretary. Director since 1955, Joint Managing Director since 1965.

WHO'S WHO AT FOYS—BIG W . . . WHO'S WHO AT FOYS—BIG W


Mr. Leslie Dunn joined Foys city store (Melbourne) in 1955 as Merchandising Manager (country stores) in 1961. Managing Director Morsheds (Ballarat) in 1964.

Mr. John Merrilees, formerly Merchandise Manager and Director Foys. Joined Woolworths May, 1967. Now Merchandise Manager FOYS-BIG W.


Mr. Noel Wearne joined Foys city store in 1959 as Department Manager Hardware Group. Manager Chadstone (Melbourne) store since 1966.


Mr. Stanley Elliott commenced at Cox Bros. Adelaide (S.A.) as trainee country branch manager in July, 1936. In August, 1936, appointed Manager Mt. Gambier (S.A.) store and has held this position ever since. Mr. Elliott is also the Mayor of Mt. Gambier.

Mr. William George commenced as a salesman at Foys city store in 1938; in charge Merchandise Control 1948; became Manager Collingwood docket office in 1950. Manager Prahran (Melbourne) store since 1966.

Mr. Laurie Marshall started as a window dresser at Foys city store in 1928, became Display Manager in 1929, Manager Wools Department in 1938, Assistant Manager Collingwood store in 1958, Manager Collingwood (Melbourne) store since 1966.

WHO’S WHO AT FOYS—BIG W . . . WHO’S WHO AT FOYS—BIG W . . . WHO’S WHO AT

Now a total of 14 BIG W family department stores

THE eight recently acquired Cox Bros. stores are now unified under the BIG W banner! Chairman and Managing Director Sir Theo Kelly said the move would simplify the BIG W buying organisation and strengthen its merchandising ability, with consequent benefits to the shopping public in all States.

Six BIG W stores have opened in N.S.W. since October, 1964. A further BIG W is under construction at Woolworths Gold Coast Centre, Queensland, for late 1968 opening.

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Memorable Farewell to Mr. C. R. Hart

"He endeared himself to every Woolworths man and woman with whom he came in contact through his well-nigh 40 years of service... by his thoughtfulness, by his sincerity."

The paragraph quoted was taken from the dedication on the inside cover of a souvenir booklet. The booklet was distributed to guests at the farewell dinner given to Mr. C. R. Hart by the Directors at the Company's Head Office on 5th July.

Director Mr. Cedric Hart retired from executive management on that date (see June issue of "Woolies News").

Mr. Hart was presented with a set of travel luggage, and an original Australian landscape painting by Alan Grieve. Mr. S. E. Chatterton, Director and co-founder, made the presentation.

The Directors and guests paid a wholehearted tribute to Mr. Hart—for his diligence, skill and devotion manifested during nearly forty years of service.

Because (quoting the concluding words of the dedication): "...Cedric Hart proved something more... that it's possible for a top executive of big business to be gentle... to achieve quiet strength through gentility... and to be widely respected for it!"

Flemings Tribute to Mr. C. R. Hart

Rare Talet

An incident which illustrates Mr. Hart's regard for other fellows' feelings was recently recalled by Mr. Jim Fleming, Divisional Manager of Flemings Fabulous Food Stores, N.S.W.

"During the weeks that followed the union of Flemings with Woolworths in 1960, our Property Manager Mr. Joe Doughty was receiving from Woolworths a large number of phone calls about all sorts of matters. Although after a few weeks he should have known the names of Woolworths Directors, the following telephone conversation indicates that he did not know one of them, at least:

C. R. H. 'Mr. Doughty, Hart speaking, Woolworths.'
J. D. 'Hart. Where from? What department?'
C. R. H. 'Secretary and accounting.'
J. D. 'Heavens! How many more people are going to ring me up from Woolworths, and what do YOU want, Mr. Hart?'

It was characteristic of Mr. Hart's friendly attitude that he took the whole matter in his usual, good-natured way, and continued the conversation without disclosing the fact that he was Secretary and Director of Woolworths Limited, thus saving Mr. Doughty from an embarrassment. I was able to acquaint him with the fact only after the conversation was finished."

Admiration

Mr. Fleming continued with his regard for Mr. Hart's extraordinary efficiency in dealing with the various tasks of Company Secretary.

M.D.'s NEW POST!

Our Company methods were frequently pointed out as a model for overseas observers by the Decimal Currency Board. N.Z. changeover to decimal currency is now well in hand after "C-Day" on 10th July.

Newest Stores

N.S.W.
Pennant Hills, Sydney. A 8,150 sq. ft. food and variety supermarket, completely re-built after 1966 fire, re-opened on 15th June.

VIC.
Blackburn South, Melbourne. A 11,400 sq. ft. food and variety supermarket, major extensions to 16,600 sq. ft. (largest in Vic.). Re-opened on 20th July.

100% DECIMAL!

ThE last of 9000 cash registers in use in the Company's stores throughout Australia were converted to decimal currency on 15th May, well ahead of schedule.

Chairman and Managing Director Sir Theo Kelly referring to the advanced date of the Company's complete conversion to decimal currency, said in his address at the Annual Shareholders Meeting:

"Our thanks go to our sales staff who, at the point of contact with our customers, had the task of explaining the new trading operation, and also to the equipment companies who handled the mechanical conversion so efficiently."

The smooth changeover was directed by recently retired Company Secretary-Director Mr. C. R. Hart, while supervision of all aspects of branch application was in the capable hands of Mr. Bob Knox (now N.S.W. Supervisor variety).

Our Company methods were frequently pointed out as a model for overseas observers by the Decimal Currency Board.

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We apologise for "black looks"... This issue was intended to reach you earlier this month, but our printers got caught in an industrial dispute.

Time was running out, so we've printed "Woolies News" in one colour only—for the first time in 10 years!

More Points of Interest in extended STAFF DISCOUNT!

HAVE you explored the possibilities of the newly extended Staff Discount yet?

We feature more examples of how you save worthwhile sums of money by taking full advantage of Discount shopping.

Some of these lines are available now, some will be available soon—in good time to lay-by for Christmas. (Actual prices may vary a little from place to place; a few lines are at larger stores only.)

MORE GOOD NEWS! Commencing 1st August, all staff is entitled to Staff Discount at the new BIG W family stores in Victoria, S.A. and W.A. (see page 1).

NEW "VOUCHER OFFERS" bring staff MASSIVE SPECIALS!

HERE'S more great news for Woolworths people! From time to time, most Australian staff will be able to take advantage of extra-special offers on selected merchandise.

You will receive vouchers entitling you to buy these goods at prices BELOW the regular Staff Discount rates.

Because of our printing delays, the first two special voucher-values are available until 15th September. Look them over at variety stores and most supermarkets. (Nylons also at BIG W.)

Mr. Richard Carfoot appointed Company Secretary upon the retirement of Mr. Cedric Hart. Mr. Carfoot was previously Commonwealth Accountant, and more recently Assistant Secretary.

Mr. Barry Rose formerly N.S.W. Advertising Manager appointed Advertising Manager N.Z. He took up his new appointment in June.
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