

Books and business: Capitol setup

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University Park, Harrisburg Area Community College (H.A.C.C.), and Franklin and Marshall, a private liberal arts college.

Capitol Campus, of course, is unique as the only upper-division school. Yet since a bookstore is a business, we assumed that comparable markets should receive comparable services. In other

words, the Capitol Campus Bookstore with 2,500 student customers should provide better service than at small campuses such as Hazleton with 1,100 students, Berks with 1,000, and comparable service to Franklin and Marshall with its 2,000 students. We assumed wrong.

Even compared to much smaller bookstores, Capitol Campus' store seemed to have fewer essential services, more limited selections of books and store items, and the fewest cost advantages for students.

Cost of books, of course, is the largest single student concern. And while all the stores sold new books at suggested retail prices, the real savings and service was in used books bought and sold.

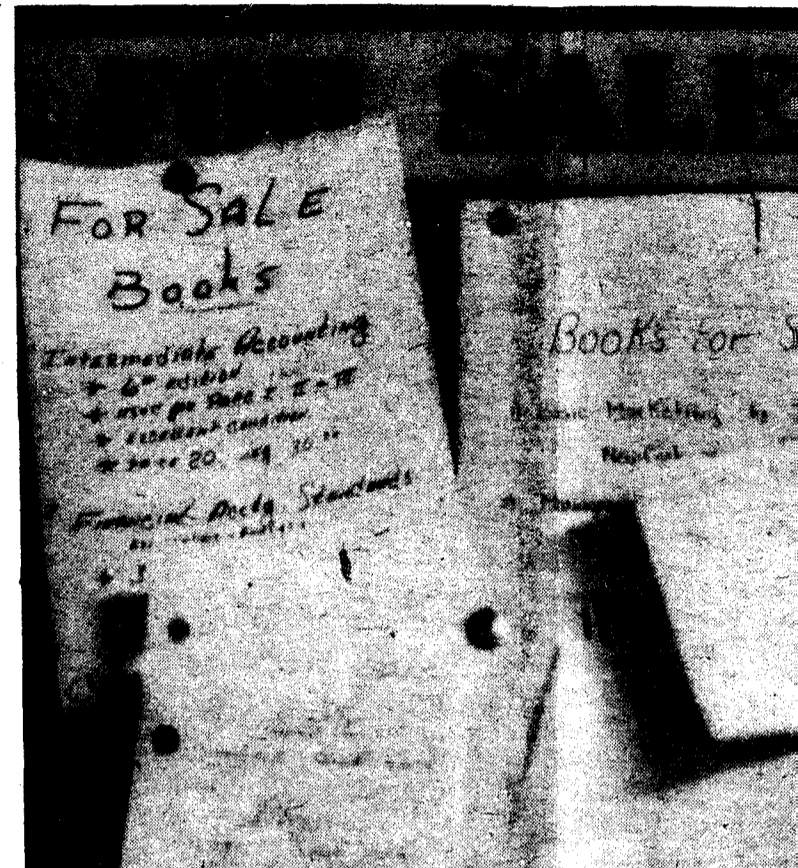
Here at Capitol Campus, the bookstore does not sell or buy used books. While an independent book buyer does come in once a year to buy used books, this service is not widely publicized.

The two smallest bookstores, Hazleton and Berks, both sell used books at substantial savings to their students. Hazleton sells used books at two-thirds original price and at Berks used books go for 25 percent below retail.

At Berks, books are bought back at 50 percent of the current price and at Hazleton, an outside book buyer comes in twice a year to make purchases from students.

At University Park, the school bookstore makes a special effort to buy back used books, setting up buying tables in residence halls at the beginning of each term. At H.A.C.C., used books are sold, but a special table for Books On Discount Sale is a prominent feature and students are allowed to sell books on a special bulletin board inside of the store.

Franklin and Marshall is unique because the used book buying and selling is handled by student clubs and fraternities as social fund-raising activities. The bookstore, however, also stocks and sells used textbooks.



HACC students examine textbooks in their bookstore in preparation for the start of classes.

Another major complaint against the Capitol Campus Bookstore is that it regularly underorders classroom textbooks in order to avoid the possible cost of shipping extra books back to the publishers.

"I've learned that I have to buy books before the term starts because the bookstore reduces the number of books the professors request. The store runs out," says Alice Duncan, a graduate student.

And as Dr. Donald Alexander, Associate Professor of Education says, "The

overriding that the have bal There is ordering

Both W Campus and Dr. J Assistant Psycholo the Book refused t subject.

Other s didn't se underord were the



The Franklin and Marshall College bookstore offers a selection of magazines.



F and M students browse through their bookstore.