

Collection #
P 0570
OMB 0161

HOOK'S DRUG STORES ARCHIVE, CA. 1925-1998 (BULK 1963-1992)

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Processed by

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July 2016

Manuscript and Visual Collections Department
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Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

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COLLECTION INFORMATION

VOLUME OF COLLECTION:	13 oversize manuscript boxes 12 manuscript folders 1 flat file folder 11 U-matic tape boxes 3 VHS tape boxes 41 audio tape reels 43 film reels 8 videotape reels 1 color photograph box 1 OVA color photograph folder 3 black-and-white photograph folders 2 slide boxes 1 120mm acetate negative bin 6 acetate negative envelopes 1 4x5 acetate negative envelope 1 8x10 acetate negative envelope
COLLECTION DATES:	1925-1998
PROVENANCE:	Hook Drug Foundation, c/o Mark A. Varnau, 10202 Westfield Blvd., Indianapolis, IN 46280
RESTRICTIONS:	None
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REPRODUCTION RIGHTS:	Permission to reproduce or publish material in this collection must be obtained from the Indiana Historical Society.
ALTERNATE FORMATS:	
RELATED HOLDINGS:	
ACCESSION NUMBER:	2008.0006
NOTES:	Color photographs, slides, negatives, film reels, videotape reels, and audio tape reels are stored separately from the collection. U-matic tapes are stored separately from the VHS tapes.

HISTORICAL SKETCH

In 1900, John A. Hook (the son of German immigrants) opened his first “Deutsche Apotheke” (German Apothecary) in a 1,000 square foot building at 1101 S. East St. in Indianapolis, in the neighborhood of Fountain Square. A second store opened downtown in 1908 and John Hook became partners with Edward F. Roesch.

In 1943, John A. Hook died at age 60 and Ed Roesch became president. By 1950, Hook’s Drugs had approximately 50 stores throughout Indiana and celebrated their Golden Jubilee with the grand opening of a new store at 38th and Meridian Streets in Indianapolis.

Edward F Roesch died in August of 1956 and F. “Bud” Hook, John’s son, took over as president. The former Purdue University athlete and pharmacy grad helped guide Hook’s Drugs through the postwar era and it became one of the largest regional drugstore chains in the United States.

In 1966, The Company opened the Hook’s Historical Drug Store and Pharmacy Museum at the Indiana State Fairgrounds as their corporate contribution to the Governor’s request for Indiana based companies to fund special initiatives celebrating Hoosier history and commemorating the state’s sesquicentennial. Although planned as a temporary 3-month exhibit, the Museum remains open today. Housed in the 1920’s Better Babies Building just inside the Indiana State Fairgrounds main gate at 38th Street, the museum is meant to recreate the feel of an operating 19th-century Indiana drugstore; it offers old-time candy and toys for sale along with modern over-the-counter medications in addition to historical exhibits.

In 1985, the Kroger Grocery Company acquired Hook’s Drugs to pair with their SuperRx Drugstore chain. As a condition of the buyout, most Hook’s stores continued to operate under the Hook’s name. One year later, Kroger divested Hook’s Drugs, which then became Hook’s-SuperRx. This company acquired the Brooks Pharmacy chain in New England in 1988. When Kroger sold all of their drugstore assets to Revco Drug Company in 1994, the Hook’s name was formally retired. Brooks Pharmacy was divested after the sale, and many locations operate today as Rite Aid stores. Revco Drugs was acquired by CVS in 1997, and many of the original Hook’s locations still house CVS Pharmacies.

Sources:

Materials in collection

Hook’s Drug Store Museum—Our History page (<http://hooksmuseum.org/our-history/>)

SCOPE AND CONTENT NOTE

Series 1: Advertisements

This series consists of newspapers and clippings of advertisements for Hook's Drug Stores, as well as drafts and preliminary mock-ups of future advertisements, slogans, and various logos.

Series 2: Records

This material documents administrative procedures and documentation of Hook's Drug Stores and the other entities owned by the Hook franchise.

Series 3: Photographs

The photographs document many store facades, displays, and activities. These items were potentially used for advertisements, promotions, and as supplements to annual reports and other official documents. Store facades include: Hook's Drug Store, Brooks, SuperRx, and Warehouse Drugs.

Series 4: Media

This portion of the collection constitutes all of the media formats in the collection, including VHS tapes, U-matic tapes, film reels, audio tape reels, and videotape reels. The content is primarily Hook's Drugs or related advertisements, with recordings of longer advertising segments and state band contests sponsored by Hook's Drugs.

