

Standard Drug Store is the place everybody goes

Written by Holyoke Enterprise
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The store “Where Everybody Goes” was the feature of the Enterprise’s February page in the Holyoke 125th anniversary calendar. Located at 116 N. Interocean Ave., The Standard Drug Store sat just north of the main intersection in Holyoke in what is present-day El Buen Sazón. The drug store withstood the test of time, proudly standing on main street for many, many years.

This photo is possibly from the early 1920s, as the year 1923 is listed on one of the car’s license plates (not pictured). Newspaper advertisements from 1923 boast The Standard Drug Store, run by Dan S. Gibbs, was the place to go for Christmas shopping with a complete line of new Columbia Grafonolas, Baldwin Pianos, jewelry, toilet articles and the best stock of dolls in the county. Residents could subscribe there for the Rocky Mountain News for 70 cents a month.

Also in 1923, the Standard conducted a contest to find the 12 most popular ladies—age 16-90—who lived in the territory. Every penny spent at the Soda Fountain in the drug store gave the purchaser two votes, while one vote was given for each penny spent in the rest of the store. The first-place lady won \$50 in gold while other prizes included a Mavis toilet set, a box of Chase’s best chocolates, a bottle of Nylotis perfume and a Colgate compact with the winner’s initial engraved.

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