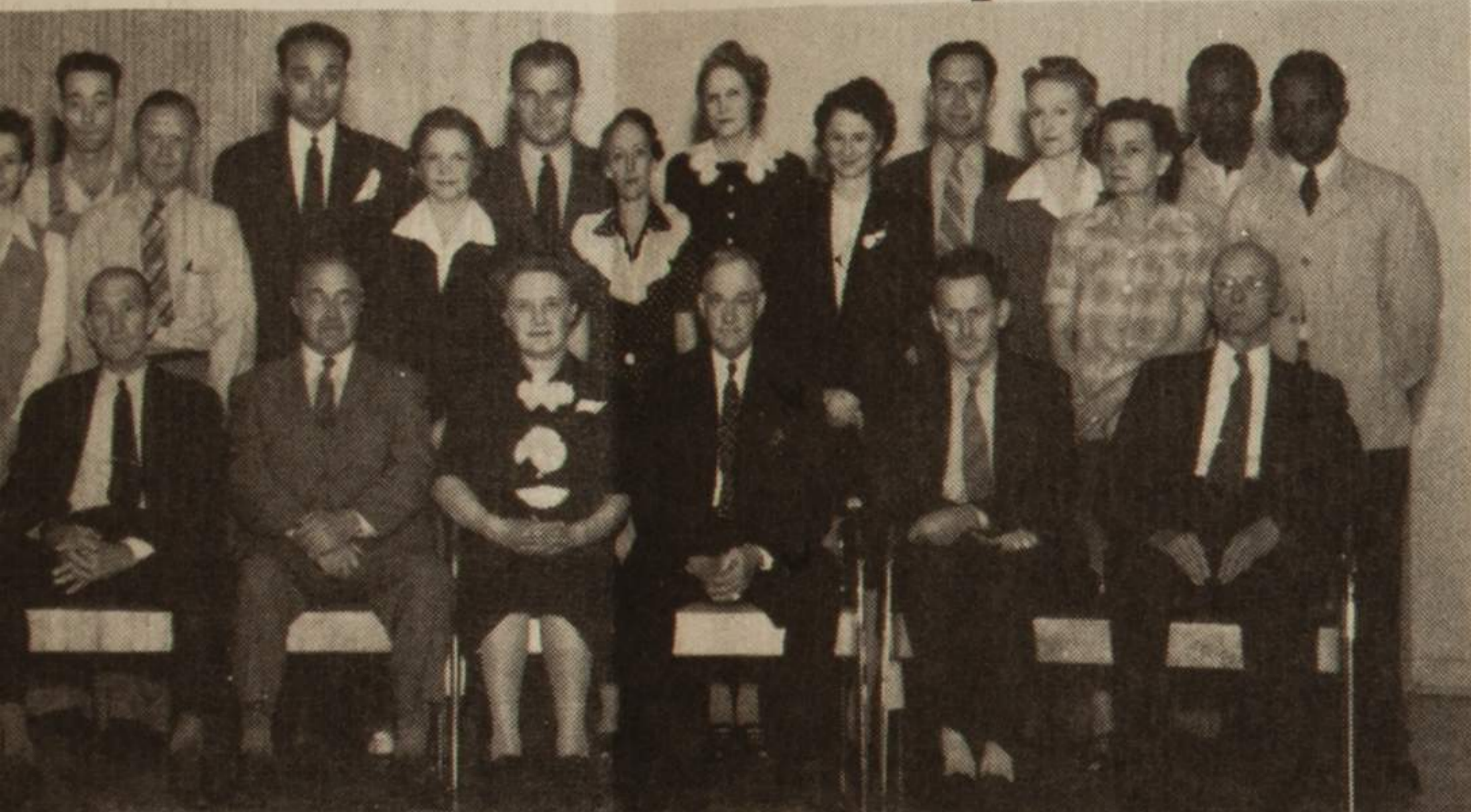


Oklahoma City Store



Mildred Porch, Credit Dept.
 Judy Calkins, Gift Dept. Clerk
 Kathrynne Dodd, Record Clerk
 Jackie Yount, Record Clerk
 Ed. P. Horne, Furn. and Radio, Salesman
 Patricia Yount, Record Clerk
 James Wooley, Piano Shop Finisher
 J. R. Coulson, 15 yrs. Radio Service man
 C. W. Tutt, Furn., Radio Salesman
 Maurine Urban, Sheet Music Clerk
 E. C. Calkins, 6 yrs., Musical Mdse. Dept.
 Eula Urban Sheet music clerk
 Elsie O'Brian, Sheet music clerk
 Mildred Chastain, 9 yrs, Bookkeeper
 Merritt Young Mgr. Furn. Dept
 Ann Adams, Service Dept. Clerk
 Alta Roof, Cashier
 Marlin Weatherington, Porter
 Fred Briscoe, Porter
Other employees not in the picture are:
 W. P. "Kid" McDonald (Veteran of 37 years and allergic to cameras)
 Carl Chilton, Truck driver
 Earl B. Fleming, 22 yrs, Piano salesman
 Olivia Nelson, 11 yrs., P. B. X. Opr. Control Clerk
 M. E. Nicholson, 15 yrs., Furn. radio salesman
 G. E. Perry, 12 yrs, Mgr. Mus. Mdse. and Gifts
 Ethelyn Stout, 25 yrs. Stenographer
 Fay Thompson, Floor walker
 Homer L. Leonard, Piano Shop helper

NEWS FROM WICHITA

Everyone here is glad that our severe summer heat has faded into the past as we know that it will be a means for every one to be in a better frame of mind and more ready to settle down for the fall season and to cash in on the fall business that we expect and hope to get.

Things have been humming in our furniture department but there is yet room for much improvement. One of the high lights of last month's activities in that department was the sale of over \$700.00 to one customer by Herbert Wright of Dunbar furniture. Mighty nice sale, we would say but we can stand a lot more just like it and wouldn't it be nice if we could get in the habit of making one like this every other day.

No more than had our Mirr-A-Pianos arrived than Nate Stark jumped right in and sold both of them.

Laura Mary Potter, our genial switchboard operator and office help, took on a better half and is now known as Mrs. James P. Pfeffer. He is in the armed forces, the last whereabouts was Albuquerque, but is not quite sure just where now. Any way we wish them both lots of luck.

Mr. J. W. Jenkins III and Mr. F. C. Howard spent two days with us recently and we gained many beneficial points from their visit. Also Mr. Fowler spent several days with us during August so we have been blessed with company from Kansas City recently.

JOPLIN HAS GOOD MONTH

