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## A Christmas Showing Eclipsing in Variety and Quantity All Contemporaneous Book Exhibits

Nearly fifty years ago the first book was sold in the Gill estab'ishment. With that sale went the manifestation of good will, good service and desire to please that since, in its multiplication, has developed for this store the book business of the Pacific Northwest. It has ever been the policy here to anticipate a demand rather than await its arrival, and it is this viewpoint that has actuated the policy of always carrying more books, and a greater variety of books, than the general demand would warrant in many stores. It is with this splendid preparation-this thoughtful anticipation-o the every possible demand
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