

# People

OF OSCO DRUG, INC. - OSCO DRUG REPUBLIC LUMBER

**MAGNETIC EARRING CRAZE**  
- page 3





# **Safety Tips From Loss Prevention —Keep Your EXITS Clear!**

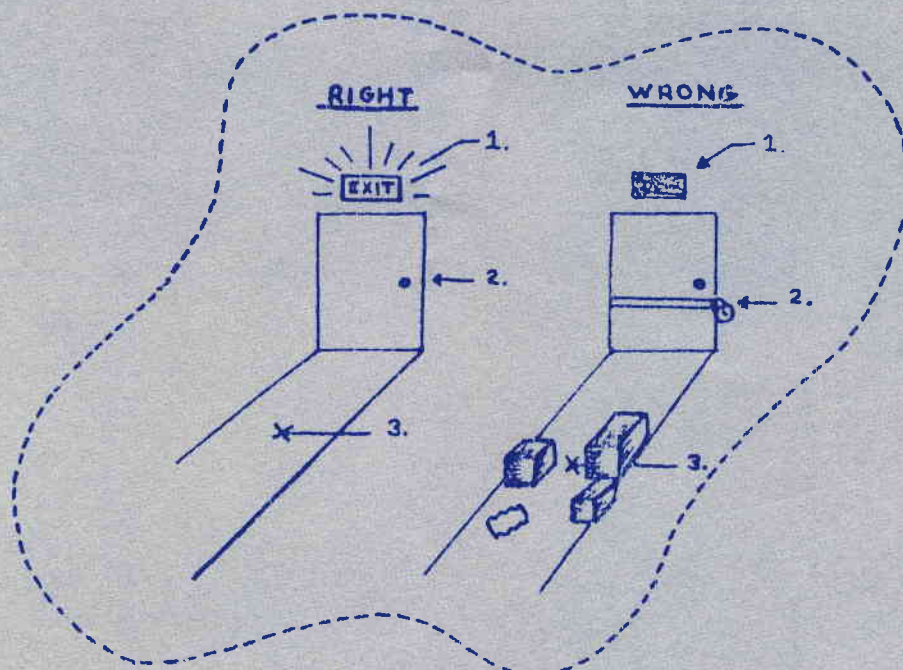
Catastrophies are never planned — they just happen. After they occur it's too late to say, 'I wish I would have been more prepared for this.'

It may sound strong, but lack of preparation could cause an injury in your store. We all tend to forget about things we don't ordinarily need or use, but at Osco these things should be utmost on our minds.

A properly lit EXIT and a clear passageway to that EXIT can be the difference between injury and safety for ourselves and our customers during an emergency situation.

This is why we must never forget about EXITS or abuse their purpose. The following diagram indicates three important factors.

1. EXITS must be properly marked and must be lighted at all times (change bulbs when necessary).
2. EXITS cannot be locked unless it is with panic equipment and/or locks that can be easily opened in dark or smokey conditions.
3. Clear passage to the EXITS must be maintained at all times.



What example fits your store? If your store isn't right take action now!  
**YOUR SAFETY DEPENDS ON IT!**

We need everyone's help in being and staying prepared. Please post this on the employee bulletin board.



# Magnetic Earrings-the new craze

If you are among the ranks of women who would like to have pierced ears, but don't want to go through the discomfort -- your problems are solved. Many of our Osco stores are now selling magnetic earrings.

The earrings are attractive, painless and easy to operate. There are two parts to the earrings, a decorative front and a small square back. Both pieces are magnetic and give the appearance of having pierced ears. The earrings were recently demonstrated in many of our Osco stores. They went over so well with customers, that they were made available to all our stores.

The new baubles work this way: A tiny but powerful magnet is placed on the inside ear lobe while the earrings containing a similar magnet is placed on the outside. Voila! The earring stays in place. Each magnet is 60 percent cobalt, 40 percent samarium. The latter metal is in abundance in the U.S., but there isn't any cobalt in this country, nor is there any substitute for cobalt in high-performance magnets.

Magnet and jewelry producers are concerned about cobalt supplies and also about safety of magnetic earrings. A number of medical devices such as hearing aids, artificial pumps and pacemakers also use magnets. If other powerful magnets are placed near them, serious interference can result. It is by no means clear that the earrings are powerful enough to cause such interference, but some magnet and jewelry manufacturers have suggested that warning labels be attached to all marketed items containing samarium - cobalt magnets.