In spite of shortages and non-existences of merchandise we have always depended on for our volume of business, we went over our quota and had a good month in August. This is attributed to our new departments, Furniture and Floor Coverings, and House and Giftware, which are coming along nicely. We expect to do even better in these departments in the months preceding Christmas. Our patrons continue to express their approval of the new lines of merchandise we are carrying, and we are getting new customers every day through our window displays. We are thankful for the quantity, quality, and variety of the new merchandise we have to show and sell. We realize and appreciate that this is made possible by the fine work of the Wholesale department heads, and through the cooperation of Paul, John, and Fred Jenkins. Our motto is, "Get the merchandise for us, and we will sell it, regardless of what it may be."

The office force received another visit from Mr. Fowler last week. We enjoyed having him, and hope that he will come back soon.

We also enjoyed the short time Frank Burgard spent with us, and appreciate the really fine displays he worked out for us.

Mrs. Opal Sails is no longer numbered among the missing. Her splendid recovery from the major operation she underwent in June has been remarkable, and everyone in the store is "tickled pink" to see her back.

The new face in our office is Miss Ann Ackerson, who has been with us for the past few weeks. We wish to welcome her, and sincerely hope that she will be with us permanently.

Mrs. Petty is really proud of the addition of greeting cards to her sheet music department. The Christmas cards are certainly lovely, and she is sure that she will have no trouble at all in selling all she has.

BELTRAND QUILTS GIVING KISSES WITH WAR STAMPS

Well the third War Bond Drive is on and in a very big way. We have a very attractive window that should really help sell bonds. We are finding that Bonds are easier to sell than Defense Stamps. I used to have to offer a kiss (Candy) with the stamps I sold, but with Bonds I only have to hand them a fountain pen to write out their checks with. Maybe I'm losing my kiss appeal. Anyway they are really buying Bonds in a big way.

We had a very nice visit from Mr. Fowler that we enjoyed very much.

Every one got a very good rest over Labor Day and was able to take good care of the many customers that came in the store Tuesday. It looked more like Saturday.

Our store really looks pretty since Betty Jones has rearranged our Gift Department with new ideas from Mr. Steve Slaks trip to Kansas City.

We think we have a very smart boss man. He has devised a very good plan to keep our customers satisfied and to bring them back into the store.

