



## James Maurice Rogers

January 1, 1934 - August 8, 2018

James Maurice Rogers, 84, of Indianapolis, died August 8, 2018. He retired as a vice president for public relations of Hooks Drugs, Inc. in 1986, after 26 years. Jim then operated Rogers & Company Public Relations for eight years. Following that, he conceived Hook's American Drugstore Museum, a plan for a national museum of community pharmacy, which later changed its mission to life sciences education as Hook's Discovery and Learning Center. Jim served as president of both and retired in 2002. He then served as vice chairman of the board of the latter organization.

Rogers was a native of Frankfort, IN, where he graduated from Frankfort High School. He was a 1956 Radio & TV graduate of Indiana University Bloomington, where he was a member of the Phi Kappa Psi Fraternity. Upon graduation, Jim served on active duty as a commissioned officer in the United States Army for two years and was discharged as a First Lieutenant. From 1959 to 1960, he worked for the The Studio Press as a sales trainee and in 1960 he joined Hook's as public relations director. He also served as part-time PR coordinator for the (then) Central Indiana Council of the Boy Scouts of America. He later served as a board member of the council.

During Rogers tenure at Hook's he conceived and assembled Hook's Historical Drugstore & Pharmacy Museum at the Indiana State Fairgrounds in 1966, which remains today as a favorite Indiana landmark. Jim created Hook's All State Marching Band, which marched in eight consecutive 500 Parades,

each year with a new crop of Indiana's best high school band musicians. He also innovated many chain-wide programs for child safety, poison awareness and healthcare information for all ages.

While at Hook's he became active in a number of community organizations and served on the boards of the Children's Bureau of Indianapolis, the Historic Landmarks Foundation, and the Indianapolis Chapter of the American Red Cross. He served two years as president of the Indianapolis Speech & Hearing Center. In 1978 Rogers co-founded the Indiana Poison Center, a statewide 24 hour emergency poison information hotline now housed at and sponsored by Methodist Hospital.

In 1970, then Mayor Richard Lugar appointed him to the Indianapolis Historic Preservation Commission. He became its president in 1973, serving in that position until 1980. During those seven years, funding was obtained for the first staffing of the group that continues to oversee the development and maintenance of legislated historic districts.

The first four Historic Districts in Indianapolis were established under Rogers' leadership and included Lockerbie Square, The Old Northside, Herron Morton Place and Fletcher Place. After being re-appointed by Mayor William Hudnut, Chatham Arch was underway, but after seven years at the helm, in 1981, Rogers resigned because of disagreements and concessions of preservation standards to political pressures from the administration of Mayor Hudnut.

Nevertheless, the preservation movement was well underway at that time and the results remain as a model for the entire nation. Rogers was on the committee that selected Reid Williamson, who retired in 2005 after 30 years as executive head of the Historical Landmarks Foundation. In 1981, Rogers co-founded Historic Indianapolis, Inc., an activist group charged to deter demolition of the built environment. The group helped save and redevelop the Indiana Theater, much of Lockefield Gardens, the Wilking Building façade, now part of the Circle Centre Mall, as are nine other historic facades.

Rogers was a past president and 15-year member of the Indiana University College of Arts & Sciences Alumni Board. He also served as that group's

liason to the Executive Council of the IU Alumni Association. Jim served on the Indiana University National Public Affairs Council from 1990 to 1996. He was director of the Science Foundation of Indiana, Inc., and the Indianapolis Zoological Society during the building phase of the new Zoo. He founded and chaired the Lt. Governor's Indiana Tourism Advisory Board for Lt. Governor John Mutz.

Rogers was a past chairman of the Administrative Board of the Church of the Saviour, United Methodist in Indianapolis and was a director of Dance Kaleidoscope from 1978 to 1982. He served on the Indiana Public Health Foundation board and became in a momentum to relocate the drugstore artifacts to a new community pharmacy museum in Greenfield, Indiana. In 1991, Rogers conceived, named and co-produced the first Indy Jazzfest for the Indianapolis Firefighters. For several years it was staged on the grounds of the main downtown Indianapolis Firehouse and since has become an Indianapolis tradition each June.

