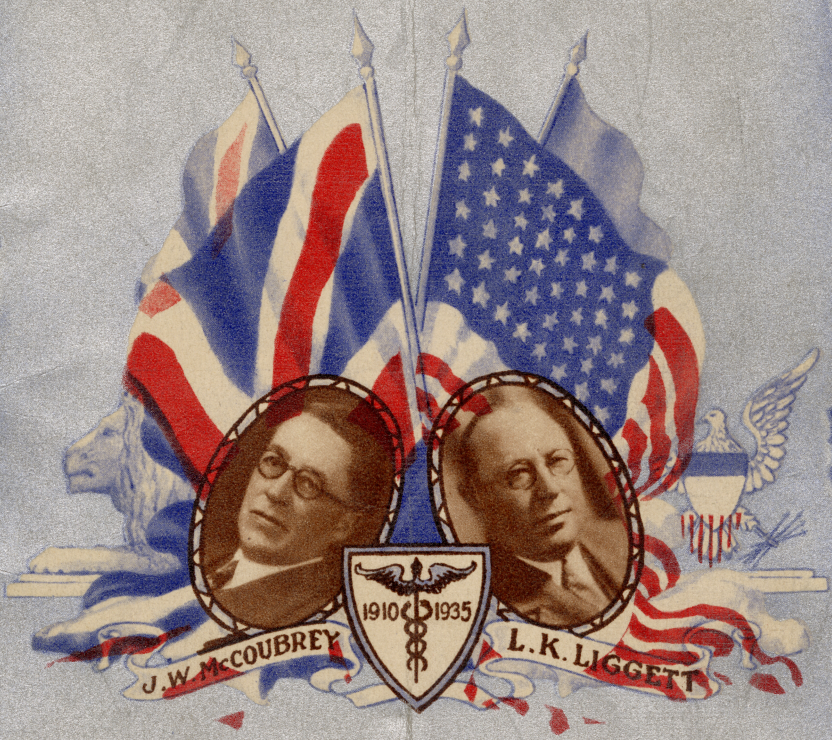
Rexall

SILVER JUBILEE



CONVENTION

TORONTO

1935



LOUIS K. LIGGETT
Chief Rexallite of the World



JAMES W. McCOUBREY
Chief Rexallite of Canada



MARTIN L. DANIELS

Chief Rexallite of the British Isles

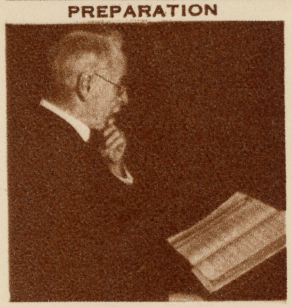
ROYAL
YORK
HOTEL

Headquarters of the
REXALL SILVER JUBILEE
CONVENTION
Toronto
July 7-8-9 1935

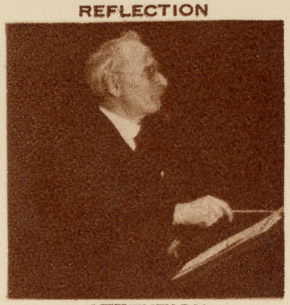




PREPARATION



REFLECTION



ATTENTION



ACTION



REACTION

Meet your friends and their ladies
at

The Sunday Evening Musicale
in the Concert Hall
of the Royal York Hotel
July 7th, 1935
at 8 o'clock.

HERBERT AUSTIN FRICKER, M.A., Mus. Bac., Mus. Doc., F.R.C.O., formerly conductor of many of England's notable choral societies, musical festivals and symphony orchestras. At the age of sixteen was Deputy Organist of Canterbury Cathedral. Now a resident of Toronto where he is the conductor of the Mendelssohn Choir, Canadian National Exhibition Chorus of 2,000 voices and organist and choirmaster of the Metropolitan Church. Dr. Fricker is the author of many songs and noted compositions for the organ.

Dr. Fricker will be at the console of the magnificent Cassavant Organ in the Concert Hall of the Royal York Hotel on Sunday evening, July 7th at eight o'clock. He has chosen a popular programme for your pleasure.

