

Beta Chi Goes Touring Again

Did you ever visit the Inter-Ocean Insurance Company or any insurance company for that matter? Beta Chi is ahead of you then. This year Hughes' commercial club went visiting in order to gain a better understanding of the business world of today.

A challenging problem which faced Beta Chi this year was the mass production of competent leaders. Mr. Geraci, sponsor of Beta Chi, had to think of new experiences for future businessmen and women as an introduction to their job of acquiring leadership.

As its service project this year the Commercial Club purchased thirty-five new typewriter stands for Miss Levine's classroom.

Hughes will remember a striving Beta Chi of 1962-63 for the successes that were achieved by its members. "There's no business like Beta Chi business!"

Bottom Row: E. Adelhardt, P. Blankenship, P. Burcham, L. Clark, C. Wilson, Mr. Geraci, Sponsor. **Second Row:** S. Keller, L. Burress, M. Williams, S. Klein, M. Grimm, L. Wright. **Third Row:** G. Roland, L. Niederegger, B. Gossling, S. Manning, C. Bays, E. Rogers, N. Abig. **Fourth Row:** K. Russell, V. Huff, P. Brooks, A. Noel, D. Flanagan, L. Franklin. **Fifth Row:** S. McHale, V. Bishop, M. Mullins, C. Lamb, M. Ross, C. Ransom, B. Smith.



Merchandising Mixes Work With Pleasure

Merchandising isn't all work and no play. The students visited Procter and Gamble, the Kroger Company and Coca-Cola.

After two successful candy sales, the students were allowed to enjoy the benefits of an employer-employee picnic.

Merchandising, known as Distributive Education, is a co-op course only for seniors, who learn all phases of selling.

In addition to class work, the students work two days after school and all day Saturday.

The members of Merchandising Club learn early that they must be able to grin and bear discourteous customers. The future salesmen are taught good selling techniques and principles of good business.

Any co-op job is a challenge for a student of merchandising, from selling cloth and clothing to advertising a certain product for commercial use.



Bottom Row: M. Light, M. Toler, J. Sturgill, S. Johnson, B. Nelson, T. P. Siddall, Adviser. **Second Row:** L. Lakes, B. Kennedy, V. Jones, P. Ciers, S. Wilkymack. **Third Row:** P. Long, R. Wurster, C. Kramer, J. Cook. **Fourth Row:** B. Linaham, B. Hammond, R. Dyer, J. Schaefer, T. E. Wehrmeyer, R. Cunningham.