

HEB Checkout Lanes – Family Friendly or not?

June 2008

Do you ever look for purified water at HEB? Have you noticed the minimally and/or very suggestively dressed pictures of men and women on the magazine covers on the racks at the checkout lanes at HEB? Would you also like a purified experience at the checkout lanes?

My husband and I have a 6 year old son. We try to teach and model purity to him in what we choose to listen to, wear, and see, but since the beginning of the year as a gift from parenting, my senses have been increasingly awakened to this task. The grocery store checkout lanes became a sad place, and at the same time, a teaching opportunity to pray for conversions of hearts and minds. For months this was all we thought we were called to do.

In early May, my son and I were at a grocery store in Chantilly, VA, named Giant. We saw a large sign hanging from the ceiling over a checkout lane that read **“This lane designated no magazines or candy per customer request.”** We were so happy to see this!

After our return, I voiced my concerns to Mike Moore, Store Director, HEB #29, Wurzbach and I-10. I talked to him about how HEB priding itself as a *family friendly store* and then asked him to walk with me to some magazine racks at the checkout lanes. I showed him how immoral and ‘un-family like’ these magazine covers were. I told him of the change made at the grocery store in Chantilly. He listened and even suggested another possible change: adding magazine holders that reveal only the title (up top) and no more. In June, I saw Mr. Moore again and asked him the status of my complaint. He said the problem was beyond his control since the magazine racks are re-filled by a private vendor. The vendor is responsible for the magazine content HEB doesn’t monitor the magazines after they are placed. He said he would forward my complaint to his boss, but as you can imagine, as of today, no one has gotten back to me.

Until HEB makes a change, I try to limit my shopping at HEB; I have changed from spending \$160 per week to about \$30 per week. I shop at other stores which do not have the same nature and volume of magazines of this nature on their checkout lanes. When I do shop at HEB, I try to do so without my son present. For those times when he does accompany me, I am glad to see him be proactive; he turns the magazines backward and we pray for conversions!

Search your hearts and minds. Do you feel called to join me in sending a message to HEB? All I need are 3 things from you - a pen, a stamp, and your time - which you have given in reading this article and hopefully to fill out and mail a petition. I will take our petitions and concerns to HEB #29 and corporate headquarters.

Help me send a message to HEB, *the family friendly store*. We can make a difference!

Melly Trakas