Wear Your Convention Button at all Times.
It is Your Assurance of Admission to all Events of the Convention.

Programme for Sunday Evening Recital
By Dr. H. A. Fricker

1. Overture to the "Occasional" Oratorio *Handel*
2. Largo *Handel*
3. Irish Air from "County Derry"
   arranged for the organ by E. H. Lemare
4. "Hallelujah" Chorus (from the Messiah) *Handel*

   Social Interlude—ten minutes

5. Fantasia on Two English Melodies *Guilmant*
   (*a*) Home Sweet Home
   (*b*) Rule Britannia
6. Battle Hymn of the Republic
   and other well known songs of the U.S.A.
7. French Canadian Folk Song
   A La Claire Fontaine
   La Marseillaise
   O Canada

   Social Interlude—ten minutes

8. Concert Overture in C Minor *Fricker*
9. Gavotte "Mignon" *Thomas*
10. March "Pomp and Circumstances" *Elgar*
    (Land of Hope and Glory)
    and other favourite selections

GOD SAVE THE KING

MY COUNTRY 'TIS OF THEE

ORIGINAL OFFICERS AND EXECUTIVES

of

UNITED DRUG COMPANY, Limited

1910

President and General Manager	Wm. C. Neilly
Vice-President	W. T. Strong
Vice-President	J. J. Allen
Vice-President	F. R. Curry
Secretary-Treasurer	E. S. Ryder

Directors

Wm. C. Neilly	Toronto
J. J. Allen	Ottawa
J. S. McKeown	Belleville
John Parker	Owen Sound
W. T. Strong	London
F. R. Curry	Brockville
W. H. LaRoche	Quebec City



PRESENT OFFICERS AND EXECUTIVES

of

UNITED DRUG COMPANY, Limited

1935

President and General Manager	J. W. McCoubrey
Vice-President	Geo. A. Evans
Vice-President	J. R. Kennedy
Treasurer	W. F. Addison
Assistant Treasurer	A. T. Byrne
Secretary	B. D. Ross

Directors

L. K. Liggett	W. H. Morison
J. W. McCoubrey	J. S. McKeown
G. M. Gales	W. H. Willson
W. C. Watts	J. W. McKibbon
G. A. Evans	J. E. Gayfer
J. R. Kennedy	B. D. Ross

PROGRAMME

SUNDAY—JULY 7

9.00 a.m.	Registration of all guests.	Convention Floor
8.00 p.m.	Musicale—H. A. Fricker, M.A., Mus. Bac., Mus. Doc., F.R.C.O., at the console of the Cassavant organ.	Concert Hall.

MONDAY—JULY 8

8.30 a.m.	Registration of guests.	Convention Floor
8.30 a.m.	Inspection of displays.	Convention Floor and Lower Hotel Arcade
10.00 a.m.	First business session—Chairman, Mr. J. W. McCoubrey, President and General Manager.	
12.00 p.m.—	Lady delegates leave by busses for luncheon at the Old Mill.	
12.30 p.m.	Lady delegates' luncheon at the Old Mill.	
1.00 p.m.	First business session adjourns.	
1.05 p.m.	Luncheon for gentlemen.	
2.00 p.m.	Second business session.	
2.00 p.m.	Lady delegates leave the Old Mill for Eaton's-College St.	
2.45 p.m.	Lady delegates Musicale and Tea at Eaton's-College St.	
4.15 p.m.	Lady delegates leave for Royal York Hotel.	
5.00 p.m.	Second business session adjourns.	
5.15 p.m.	Transportation by busses for all leave Royal York Hotel for Buffet Dinner and Regatta at the Canadian National Exhibition Park.	
5.30 p.m.	Buffet Dinner for all in the Transportation Building.	
6.15 p.m.	Regatta on the Exhibition Regatta Course.	
9.00 p.m.	Transportation by busses for all to the Olympic Softball Stadium at Sunnyside, at the conclusion of the Regatta.	
11.00 p.m.	Busses for all back to your hotel, at the conclusion of the presentations.	