Rogers was named a Sagamore of the Wabash by former Governor Robert Orr in 1985 and the Indiana Ambassador of Tourism that same year (for leadership of tourism promotion in Indiana). He was cited with a Life Achievement of the Year award by the Indiana Public Health Foundation in 2001. He was given a special Certificate of Commendation for the creation of Hook's Drugstore Museum by the American Institute of the History of Pharmacy in 1967. Upon his departure from the Preservation Commission, he was cited in an Indianapolis Star editorial for putting life into the historic preservation commission and providing momentum to save old buildings, especially in downtown Indianapolis. He was a 30-year member of the Hoosier Chapter, Public Relations Society of America.

Mr. Rogers was the son of the late Maurice and Mary Sims Aughe Rogers, of Frankfort, Indiana, where he was born January 1, 1934. In 1957, he married Julia (Judy) Morrow of Indianapolis, who preceded him in death in 2003. He is survived by two sons, Evan M. and Alexander B. Rogers (Sheri); and five

grandchildren, Patrick, Brittany, Colin, Ethan and Hannah Rogers. He is also survived by a great-granddaughter, Paige Rogers; a sister, Mary Ann Snyder (Bob Spencer); two nieces, Linda Freeman Wilsey and Amy Snyder Spencer; three nephews, Mark, Andrew and Daniel Freeman; and two cousins, William E. Hiatt, Jr. and Ann Hiatt Moore.

Visitation will be Saturday, August 11, 2018 from 11:00 a.m. until the time of the Memorial Service at 1:00 p.m. at Shirley Brothers Fishers-Castleton Chapel, 9900 Allisonville Rd.

# Cemetery Details

## Greenlawn Cemetery

496 West County Road 200 South  
Frankfort, IN 46041

# Previous Events

## Visitation

AUG 11. 11:00 AM - 1:00 PM (ET)

Shirley Brothers Fishers-Castleton Chapel  
9900 N. Allisonville Road  
Fishers, IN 46038  
(317) 841-7878  
info@shirleybrothers.com  
<https://www.shirleybrothers.com>

## Memorial Service

AUG 11. 1:00 PM (ET)

Shirley Brothers Fishers-Castleton Chapel  
9900 N. Allisonville Road  
Fishers, IN 46038  
(317) 841-7878  
info@shirleybrothers.com  
<https://www.shirleybrothers.com>

# Tribute Wall

GM

“ As we develop a history of the Indiana Poison Center, we should note what an important role Jim played in implementing the Mr. Yuk program in the 1980s. Millions of stickers were placed on hazardous materials and awareness of poison exposures was raised because of his efforts. Jim’s enthusiasm and public spirit impacted children across the State. He became a friend of mine and the children of Indiana. Thank you again, Jim.

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**Greg Wilson MD** - March 12, 2022 at 10:27 AM

SD

“ So sorry to hear of Jim passing it’s been two years n I’m embarrassed that I just now found out  
He was a very dear friend of our Eldon n Helen Campbell clan n was always around with love n a caring Hands please know he has a very special place in our hearts n even though I’m late prayers to all of you  
Fondly  
Tom n Susy (Campbell)Diaforli

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**Susy Diaforli** - July 06, 2020 at 04:50 PM

GG

“ *Very sorry to learn of the passing of this dear man with whom I had lost touch, alas. Jim was one of the founders of Historic Indianapolis, Inc., a preservation activist group that was very active indeed throughout the 1980s. When I met him and expressed interest in saving the Board of Trade building, Jim asked me to be on the board of HII and I became their public spokesperson. We tried mightily to save several schools and other downtown buildings—and Lockefield Gardens, certainly our most dramatic effort. Our success rate was modest, but we made a good noise for the cause, and, it now can be told, sometimes other groups used us as a front and gave their support behind the scenes. Jim also was always very supportive of my work and helped to fund the publication of *People, Parks, and Perceptions: A History and Appreciation of Indiana State Parks* several years ago. RIP, old friend.*

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**Glory-June Greiff** - August 14, 2018 at 09:04 PM

JC

“ My deepest and most sincere condolences to the family of Jim as his friendship meant so much in shaping my life. Though he had been my mentor in life and the corporate world since my 1985 college graduation from IUPUI, my blessing is the personal friendship that we shared.

