

# Port-Foley-O

September 13, 1952

**Free Chest X-rays  
Monday & Tuesday at  
Travis Street Dock.  
Wednesday at the  
Service Building.  
Keep Your Appointment**



*On Our Cover***Mobile Unit Will Set Up At Travis Street Dock**

Through arrangements made by management with the Houston Anti-Tuberculosis League, all associates will have the opportunity to take chest X-rays on Monday, Tuesday and Wednesday of this coming week.

The League's \$26,000 X-ray unit will be located at the Travis Street Dock, adjacent to the entrance of the Garage from 8:30 to 4:30 on Monday and Tuesday, and then move to the Service Building, where, on Wednesday, it will X-ray associates beginning at 7:30 a.m.

To get to the Travis Street Dock, it is suggested associates walk through the Basement Tunnel to the Garage. Direction signs will be posted along the route and an assistant will be stationed in the Garage to give further aid.

All associates, including extras, are entitled to the chest X-rays and will be scheduled for appointments during the day.

X-rays will be studied by members of the Houston Radiological Society, who check not only for TB but other chest defects as well, and each associate will receive a confidential report of the Society's findings.

Women associates are reminded that all pins, pads and jewelry about the chest area must be removed before an X-ray can be taken.

**Foley's United Fund Quota Set At \$26,144**

Foley's quota in this year's United Fund campaign has been set at \$26,144—the figure arrived at if each associate contributes one hour's pay per month for twelve months.

*Select Team Captains*

The store will conduct its United Fund campaign beginning September 22 with a store-wide meeting at 11:00 a.m. Team Captains will have been designated at that time and they will conduct the group meetings where pledges and direct contributions are handled.

This year's quota runs slightly higher than last year's, but that is to be

**PORT-FOLEY-O**

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**NOTHING HAPPENS UNTIL**—One of seven Divisional Merchandise Men to hold meetings last week, B. J. MALONEY is seen in the Conference Room stressing the importance of salesmanship to members of 3rd Floor apparel departments.

**Chalk Talks Stimulate Sales Techniques**

To further stimulate interest and focus attention on store-wide selling responsibilities, Foley's Merchandise Managers opened a series of divisional chalk talks last week calculated first off to develop **BETTER SELLING HABITS** on the floor.

Through periodic meetings with departmental heads and by emphasizing its objectives graphically with posters, bulletins and meaningful information, the store hopes to increase associates' awareness of the importance of 1) Contacts 2) Merchandise Knowledge 3) Closing Techniques.

In stressing store-wide responsibilities, posters were designed which interpreted the questions: *Who's Your Boss?*; *Who Pays Your Salary?*; *Who's the Judge and Jury?*; *Who's Loyalty Do You Want?*

All questions could be answered: It is Mrs. Customer.

Next week, sales associates will consider the aspects of **BETTER SELLING PROMOTIONS**.



**FACTS OF THE MATTER**—They say *nothing happens until you make a sale, and that does make Mrs. Customer pretty extra-special at that.*

**Bridal Gift Secretary Will Provide Added Services**

A convenient new service was added to the China, Crystal and Silver departments recently with the introduction of *Juanita Thissen* as Bridal Gift Secretary.

A former Personal Shopper familiar with the store's bridal gift merchandise, *Juanita* will be in charge of the registering of brides for their gift preferences in the three departments.

Departmental salespeople will continue to handle the sales transactions, but the Bridal Gift Secretary will follow through by recording silver patterns and china and glass styles selected by new brides.

*Juanita's* desk will be located on Five, adjacent the Silver department.

EVE WA FR KN

## Around the Store

### Allison Ferguson Inducted

Allison Ferguson, a member of the Bake Shop staff since December, 1950, will report for Army induction October 1.



From La Grange, Texas, Allison was reared on his parents farm with six brothers and sisters.

He is 22 and single; hopes to become a baker in the Army.

