

FROM A NEWSPAPER

SOMETHING NEW AT SAM'S SPORTING GOODS

The next time you're downtown, stop in at Sam's Sporting Goods. In the window you'll see the new rollerblades, knee pads and skating helmets your family is begging for. And of course, they'll be the same excellent goods Sam's is famous for. So what's new? Well, go inside and you'll find an unexpected surprise.



Did you ever wonder what to do with the old sporting goods you bought at Sam's: the skates that are now too tight, the bike that's too small, or the ski boots that don't fit any more?

Well, now you can take them in to Sam's new *Old-for-New Exchange* counter.

It's easy. Just go to the customer service desk and fill out an exchange slip. On one side you write the names and sizes of the things you can't use any more, and on the other side, you request the things you'd like to have.

If Sam's Exchange doesn't have what you want right now, they'll call you when one comes in, or give you a receipt that you can use to get a discount on something new.

Thanks a bunch, Sam's. It's just one more reason why Sam's is this city's oldest and best sporting goods store.