The plan is as follows:

If we do not have an item a customer calls for we take their name, address and telephone number. We file the card and when the item comes in we call the customer. Another good plan of his that we are using successfully in our store is when a customer calls for something that we do not have we call other stores that will be likely to have them and try to locate the item if possible. This plan saves the customer much time and valuable "Shoe Leather". You would be surprised how much the customer appreciates this service.

Well here comes a man who might buy a bond and I want to beat the boss to him so—bye, bye, buy bonds.

Fort Smith

W. W. BRADFORD TO STAY IN COLORADO

Our good friend, W. W. Bradford, of the piano sales department at 1217, has decided to stay with Colorado, his old love. He sent greetings to all Jenkins associates but is going to live again in sky-high Denver. Goodbye and good luck, "Brad".

IT'S "GRAND POP" WALLACE NOW

Bill Wallace has looked old enough for a long time to be grandfather. However it never happened till last week, when he received word of the arrival of William Carlyle Wallace, weight 7 3/4 pounds. The baby's father is a First Lieutenant of Artillery on duty at Ft. Sill, Oklahoma.

WHO'S GETTING HIS OUT OF THIS WAR?

Most of us find it easy to point an accusing finger at the other fellow.

It's human to think that you're taking it on the chin ahead of the next guy. It's easy to assume that you're making the biggest sacrifices.

Are you so sure?

Who really knows? The other fellow's grass always looks the greenest. Maybe he thinks you have it soft.

The President has said, "Each and every one of us will have to give up things to which we are accustomed. We shall have to live our lives with less."

Yet there are people, and you've heard them, who are asking for more . . . loudly . . . gimme guys . . . calling out for all kinds of special favors.

They don't seem to know that you can't make guns and grind axes at the same time.

The one job of every American is to win this war. We'll do it by asking not "what more can I get?" but "what more can I do?"

We are indebted to the Old King Cole Company of Canton, Ohio for this fine thought.

AUGUST SALES LIST SLIM

The August list of sales by non-sales employees looks like the slimmest in history. Steve Slack batted high as usual, but every one else is off. With all the new goods we have to talk about we should pick up sales everywhere.

SALES FOR THE MONTH OF AUGUST, 1943

Here is Mr. Everley's list:

- KANSAS CITY, MISSOURI
 Cliff Adams, 2 Herman Lewis, 1
 E. E. Armstrong, 1 L. Mellon, 1
 Mae Artz, 1 M. Morris, 1
 Albert Buddemeyer 1 M. Singleton, 1
 Bette Dunn, 2 G. Whitefield, 1
 James Lawrence, 1
- FORT SMITH, ARKANSAS
 Stevenson Slack, 10
- OKLAHOMA CITY, OKLAHOMA
 Eleanor Pollard, 1 Thelma Snodgrass, 1
 Janette Lawrence, 1 Ethelyn Stout, 1
- TULSA, OKLAHOMA
 H. Hendrickson, 1 Louis Owen, 1
- TOPEKA, KANSAS
 Lorene Hillyer, 1 Lillian Walker, 1
 M. Plumb, 1
- WICHITA, KANSAS
 Emma Kerley, 1

Jenkins Newspaper "Ads" LEAD the FIELD

—Chicago Experts Say

One of our wholesale representatives on a recent visit to Chicago interviewed the two largest retail advertising authorities in the United States, and was greatly surprised upon showing them certain of our dealer hookup ads to learn that they considered our daily newspaper display ads were among the best, appearing in the Metropolitan papers today.

Their arrangement, display and readability makes them outstanding—the selling copy is so worded as to convey the message in the fewest words—"the sales punch."

Our representative was so impressed with their frankness that he lost no time, upon returning to Kansas City, to convey this good news to the proper authority, who is passing same on with the hope that those individuals concerned with advertising in our organization will take full advantage of our Advertising Department which is under the capable supervision of Mr. C. W. Kanaga, better known to many as "Grand Pap."

We feel we are fortunate in having the services of a man with the broad and thorough experience Mr. Kanaga has had. For example:—his years of retail customer sales experience, his broad knowledge of merchandise, his background of newspaper experience, coupled with his aptitude for art and display give him a thorough knowledge to properly display, layout and inject sales appeal in all advertisements, which have proved their pulling power in a direct check on our daily retail sales. This is a background hard to find in any one individual, and, coupled with the statement of the above mentioned authorities, is proof to us that our Advertising Department is in capable hands.

This article was written and printed herein without his knowledge—although he is the Editor