Al Ferguson

### Training This Week

Out-of-staters: Mary Harris, San Diego, Calif.; Iva Mitchell, Tulsa, Okla.; Ruth Everly, Mansfield, Ohio; Thomas Graham, Pleasantville, New York; Henry Robinson, Covington, Tenn.; Loraine McKnight, Syracuse, New York; Patricia Maddex, Chicago, Ill.; Clara Johnson, Boligee, Ala.; Sonia Laakso, New York;

Texans: Johnny Cayler, Mullen; John Gooser, Dallas; Julia Tanner, Dallas; Thelma Moody, San Antonio; Ann Conley, Tomball; Ann Finch, Wortham; Linnea Focke, Rose Schoner, Mary Terry, Dorothy Bobacek, Evelyn Wilkins, Ina Royse, Grace Ruffin, Ernestine Winfield, Joann Skinner, and Carolyn McKee of Houston.

### Scholarship for Law Student

Sid Lilly, Thrift Shoes, has been awarded a University of Houston scholarship in order to complete his law studies.

With the store since November, 1951, Sid's academic endeavors have taken him from Boston U—he's from Malden, Massachusetts—to Southern Methodist to Houston. His scholarship, awarded by the Perry Foundation, is the first to be granted a law student at the University.

An Army veteran, Sid served in Korea in 1946 and played football with the 7th Division's championship team of 1947.

(Continued on Page 4)



Jim Eldridge



James Mitchell



Tommy Ryan

## Two Supervisors, Executive Trainee Promoted

James Eldridge, 3rd Floor Supervisor since January, was named Assistant in the Misses & Women's Coats & Suits departments on September 2.

Jim's service dates from August, 1951, when he joined the executive training program.

Formerly of Vicksburg, Mississippi, he attended Millsaps College and was assistant manager of Vicksburg's Woolworth store before entering the Service in 1942. As an infantryman in the 31st Division, he saw action in the Pacific.

Following the war Jim went to New York and joined Bloomingdales. He was attending New York University at night and had worked himself up to Assistant in the store's Stationery department when he decided to make a full-time study of fashions and design.

He entered Traphagan Fashion School, was graduated in 1950, and did some free lance advertising work for fashion departments at the Emporium in Jackson, Mississippi and the Jackson Daily News before continuing west to Foley's.

### Earl Mitchell Promoted

Houston's own Earl Mitchell, who joined the store in March and has been serving as Basement Supervisor since April, was promoted last week to Assistant in Men's Furnishings.

Earl attended Milby High, class of '41, and took his BA in business ad-

ministration at the University of Houston in 1945. He was head of the Boy's Department at the YMCA for a year before joining Humble Oil's accounting division in 1947.

While working at these jobs, Earl attended night school at the University. He took his master's degree in personnel management in 1949. That year he was married to the former Betty Jane Waycott of Houston.

### New Floor Supervisor

Tommy Ryan, a member of the general sales staff since June, now attending executive training classes, was named 4th, 5th & 6th Floor Supervisor this week.

From New Orleans, Tommy was graduated from Tulane University, college of business administration, in May. While on campus he served as business manager of the student yearbook, *Jambalaya* and was selected by the Society for Advancement of Management as the most outstanding graduating senior in the college of business.

## Is Ima A Real Person?

In many cases, yes.

But fortunately, there are a lot more Sally Smiths than Ima Tizzys, and that's what makes the comparison so comical.

For the correct approach to a real selling job, watch these two in action during the coming weeks.



## Around the Store

### Names in the News

Proving once again that Foley's is Tops in Texas, James O. Mitchell, DM of Sewing Machines, returned last week from the annual meeting of White department store managers with news that his department had climbed from 28th to 4th in the nation in average dollar sales per person per week.

Mitchell joined the department in April after supervising the sales operation of eight White departments in Eastern Pennsylvania. He is formerly from Villa Rica, Georgia.



For a job well done, White Company awarded prizes valued at \$50 to each member of the Sewing

Machine department.

Port-Foley-O, too, would like to congratulate those associates who did such a bang-up selling job.

They are: Mackie Goodrich, Millie Fletcher, Joy Doyle, George Doherty, John W. White, and Tommy Kerls, who handles the service end of the department's business out at the Service Building.

Robert De John, the third outside salesman, joined the department only recently.

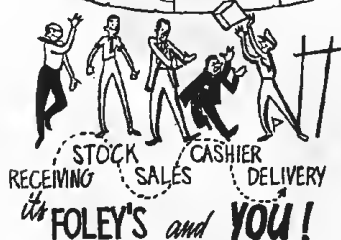
### Thank You Notes

Helen Carrier, Millinery, and Nancy Fuentes, Basement Draperies, express their thanks for flowers and cards received during their recent bereavements.

