
Finding Aid of the Rexall Drugs Merchandising records 0115

Finding aid prepared by Rebecca Hirsch

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USC Libraries Special Collections

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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 The copyright to unpublished materials belongs to the heirs of the writers.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**