

It's like belonging to a special club!

We're taking the opportunity of our **60th Anniversary** to tell you, University of Oregon students, faculty and staff, the facts behind **your automatic membership** in the **University of Oregon Bookstore** - a non-profit corporation.

That's right! All University of Oregon students, faculty and staff are automatically members of the University of Oregon Bookstore. Members are entitled to an **11% discount on all textbooks**, frequent sales on school supplies, and many **free services**. Some of our free services you may already be familiar with: free gift wrapping, free check cashing, free campus phone and free coin lockers for your convenience while shopping. But do you also know that we have a free notary public and that we sell tickets to most campus events? We'd like you to take advantage of your Bookstore's 60th Anniversary. Stop by and become acquainted with all we have to offer.

The Bookstore - Yesterday and Today

The University of Oregon Bookstore has changed with the times. Just to give you an idea, how many of our members (you!) know that prior to 1961, the Bookstore was housed in Chapman Hall? The big first floor windows facing 13th Avenue were our display windows.



The old College Side Inn, built by University of Oregon architect T.C. Wilcox, once stood where the current Bookstore now stands. Debate about the demolition of the Inn, a favorite hang-out for students, lasted for years on campus.

You may still hear of the University of Oregon Cooperative Bookstore. Or a professor might say to a class, "Run down to the Co-op and pick up a pica ruler." Many a student may have searched 13th Avenue for "The Co-op", but the University Bookstore hasn't been a cooperative since July of 1973, when we reorganized and became a **non-profit corporation**, of which you are a member.

How did the Co-op work?

When the Bookstore first organized, in 1920, students had to pay one dollar membership fees. Rebates for 10% of goods purchased were issued at the end of the school year, provided the Bookstore made a profit.

UO
BOOKSTORE

During the Great Depression of the 1930s, not many businesses profited, and the Bookstore was no exception. Tokens, equal to the 10% rebate were issued at this time. Students could redeem them for new Bookstore merchandise.

Jerry Henson, a University of Oregon graduate and a veteran of World War II, became Bookstore manager in 1947. He took the helm from M.F. McClain, Bookstore Manager for 27 years.

Henson suggested a membership fee system. 25 cents was to be collected from students when they applied for membership. (Of course, you no longer have to apply, nor is any fee collected from members.) The token system was done away with and the Bookstore went back to the old 10% cash rebate system.

During the 1950s, the membership fee was raised to 50 cents. Bookkeeping was a problem, however, typified by one year when over 7,000 checks of small denominations were mailed to members.

Rebates and special membership services weren't the only dilemmas Henson tackled as Bookstore manager from 1947 to 1976. The Bookstore's lease with the University was due to run out in 1959. Henson started looking around the campus for a larger building in which to relocate the growing Bookstore. GIs were returning in swarms from World War II, and the facilities in Chapman Hall (only 7,000 square feet) were no longer adequate.

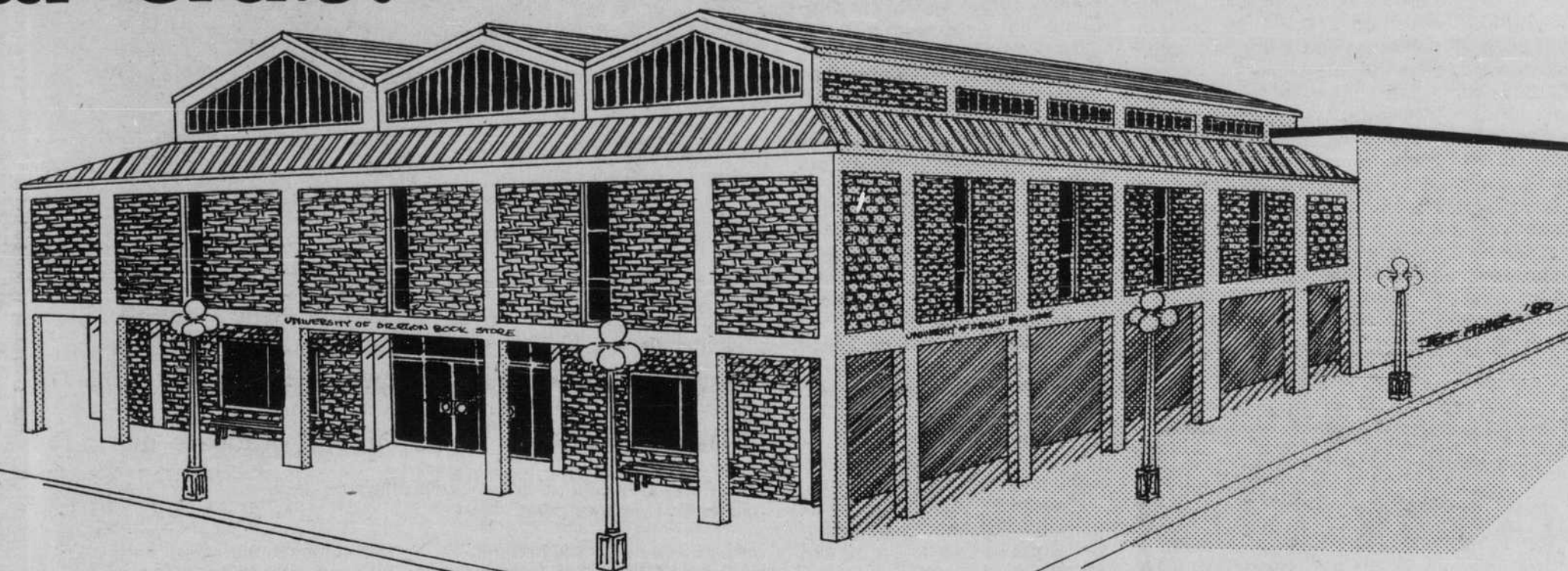
At that time, located on the corner of Kincaid and 13th Avenue, where the present Bookstore now stands, was a continental style building called the **College Side Inn**. The Inn was a favorite hang-out for college kids of the swing era, built by **W.B. Wilcox** a famous regional architect from our own University. Another example of his work can be seen on the corner of Alder and 15th Avenue, the **Phi Gamma Delta Fraternity House**.

