

Shoppers rate Hudson clerks

By ROSE WEBER

The next time you shop at any J. L. Hudson's store, take a close look at the clerk's name tag. Notice the red, blue or gold border?

They receive those borders on the basis of reports turned in by area shoppers. Three consecutive reports of excellence earn a red border; five, a blue border.

Ten not only gets the clerk a gold border but a gold charm bracelet or pen and pencil set. And for the women sales clerks, each additional five reports of excellence net her another gold charm.

BUT HOW about the shoppers who turn in the reports, what do they get? Besides the satisfaction of being able to commend good salespersons and get corrective help for poor ones, they get money.

"We earned more than \$200 for the women's organization of our church between March and December last year," said Mrs. Kermit Bennett of Birmingham.

As chairperson for the Consumer Consensus group working for Embury United Methodist Church, she is responsible for recruiting shoppers for the program.

"THE BEST part is that it is free money. The church doesn't put any in and neither do the shoppers," Mrs. Bennett explained.

Ms. Laura Keyes is the administrator of the program for Hudson's.

Several years ago Hudson's was receiving a lot of complaints about its sales personnel, she explained. So in 1971, they discontinued the professional shoppers survey and began Consumers Consensus.

"The company decided that this would be a fair way to evaluate the clerks. And it would give nonprofit organizations a way to earn money," she said.

THE EVALUATIONS are made as a result of normal buying trips by each trained member of the organization. The only requirements are a one-hour training session and the organization must send in at least 10 evaluations per month.

Each month Ms. Keyes mails to the organization one dollar for each evaluation they turned in.

"We also can report poor conditions in the stores," said Mrs. Bennett. "One of our shoppers tore her hose on a sofa in the lounge and Hudson's took the sofa out right away."

THE SHOPPER'S form provides for evaluation of the salesperson's recognition of customer, courtesy, and closing by means of three categories: exceeds, meets or below standard.

Ms. Keyes said Hudson's had contributed more than \$21,000 to 115 nonprofit organizations throughout the metropolitan area. Sororities, nursery schools, lawyer's wives, church groups, garden clubs and professional women's organizations are just a few of the kinds of groups who participate.

"You really can thank these women for the improvement in Hudson's service," Ms. Keyes said.

SOME OF the women are selected throughout the year to participate in panels evaluating services such as package delivery.

"I think the panels are good because many subjects that annoy shoppers are brought to the attention of the company. And our organization receives money for those too," Mrs. Bennett said.

She added that in her opinion service was getting better.

"And it is a nice feeling to reward someone for doing a good job," she concluded.

Volunteers

This column describing volunteer needs in Oakland County is co-sponsored by the Junior League of Birmingham and the Oakland County Volunteer Bureau.

Inquiries regarding volunteer needs listed should be made to the Oakland County Volunteer Bureau, 642-7272.

BOOTH STAFFERS: Concern Inc., an ecology group, is sponsoring a booth during Earth Week at Pontiac Mall. Teenagers, 16 to 18 years old, are needed as volunteers to staff the booth and pass out literature April 23, 26 and 27, 6 to 9 p.m.

SENIOR CITIZENS: The Senior Citizen Nutrition Program for Oakland County, 196 Oakland Ave., Pontiac, needs volunteers in two areas. One group is needed to deliver meals to homebound senior citizens in Pontiac. Another group is needed to help with serving meals and coordinating services at specific sites where senior citizens congregate for meals.

A brief orientation and ongoing training are provided. Meals are delivered between 11 a. and 1 p.m. weekdays and serving shifts at the specific sites are usually four hours.

NURSING HOME: Lahser Hills Nursing Home, 25300 Lahser Road, Southfield, needs volunteers to help with its recreation and ac-

activities program. The staff will supervise and train volunteers. Time shifts are flexible.

EMPLOYMENT SERVICE: The Free Teenage Employment Service located at Lahser High School, Bloomfield Hills, needs volunteers from 10 a.m. to 1 p.m. and 1 p.m. to 4 p.m. weekdays. Volunteers are needed to help register and place teen-age applicants in employment positions.

Recipe list corrected

The following is the correct list of ingredients for Mrs. Virgil Boyd's "lemon puffs," the recipe for which appeared in last week's edition.

1 cup scalded milk
1/4 cup salad oil
1/4 cup sugar
1 teaspoon salt
1 tablespoon grated lemon rind
1 egg
1 package dry yeast
3 1/2 cups of all-purpose flour (approximately)
Sugar
Cinnamon

Kingsley Inn

HOTEL



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English Type
SUNDAY BRUNCH
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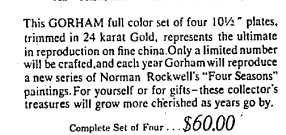
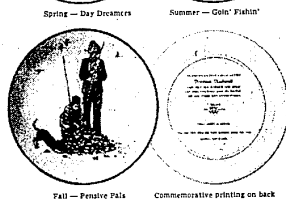
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Bloomfield Hills

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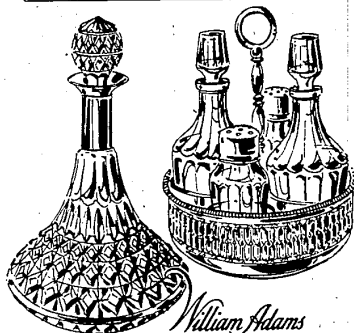


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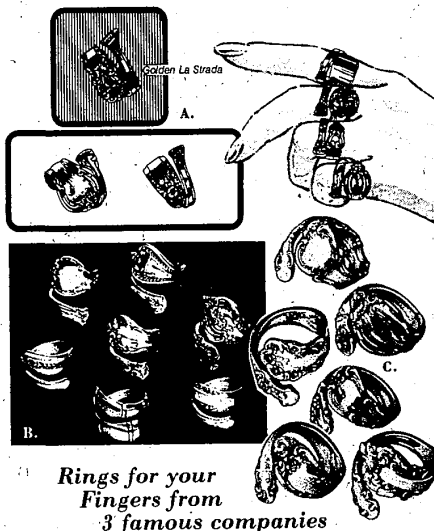
The sparkling crystal of the Decanter combines elegantly with gleam of the silver collar. 11 1/2" tall, 1 qt. capacity. \$27.

Condiment Set... silver reproduction has gallery stand, sparkling clear glass oil and vinegar bottles, salt & pepper shakers. 7" high. \$20.

Odds 'n' Ends Clean-up Sale!

From time-to-time we mark down some China, Silver, Crystal, Pewter and Cookware items... merchandise in good condition that is perhaps discontinued... or we have only one-of-a-kind. This is your chance to select some delightful gifts, or to fill-in your collections, at excellent savings! We have some Sale Tables... some specials clearly marked on the counters... some tucked away in nooks. It pays to spend browsing time in Wiggs. There is a nice selection in stainless and silver plate flatware & holloware now being offered.

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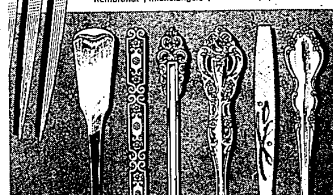
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