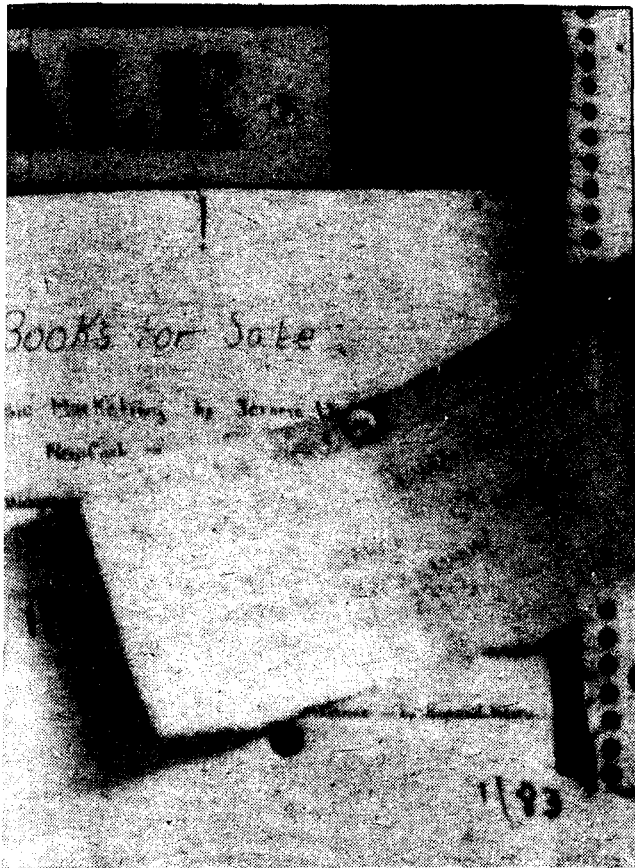


up compared to other stores



Photograph by Jerry Trently

overriding feeling seems to be that the bookstore must always have balanced business ledgers. There is no risk taken in ordering books."

Both William Kistler, Capitol Campus Bookstore Manager, and Dr. Joseph Dreiss, Assistant Professor of Psychology and Chairperson for the Bookstore Committee, refused to be interviewed on the subject.

Other schools, however, didn't seem to have underordering problems nor were the bookstore managers

reluctant to talk about policies.

Mike Small, Manager of the Franklin and Marshall bookstore, said "We always order a few more books than our largest class size estimates to be on the safe side."

Creating a place where students want to browse and buy, or what business people call an "atmosphere conducive to sales" appears to be a major goal of the other bookstores in our survey. The vast majority had brightly-painted walls and shelves, carpeted floors, and inviting merchandise displays.

The Capitol Campus Bookstore stands in stark contrast with all textbooks crowded into a corner, a few displays, and institutional colors and floor tiles.

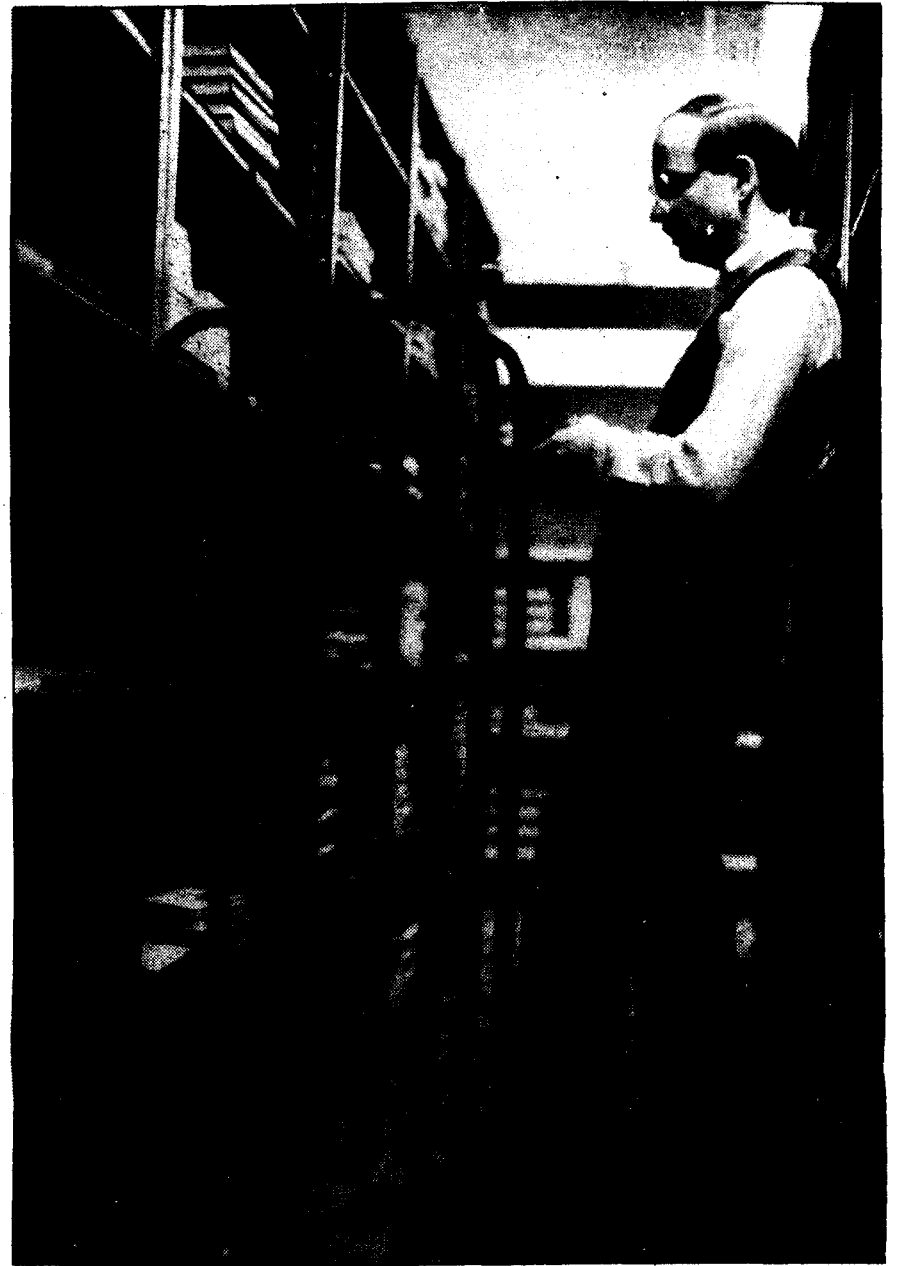
In attempting to summarize our survey of Capitol Campus' Bookstore in contrast to the others, Dr. Roy Allison, Associate Professor of Education, had one of the best analyses of the problem. Allison said:

"Sometimes an administration and staff lose sight of the fact that the purpose of school facilities is to serve students and faculty. Schools exist for the students."

Perhaps bookstores should, too.

Editor's note: Times researchers working with Monica Auld on this article were Bill Negley, Marcia Rogers, Mike Markle, Joe Guberman and Pat Wenger.

See Editorial, page 6.



Photograph by Jerry Trently

A Capitol Campus bookstore employee checks stacks of books needed for classes.



Photographs by Michael Markle

HACC's bookstore carries a wide variety of paper, tape, and other supplies.