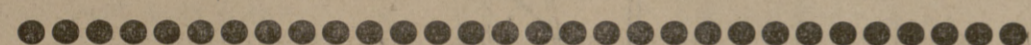


AGGIES

lege bookstore field. About 85% of our merchandise is now on open display subject to your candid examination, comparison and selection. Once you have made your selections, just carry them to the nearest check out station and be on your way. (We still have courteous salespeople to help you when desired.)

Come in today and shop at the ONE STOP DEPARTMENT STORE where ALL of your school supply needs are attractively displayed.



School Supplies

This is where we really stand out above all the rest. You've never before seen such a wide-spread and well-arranged stock of perfectly displayed school supplies. Regardless of the item you are seeking, it's in this department and prominently displayed in plain sight. Compare qualities of the various items displayed, make your selection and proceed to the nearest check-out station. A smiling, pleasant cashier will take your payment, wrap your purchase and give you your change with a great big THANK YOU.

Novelties & Stationery

One complete wall has a massive display of fountain pens, college seal jewelry, decals, pen-nants, Campus pets, stationery and greeting cards. Be sure to see the most unique method of merchandising decals ever devised in America. Courteous salespeople will be in the area to assist you in your purchase of fountain pens and college jewelry. As for the rest of the merchandise in this department, why don't you just pick it up and head for the nearest check-out counter.

Sporting Goods

We believe we have a complete stock for you boys who go in for Tennis, Golf, Handball and Weight Lifting. Come in and look it over. If you don't find what you want, go over to Mr. Barham's desk and tell him he doesn't have it in stock.

General Observations

Aggies, the Exchange Store belongs to you. Every effort is made to serve you efficiently, economically and satisfactorily. The profit from operation goes back to you in the form of Recreational equipment and Student welfare projects.

Our pledge to you is this. We can serve your needs quicker and better than any other store in the area.

Engineering and Architectural Supplies

Never before have you Engineers and Architects seen such a display of equipment you will use everyday of your four or five year course at A&M. It's all openly displayed and you'll have no trouble finding what you want. Remember we are franchise dealers for such nationally known products as those of the EUGENE DIETZGEN CO., KEUFFEL & ESSER CO., AND THE FREDERICK POST CO. K & E's FAMOUS LOG-LOG DECITRIG SLIDE RULE and AN VIL DRAWING SETS, DIETZGEN'S FEDERAL DRAWING INSTRUMENTS and FREDERICK

POST'S VERSA-LOG SLIDE RULE are available here, along with the many other products of these companies. Also the hundred and one other items you will need are here. If you are an Engineering or Architectural major, just walk in and make yourself at home. YOU KNOW YOUR NEEDS AND OUR MERCHANDISE BETTER THAN WE DO. (The girl at the cash register will take your payments, wrap your purchase and give you a smiling "THANK YOU" all in one operation.)

STORE

"Serving Texas Aggies"