

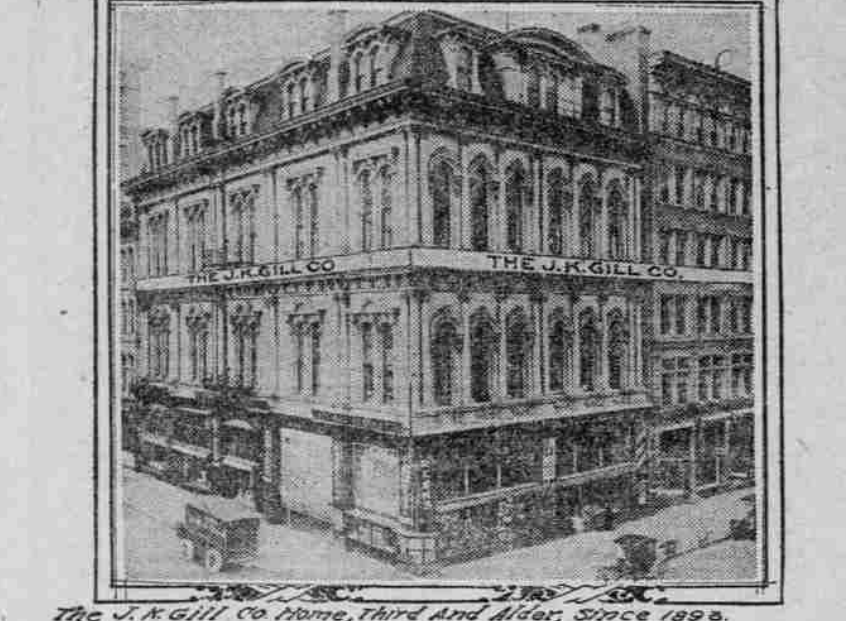
### EDUCATIONAL BOOKS FOR SCHOOLS AND COLLEGES



First Location of J. K. Gill and Franking Co. in 1878



Location in 1887, First and Third



The J. K. Gill Co. Home, Third and Alder, Since 1899.

WHEN J. K. Gill commenced business as a bookseller and stationer in Salem, Or., in 1867, he gave especial attention to the supply of educational books. Having been educated for a teacher and having a love for the work of teaching, he naturally came into contact with teachers and others interested in education. In those days the population was small but as Salem was already an educational center, there was a steady and increasing demand for educational books. This became more and more apparent to Mr. Gill and he began to give special attention to the supply of such books. His desire to accommodate this class of trade soon became known and the very modest little business soon began to increase. In those days it required six weeks to get books from New York by "fast

send in their orders, among them Messrs. Foshey & Mason, of Albany, whose account has run continuously up to the present time. In 1870 W. S. Ladd and H. W. Corbett, while attending the State Fair at Salem, suggested to Mr. Gill that he should open a store there. Mr. Gill had heard that Mr. Gill was at his store every morning at 7 o'clock and did most of the work himself. These habits of industry appealed to Mr. Ladd. In 1871 Mr. Gill moved to Portland and formed a partnership with George A. Steel and began business under the name of Gill & Steel. They purchased the business of Harris & Holman, taking their stock and location on Front street, near Washington. They were to pay for the Harris & Holman stock in installments but when the inventory was completed, Mr. Ladd asked Mr. Gill how much it amounted to and, being informed, he replied "go and see Mr. Harris and see how much he will throw off for cash." The next day, being informed that the amount was about \$22,000, Mr. Ladd went to write a Ladd & Tilton check for the amount, which was done, although Gill & Steel did not have a dollar in the bank. Doubtless Mr. Gill's energy and industry and good habits at Salem was the foundation for this extraordinary line of credit.

Not long after the business was moved into the Holmes building on First street, between Washington and Stark, notwithstanding the caution of friends that it was dangerous to go from a well established location to one remote from business and untried. In 1891 when the present school law became operative, the State Text Book Commission met and selected books for use in Oregon for the following six years. The selections were made from the catalogues of many different publishers and the J. K. Gill Co. was agreed upon by all of them as their general depository. All books regularly adopted as text books, as well as supplementary books, are assembled here so that all orders can be promptly filled at a low price. This makes it necessary to open accounts for the supply of school books in every locality in Oregon, where there is a public school. When a change in text books is made, all second-hand books are shipped to Portland and accounted for to the various publishers whose books displaced them. Books of no value elsewhere are destroyed and others are sold where there is still a market for them.

