

Don't Just Stand There, Sing Out Your Complaint

By REYNOLDS KNIGHT
If you have a legitimate gripe about a company's goods or services, COMPLAIN. You'll be surprised how eager stores, manufacturers and service firms can be to make good — particularly in today's highly competitive markets.

For example, an executive of a large company recently

took an overnight coast-to-coast flight on one of the big airlines. The breakfast menu offered him consisted of juice, rolls, and coffee. In a letter to the airline, he argued this was fare for children — not adults. Result: the airline now serves he-man type breakfasts on all its overnight flights.

forms. A man purchased a new car with a defective radiator. He sent the entire radiator back to Detroit and immediately received a new one. A housewife opened a jar of baby food that was spoiled. She wrote the company about it and not only received a replacement jar, but many additional goodies, too. A man waiting in a de-

partment store to be served, decided to take matters in his own hands after being ignored for 15 minutes. He picked up a lamp and headed for the exit. A salesperson rushed over immediately and asked what he was doing. "I am stealing it," he replied. He received instant service.

The moral is this: companies want you. They want

you to like them. They'll accept your legitimate complaints gladly because your good will and satisfaction will make you "come again." Profits can't be made on first-time sales only.

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INDUSTRY'S employee motivation campaigns are paying dividends on the fighting fronts in Viet Nam, according

to the U.S. Air Force. Maj. Gen. Charles H. Terhune Jr., commander of the Air Force System Command's Aeronautical division recently, calling it "a model for the aircraft industry."

General Terhune said Honeywell's specialized controls and instruments are the type of equipment that "always spell the difference between suc-

company's STEP employee motivation program is already paying dividends to the armed forces in terms of combat effectiveness of military weapons systems in Viet Nam. STEP, which stands for Strive Toward Error-free Performance, was instituted about a year ago and has achieved what General Ter-

“FRANCHISING” is the big business. So much so the

"FRANCHISING" is big business. So much so, the Labor Department recently signed an agreement with a big eastern college for the training of 1,000 high school students in the franchise business. A franchise sets up a person — or company — as an independent enterpriser, representing a larger firm with an established product, service, and reputation. The agreement was made to assist the franchising industry and expand a new job market. . . .

A recent survey on depreciation of many reveals that we in the United States are not the only ones having difficulty making money stretch. Declines in money value in 1965 surpassed the ten-year average in 31 of the 45 countries surveyed. In most of the countries spiraling food prices induced by production shortages of cereal grains and meat caused the shrinkage. For the 10-year period as a whole, the median rate of depreciation for the 45 countries was 3.3 per cent a year.

AMERICAN tourists traveling abroad this summer can find American-style greeting cards to send home in no less than 75 countries around the world. In many of these countries greeting cards were almost unknown as recently as 10 years ago, a spokesman for Hallmark Cards pointed out, but now they are frequently available in both English and the language of the country.

In France, for example, Hallmark is producing greetings in French for domestic exchange, and its own English-language cards are imported from Great Britain and sold in resort hotels and gift shops frequented by tourists.

The custom of exchanging cards is catching on in Japan, Germany and even in some African countries, and the company is producing cards in these countries in Japanese, German and Afrikaans. American tourists frequently select foreign language greetings to send home because of their novelty, even though those receiving them can't speak the language.

IF YOU'RE a "blues" fan and you like to play the harmonica there is a new mouth organ designed specially for you. Called the "Blues Harp," its 10-hole diatonic scale is similar to that of most harmonicas, but certain design changes are said to make it ideal when playing the "blues" . . . Water ski enthusiasts can now enjoy ski bindings that conform exactly to the bone structure of the feet, with complete foot comfort, it's claimed. The bindings known as "Formulastic," are said to be tougher and more tear resistant than other bindings . . . If you like privacy, a new fence has been designed that permits you to look out, but makes it difficult for anyone to look in. The fence is perforated for free circulation of air and visibility.

Showcase Schedules Auditions

Auditions for Showcase Theatre's production of "Goodbye Charlie" will be held Wednesday and Thursday, July 20 and 21, at the theatre, 13752 S. Prairie Ave. Hawthorne.

Warren J. Worthen, resident director of the Showcase, will direct the play. Parts for seven persons, ranging in age from 22 to 50, are available.

Showcase Theatre's current production, "Lullaby," opens Friday, July 29, and will run through Aug. 20. Reservations may be made by calling 672-5429.

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ALL REGULAR 39c VARIETIES

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KRAFT • QUART JAR • SAVE 14c

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FRYERS

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KING SIZE FRYERS
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OR GIBLETS



FRESH SALMON **WHOLE OR HALF** **98^c** **LB.** **SALMON STEAKS** **\$1.09** **LB.**

FRESH OCEAN FISH - FILLETS **69^c** **4 FISHERMEN - FROZEN FISH - STICKS** **24-OZ. PKG.** **98^c** **BLUE DIAMOND - FROZEN SHRIMP OR SCALLOPS** **1 1/2-LB. PKG.** **\$1.49**

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RIB ROAST **79¢** LB.
LARGE END
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SHORT RIBS **39¢** LB.

ALPHA BETA FRESH DEPENDABLE
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SAVE 10¢

WILSON • 12 OUNCE PKG.
LUNCH MEAT **75¢**
PICNIC PACK

COMBO PACK 12 OZ. **79¢**
MEAT & CHEESE PKG.

ALPHA BETA • SAVE 16¢ LB.
JACK CHEESE **69¢** LB.

VIRGINIA LEE • ONE DOZEN
FROZEN BROWNIES **79¢**

SARA LEE • FROZEN • 13½ OZ.
APPLE DANISH **69¢**
SAVE 20¢
OR CHERRY DANISH

CALO • 15½ OZ. • DOG or CAT
PET FOOD **2 for 31¢**

ALPHA BETA • CATERING QUALITY

ICE CREAM HALF GALLON SAVE 14c **65¢**

20 OUNCE FAMILY SIZE BOTTLE • SAVE 8c

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22 OUNCE DETERGENT • INCL. 13c OFF

LUX LIQUID SAVE 20c **39¢**

GOLD MEDAL • 1 LB. PKG. • SAVE 11c

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• EXTRA WIDE

CASE SWAYNE • 300 CAN • SLICED

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KRAFT • 1 LB. CTN.

PARKAY MARGARINE

SAVE 10c

INCL. **19^C**

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