Finding Aid of the Rexall Drugs Merchandising records 0115

Finding aid prepared by Rebecca Hirsch
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USC Libraries Special Collections
Doheny Memorial Library 206
3550 Trousdale Parkway
Los Angeles, California, 90089-0189
213-740-5900
specol@usc.edu
2010
Title: Rexall Drugs Merchandising records
Collection number: 0115
Contributing Institution: USC Libraries Special Collections
Language of Material: English
Physical Description: 8.92 Linear feet8 boxes
Date (bulk): Bulk, 1940-1966
Date (inclusive): 1919-1980
Abstract: This collection consists of the files kept by Joseph A. Hailer over the course of his 60-year career with Rexall Drugs. Most of the files are from his later years with the company, when he was in charge of marketing their pharmaceuticals. In addition, a number of Rexall publications are present in the collection.
creator: Hailer, Joseph A.
Preferred Citation
[Box/folder# or item name], Rexall Drugs Merchandising records, Collection no. 0115, Special Collections, USC Libraries, University of Southern California.
Scope and Content
The records in this collection consist of advertising copy, pamphlets, scientific articles, newsletters, convention notes and correspondence from the files of Joseph A. Hailer, who was in charge of the merchandising of Rexall Drug's pharmaceuticals. Rexall publications present in the collection include The Prescriptionist, the Rexall Reporter, the Rexall News and Rexall's newsletter for retirees, Ad-Vantages. Also included in the collection are miscellaneous non-Rexall publications pertaining to pharmaceuticals, Rexall advertising ephemera and empty Rexall medicine bottles.
Artifacts found in the collection consist of nine pill and medicine bottles produced by Rexall Drugs and a rubber stamp that says "The Rexall Store."
Conditions Governing Access
COLLECTION STORED OFF-SITE. Advance notice required for access.
Conditions Governing Use
The collection contains published materials; researchers are reminded of the copyright restrictions imposed by publishers on reusing their articles and parts of books. It is the responsibility of researchers to acquire permission from publishers when reusing such materials. The copyright to unpublished materials belongs to the heirs of the writers. Permission to publish, quote, or reproduce must be secured from the repository and the copyright holder.
Acquisition
This collection was donated by Marie Brown, one of the daughters of Joseph Hailer. After Hailer passed away in 1981, Brown donated the collection to the School of Pharmacy at the University of Southern California. The collection was transferred to the Special Collections around 1986.
Biographical and Historical Note
Joseph A. Hailer was born in Boston, Massachusetts and joined the staff of the Louis K. Liggett Company in 1912. He became the manager of Rexall Drug's Pharmaceutical Department in 1935. Hailer retired in the 1970s and passed away in 1981.
Rexall Drugs was founded as a cooperative of pharmacy stores by Louis K. Liggett in 1902. The cooperative operated under the name United Drug Company and sold products under the Rexall brand. After World War I, the cooperative created franchise agreements with independent pharmacies, whereby members operated under the Rexall name and sold Rexall products.
Subjects and Indexing Terms
Hailer, Joseph A. -- Archives
Rexall Drug and Chemical Company. -- Archives
Rexall Drug, Inc. -- Archives
United Drug Company. -- Archives
Correspondence
Drugs--Marketing--Archival resources
Drugstores--United States--Marketing--Archival resources
Medicine bottles
Merchandising--Archival resources
Newsletters
Notes
Pamphlets
Pillboxes (containers)
Printed ephemera

Box 1-5  Correspondence and Office Files
Box 4  Non-Rexall Publications
       Rexall Publications

Box 4  The Rexall Reporter

Box 4  The Prescriptionist

Box 4  The Medicine Man

Box 4  The Rexall News

Box 4  Rexall Private Line

Box 5  Ad-Vantages

Box 5  Rexall Retirees' Newsletter

Box 6-7  Ad-Vantages Clippings
Box 8, Box 5  Artifacts and Ephemera