TUESDAY—JULY 9

9.30 a.m.	Third business session.	
12.45 p.m.	Transportation upon request for lady delegates to Simpson's.	
1.00 p.m.	Lady delegates' luncheon at Simpson's Arcadian Court.	
1.00 p.m.	Third business session adjourns.	
1.05 p.m.	Luncheon for gentlemen.	
2.00 p.m.	Fourth business session.	
2.45 p.m.	Transportation by busses for lady delegates from Simpson's for outing on "S.S. Dalhousie City".	
3.15 p.m.	Lady delegates sail on the "S.S. Dalhousie City" from foot of York St.	
5.00 p.m.	"S.S. Dalhousie City" docks and lady delegates return to hotels.	
5.30 p.m.	Fourth business session adjourns.	
7.30 p.m.	Banquet and Farewell Party.	Concert Hall

GOD SAVE THE KING



The Old Mill Tea Room where luncheon will be served to the lady delegates on Monday, July 8th at 12.30 p.m., after which they will leave for the Eaton Auditorium in Eaton's College St. for a musicale and tea, returning to the Royal York Hotel at 4.30 p.m. Grey Line busses for their transportation to supper, water regatta and carnival at the Canadian National Exhibition Park will leave the Royal York Hotel at 5.15 p.m. sharp. From there they will proceed to the Olympic Ladies' Softball Park at Sunnyside for entertainment under floodlights.

Eaton's College Street Store, where the ladies will be entertained on the afternoon of Monday, July 8th.



Monday Evening, July 8th

Gray Line busses leave the Royal York Hotel at 5.15 for the **Canadian National Exhibition Park.** Supper served in the **Transportation Building** immediately upon arrival.

At 6.15 p.m. sharp on the **Exhibition Regatta Course** will be held the

Rexall

Silver Jubilee Convention Regatta

consisting of rowing races in singles, four's and eight's; canoe races in singles, tandems, fours and war canoes. The officials of the Dominion Day Regatta have kindly consented to act in their usual capacity for all amateur events, at the close of which there will be two special matched sculling races of one-half and one mile between **Bob Pearce, Champion Sculler of the World, and Bill Miller, Champion Sculler of the United States.** Added attractions:— Reg. Bloomfield, Champion Trick Canoeist of the World; outboard hydroplane speed contest; inboard runabout under 100 H.P. contest. At the close of the Regatta busses will transport the delegates to the Olympic Ladies' Softball Park at Sunnyside, and at the close of this ball game and prize presentation, the busses will return you to your hotel.





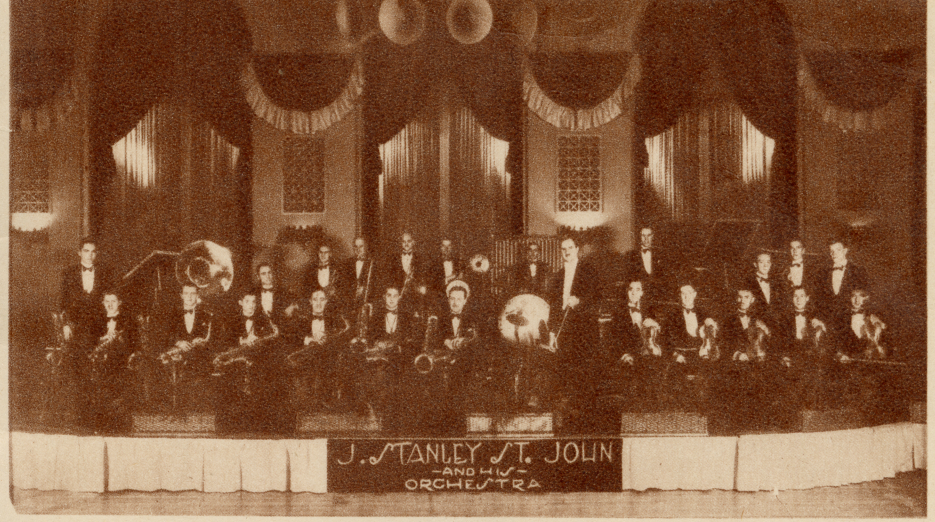
Steamship "Dalhousie City"

Which leaves the Canadian National S.S. dock (foot of York St.) immediately south of the Royal York Hotel (walking distance) on Tuesday afternoon at 3.15 p.m. sharp, for a special afternoon outing for the ladies of the Convention, arriving back at 5.15 p.m.