On the other hand, manufacturers say that the new earrings avoid the

risks of infection, allergic reaction and tearing that are sometimes associated with pierced ears.

Ken Wolf, president of Berns-Friedman Inc., said he is getting reorders from other companies in batches of 250 and more, compared with the original orders for

about 40 sets. At our Berns-Friedman jewelry show held June 26-27-28 the magnetic earrings were this year's hot item. Customers can purchase the earrings for \$5.

Editor's Note: Excerpts of this story were taken from the Wall Street Journal.



*The magnetic earrings were on display at the Berns-Friedman jewelry show and it is expected they will be the hot item this year.*



*COVER PHOTO: Lynn Zurek (left), cosmetician at Osco 694 Schaumburg, demonstrates the magnetic earrings on Jennifer Gable, store manager.*

*Beverly Spencer, Berns-Friedman jewelry representative, visited Osco 664 in Wheaton to demonstrate the new earrings to our customers. "I spent a few days in the store," said Beverly, "showing ladies how the earrings worked. I had them shake their heads and they were so surprised when the earrings didn't fall off. All the comments I received were very positive and women who bought earrings sent their friends and neighbors in the next day."*



# The Central Region's 1978 Customer Service Campaign

Osco's Central region is implementing a customer service campaign to successfully achieve a level of service that our customers expect and we at Osco are committed to give. The theme of this year's campaign is "Our Aim is Serving You". This slogan can be seen throughout our stores, in advertisements and on buttons our people will be wearing.

The campaign begins July 10 and ends October 1. Phase I is "Back to Basics" which is a reorientation of the basic customer service guidelines taught to employees. There will be six weeks of training and each week a different area of customer service will be emphasized. These areas are: greetings, questions, complaints, promises, suggestive selling, and checkstand service.

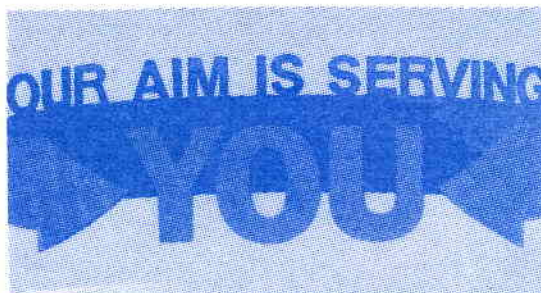
There are four goals our people must keep in mind for good customer service.

- You always want to do your best to satisfy each customer.
- Being honest with people means knowing your job well and asking for help if you don't have answers for a customer's questions.
- Being pleasant, no matter what your frame of mind or your customer's behavior.

d) Customers are made to feel important by recognizing them and always being thoughtful.

After six weeks of concentrating on six different areas of customer service everyone will be ready to give a high level of service to our customers. Then Phase II - the "Contest" begins.

The contest starts August 21 and measures how well everyone has learned the six weeks of "Back to



Basics". The contest is built around the awarding of "certificate service shares" to employees recognized as giving exceptional customer service. These service shares, worth one point each, are accumulated at store level and are redeemed for valuable prizes at the end of the campaign.

Customers in each store location will be sent a letter and a service share. The letter asks the customer to help identify an individual in their Osco

store that provides them with the best service and award that individual the service share.

At the end of the campaign all points will be totaled at store level and a tally sheet sent to Sharon Flessner at Osco 847 Springfield, campaign coordinator. Each store will be sent a quantity of catalogs based on the total store points. Stores will compete against one another within their own districts. After the stores have received their catalogs a drawing will take place.

Since all store personnel helped in the campaign (even though they even though all may not have been recognized with a service share) all employees' names will be placed in the drawing bin. This way everyone will have a chance of winning a catalog. However, the more service shares an individual receives, the better their chances are of becoming a prize winner. The person with the most service shares in each store is guaranteed a catalog.

This promotion gives everyone a chance to show what they can do to promote customer service and win some exciting, valuable prizes. Good luck to everyone and remember: "Customers are people and they have the same wants, needs and idio-



synchronies you and I have. How well we serve customers as people ultimately determines profitability.”

R. G. Cline

PEOPLE Magazine will keep you updated on how the campaign is tracking and will publish the winners in a later issue.