*I moved to Tampa Bay, Florida in December 1989 and began my new life working in a little coffee shop in Tampa Bay Mall — I remember how homesick and alone I was that first day in a new city . . . so when Jim Rogers stopped by that day in that coffee shop to say "hi", I never forgot that he did that and how relieved I was to see him.*

*Today, I own a home in the Ft. Lauderdale area and a career in aviation. And I will forever be grateful Jim for that day when you stopped by to give me my bearings, remind me of my direction, and give me the courage to keep walking forward.*

*Thank you Jim for everything and you kept "that young man" on the right path.*

*J Carandang*

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**Jo Carandang** - August 14, 2018 at 08:03 PM

MF

“ Sad to hear of Mr. Rogers passing. I have many fond memories of him while growing up in Devonshire.

*Jim Fedeman*

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**Michelle Federman** - August 13, 2018 at 12:57 PM

PK

“ Jim was one of the funniest, nicest guys I ever knew.  
Patsy Kirn

Pat Kirn - August 11, 2018 at 02:39 PM

BB

“ Jim was a great guy who loved new ideas and a great team member in making them happen. He helped White River State Park by finding innovative ways to jointly put the Hook's brand up in lights throughout Indiana...I will miss his nature in the board room and regard him and Judy as friends forever.



Brenda Bush - August 10, 2018 at 10:51 PM

SS

“ The last time I visited with Jim was in 2000 he hosted me for the Little 500 commemorative ride. Coming to this event from California was a major endeavor but Jim's support was memorable. Thanks again, Regards, Steve Snyder, Palo Alto, Ca.

steve snyder - August 10, 2018 at 09:23 PM

EF

“ Ellen, Chris, Andrew, and Tom Fagan purchased the Arrive in Style for the family of James Maurice Rogers.



Ellen, Chris, Andrew, and Tom Fagan - August 10, 2018 at 08:30 PM

EF

“ We are so sorry for the loss of your father. I wish I'd known him better. We all send you our deepest sympathy

*The Fagan Family  
Ellen, Chris, Andrew, and Tom*



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Ellen H Fagan - August 10, 2018 at 07:33 PM

NH

“ Dear Family...Each of you, the Joy and Pride of your Father/Grandfather/ Brother/ Cousin etc... The picture of Jim is wonderful.... just as he always was and will remain for me. His sense of humor seems waiting to be spoken. Such fun. Jim and Judy were Special friends to us.

*Sincerely, Nancy Holland Hannin ( Judy & I were KKG's at IU.)*

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nancy hannin - August 10, 2018 at 05:12 PM



“ Emerald Garden Basket was purchased for the family of James Maurice Rogers.



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August 10, 2018 at 03:19 PM



“ *Treasured Lilies Spray was purchased for the family of James Maurice Rogers.*



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August 10, 2018 at 01:27 PM



“ *Jim was a pioneer in the historic preservation field in Indianapolis and Indiana and ably led the Indianapolis Historic Preservation Commission during its early years as it designated the first four historic districts downtown. He was a mentor to me and gave me my first job in the preservation field. I will always be grateful for his friendship and advice. Jim Glass*

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**Jim Glass** - August 10, 2018 at 10:09 AM



“ *I had the privilege of working at the Hook's Historical Drugstore and Pharmacy Museum as the week-end manager for many years in the 1970s and 1980s. I have many memories of Jim Rogers coming to the store, which he dearly loved, and especially hanging out at the store during the Indiana State Fair. Jim had a great sense of humor and was a kind and gentle leader. I am sorry to learn of his passing.*

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**John Happersberger** - August 10, 2018 at 09:32 AM

CB

“ Channing and Janet Blickenstaff purchased the Full Of Love Bouquet for the family of James Maurice Rogers.



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**Channing and Janet Blickenstaff** - August 10, 2018 at 09:05 AM

GS

“ Our sincere sympathy to Jim’s family. He made a lasting impact on this community and its residents, and always with a smile! Thanks for sharing him with so many.  
Greg Schenkel

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**Greg Schenkel** - August 10, 2018 at 08:58 AM

JG

*From the James B Gable Family to the decedents of James M Rogers. It is with sadness that we send remembrances of Jim to you. My son Paul and Evan have remained close friends for many years. My personal association with Jim was our JC work to keep Indy clean which Hooks Drugs was a participant. and later my Grandfather's pharmacy license hung in the Drugstore which Jim help establish and continue to operate at the Indiana State Fair Grounds. Jim can now rejoin his wife who has been gone for many years. Rest well good and kind servant.*

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**James Burns GABLE** - August 12, 2018 at 04:12 AM