

Tools of The Trade No. 2

In the August 23rd edition of the Battalion, and again in the September 14th edition, we ran an ad titled "TOOLS OF THE TRADE." In this ad we tried to point out the fact a student's "TOOLS OF THE TRADE" are books.

It appears, from our September business, you are fairly well equipped with tools. During September you entered our text-book department --- according to the transaction and item counters on our cash registers --- 15126 times and carried out 43254 volumes of printed matter. We are sure traffic was heavy in the other book stores and that many "dorm swaps" were made during the same period. Yes, it appears there are a lot of TOOLS OF THE TRADE on the campus.

But in the search for knowledge it is seldom the tool chest is over-crowded. Doubtless, during the school year, you will feel the need for a special tool for a special facet of your search.

We sincerely invite you to browse our stock of text and reference books often. You are at liberty to browse leisurely. No counter bars your approach to our book shelves and no salesman will pester you. Our books --- and you, our customer --- make all decisions on purchase.

It is impossible --- space wise and investment wise --- for a college book store to carry even one volume each of all the very fine text and reference books published today. But it is possible for any book store --- worthy of the name --- to maintain up to the minute lists of BOOKS IN PRINT. This we do religiously. If you don't find what you are looking for, just ask Si Jackson to place a SPECIAL ORDER with the publisher. He will forward your order --- air mail --- within the hour and give you a call or send you a card when the book arrives.

During your four years in college your book dealer will prove to be your most important supplier. Visit him often.

AT THE END OF YOUR COLLEGE CAREER AUDIT YOUR ACCOUNTS. IF YOU ARE A SMOKER YOU WILL HAVE SPENT MORE FOR TOBACCO THAN FOR "TOOLS OF THE TRADE".

Yours for a better A & M College,

Sincerely

The Exchange Store

"Serving Texas Aggies"

By CARL BIRDWELL, Mgr.

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