



SANTA CLAUS HAS COME TO TOWN

Yes, Old Santa has been here and he parked his sled and reindeer square dab in front of the EXCHANGE STORE. He told us to re-mark the very fine Sport Coats, Sport Jackets, Sport Shirts, and Men's Slacks which we have in stock so you could help him make this a REALISTIC CHRISTMAS for your MENFOLKS.

This is the time of year OLD SANTA is king and we bow to his edicts.

HERE IS WHAT HE TOLD US:



MARK OF DALLAS SPORT COATS

Beyond question this is one of the Brand Names which will become famous in years to come. However, they got a late start, our stock arrived late and we had a very short time to show them.

SANTA CLAUS SPECIAL

25% off on all MARK of DALLAS SPORT COATS

SPORT SHIRTS

We have in stock the latest creations of ENRO, TRUVAL AND SWEET OF DALLAS. They are out of this world. But old Santa said slash so we slashed and they also can be had at 25% off.

SHOPPERS SPECIAL

Watch our 49c special table
From day to day, items up to \$2.50 original value, will be placed on this table.
FIRST COME FIRST SERVED.



MEN'S SLACKS

SANTA CLAUS looked over our selection of Men's Slacks and said we should give people a break. Well, Here It Is! MELROSE, B&G GOLD LABEL, (Both made in TEXAS) and also an assortment from "OUTLANDER" manufacturers. ALL at a 25% REDUCTION.

SANTA'S HELPER

Courteous employees of your
FRIENDLY EXCHANGE STORE
will
gift wrap your purchases **FOR FREE.**



THE PAYOFF FOR SANTA

In a normal retail operation odds and ends of merchandise collect. Brand name merchandise some times is discontinued and remainders—usually in broken sizes—still remain.

We are clearing our stock of a number of items (from underwear to shoes) on the advice of Old Santa. These items will be prominently displayed and will be marked down as much as **ONE HALF (1/2)** their original price.



THE EXCHANGE STORE

"Helping Santa Serve Texas Aggies"