Ladies, please be on time!

AN EARLY REXALL CONVENTION IN LONDON





STANLEY ST. JOHN AND HIS MASTERS OF RHYTHM
who will dispense music which will thrill you all at the Farewell Banquet and Dance on Tuesday evening, July 9th, in the Concert Hall.

●

ASSISTING ARTISTS WILL BE

Royal Canadian Octette.
Motorette Dancing Octette.
Gladys Robinson Scott.
Frank Oldfield.
Maud Bostock.
Muriel Donnellan.
Jimmy Devon.
Betty Irwin and June Cooney.
Pipe Major Fraser.

And many well known character impersonators.

LAWRENCE DE FOE, Master of Ceremonies.

●

BANQUET and DANCE

Tuesday Evening, July 9th

Royal York Hotel

Dinner 7.30 Sharp

ORGANIZATION MEETING OF CANADIAN REXALLITES. TORONTO. 1910

Autographs



Compliments of
MURRAY PRINTING CO. LIMITED
and
CANADIAN GRAVURE LIMITED
Toronto, Ont.

Rexall

Druggists

Silver Jubilee International Convention

COMMITTEE

General Chairman	J. W. McCoubrey
Vice-Chairman	J. R. Kennedy
Secretary	Miss M. Butcher
Treasurer	A. T. Byrne

COMMITTEE CHAIRMAN

Programme and Entertainment	J. R. Kennedy
Displays	W. H. Morison
Hotel Reservation	B. D. Ross
Transportation	B. G. Labbett
Registration and Information	B. R. Gale
Business Sessions	J. W. McCoubrey
Expense	L. H. Johnston
Attendance	R. G. Baker
Reception	H. F. Spencer
Ladies	F. Crowhurst
Publicity	Miss A. Cox

Programme of

Business Sessions

●

MONDAY, JULY 8th, 1935

10.00 a.m. — First business session called to order by Mr. J. W. McCoubrey, President and General Manager, United Drug Company, Ltd., Toronto.

10.10 a.m. — Invocation.

10.15 a.m. — Address of welcome by Mayor Simpson.

10.20 a.m. — Our President, Mr. Louis K. Liggett.

11.00 a.m. — Mr. George M. Gales, First Vice-President, United Drug Company, Boston, and President and General Manager, Liggett Drug Company, New York.

11.30 a.m. — Introduction of officers and executives of the Company, and of Rexallites who attended the first Canadian meeting twenty-five years ago.

11.40 a.m. — Ladies leave meeting for luncheon at the Old Mill.

11.50 a.m. — Mr. W. C. Watt, Vice-President, United Drug Company, Boston, and Liggett Drug Company, New York.

12.10 p.m. — Mr. J. A. Galvin, Vice-President and Treasurer, United Drug Company, Boston.

12.30 p.m. — Mr. Martin L. Daniels, General Manager, United Drug Company, Ltd., Nottingham, England.

12.50 p.m. — Mr. Fred Rogers, Director, United Drug Company, and Rexall Druggist, Middletown, N.Y.

1.00 p.m. — Luncheon.

2.00 p.m. — Second business session called to order.

2.05 p.m. — Mr. Richard (Dick) Milbauer, President of International Association of Rexall Clubs, Clintonville, Wisconsin.

2.25 p.m. — Drawing of attendance prizes for first session.

2.30 p.m. — Mr. John E. Fontaine, General Sales Manager, United Drug Company, Boston.

3.00 p.m. — Mr. George C. Frolich, Vice-President and Director of Department of Research and Technology, United Drug Company, Boston.

3.30 p.m. — Mr. E. J. Griffing, Vice-President and General Production Manager, United Drug Company, Boston. "What the Company produces in subsidiary company factories."

3.45 p.m. — Mr. John Considine, Assistant General Sales Manager, United Drug Company, Boston. "What is the backbone of our business?"

