

MEMO

TO THE CLASS OF 1964

Subject . . .

You and Your College Bookstore

To the some twenty-five hundred 1960 High School graduates whose transcripts have been approved for admittance to the Texas A & M College class of 1964 we extend a hearty welcome and would like to tell you something about ourselves and the part we will play in your life for the next four years.

We are **THE EXCHANGE STORE**, the official college owned and operated book store of A & M College. We are a hybrid and unique service of the College. We are hybrid in the fact we were born - 53 years ago - of necessity and with no pride of ancestry nor hope of posterity. We had to be created because private capital at that time wouldn't take the risk to supply Aggies with books, uniforms and school supplies. We are unique in the fact we have survived 53 years of rugged existence and today offer a college supply service second to none in the nation.

Today we are a College Mans department store catering to his every need, desire or whim. From **AARDVARK** to **ZYMURGY** (In College boy supplies, that is) we top them all! There is no other retail outlet within 100 miles of the campus where you can find such a complete stock, such a perfect display and such nice sales personnel to deal with!

GIVE US A TRIAL AND YOU'LL NEVER TRY ELSEWHERE.

Sincerely,

The Exchange Store

Serving Texas Aggies Since 1907