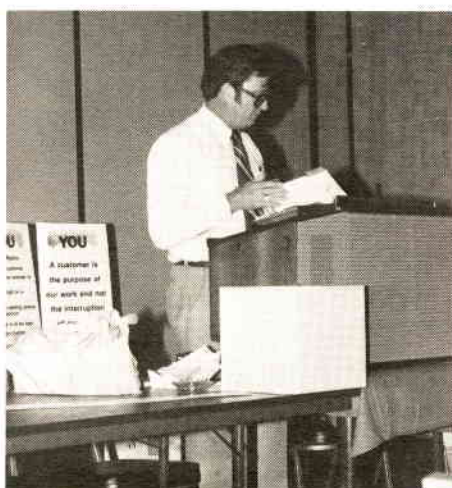
Sharon Flessner, campaign coordinator, traveled to the eight Central region districts to meet with store managers and district managers. Sharon explained how the campaign would work and answered all questions. The following pictures were taken at the district 12 meeting in Terre Haute, Indiana.



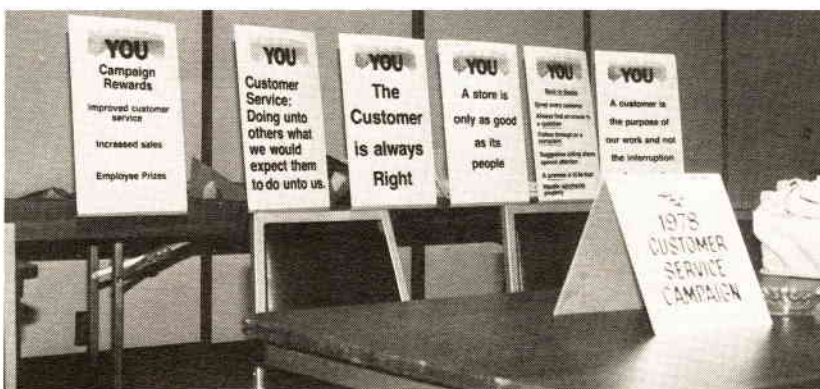
Sharon explains that Osco's customers are our real bosses. Our jobs depend on them. As far as the shopper is concerned, a store is only as good as its people. These are the reasons this campaign is so important.



Store managers (l-r): Ron Heath, 815 Terre Haute; John Hathcock, 874 Munice; Steve Minniear, 873 Bloomington; Jim Smith, 830 Richmond; Jack Koopman, 845 Cape Girardeau; Buford Austin, 883 Sikeston; Ed Whittle, 405 Columbus; Ed Siler, 828 Muncie; Dave Lewis, 821 Marion.



Dick Berray, district 12 d.m., stressed the importance of this customer service campaign and talked about the positive results that will come from it.



These posters were part of the "Back to Basics" kit that was sent to our stores and will be hung in our breakrooms.



Dave Lewis studies his campaign booklet which was put together by Sharon Flessner.



(l-r) Buford Austin, Ed Whittle and Ed Siler display one of the campaign banners.



# OSCO MOVES INTO ANOTHER STATE I



*The crew at Osco 427 managed to find the time to gather together for a pre-Grand Opening picture.*

Osco opened its first store in the state of Texas on Monday, May 1. Osco 427 in Longview is an 18,000 sq. ft. store located in the Longview Mall. Studies show the location is among the finest.

Texas is the fastest growing state in the union. Longview is a North-eastern Texas community located in the populous triangle of Shreveport, Dallas and Houston. Longview continues year after year to be the retail center of the East Texas area. It is number one in East Texas in retail sales, per household sales, effective buying income, population, industrial growth, building permits, and transportation.

There are numerous activities for our Osco people in Longview - Twenty-one parks, four golf courses, a symphony orchestra, the Longview Ballet Company, Longview Community Theater, Caddo Indian Museum, and Art Center.

The Grand Opening of our newest Osco store took place with the typical Osco fanfare. A Central Region district manager's meeting was scheduled in Longview at this time so they could view the store. Many office people, including

President Dick Cline, were on hand for the festivities.

