

Tools Of The Trade

In considering the cost of a college education students are often prone to place undue emphasis upon the cost of text books. Yet a recent survey of college expenses indicates text books represent less than 3% of the total cost of a four year course in college.

To a college student text books are "TOOLS OF THE TRADE". A carpenter, a brick mason, an automobile mechanic, a radio and television repair man, a skilled surgeon and all other categories of craftsmen and professional men own and cherish "TOOLS OF THE TRADE". Without them craftsmen and professional men would be "BABES IN THE WOODS".

You and/or your parents will spend up to \$5,000.00 on your college education. Three percent of \$5,000.00 adds up to \$150.00. That \$150.00 represents one of the best investments of your entire college career. To save any part of \$150.00 do you want to be a "BABE IN THE WOODS" during your four years in college?

When you own your own copy of each required text in the courses you pursue you can annotate important facts on the margins. Years later you may have occasion to refer to your personal notes and the factual printed matter therein. To you, in your professional career, that text book becomes a valuable reference guide.

When you have completed a course, evaluate its usefulness and that of its basic text book. If the text book has possibilities of assisting you in your professional career, place it in your personal library. If it holds no promise of assistance carry it down to your favorite book store and offer it for sale. Your book dealer will pay you its full market value and make it available for another Aggie who will replace you in that course next year.

The writing, publishing and distribution of text books is an expensive operation and potential sales are limited to a very small percentage of American consumers. Contrary to the common opinion of laymen, nobody gets rich in the process. First, the author — usually a professor — puts in many hours and considerable expense preparing his manuscript. In most cases his basic philosophy is that of sharing his knowledge rather than one of commercial gain. Second, the publisher who accepts the manuscript, assumes a calculated risk. Some books click and show a margin of profit to author and publisher. Many others fall flat upon their faces commercially. Third, consider the book retailer. His margin of profit is fixed by the publisher. Except in rare instances, that margin is 20% of retail. With the exception of food products—which reflect 30 to 50 turn-overs of inventory per year as compared to 1½ turn-overs for book dealers — no other category of retail merchandise has such a low margin.

The thousands of World War II Veterans who attended college under the terms of the G.I. Bill, were completely equipped with ALL the textbooks required for their respective courses of study. No other group of students has ever been so completely equipped. The academic records and professional achievements of the G.I. group stand head and shoulders above the American average or the record and achievement of total graduates of any institution or of the members of any fraternity or learned society.

THE BEST AND CHEAPEST INVESTMENT YOU WILL MAKE DURING FOUR YEARS IN COLLEGE IS YOUR INVESTMENT IN BOOKS. VISIT YOUR BOOK DEALER OFTEN DURING YOUR STAY ON THE CAMPUS. HE IS STANDING BY EAGER AND WILLING TO HELP YOU ACQUIRE "THE TOOLS OF YOUR TRADE".

Yours for a better A & M College,

Sincerely,

The Exchange Store

"In Its Fifty-First Year of Serving Texas Aggies"

By CARL BIRDWELL, Mgr.