



Study this man, because he is wanted!

Notice that he does not have a cigarette dangling from his mouth, or a hat perched at a crazy angle on his head, or his feet propped on a whiskey-stained desk. Search him, and you will not find a concealed weapon on his person, or a set of passkeys, or scars from daily physical combat.

Nevertheless, he is wanted, because he is a competent and efficient private investigator, one of the many at Doyle Detective Bureau. He is wanted, mostly, by businessmen and industry.

He is Greg Doyle, General Manager of the area's largest and most respected locally owned investigative agency. Most of the time, you will find him in his panelled office at 37 South Goodman Street, and if you observe him in action, you will realize he is no different than any other business executive.

No, Greg Doyle is not like Mike Hammer and he is not like James Bond, just as Doyle Detective Bureau is not like storybook fantasy or Hollywood hogwash. Many of the most progressive companies in the area are numbered among its clients. Doyle provides security and guard service; conducts investigations; screens job applicants and employees -- in short, Doyle provides valuable management services, on the highest ethical level you can imagine.

From The Files

SALESMAN SURVEILLANCE

A large building materials merchandiser had trouble pinpointing the reason for a \$30,000 drop in revenues from one of its out of town branches. All the other branches had experienced sales volume increases. On the surface, it appeared that the branch in question was operating smoothly, according to the managerial plan, yet it was losing money.

The branch salesman was put under surveillance one day each week for a period of three weeks. The confidential report to management at the main office indicated that the employee was a very good family man, with a wife and five active children.

The trouble was, that he spent a good part of each business day driving his children to and from school, shopping with his wife, shooting the breeze with his friends.

Management summoned him and showed him the report. He was made to understand that effective utilization of time is the focal point of good salesmanship. He was given an opportunity to rectify his work habits. It was not more than a month before his sales started spiraling upward.

The branch office is no longer in trouble. It is now a sales leader. Management has only one regret — waiting so long before the surveillance was instituted.

That is one of the ways in which Doyle Detective Bureau can help employers.

From The Files

MISSING WITNESS FOUND

Plaintiff's attorney had a foolproof negligence case against an errant motorist, if only the eye witness to the accident could be found.

The lawyer outcontracted the investigation. Doyle personnel, aware of the general neighborhood where the witness was last known to reside, worked on the case intermittently, when one of its investigators was in the area. The witness was located and the statement obtained resulted in a substantial settlement favorable to the client.

Total cost to the client was the minimum charge, because Doyle's rates are pro-rated on an hourly basis. The total time spent by the investigators was just a few hours, over a period of several weeks. The investigation was conducted in conjunction with other investigations, because time was not of the essence.

More important, though, is the competence that was brought to bear upon the case. Chances are that the witness would not have been found were it not for the outcontracting to professionals.

That is one of the ways in which Doyle Detective Bureau can help attorneys.

From The Files

UNDERCOVER SALESCLERK

Management, in this instance, suspected irregularities and retained the investigative agency because it wanted the matter handled confidentially without undue publicity.

An undercover operator, with a retail sales background, applied for a job with the firm. He was hired, and he performed his duties very well, paid by the client pursuant to its regular salary schedule.

In addition, he reported directly to the investigative agency. Within a short time, it was discovered that there was a ring of outsiders blackmailing one of the salesclerks. Originally, the employee had agreed to work with a customer, passing him merchandise at reduced rates or ringing up no sales on the register.

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What is Applicant Screening?

Applicant screening is the scientific investigation of a job applicant's answers to questions on an employment application. It costs employers time and money to recruit and interview prospective employees. Many job applicants will falsify the application with respect to previous employment record, arrests and convictions for crimes, military service record, gambling, etc. Character references, if checked, very rarely reflect adversely upon the applicant.

Unless such applications are professionally investigated, the employer frequently finds that his recruiting efforts have been a waste of money. Doyle Detective Bureau checks upon the truth or falsity of a job applicant's statements. Polygraph screening, in many cases, is the fastest, most accurate, and most inexpensive method of doing that.



What is Employee Screening?



Inventory shortages, fiscal irregularities, employee pilferage have become chronic problems to business and industry. Annual losses are staggering, even when conservatively estimated. There are very few companies that are immune to such problems. Doyle Detective Bureau investigates employees for management, in many cases with the use of the polygraph. In instances where irregularities have been brought to light, the possibility of rescreening acts as a deterrent.

What is a Polygraph?

The polygraph is a machine that measures the emotional responses of the subject interviewed by graphically recording pulse rate, respiration, blood pressure, skin reaction, and other factors. Interpretation of the relationship between the established normal response of the individual and "positive" reactions enables the competent examiner to determine the truth or falsity of answers to a series of relevant, irrelevant, and control questions discussed with the person being tested before the actual charting, in order to avoid the surprise element.

MEET JACK ASHLEY



Meet Jack Ashley, Chief Polygraph Examiner at Doyle's. He is a nationally recognized authority, and one of the few called upon to testify as an expert in a Federal court.

The effectiveness of a polygraph test depends upon the competence of the examiner. With the use of polygraph screening mushrooming on the national scene and no uniform licensing statute, there are many novices and inadequately trained operators masquerading as experts.