Store Manager Jim Schumacher sees a great future for our newest store. This store is similar to all our other Oscos, but it does something a little unusual. "We are one of the few Osco stores to offer a 15 percent discount on prescriptions for our senior citizens," explained Jim. "Texas is the "sunbelt" state and we have many retired people working here. We're trying to make their lives a little easier. We are one of approximately 14 stores that are currently testing the effectiveness of this merchandising approach."

Our new Longview store is part of our continuing expansion program to increase our number of stores by 130 units or 58 percent by 1980. Our next store in Temple, Texas is expected to open the beginning of July.

*The management team: (l-r) Manager Jim Schumacher, R.Ph.; 1st Assistant Paul Callis; Doug Rives, district 9 d.m.; Kim Caldwell, 2nd assistant.*





N '78!

osco/savon Alumni Club (www.oscosavon alumni.com)



*Our new Longview store is part of our continuing expansion program to increase our number of stores by 130 units or 58 percent by 1980.*

LONGVIEW, TEXAS



*Texas shoppers crowded the store and were amazed at the variety of merchandise.*



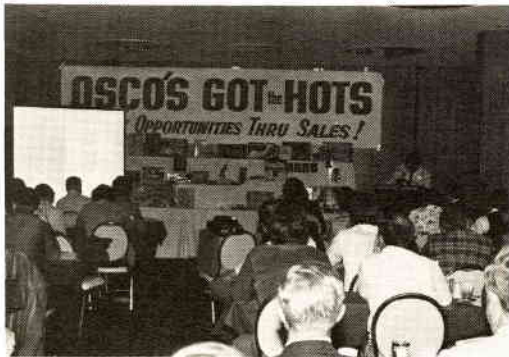
*The camera department is easily identified, attractively merchandised, and serviced by a full-time camera person.*

**TEXAS  
IS THE  
SUNBELT  
STATE**



*Osco 427 is one of approximately 14 stores that are currently testing the effectiveness of offering a 15 percent discount on prescriptions to senior citizens.*

# OSCO STORES ATTEND CHRISTMAS SHOW



The theme of this year's show was *Osco has the "hots"* --- holiday opportunities through sales.

**OSCO  
has  
the  
hots**



Displaying the *HOTS* frisbees are (l-r) 1st Assistant John Beckwith at Osco 691 Matteson, Manager Jim Heim at 691 and Wilson Terrell, manager at 671 Homewood.

Chicagoland and Central region Osco stores attended the 1978 Christmas show for toys, trim-a-tree, softgoods, crafts and domestics, and wrap June 12, 13, and 14 at the Sheraton Oak Brook Hotel.

Chicagoland managers and 1st assistants and Central region managers attended the show. They were given an overview of the different programs, ad strategies and new items. This year the stores received their programs two weeks prior to the show which gave them a chance to review them ahead of time.

The theme of this year's show was "Osco Has the Hots" - "Hots" standing for Holiday Opportunities Through Sales. Buttons and frisbees with the slogan printed on them were given out to all in attendance.

The session began with a four-hour presentation from toy buyer Ted Dost. A toy wholesaler attended the session to help the store managers in choosing items and answer any questions. According to Ted, this year's hot items are the electronic

games: Simon, Quiz Wiz, Merlin, and Digital Derby; radio control vehicles; and the Star Wars category is still big. Hot items for the girls are: Dancerella doll, you push her head and she does ballet steps; Snuggles, she hugs you and her blanket; and Baby Wet n' Care... Also a complete line of import toys were shown.

Austin Stanton gave a brief overview of the trim-a-tree category, along with a slide presentation of the products which made them easier to see. The hot item this year in trim-a-tree is the Ringing Bells of Christmas. The bells can be hung on a mantle or door and play six different songs consecutively. They are electrically operated and suggested retail price is \$29.99.

Mitch Oddo gave a brief explanation of the Christmas wrap program. Mitch stressed the importance of creating the image that Osco is "the" place to shop for Christmas needs. This year there will be a broader selection in wrap and we're using another vendor in addition to Hallmark and Paper Craft. The

new vendor, Cleo, has some unique Christmas patterns.

Nan Duwe discussed this year's crafts and domestics programs and explained that crafts can be the perfect gift for the person who has everything. An interesting item this year is the "do-it-yourself photo sculpture." By following a diagram you put pictures into a montage which can decorate any wall. Suggested retail is \$7.99 for 10 photos and \$10.99 for 15 photos. Also, personalized Christmas ornaments with a picture of a loved one inside should be a winner. In domestics we will be advertising three items: calendar towels, Christmas terry cloth towels and plastic Christmas table cloths that you can use once and throw away.

