

MEMO**TO THE CLASS OF 1967****Subject:****You and Your University
Bookstore**

To the some twenty-seven hundred 1963 High School graduates whose transcripts have been approved for admittance to Texas A&M University, class of 1967 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 university owned and operated book store of Texas A&M University. We are a hybrid and a unique service of the University. We are hybrid in the fact we were born - 56 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 of supplying Aggies with books, uniforms and school supplies. We are unique in the fact we have survived 56 years of rugged existence and today offer a University supply service second to none in the nation.

Today we are a University Student's department store catering to their every need, desire or whim. From AARDVARK to ZYMURGY (In University supplies, that is) we top them all! There is no other University 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

FISH MARKET

To relieve a badly overcrowded situation in our text book department - which is doing a volume more than double that done the first year (1955-56) it was moved to its present quarters - we have moved ALL Freshman text books to the old B&U Building directly across the street from The Exchange Store.

Here, courteous attendants will assist you in selecting your books from open stock or in locating your lay-a-way package. In minutes you can be on your way.

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