It is important that, for industrial and business use, the investigative agency administering your polygraph program have experience on the personnel end, as contrasted to use in criminal law circles.

Doyle Detective Bureau qualifies on both counts. Jack Ashley was trained at the Keeler Institute, administered polygraph tests in every conceivable field, helped prepare the training manuals and courses which are still in use at Camp Gordon, and trained hundred of other polygraph examiners. The polygraph department, at Doyle's, has screened a multitude of job applicants and employees.



This is how a polygraph test is administered. After apprising the subject of the questions to be asked, to avoid surprise, a rubber tube is placed around the chest to record breathing, a cuff is attached to the left arm to record blood pressure, and an attachment is placed on the fingers of the left hand to record skin resistance. The reactions are graphically imprinted on a chart in a roll of paper behind the deskboard. It is a quick, accurate, inexpensive method of truth verification.

From The Files

QUESTIONABLE EMPLOYEE HIRED

The job applicant was seeking a position as route salesman. For bonding purposes, his application was investigated. He acceded to the suggestion of Doyle that he be screened by polygraph.

It was revealed, as a result of the test, that he had been discharged by a previous employer for stealing, had falsified his education record, and had been court martialled while in the military service.

Satisfied that the applicant was at last telling the truth and that he was convinced the prospective employer had an effective method of unearthing future irregularities, Doyle recommended that the employee be hired, subject to rescreening. A subsequent polygraph test, after six months, proved that the investigative agency was correct in its judgement. The employee has demonstrated loyalty toward the employer, as well as initiative and competence.

That is one of the ways in which Doyle Detective Bureau can help employers.

From The Files

CARWASH DISHONESTY ELIMINATED

The first indication that something was amiss came as a result of a surveillance of cars passing through the line of an auto car wash in the Syracuse-Buffalo-Rochester area. The number of tickets in the cashier's booth were substantially less than the number of cars which had been washed.

All the employees were screened with the polygraph. Sixty per cent confessed to reworking the same tickets and pocketing the proceeds, or to letting certain cars pass through in return for a gratuity from the auto owner.

None of the employees were discharged. All involved agreed to make restitution. With the possibility of future polygraph rescreening as a deterrent, the dishonest practices were eliminated. Management at the company has realized a substantial increase in profits.

That is one of the ways in which Doyle Detective Bureau can help management.



"I took the test in Philadelphia five years ago, for a former employer. I was sort of nervous, before the test, because I didn't know what to expect. It turned out to be just like a conversation with anyone. It took about a half hour.

"When I came to Rochester, I decided it would be a good idea to use the test as a reference. It was very helpful. I think it's a good idea for anybody looking for a job to get one of these tests on his own and then use the firm that gives the tests as a reference." James E. Russell, 849 S. Plymouth Avenue, Rochester, N. Y.



"It was the first time I had ever seen the thing, and I was more interested than nervous. I figured I had nothing to hide, so why be nervous. I figured that maybe it would look like a box or a camera, but there was just this desk, and this chair that I sat in. All they were interested in was seeing if I told the truth.

"Guess almost everyone has things in the past they'd sooner forget, but it's no reason to be leery of the test. The only ones who'll kick up a fuss, I think, are the ones who really have something to hide." Delbert Adams, 527 Clinton Avenue North, Rochester, N. Y."

WHAT ARE GUARDETTES?



This is a Doyle Guardette – pretty and personable, an asset to any business, on our payroll but performing Security Plus duty for you.

Guardettes are the female component of Doyle Detective Bureau's Security Plus program. They are pretty and personable assets to any business, uniformed for retail or industrial protection, non-uniformed for shopper service or special assignment. They usually perform double duty. They act as guards or receptionists, for example, and they also supplement your own sales or customer relations program. Before assigned to your office or plant, they are thoroughly briefed on the specifics of your operation. They know the purpose of their mission and they know how to perform their duties. They are available to you on a temporary or a permanent basis. They are on our payroll so there is no customer outlay for fringe benefits.

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Later, the dishonest employee became a captive of the outsider and his cohorts, who threatened exposure unless he met their demands.

The problem was corrected. To this day, only the president of the firm knows how the blackmail situation was unearthed.

That is one of the ways in which Doyle Detective Bureau can help retailers.

WHAT IS A SECURITY AUDIT?

Management in almost every company realizes that financial audits are necessary for sound fiscal health. For this purpose, a recognized outside firm, with C.P.A. accreditation, is usually employed.

That is why it is so hard to understand why so many business executives are not familiar with a security audit. Almost every month, you see published reports detailing the seriousness of the problem. The latest one we have seen puts the gross national employee theft at one billion each year, retail shrinkage at five hundred million dollars, fire losses through negligence at another billion.

In addition, there is the problem of business espionage and embezzlement. How many bankruptcies each year are the result of such security deficiencies?

The Doyle Detective Bureau's Security Audit is an unparalleled investigative service. There are fifty areas of your operation which are thoroughly checked and a detailed report with recommendations is furnished. For further information, telephone us at CH 4-3400, and we will arrange a conference at your convenience.



Col. Dick Smith (left), Director of Security at Doyle Detective Bureau, with Lt. Averill.