Dona Blunt explained to the store managers and 1st assistants that money can be made on soft goods--- they are margin items. For Christmas we will be advertising leathergoods which make attractive Christmas gifts. Dona emphasized using the gift bar concept when displaying the soft goods because they are an impulse item.



# STORE NEWS

1. Osco 887 Urbana recently held a Great America promotion. Donald Duck and the Big Bad Wolf walked around the shopping mall and handed out maps to Great America amusement park, frisbees, and tops with Osco's name and phone number printed on them.

2. The crew at Osco 885 Evansville is taking a break after unloading 170 whiskey barrels. Top to bottom: Manager Rollie Sorum, 1st Assistant Mike Resuick, 2nd Assistant Bill Bryan, Receiving Clerk Jim McDaniel.

3. Walt Minehart (left), manager at Osco 831 Rockford, and Dennis Zimmerman (right), 1st assistant, congratulate Marc Ford on his promotion to 1st assistant in Terre Haute.

4. Lorraine Pflug of general accounting received an award for the "Most Improved Bowler" in the Jewel Bowling League.

5. The crew at Osco 15 Franklin Park extend their congratulations to Jerene Julian, recent pharmacy student graduate from the University of Illinois. Jerene will be continuing with Osco as a pharmacist.

6. Congratulations to Trainee Jeff Newman at Osco 835 Grand Forks on his recent promotion to 2nd assistant at 928 Pocatello.

7. A training orientation session was recently held at the Wheaton Training Center for 22 new Chicagoland trainees. On hand were Ron Dilger, training manager; John Kromer, manager of personnel development; Pete Bilden, Chicagoland Region personnel manager; and Sue Baechler, training specialist. Our new trainees viewed the training session as a learning process. LeRoy Jefferson from Osco 99 Oak Forest commented, "I feel this orientation was extremely beneficial to someone just starting out in the business." And Sue Puskedra from Osco 60 Palos Heights commented, "This session took away a lot of the nervousness I felt moving to Chicago and starting a new job."

8. Some of the gals from Osco 849 Dubuque organized an Osco volleyball team. The girls placed second in the city recreation league. Bottom row (l-r) Lou Ann Gowley, Kerry Dolan, Valarie Vance. Top row (l-r) Dean Schadle, Terry Wagner, Mary Schadle. Not pictured: Patti Link, Cathy Downy, Vivian Vance, Cathy Callahan.



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# OUR PEOPLE CELEBRATE...

1. NOLA STUART from the inspection department at Crest, receives her five-year pin from Rick Morgan, assistant plant manager.



1

2. JAN ENGEL (right) from the processing department at Crest, receives her five-year pin from Audrey Ginter, plant production coordinator.



2

3. BOB KORBEL (left), manager at Osco 615 Buffalo Grove, celebrates his 15-year anniversary with Byron Luke, v.p. of the Chicagoland Region of Osco.



3

4. GORDON BENNETT, R.Ph., (right) at Osco 903 Lawrence, celebrates his five-year anniversary with Gary Huntstiger, store manager.



4

5. JOHN BURKE (left), manager at Osco 951 Dorchester, celebrates his five-year anniversary with Dave Maher, v.p. of the Eastern Region.



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6. JERRY ERDAHL (left) from Osco 934 Yakima, celebrates his two-year anniversary with Duane Strande, store manager.



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7. JOSEPH WAGNER (right), 1st assistant at Osco 924 Twin Falls, celebrates his two-year anniversary with Manager Jim Beal.



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8. CAROL NALEPKA, clerk at Osco 15 Franklin Park, celebrates her two-year anniversary with Regis Sylvester, store manager.



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9. ROBIN LUSSOW (left) from accounts payable, receives her two-year pin from Norine Skala, co-manager of accounts payable.



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10. CATHY FREEZE, clerk at Osco 845 Cape Girardeau, receives her five-year pin and cake from 1st Assistant Rodger Shisman.



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11. CINDY WRIGHT from Osco 877 Champaign, celebrates her two-year anniversary with Bill Kinman, store manager.



