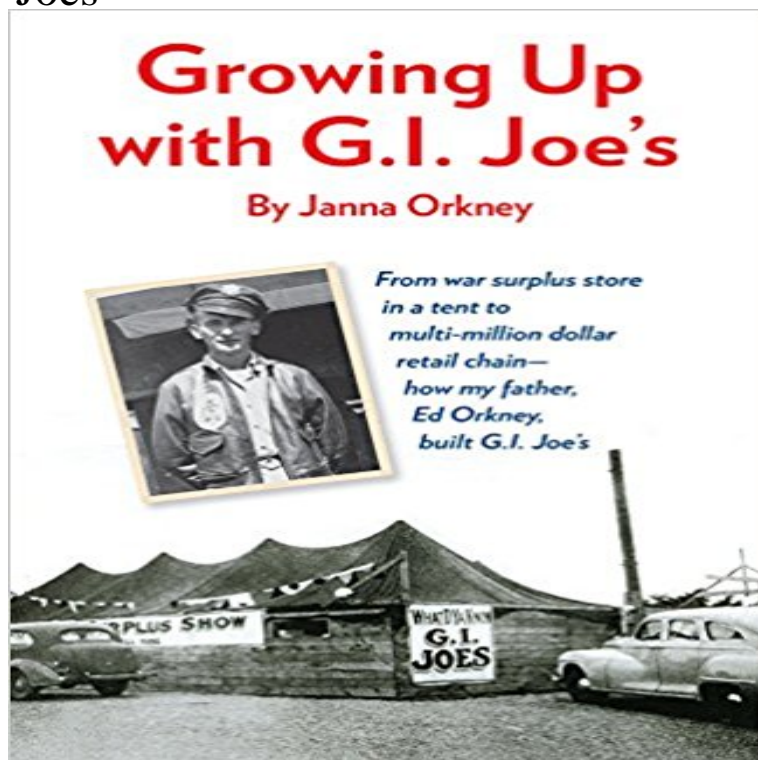


Growing Up With G.I. Joes: From war surplus store in a tent to multi-million dollar retail chain - how my father, Ed Orkney, built G.I. Joes



Ed Orkney returned home from flying bombers in World War II and started selling war surplus sleeping bags out of his car. Then he opened three stores that failed. Finally, in 1952, Ed started a store in a tent in Portland, Oregon, named G.I. Joes and his vision and hard work built the business into an iconic retail chain. In this book, Eds daughter, Janna Orkney, looks at her dads business philosophy and practices that contributed to the success of G.I. Joes. She writes of the stores expansion throughout Oregon and Washington, and into Idaho. She looks at two sales of the business, a name change in 2007 to Joes Sports, Outdoor and More and then the business bankruptcy and liquidation in 2009, after the company served customers for 57 years. Growing Up With G.I. Joes is much more than a business history, however. Janna also takes a nostalgic look at her own growing up near the Columbia River in the mid-20th century, and recounts the story of the devastating Vanport Flood of 1948 and the inundation of the ancient tribal fishing site of Celilo Falls in 1957. Janna also shares details of how early war surplus stores in the Northwest were forerunners of general retail stores today. If you like inspiring rags-to-riches stories, this book should appeal to you. Also, 20th century history fans would be drawn to Growing Up With G.I. Joes, especially those who enjoy tales of the Greatest Generation. This book is also a nostalgic coming of age story. Janna Orkney describes her book as a love letter to a store and the land and people of the Pacific Northwest.

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