4.15 p.m. — Mr. S. E. Hartford, United Drug Company, Boston. "Value of Special Sales in Rexall Drug Stores."

4.45 p.m. — Mr. V. J. Calcagno, General Sales Manager, Liggett Drug Company, New York. "Selling Own Goods in Liggett Stores."

5.00 p.m. — Meeting adjourned.

5.10 p.m. — Everyone to leave in busses for buffet dinner in Transportation Building, Canadian National Exhibition Grounds.

6.15 p.m. — First event in Aquatic Regatta, immediately in front of Transportation Building.

9.00 p.m. — Everyone to leave Exhibition Grounds for Olympic Softball League Grounds at Sunnyside.

11.00 p.m. — Leave Sunnyside for hotels.

●

TUESDAY, JULY 9th, 1935

9.30 a.m. — Third business session called to order.

9.35 a.m. — Mr. Walter Bews, Second Vice-President International Association of Rexall Clubs, New Westminster, B.C.

9.45 a.m. — Drawing of Monday afternoon attendance prizes.

9.50 a.m. — Mr. H. M. Richmond, Vice-President, United Mutual Fire Insurance Company, Boston.

10.00 a.m. — Mr. H. R. Miller, Manager, United Mutual Fire Insurance Company of Canada.

10.10 a.m. — Mr. H. G. Dobson, Brockport, N.Y. "Romance and Rexallism."

10.25 a.m. — Mr. F. Thatcher Lane, President, Seamless Rubber Company, New Haven, Conn.

10.55 a.m. — Mr. J. L. MacIver, United Drug Company, Boston.

11.10 a.m. — Mr. Ed. Loughlin, United Drug Company, Boston.

TUESDAY — *Continued*

11.25 a.m. — Mr. J. F. Agnew, United Drug Company, Boston.

11.40 a.m. — Mr. Geo. A. Wilson, Secretary, International Association of Rexall Clubs, Boston.

12.00 a.m. — Mr. R. A. Greer, President, Toronto Rexall Club.

12.10 p.m. — Mr. J. W. McKibbon, Wingham, Ont., President, Ontario Rexall Club.

12.15 p.m. — Mr. W. H. Willson, Leamington, Ont.

12.25 p.m. — Mr. H. Milton Corbett, Creemore, Ont. "How to get business from the rural sections."

12.40 p.m. — Mr. Frank Hyde, Woodstock, Ont. "Value of an exclusive agency."

1.00 p.m. — Luncheon.

2.00 p.m. — Prof. Geo. A. Evans, Analytical Chemist, United Drug Company, Ltd., Toronto.

2.30 p.m. — Drawing of attendance prizes for third session.

2.35 p.m. — Mr. John Burgess, Hooper's Drug Stores, Toronto. "Selling Drugs and Pharmaceuticals."

2.50 p.m. — Mr. R. W. Meikleham, Galt, Ont. "How far my loyalty goes towards the United Drug Company."

3.00 p.m. — Mr. A. B. Hoppe, Liggett Drug Company, New York. "Soda fountain possibilities."

3.20 p.m. — Mr. E. H. Waldruff, Sales Manager, Louis K. Liggett Company, Ltd., Toronto. "Giving Salespeople a target to shoot at."

3.40 p.m. — Mr. R. W. Miller, District Manager, Liggett Drug Stores, Western Canada.

3.50 p.m. — Miss M. S. Wettlin, Editor Rexall Magazine, Boston. "Getting your advertising to the consumer."

4.00 p.m. — Mr. Oscar Landry, Joliette, Que. "Rexall in Quebec."

4.15 p.m. — Mr. W. H. Morison, Sales Manager, United Drug Company, Ltd., Toronto.

4.25 p.m. — Mr. J. R. Kennedy, Vice-President and Manager of Toilet Goods Department, United Drug Company, Ltd., Toronto.

4.55 p.m. — Question Box—Mr. Liggett.

5.30 p.m. — Closing remarks by Mr. J. W. McCoubrey.

5.40 p.m. — Drawing of attendance prizes for last session.
Business session adjourned.

7.30 p.m. — Banquet and Dance.