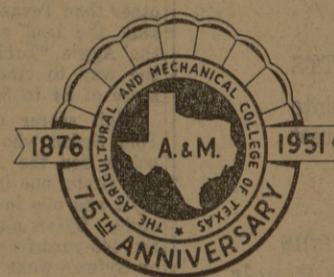


SERVING THE FOR OVER

At the January 1909 meeting of the Board of Directors of the Agricultural & Mechanical College of Texas, the Board authorized the establishing of a book and supply store "for the convenience of the student body". In April of that same year the first Exchange Store was launched in "Old Main" under the guiding hand of Ralph K. Chatham, Class of '00. From that humble beginning, through a disastrous fire in 1912, down to the present, there has been an Exchange Store fully equipped to serve Texas Aggies. Throughout these years the aim of the Exchange Store has been to supply the complete needs of Aggies in books, school supplies, technical equipment and uniforms, of the highest quality, at prices consistent with sound business operation. Service, Quality, Economy and a Friendly Atmosphere have made up the backbone of the Exchange Store Team throughout these years. Today, and everyday from April 1909, the entire staff of the Exchange Store strives to provide for you the best quality, economy and helpful service to be found anywhere. YOUR needs and wants are our sole reason for existence and we spend 365 days of every year determining these needs and wants, procuring the top quality you deserve and dispensing it with a smile.



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