



THEN

Students were the creators of the first U of O bookstore. It happened in the spring of 1916 in a small, rented house where we are today. These ASUO members had a goal—to provide a convenient, economical center for distribution of books and supplies. And toward that goal, they loaned \$4000 from their general fund for their new bookstore enterprise. On September 15th, 1916 the doors opened for business.



Original Bookstore Board Members.

Growth. Expansion. Relocation.

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The next several years brought all all of these for the now incorporated University of Oregon Bookstore, along with World War II and the Korean War. GI's using their benefits increased University enrollment, motivating the Bookstore in 1961 to buy the College Side Inn building at 13th & Kincaid, and construct in phases, its final home.



Students bought defense stamps at the bookstore during World War II.

Sold!



However, the end of World War I in 1918 found these Associated Students in serious financial trouble. They were forced to sell the bookstore to cover an extended football contract for their Rose Bowl-winning coach, Hugo Bezdek. The fledgling bookstore was sold to druggist Sidney Allen! For the next two years, and only during that time, it did not belong to the students and faculty.



Prince Lucien Campbell, fourth President of the U of O invested \$500 of his own money to buy stock in the U of O Cooperative Store.



1920 found faculty and students setting up a more organized, cooperative bookstore—complete with By-laws and Articles of Association. A line of credit from stationer J.K. Gill of the J.K. Gill Company in Portland, a fast friend of the University, enabled the bookstore to reopen as The University of Oregon Cooperative Store.

As the store grew and J.K. Gill Company could no longer meet their credit needs, The University Supply Company was created to finance the co-op. 1000 shares of stock were issued and purchased primarily by faculty members at \$100 per share.



Gerald Henson, Bookstore General Manager from 1947-1976, began as a shelf stocker at the bookstore. He was known for his honesty and character.

Now the Co-op could directly contact publishers and manufacturers, saving members money and building a helpful surplus of stock in the inflated twenties. By 1933, the store was successful enough to purchase all remaining stock and was financially on its own!



Marion McClain, the first General Manager of the U of O Cooperative Store from 1920-1947, personally signed a loan to start up the bookstore by investing in the University Supply Company.



1960s baby Boomers kept growth going in the sixties. Sales at the bookstore rose from \$1,580,000 in 1966 to \$6,324,000 in 1984. Major store remodeling and addition of a warehouse put the bookstore in step with these times. By the eighties, the bookstore had evolved from its simple beginnings—a house storing books for students, to a large 36,000 square foot, multi-service book and supply store.

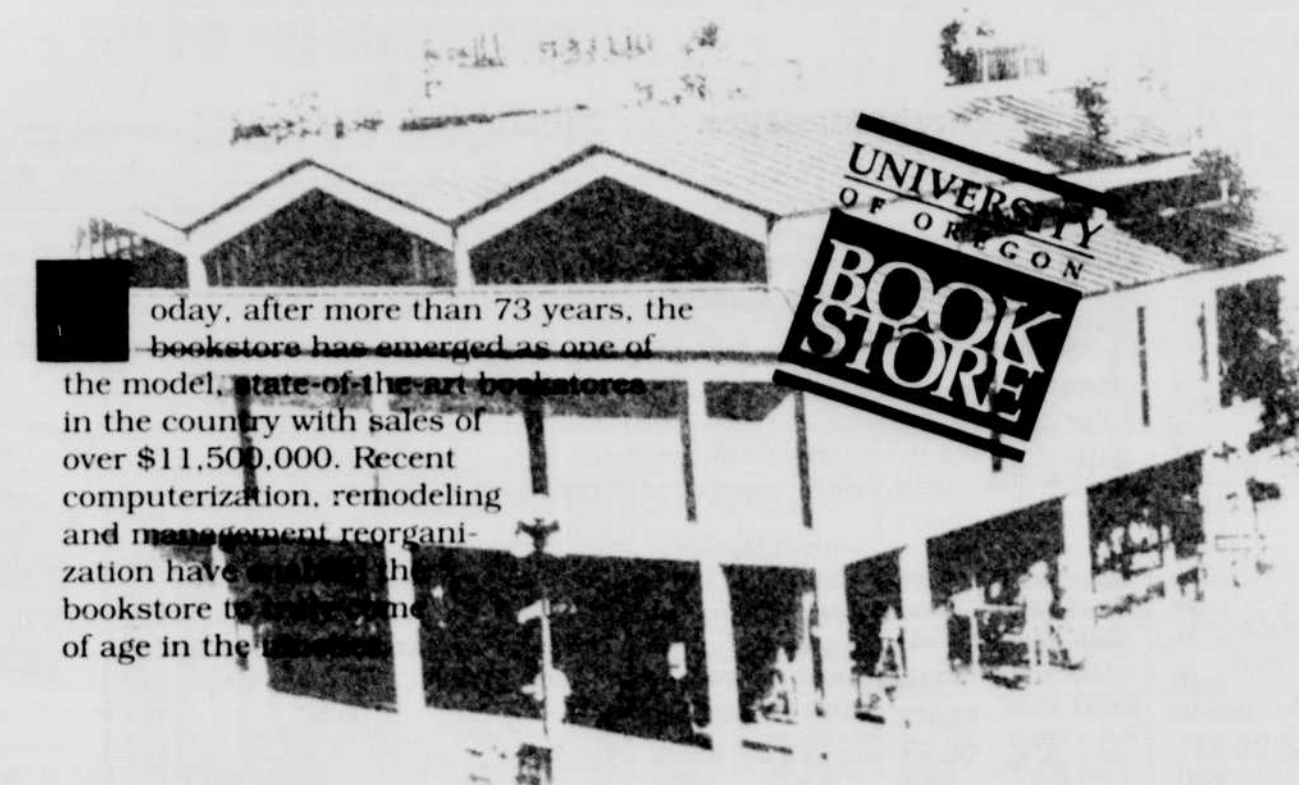
& NOW

Portland became the site of the first branch store in 1989. At the request of the University, the bookstore opened the Portland Center

Store to help the U of O meet the needs of a large number of alumni and friends in Portland. University sportswear and emblematic gifts are featured there.

This expansion was followed in 1991 by creation of a branch store in Lawrence Hall to improve art material supply for Architecture and Allied Arts students and faculty.

The same year, the Athletic Department asked for a branch store in the newly built Casanova Center. The attractive Duck Shop offers University sportswear and emblematic items to fans at Autzen Stadium.



Today, after more than 73 years, the bookstore has emerged as one of the model, state-of-the-art bookstores in the country with sales of over \$11,500,000. Recent computerization, remodeling and management reorganization have made the bookstore the youngest of age in the