The educational department carries also a large and varied stock of academic and collegiate text books and is thoroughly equipped to meet all demands from such institutions. During the busy season in July, August and September a large force is necessary to receive and unpack and reship books for the trade. Order blanks are sent out in advance to the trade and orders are filed as early as possible to avoid the later congestion. This department is responsible for ascertaining how many books will be needed on each subject and also that they are on hand when wanted, as well as for delivery to every section of the state in time for the opening of the schools. The efficiency of this department is shown in that during the past year it has been able to supply every book on the list when called for, except on a few instances when the school authorities failed to inform it of the extended use of one of the texts.

It is a source of gratification to the department that it frequently is complimented for its excellent service. On one occasion the late W. Scott, who was one of the Text Book Commissioners, told Mr. Gill that he fully appreciated the service his firm was rendering, not alone to the students but to all the school patrons of the State of Oregon. The business not only covers all the State of Oregon, but also extends into Washington, Idaho and Northern California. In the educational department a room has been set apart for the assembling of samples of all educational books where teachers may examine them at their leisure and free from interruption. In the Balcony Book Store there is

not because they did not fully realize the importance of the subjects and did not fairly burn to tell children of it, but because they did not know how to impart this important information. Because the subject is a delicate one is no reason why we should shun it all together, particularly when it is so linked with our very being. It was while thinking of this condition and the need for literature that would afford people pure, clean and honest information, that Dr. Sylvanus Stall determined to write such books. A few years ago he published "What a Young Boy Ought to Know" and "What a Young Man Ought to Know" and waited with confidence the judgment of the public upon them. It exceeded his brightest anticipations. Eminent people the world over hastened to write the author cheering and burning words of commendation. Such men as Edward Bok, the editor of the "Ladies Home Journal," F. B. Meyer, the devoted writer and preacher of London; Admiral Phillip, of the United States Navy; Rev. Charles M. Sheldon, the well-known author and preacher; President Faunce, of Brown University, and scores of other eminent, good and great people wrote warm and unqualified words of endorsement. Then followed "What a Young Husband Ought to Know," written in that language which only a pure heart and brain could conceive. Then when Dr. Stall reached the period of middle life he found that men of 45 were as ignorant of the change that they were passing through as boys and young men were. Then followed the fourth book, entitled "What a Man of 45 Ought to Know." So important does the United States government deem the message of these books that they have purchased copies of the books to men and placed them in the libraries of our war vessels.

While Dr. Stall believed that his special work was for men he felt that girls and women should also have literature that would instruct purely and truthfully, and he secured the efficient services of Mary Wood-Alen, M. D., and Mrs. Emma F. A. Drake, M. D., who have written in a pure, chaste way for girls and women upon matters on



William Tansler, Manager Educational Book Department.

instruction learn either from vicious companions, or from sad and oftentimes bitter experience. The wretched silence of parents and teachers was,

which they should be informed. Mrs. Mary Wood-Alen, M. D., wrote "What a Young Woman Ought to Know," and Mrs. Emma F. A. Drake, M. D., wrote "What a Young Wife Ought to Know" and "What a Woman of 45 Ought to Know." Eminent and distinguished women like Mrs. Margaret E. Sangster, Mrs. Isabella McDonald Aiden (Fanny), Lady Henry Somerset, Mrs. Lillian Stevens, president of the National Women's Temperance Union, are among those who have indorsed the series for women.

Research Division Big Information Bureau. One of the many interesting and valuable services rendered by Gill's is the work of the research division.

where information on every book published may be secured. This is not confined to fiction or any particular branch of literature. The service is available on technical subjects, history, science, art, music and business. It is but the matter of a moment for you to secure any information you seek along these lines. Stevens, president of the National Women's Temperance Union, are among those who have indorsed the series for women.

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Books That Affect Character and Happiness. There are no books published which are of greater importance to all humanity than "Stall's Books." The subjects upon which they treat lie at the very foundation of human life and happiness. Parents and teachers have been ominously silent upon these subjects, deeming them forbidden ones, and have let their children and those placed under them for

which they should be informed. Mrs. Mary Wood-Alen, M. D., wrote "What a Young Woman Ought to Know," and Mrs. Emma F. A. Drake, M. D., wrote "What a Young Wife Ought to Know" and "What a Woman of 45 Ought to Know." Eminent and distinguished women like Mrs. Margaret E. Sangster, Mrs. Isabella McDonald Aiden (Fanny), Lady Henry Somerset, Mrs. Lillian Stevens, president of the National Women's Temperance Union, are among those who have indorsed the series for women.

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