

EXCHANGE STORE KEY PERSONNEL

That you may better know the key management of The Exchange Store, we are reproducing herewith their thumb nail sketches. Each of them is dedicated to serving you in any manner possible - commensurate with their abilities - during your sojourn at A&M.

When you need their services or advice, feel free to call upon them.

CARL BIRDWELL, MANAGER

Mr. Birdwell started his career in the College Book Store business on January 1, 1926 as manager of the book store at Tarleton State College. On April 1, 1945 he was transferred to the management of the Exchange Store of Texas A&M University.

Since January 1, 1926 his entire endeavor has been directed towards a full, complete and efficient service of College and University students in supplying them with "THE TOOLS OF THE TRADE".

From May 1, 1950 to May 1, 1956, he served as a trustee of the National Association of College Stores and from May 1, 1954 to May 1, 1955, served as National President of that organization. (NACS is a national trade association of some 1250 college and university book stores.)

ROBERT B. BARHAM, ASSISTANT MANAGER

Mr. Barham started his career in the book store business as a student employee of Mr. Birdwell at Tarleton State, later becoming a full time employee there. After some three years in the U. S. Air Force in World War II, he joined Mr. Birdwell as assistant manager of The Exchange Store on April 1, 1946.

He is currently director and supervisor of sales personnel. He also heads and supervises procurement of merchandise for the School Supply, Engineering, Architectural, Drug Sundry and Novelty departments. His knowledge of college store merchandise and its specifications and sources of supply, is nationally recognized.

R. H. MITCHELL, ASSISTANT MANAGER

Mr. Mitchell could well be called, "Mr. A&M" of The Exchange Store. As a son of Mr. Mitchell, former head of the Graphic Arts department, he was born and reared on the campus. He holds both the B. S. and M. S. degrees from A&M.

His association with The Exchange Store dates back to 1932. Currently he supervises receipt of incoming merchandise, its checking, price marking and routing to display or storage area. He likewise supervises selection, packing and billing of all mail orders.

DAVID R. COOPER, MANAGER BOOK DEPARTMENT

Mr. Cooper is the youngest member of the Exchange Store management team, but in no way the least important.

A 1958 mid-semester graduate of A&M with a B. A. in Commerce, he is manager of the Book Department of The Exchange Store. It is his responsibility to procure adopted book lists from the 52 teaching departments of A&M and to see that adequate stocks of these books are on hand when needed. He also has the responsibility of keeping the quality paperback, technical reference and trade book shelves properly stocked.

These four men constitute the management team of your Friendly University Exchange Store. At all times feel free to call on any one of them for a solution to your current problem, be it the need of a piece of string or the solution of a merchandise need. **BETWEEN THEM THERE IS 111 YEARS OF EXPERIENCE SERVING COLLEGE AND UNIVERSITY STUDENTS.**

THE EXCHANGE STORE

"Serving Texas Aggies Since 1907"