

# Exchange Store to do \$1.25 million business

The Exchange Store, which was started as a one-room store on \$1,000 of borrowed money, is expected to do \$1.25 million worth of business this year, and most of the profits will go to student activities and organizations.

The store's book department was recently expanded, since, according to Store Manager Chuck Cargill, "the previous space wasn't sufficient enough for us to carry the required books, much less the supplemental reading material."

The remodeling expanded the space from 2,400 to 2,700 square feet, and required the rearranging of the clothing, drugs, and gift departments.

Additional cash registers have been installed to make shorter lines during the rush periods at the beginning of the semesters. Cargill said there is also more emphasis on self-service in the store.

He said there will be signs placed to direct the student to the books he wants and, if he

needs help, there will be an information booth where the student can ask for assistance. Cargill noted the store is cutting down on the number of employees due to the self-service policy.

The store's book ordering procedures have been altered to a computerized method to speed up handling, and will cut the ordering time from approximately two weeks to one day.

Cargill said the computerized ordering process will benefit the student by making a list of books which will be distributed throughout the store. The list contains the course number, the book title, and the professor's name when several professors are using different books for the same course.

Cargill said the only thing the student will need to know is the course and his professor's name, which can be obtained before the class meets.

A black lighting method of pricing books has been installed to prevent switching price tags.

A florescent powder which glows only under a special light

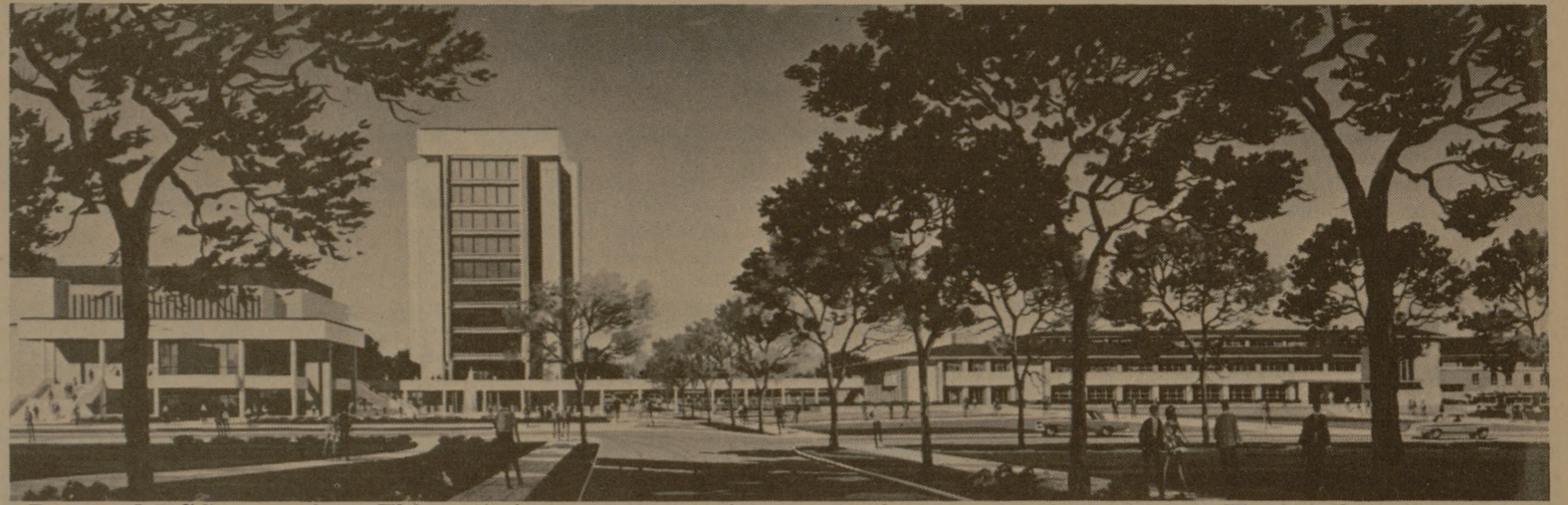
will be used to mark the price on the books and each check out counter will be equipped with the lights.

The only price the student will be able to read will be on the shelf where the books are kept.

The exchange store has run into some unusual problems from both students and competing merchants off campus. Cargill said the students don't understand the store's policy for buying used books.

"A used book is bought by the store at 50 per cent of the new book price and then it is sold at 75 per cent of the new book price," Cargill said. "We do this if the book is still going to be used."

"If the book isn't going to be used, then we certainly can't buy it back because we would take a loss. There are four wholesale companies which put out catalogues listing the prices they will pay for books that are no longer used. We buy the books at wholesale prices and we get a five per cent commission."



**Proposed MSC expansion**—This artist's conception depicts the proposed Memorial Student Center-auditorium complex. The project is now in the final stage of design. The tower (right) as well as completely new auditorium facilities (left) on the site of the current Guion Hall.

## Traveling engineer heads CATV technicians course

A former technical sales engineer who traveled the nation trouble-shooting cable antenna television (CATV) systems heads the new CATV technicians course.

Thomas F. (Tom) Straw, 32, joined the Texas Engineering Extension Service staff Wednesday. He will be responsible for the nation's only technician-type CATV training program, according to Ed Kerlick, chief instructor for the Electrical and Telephone Technician Training Division of TEES.

Straw comes from Ameco, Inc., of Phoenix, Ariz., a CATV equipment manufacturing company. He had worked as a technician, technical engineer and technical sales

engineer for Ameco the past five years.

The Eaton, Ohio, native has a varied background in electronics, installation, customer relations, sales and CATV engineering.

Straw graduated from Jackson Township High School, Ohio, and completed electronics courses at the Cleveland Radio Institute and Radio-Electronics Television School, Dayton, Ohio.

He was an electronics technician with Avco Ordnance in Richmond, Ind., prior to joining Ameco. Avco is a manufacturer of military electronics equipment.

The CATV school will begin

classes in mid-September. The school is funded by the Texas Cable Antenna Television Association and expects to train approximately 260 men in two-week basic CATV courses during the first year.

"From the experience I've had," Straw relates, "the qualified people are few and far between" in CATV companies. "Most employes are operating above their heads," he said.

Straw noted the courses will give the CATV employes the "nuts and bolts" of operating a system.

The emphasis will be on doing the job, not just reading about how to do it, he added.

## A Small Note to Transfer Students:

In the midst of the rush of welcoming new freshmen and returning students, we want to take time to welcome you to Aggieland. We hope you will enjoy continuing your education at A&M.

If at any time we at Loupot's Trading Post can assist you in any way with information or advice to help you get along at A&M, please call on us.

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