### Best Wishes

To Segmund Segal at Hermann Hospital; Flossie Goelzenleuchter, Coats and Suits, now home from hospital and doing nicely; supervisor Marvin Frank now at new Methodist; and Ruth Hawkins back at her desk in Sales Audit.

Who's the Winning Team for  
MRS. CUSTOMER?



**FAMILY AFFAIR**—Regardless of the job you do, you can see that we're all involved in one thing—serving Mrs. Customer.



**WELL RECEIVED**—Mrs. Evie Jo Craven reviewed "Gown of Glory" before a packed house of Book Club members and guests Wednesday evening.

## 'Gown of Glory' Draws Record Book Club Group

Popular Houston book reviewer Evie Jo Craven spoke before a packed house at Book Club Wednesday evening. In all, fifty-five members and guests attended her review of "Gown of Glory", a recent novel by Agnes Sleight Turnbull.

Lorah Coffey of Credit won the certificate for a Literary Guild book and Mrs. Butler, city librarian and guest of Margie Young of Folding Furniture, won the drawing for a home-made cake.

Margaret Tyler, Addressograph, performed her stunt for the Bookworm's playmate, but was unable to identify the object.

Juanita Harkness, club secretary, announced that the Founder's Day Banquet would be held at the Plaza Hotel on October 9.

## Don't Wash Out Your Sale

Could you instruct a customer in the procedure for washing an Orlon coat, a Sanforlan or nylon sweater, an Orlon-wool pleated skirt, or Nylon-Rayon boy's suit?

You'd have a valuable selling aid in your grasp if you could. In many cases, this information would mean the difference between a good sale and a no-sale.

If you attended General Electric's Fashion Fantasy show Monday, you saw the success with which apparel made of these new fabrics was lauded. Yet there is a certain finesse to washing synthetic fabrics, especially when they are pleated or hemmed.

By consulting the Training department's library, associates in apparel departments may obtain last-minute information on all of the new fabrics, including Orlon, Dacron, Lorette, and Sanforlan.

## League Standings

Team	W	L	HG	HS
Five Aces .....	8	0	702	2044
Mint Julips .....	7	1	780	2139
Rum Dummies .....	6 1/2	1 1/2	717	1951
The Sports .....	6	2	659	1970
Black Marks .....	6	2	711	2021
Squirrels .....	5	3	683	1877
Keg Legs .....	5	3	735	1999
Question Marks .....	4	4	682	1922
Hot Shots .....	4	4	716	2064
Alley Cats .....	4	4	715	2061
Atomic Bums .....	3 1/2	4 1/2	624	1647
Rug Cutters .....	3	5	645	1864
Pin Busters .....	3	5	639	1836
Hinder Binders .....	3	5	639	1861
Ten Pins .....	2	6	579	1730
Appetizers .....	1	7	618	1829
Guttersnipes .....	1	7	651	1890
South Paws .....	0	8	695	2030

High men's game & series: Trav Westmoreland (Hinder Binders) 201-555.

High women's game & series: Betty Bornitzke (Mint Julips) 176-502.

High team game & series: Mint Julips, 733-2139.

### CAPTAIN'S MEETING

All team captains will please report at the alleys on Wednesday, September 17 at 8:00 p.m. for an important meeting with Bowling Officers.

There are now vacancies on teams for at least five women bowlers. If you signed up for bowling but have not been placed on a team, plan to attend Wednesday's session so that FAA bowling officers may place you.

Wednesday, September 17 at 8:30 it's Rum Dummies vs Squirrels; Black Marks vs Mint Julips; Guttersnipes vs Appetizers; Rug Cutters vs Atomic Bums; South Paws vs Ten Pins; Sports vs Five Aces; Pin Busters vs Hinder Binders; Keg Legs vs Alley Cats and Hot Shots vs Question Marks.



**MAGIC FABRICS**—Free lance model Ann Vasos (left) and GE home economist Pauline Monroe demonstrate the washability of an Orlon-wool pleated skirt.