11

12. MARGE ROBBINS from Osco 664 Wheaton receives her 15-year pin from Bob Howard, district 5 d.m.



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13. IKE CURRY (left) who was transferred back to Osco after 16 years, receives his 30-year pin from Bob Quayle, v.p. of Turn\*Style operations.



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14. JERRY DAVIS (left), manager at Osco 602 Chicago, celebrates his 10-year anniversary with John Terry, district 4 d.m.



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15. Celebrating two-year anniversaries at Osco 761 Indy with Manager Chuck Gundlach are Part-timers TERESA VAUGHN (left) and SUE WILLIAMS.



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16. CHARLENE COXWORTH from Osco 696 Hoffman Estates, receives her five-year pin from 1st Assistant Tom Horr.



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# ...ANNIVERSARIES



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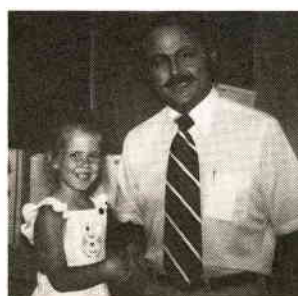
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17. MARGIE KALAJIAN, secretary for loss prevention in our Cambridge office, receives her 10-year pin from Tom Gender, manager of loss prevention.

18. GERRY TOUSSAINT, R.Ph., (left) at Osco 689 McHenry, receives his 10-year pin from Manager Neil Milam.

19. DAVE NESLEN (left) 2nd assistant at Osco 899 Benton Harbor, celebrates his two-year anniversary with Manager Ken Walker.

20. ROMAN TEMBREULL, pharmacist at Osco 813 St. Cloud, celebrates his 30-year anniversary with (l-r) Mike Vierzba, store manager; Tork Fuglestad, v.p. of the Central Region; Roman; and Bill Lewis.

21. Celebrating two-year anniversaries at 934 Yakima are JOHN BAKEN, R.Ph., and SHELLEY PRESCOTT.

22. A pitch-in dinner was held at Osco 768 Indy to honor the anniversaries of BOB DOMEK (left), 1st assistant at 768 - five years; and JOE BURON, district 3 d.m. - 20 years. Pictured with Bob and Joe is Millie McClain who made her famous chicken and noodles for the occasion.

23. DAN O'BRIEN (left), store manager at Osco 675 Chicago, receives his 15-year pin from John Terry district 4 d.m.

24. CONNIE STRAND, clerk at Osco 910 Fargo, receives her two-year pin from Manager Wally Fairfield.

25. FORREST MUELETHALER, R.Ph., (left) receives his two-year pin from Jay Jensen, store manager at Osco 413 Normal.

26. PAT HAUSTEIN, cosmetician at Osco 99 Oak Forest, celebrates her 10-year anniversary with Manager Casey Bozek (right) and 1st Assistant Jim Maloney.

27. KEN FETKE (left), part-timer at Osco 899 Benton Harbor, receives his two-year pin from 1st Assistant Harley McDowell.

28. HOMER KELLEY, R.Ph., (left) at Osco 675 Chicago, receives his five-year pin from Dan O'Brien, store manager.

29. JOHN LITTAU (right), manager at Osco 676 Glenview, receives congratulations on his 20-year anniversary from Jim Young, district 3 d.m.

30. MARK BALZAR (right) from Osco 695 Downers Grove, celebrates his two-year anniversary with Tom Feranec, 1st assistant.

31. JOHN HATHCOCK, manager at Osco 874 Muncie, celebrates his 15-year anniversary. On hand to congratulate him is his daughter Nicole.



# Have You Seen the New AV Programs?



There are three brand new Audio Visual (A/V) training programs in your store. Have you seen them yet? These five new cartridges are a part of your in-store A/V training program being used in almost every store in Osco Drug, Inc. The three latest programs are: 1. Customer Service 2. OP/OQ and Shelf Labeling 3. Building and Merchandising End Caps.

Every person in our stores is responsible for knowing the material in each of these programs. They are less than 15 minutes long, fun to watch and packed with information that make our stores better places to work and shop.

If you deal with customers each day, you'll want to see the new Customer Service program which emphasizes all the current standards, procedures and policies for taking care of customers in our stores.

Are you responsible for stocking, ordering and maintaining a particular section or do you have a new employee to teach? The OP/OQ and Shelf Labeling program clearly explains this information and makes teaching and learning a lot easier and much more complete.

