

**MEMO**

**TO THE CLASS OF 1968**

**Subject:**

## **You and Your University Bookstore**

To the some 2500 High School graduates whose transcripts have been approved for admittance to Texas A&M University, class of 1968 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 - 57 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 57 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.