

# W E L C O M E

## Book Department

We believe we have one of the finest, best stocked and best equipped book departments to be found in any college store in America.

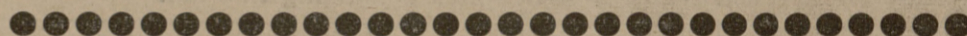
With its own street entrance, well arranged book stacks and multiple check-out stations it's EASY to shop. As you enter you immediately see it is laid out by schools. There are separate areas for ENGINEERING, AGRICULTURE, ARTS & SCIENCES AND VETERINARY MEDICINE. Each school is broken down into teaching departments and each shelf carries a course number. New and Used books are in separate stacks - side by side - and each book has a price tag on the spine of the book indicating whether it is new or used.

Suppose you come in for the book used as a required text in History 306. You would first look for a sign designating the SCHOOL OF ARTS & SCIENCES. Second, within this area, you would look for a section labeled HISTORY. Third, within this section you would find a shelf bearing a label, HIST. 306. You then select a book from that shelf and proceed to other sections from which you need books or to one of the check out stations. THERE'S NO STANDING IN LINE AND NO WAITING FOR A CLERK TO FIND THE BOOK FOR YOU.

We have a big surprise for you! While you have been away this summer we've had our face lifted!

Yes Sir, to serve you better, we are brand new from cellar to attic. NEW FRONT, NEW FLOOR, NEW LIGHTING - AND BEST OF ALL - A COMPLETELY NEW SET OF BEAUTIFUL, FUNCTIONAL FIXTURES FEATURING OPEN DISPLAY AND SELF SERVICE.

Self Service has created our present day Supermarkets and now it is moving into the col-



## Trade and Reference Books

Throughout the book department will be found special book racks loaded with reference books, technical handbooks, study aids and books of fiction and non-fiction and books for recreational reading. Browse through these racks to your heart's content and you'll be surprised at the many helpful books you will find.

English students will be glad to know we now stock inexpensive reprints of most of the books on your required reading lists. No more sweating out the Library reserve shelves when you can own your own copy for as little as 35¢ and - in most cases - no more than \$1.95.

## THE MEN'S SHOP

After you have been supplied with books, just walk through the large opening on the west wall of the book department and you are in the MEN'S SHOP. Here you will find all the Uniform extras you need - from collar insignia to complete extra uniforms. All our uniform items are REGULATION and are styled for discriminating AGGIES.

The Civilian student will also find a greatly expanded stock of civilian wear. Just to mention a few famous brand names, we have BERKREY SPORTCOATS & JACKETS, ENRO AND TRU-VAL SPORT and DRESS SHIRTS, PIONEER BELTS and ACCESSORIES - INTERWOVEN SOCKS and a number of other National-ly Advertised Brands. You can wait on yourself in the MEN'S SHOP or you can have clerk assistance if desired.

# THE EXCHANGE