Building and Merchandising Endcaps offers a lot of help in a short time, for any endcap builders. Whether building encaps or performing another function, it's so much easier and the result more profitable, if done right the first time.

At the end of July, three more training programs will be in the stores. Watch for them and remember: If you're training new people, you can't beat the assistance from these A/V programs. If you're training yourself, brushing up on your skills, or just interested in being the best employee you can be, be sure to see all the programs.

## JULY ANNIVERSARIES

### 20 YEARS

Ed Siler, 828 Muncie - 7-16-58  
Charles Zajicek, 129 Hickory Hills - 7-15-58

### 15 YEARS

Marilyn Haws, 875 Decatur - 7-12-63  
Jeanette Tobler, Crest - 7-29-63  
Austin Stanton, 1818 - 7-1-63

### 10 YEARS

Dorothy Franchi, 611 Chicago - 7-15-68  
Aprile Pasquale, 905 Quincy - 7-17-68  
Al Gunneson, 418 L. Rock - 7-9-68  
Gerry Rawlish, 3030 - 7-15-68  
Sue Walters, 3030 - 7-29-68  
Gene Ingebritson, 957 Cambridge - 7-1-68

Juanita Wright, 856 L. Rock - 7-24-68  
Rodney Suttle, 858 Manitowoc - 7-22-68  
Nancy Ziegler, 663 Chicago - 7-1-68

### 5 YEARS

Tim Peterson, 418 L. Rock - 7-23-73  
Sandra O'Donnell, 905 Quincy - 7-17-73  
Teresa Vick, 129 Hickory Hills - 7-21-73  
Mark Messerle, 891 Portage - 7-5-73  
Ken Munjoy, 875 Decatur - 7-5-73  
Ana Garcia, 1818 - 7-5-73  
Sara Randall, 922 E. Wenatchee - 7-5-73  
Pat Sowers, 922 E. Wenatchee - 7-29-73  
Charlotte Boyland, 906 Waltham - 7-9-73  
Richard Demers, 972 Lowell - 7-17-73  
Eugene Vanduser, 886 Romeoville - 7-23-73  
Jean Kelly, 764 Indy - 7-30-73  
Tim Orr, 861 Bettendorf - 7-30-73

Warren Maseman, 804 Rockford - 7-16-73  
Debbie Long, 863 Terre Haute - 7-30-73  
Carl Sackman, old 909 store - 7-17-73  
Mary Balla, 1818 - 7-30-73  
Jennifer Clapp, 402 Lafayette - 7-9-73  
Pat Nelson, 811 Danville - 7-24-73  
Walter Porter, 812 Marshalltown - 7-9-73  
Jim McGillen, 618 Chicago - 7-7-73  
Dorothy Jarvis, 606 Chicago, 7-21-73  
Karen Roberson, 685 Calumet City - 7-7-73  
Gloria Szymanski, 679 Park Forest - 7-26-73  
Jeannette Behland, 99 Oak Forest - 7-21-73  
Ron Allen, 603 Bolingbrook - 7-16-73  
Denise Grissom, 686 Chicago - 7-23-73  
Roy Brown, 604 Oak Lawn - 7-24-73  
Sandy Harmon, 696 Hoffman Estates - 7-3-73  
Jennifer Gable, 694 Schaumburg - 7-3-73  
Bill Buck, 665 Barrington - 7-16-73  
Rory Leavy, EGDC - 7-14-73  
Carol Kieser, Crest - 7-12-73  
Sarah Martinez, Crest - 7-12-73

## JCRE PROSPECTUS ANNOUNCEMENT

The Prospectus which was mailed to all Osco stores for distribution has been prepared in accordance with regulations of the Security and Exchange Commission. It contains information and data about Jewel, the Profit Sharing Plan and Jewel Companies Investment Trust (JCIT).

This Prospectus, dated May 30, 1978, is issued to you for your information and replaces the Prospectus dated May 15, 1977.

PEOPLE is published by  
the Personnel Department  
of Osco Drug, Inc.  
EDITOR: April Ross-Moon  
Volume II - Issue 12  
July 10, 1978  
Your comments and  
articles are welcome;  
Send to:  
PEOPLE  
Personnel Department  
Osco Drug, Inc.  
1818 Swift Drive  
Oak Brook, Ill. 60521