SERIES CONTENTS

Series 1: Advertisements

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Newspaper clippings, 1965–1970

Newspapers, 1967–1969

Newspaper clippings, 1967–1969

Newspapers, 1969–1970

Newspapers, 1970

Newspapers, 1969–1974

Newspapers, 1973–1976

Newspapers, 1978–1979

Newspapers, 1979

Newspapers, 1980

Newspapers, 1980–1982

Print advertisement layers, ca. 1980

Print advertisements, undated

CONTAINER

OMB 0161, Box 1

Flat File 6-h, Folder 1

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Series 2: Records

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Series 4: Media

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Europe reel 3	Film Cold Storage Aisle 2A, Box 1
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"At Home in Indiana, Part 2" AB reversal	Film Cold Storage Aisle 2A, Box 2
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Hook's Bicentennial Radio, Programs 51-55 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 41-45 [audio tape]	Cold Storage Aisle 2A, Box 3

The Hook Drugs Focus Group I, 10 May 1978 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 21-25 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 21-25, 16 February 1976 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 26-30 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 36-40 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 16-20 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 1-5 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 6-10 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 11-15 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 56-60 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Bicentennial Radio, Programs 61-65 [audio tape]	Cold Storage Aisle 2A, Box 3
1969 Voice Tracks [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's American Idea/Six programs, 5 December 1975 [audio tape]	Cold Storage Aisle 2A, Box 3
Hook's Drug Stores—Gerard :60 spots [audio tape]	Cold Storage Aisle 2A, Box 4
Best Buy Chainwide, 21 January 1987 [audio tape]	Cold Storage Aisle 2A, Box 4
We Like to See You Smile (2 copies) [audio tape]	Cold Storage Aisle 2A, Box 4

Promise Introduction, 22 April 1985 [audio tape]	Cold Storage Aisle 2A, Box 4
Easter, 14 March 1985 [audio tape]	Cold Storage Aisle 2A, Box 4
Beauty Festival cuts, 9 April 1985 [audio tape]	Cold Storage Aisle 2A, Box 4
Valentine's Day/Whitman Valentine Candy, 28 January 1985 [audio tape]	Cold Storage Aisle 2A, Box 4
Mother's Day Gifts, 22 April 1985 [audio tape]	Cold Storage Aisle 2A, Box 4
"Protect Your Family" Drug Interaction, September 1990 [audio tape]	Cold Storage Aisle 2A, Box 4
Fall Coupon Book Sale-Generic/FCBS-Luvs/White Cloud/Amer. Grtg, September 1986 [audio tape]	Cold Storage Aisle 2A, Box 4
Golder Years/Care & Concern, 24 September 1986 [audio tape]	Cold Storage Aisle 2A, Box 4
You're the Reason/Working Harder/Hook's Brands/Generic Savings/Prescription Quality/Holidays, 29 October 1984 [audio tape]	Cold Storage Aisle 2A, Box 4
Family Night at the Circus, 13 September 1977 [audio tape]	Cold Storage Aisle 2A, Box 4
Fort Wayne Convalescent AIDS Center, 13 September 1977 [audio tape]	Cold Storage Aisle 2A, Box 4
Springfield, IL Convalescent AIDS Center Grand Opening, 20 March 1985 [audio tape]	Cold Storage Aisle 2A, Box 4
Hook's Christmas Gift Lift [audio tape]	Cold Storage Aisle 2A, Box 4
Hook's Halloween [audio tape]	Cold Storage Aisle 2A, Box 4
We Like to See You Smile, 4 October 1984 [audio tape]	Cold Storage Aisle 2A, Box 4

Candy Carnival/Candy Institution, 2 May 1984 [audio tape]	Cold Storage Aisle 2A, Box 4
unidentified [audio tape]	Cold Storage Aisle 2A, Box 4
Hook's Jingle-New Lyrics [audio tape]	Cold Storage Aisle 2A, Box 4
April 1968 [audio tape]	Cold Storage Aisle 2A, Box 4
"Hook's Rx" MZD [videotape]	Cold Storage, Aisle 2A
"Ain't God Good to Indiana"	Film Cold Storage Aisle 2A
"At Home in Indiana, Part 1"	Film Cold Storage Aisle 2A
"At Home in Indiana, Part 2"	Film Cold Storage Aisle 2A
"The Hoosier Spirit, Part 1"	Film Cold Storage Aisle 2A
"The Hoosier Spirit, Part 2"	Film Cold Storage Aisle 2A
"The Guns of September, Part 2"	Film Cold Storage Aisle 2A
"Common Miracles"	Film Cold Storage Aisle 2A
"At Home in Indiana" (2 reels)	Film Cold Storage Aisle 2A
"The Guns of September, Part 2" A & B original (2 reels)	Film Cold Storage Aisle 2A
"The Guns of September, Part 2" B track	Film Cold Storage Aisle 2A
"The Guns of September, Part 2" A original & track (2 reels)	Film Cold Storage Aisle 2A

"The Guns of September, Part 1" B track	Film Cold Storage Aisle 2A
"The Guns of September, Part 1" A original & track (2 reels)	Film Cold Storage Aisle 2A
"The Guns of September, Part 1" A & B rolls (2 reels)	Film Cold Storage Aisle 2A
"Hoosier Spirit, Part 2" A-wind & A track (2 reels)	Film Cold Storage Aisle 2A
"Hoosier Spirit, Part 1" internegative& track (2 reels)	Film Cold Storage Aisle 2A