The Inn was in poor shape, and up for sale. The Bookstore purchased the property and began making plans to construct a new building. Thus began the famous College Side Inn Controversy which held up construction plans for two years.

The controversy, whether to save the beloved, but dilapidated hang-out, or not, brought about the largest membership meeting in the Bookstore's history. Over 650 members showed up to vote in the EMU Ballroom. A local judge and two lawyers presided over the meeting. The "yays" narrowly squeaked by the "nays" and construction on the new building began.

In March of 1966, the new Bookstore stood completed—**36,000 square feet of space!** For once, there was plenty of room for art supplies, textbooks, sundries and tradebooks under one roof. (The Bookstore now houses one of the **largest tradebook selection** of any store in the state of Oregon.)

The next few years were hard for cooperatives, and in 1969, the refund had to be reduced to 6%. Henson and the **Bookstore Board, composed of two faculty members and eight students**, voted in 1973 to reorganize as a non-profit corporation to better serve the student body. The 6% rebate



was changed to a 10% discount on all textbooks. In 1979, current Bookstore Manager, Jim Williams, took the discount one percent lower, to 11%.

The Bookstore is Your Store

The Bookstore and membership are served by a **Board of Directors elected once a year** from our membership. Elections are held each Spring. Voting by membership takes place in the Bookstore main lobby. Board positions available to students are: President, Vice President, Secretary, Treasurer and four other seats. Faculty occupies two seats. This Spring,



Two generations of Bookstore management. Current Bookstore Manager, Jim Williams is seated on the left, and Jerry Henson, Bookstore Manager from 1947 to 1976 is seated on the right.

on the ballot, there will be a proposal to add a classified staff member to the Bookstore Board. (The current Bookstore Board of Directors is listed in the lower right-hand corner.)

The Bookstore encourages all of our membership, especially students, to take an **active role**. Bookstore meetings are held once a month and all members are welcome. A student may gain valuable knowledge of corporate methods by getting involved and taking advantage of the Bookstore's responsive policy. Bookstore Board meeting dates are posted on Bookstore bulletin boards.

Members with questions or suggestions, are encouraged to go through a Board member, drop a suggestion in the **Sounding Board** (located on the second floor at the top of the stairs), come in and see or call Bookstore Manager Jim Williams at 686-4331.

Some changes accomplished in the past few years

include:

- We **extended closing time** from 5 p.m. to 5:30 p.m.
- We increased the **textbook discount** from 10% to 11%
- We installed a **free campus phone** (first floor)
- We instituted a **"cash only"** line during early quarter book rushes
- We now sell **tickets** to most campus events.

You can look for a **book bag/backpack checking service** on the second floor during Spring quarter's book rush this March.

The Bookstore Enters 1980s

Bookstore Manager Jim Williams first worked at the Bookstore as a stock clerk in the 1960s, while getting his degree in marketing. He served in Vietnam, and returned to Oregon to take the helm from retiring Bookstore Manager Jerry Henson in 1976.

Williams and the Bookstore staff fulfill the purpose of the Bookstore, providing the necessities of school at the lowest possible price, by continuing to build on the solid foundation laid down by previous managers McClain and Henson.

"All decisions are based on the criterion of benefit to the members," says Williams. "Everything we do is done with **service to the membership** in mind."

Williams other concern is long range planning. An architectural firm has done a study on the feasibility of building expansion.

Williams has paid special attention to studies foretelling of the declining enrollment of the traditional student base. The Bookstore looks forward to meeting the needs of a changing student body, and works with the University in recruiting efforts in high schools. More students are expected to be returning to school at night, to finish degrees, or on a graduate level.

The Bookstore is optimistic about the future, with all the changes it will bring.

We'd like **you** to stop by and **get involved!** Discover how much we have to offer you, a member of the University of Oregon Bookstore.

Bookstore Board of Directors

Mary Sandell	President	3rd year Law
Rocky Schatz	Vice President	Junior, Marketing
Mark Farley	Treasurer	Senior, Chemistry
Gary McMahon	Secretary	Sophomore, Architecture
Andy Vandermollen		Junior, Biology
Steve Herlocker		Senior, Finance
Steve Baker		Sophomore, Architecture
Hal Darst		Graduate, Economics
Muriel Jackson	Faculty	Asst. for Administration,
Bob Lang	Faculty	Office of the President
		Department Head, History

Serving You for 60 years.