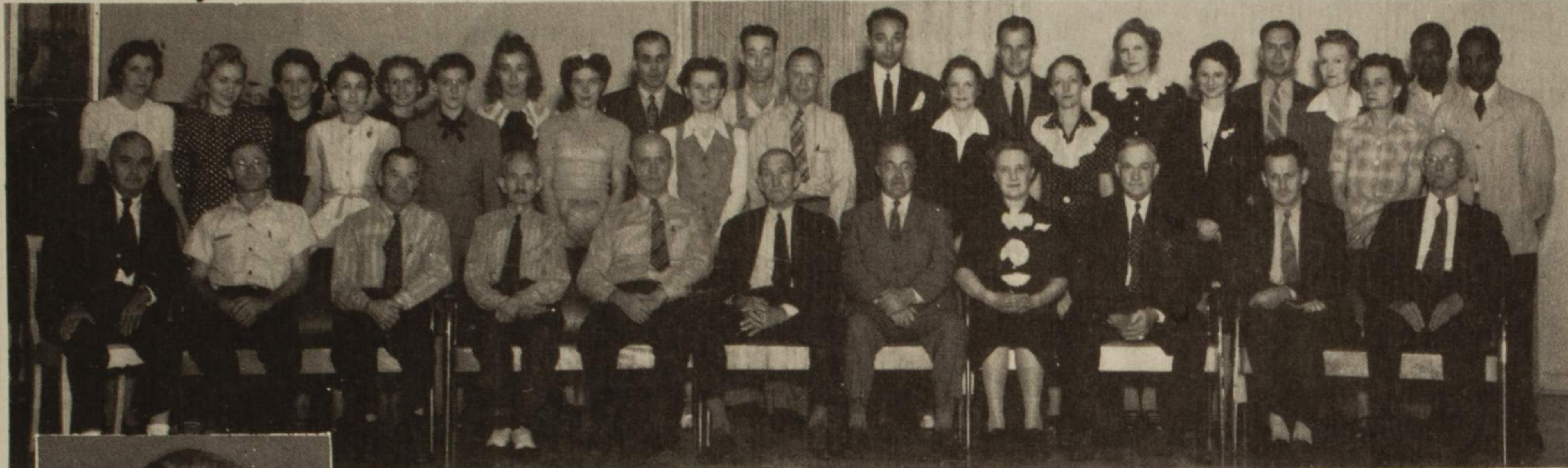


Do You Know Our Oklahoma City Store



E. N. SNEDEKER

Front row—left to right:—
W. D. Borch, 30 yrs., Tuner
Earl Robbins, 24 yrs., Shop Foreman
D. F. Spencer, 20 yrs., Tuner
T. A. Brehme, 24 yrs., Action man
A. W. Dahlmann, 15 yrs., Tuner
Geo. J. Mauck, 34 yrs., Piano Sales
E. M. Snedeker, 38 yrs., Manager
Thelma Snodgrass, 25 yrs., Sheet Music
Thos. B. Pedigo, 14 yrs., Piano Sales
V. E. Wickham, 19 yrs., Radio Service
J. M. Hamilton, 27 yrs., Piano Sales

Back row—left to right:
Janette Lawrence, 14 yrs.; Mgr. Record Dept.
Faye Groom, Record Clerk
Marion Haberle, Sheet Music Clerk
Eleanor Pollard, Credit Dept.

Mildred Porch, Credit Dept.
Judy Calkins, Gift Dept. Clerk
Kathryne 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

business are Messrs. W. P. MacDonald, George Mauck, Miss Ethelyn Stout, Messrs. Borch, Robbins, Spencer and Braehme of the piano shop; in fact, the entire personell that has manned this branch through the years are marked contributing factors.

Mr. Snedeker recalls a favorite quotation of the late J. W. Jenkins: "The clerk can make or break the store". With this adage in mind, the Oklahoma City personel did a big job of merchandising—over \$14,000.000 worth of goods have been passed on to customers by this Jenkins branch store.

Today the home of Jenkins at Oklahoma City is a store that is the admiration of visitors and the pride of employees, a very beautiful and thoroughly modern establishment.

Closing his story of the Oklahoma City Store, and his 35 years service with our company (28 as manager), Mr. Snedeker philosophizes: "These years have been eventful ones with more happiness than disappointment. Ours is a business that I have always believed offered an opportunity to be of worth-while service to the community. Ours is a plan of merchandising that dignifies the calling. Certainly there is nothing about our business that need impair one's health or restrict the opportunity for getting something worth-while out of life each day. I can truthfully say that after these many years, something new and interesting comes up every day in this business."

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 7½ 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

One of our w Chicago interview the United States, certain of our dea daily newspaper the Metropolitan

Their arrangem standing—the sell in the fewest woro

Our representat he lost no time, up news to the prop hope that those organization will ment which is und better known to

We feel we are the broad and t example:—his yea knowledge of m perience, coupled a thorough knowl appeal in all ad power in a direct ground hard to fi statement of the our Advertising I