

Bill Foulis

08-15-2016 by Harry Zirkelbach
Stars and Sun date 34514

One arriving in Denver August 1948 I met Bill Foulis. A Scotsman, early thirties, 6' 2" and 180 pounds of many talents, he introduced me to the city. For one morning he drove through the downtown, then miles on consecutive divided boulevards, mentioning the home of those he considered celebrities. I was impressed. From two years in Washington D.C. I travelled those Boulevards laid out by Pierre L'Enfant before the first building. In Denver, impressive roadways, plus the great mountain scenery to the west. I was shown no slum area, narrow winding street. To the left and right of these Boulevards, streets were uncluttered, homes neat. Bill Foulis, the ultimate Denver salesman.

Bill Foulis worked in Denver in the 1930 for KLZ radio as announcer and writer, great voice, tireless, rugged face, articulate.

Also Bill was an alcoholic, would remain so all his life. He had been fired several time before he joined the US Army in WWII. He never celebrated those years.

Back in Denver after the war, still an unemployable alcoholic. Then friends took Bill to the Alcoholic Anonymous House, 13th and York in 1947. That was a success. Bill thrived, remained a recovering alcoholic all remaining years.

That same group of pre-war friends helped Bill gain employment, writing for Governor Lee Knous as Director of Traffic Safety. Bill wrote Press Releases and articles on topic for Governor Knous. These appeared on Denver radio stations and in both Newspapers.

Colorado vehicle accident had become unacceptably high since 1945. The position was created as a step toward reduction of auto accident, damage and death. Weekly Governor Knous made some announcement urging the driving public to drive carefully. Knous's efforts were regularly broadcast; the results applauded by all media. That helped too.

While a Denverites in thru the 50's, Bill remained active with AA. Alcoholics who visited the brownstone at 13th and York were bound to meet Bill. If employable, Bill would help them find a job. In one area, Denver Restaurants all needed kitchen help. Many a night we accompanied Bill to one of these houses of hospitality, ate, then visited Bill's newest rescue, their management, complementing each for their perseverance, friendship.

This too amazingly effective, for all.

A natural reporter, Bill Foulis had close to total recall. He listened to everyone. Responded to their comments. He was aided by the smile on that great face, deep voice.

Bill would remain a government employee all his life; later as Director of Traffic Safety for Western United States in Palo Alto California; then the same position in the Kennedy and Johnson White House.

While successful in public elations involving Traffic Safety, Bill could have conquered any business world. He was tireless, commanded the King's English. He also suggested avenues for other commercial success. His basic idea, in commerce, remember your Customer's name, add his personal history, for unless you are a Mortician, customers will repeat when you make sure they favorable recall your encounter.

In stores, idle Salesmen entertaining one another by the hour. Encourage them to call former customers, friends. Phone calls are free, should be entertaining. The caller, a premier salesman in a moment he otherwise would waste.

His favorite example, the florist. Once you have a store, create a business. (Then as now, product is bought from Denver Wholesale Florist. Product is comparable between florists) Begin a directory of customer names, dates, family history, facts.

At first call friends, strangers, from local news stories. Keep voice smiling. With time, a font of data for every occasion for each customer has ben accumulated. Call. " Hi, Maggie/Donna/Joan/Judy/Carole/Hap/Mollie/Chris.Suzy, Loweta, Dennis/ Natalie,/Nancy, Kay,Mary Jane, Eydie, Dianne, Marilyn, Irv, Harry;" I see you are having an important event next week. Congratulations. Shall we send flower for you? What would you like on the card? Will you pick this up, or shall we deliver this for you?

As Director of Traffic Safety in the Kennedy White House, he organized a Senior Advisory Traffic Safety Volunteer Committee of prominent businessmen. They never missed the infrequent pre-arranged meetings in a White House suite. Bill had also arranged for the President to casually drop in, say hello to the group, thank each by name. Regardless of political affiliation, they'er impressed.e

Few had spoken to any President,
much less this engaging, handsome, youngster.

When the Traffic Safety was absorbed into the Federal Highway Administration,
Bill continued to give that office access to the Press and media as an active
member and Officer, of the Washington Press Club.

If Heaven maintains a Public Relations Office, Bill Foulis will be involved.
His boss will remember him.