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Folke Bernadotte Memorial Library
Gustavus Adolphus College
800 West College Avenue, Saint Peter, MN 56082-1498

Gustavus Adolphus College Archives St. Peter, Minnesota

The Book Mark. Collection of the Book Mark, 1924-1999.

GACA Collection 217

The Book Mark. Collection of the Book Mark, 1924-1999. GACA Collection 217. 1 carton and ½ Hollinger box.

ABSTRACT:

The Book Mark Collection consists of records and a pricing machine created and used by staff in the Gustavus Adolphus College bookstore, The Book Mark. This holding contains the history of the bookstore, including correspondence that led to the writing of a history of the store for the National Association of College Stores (NACS). Additionally, the collection has the bookstore's course lists from fall semester 1970 through Spring semester 1981. There are various advertisements promoting merchandise (clothing, trade books, etc.) within the store. Advertisements are not dated but appear to be from the same time period as the course lists.

HISTORICAL NOTE:

In 1925, Gustavus Adolphus College established a bookstore, run by the treasurer of the college. By 1943 the store had grown enough to be moved to the basement of Uhler Hall and became a separate entity. With increased demand for textbooks and a growing supply of accoutrements and services, the bookstore took home in the "White House," also known as Reading Hall, in 1948. The bookstore moved again in January 1960 to the Food Service Building, today known as the Student Union. After a contest, the bookstore was officially named the Book Mark, a name coined by contestant winner Carol Manfred in 1972. Due to tornado damage in 1998, the Book Mark was temporarily located in a FEMA trailer. A year later, it moved back into the new Student Union, where it is located today.

* Information obtained from the collection.

RESTRICTIONS:

There are no restrictions on use of this collection for research purposes. The researcher assumes full responsibility for observing all copyright, property, and libel laws as they apply.

Researchers must use collection in accordance with the policies of the College Archives, the Folke Bernadotte Memorial Library, and Gustavus Adolphus College.

COLLECTION CITATION:

The Book Mark. Collection of the Book Mark, 1924-1999. GACA Collection 217. Gustavus Adolphus College Archives, St. Peter, Minnesota.

ACQUISITION:

The Book Mark transferred part of this collection during 1994 and 2010.

PROCESSED BY:

Maura A. Coonan, archives intern, processed this collection and developed the finding aid during March 2010.

SUBJECT HEADINGS

Gustavus Adolphus College. The Book Mark.

Bookstores--Records and correspondence.

Bookstores--Minnesota--St. Peter.

GACA Collection 217	Box	Folder
Authorized List of Texts and Supplies, Fall 1970-Spring 1979	1	3
Authorized List of Texts and Supplies, January 1980-Spring 1981	1	4
Bookstore History and Correspondence, 1940s-1999	1	1
Book Mark Advertising, undated	1	2
Newspaper Clippings, 1924-87	1	6
Promotion, National Library Week, 12-18 April 1959	1	5
Pricing Machine	2	--
College Book Store bags, undated	2	--