

Book Prices Not Set by Bookstore

by Sherry Kohr

Barbara stands at the college bookstore counter with her new textbooks for the semester. The cashier rings up \$170:

Do books have to be this expensive?

Textbooks are very expensive to produce, said Chuck Thodt, manager of professional services for the National Association of College Stores.

Thodt said that textbooks are more expensive to produce than a novel because:

*They contain more illustrations and graphs (often in color);

*One out of 10 textbooks are sent out free to professors to promote sales;

*They sell fewer copies.

"There aren't as many people interested in reading cost accounting as are interested in reading Gone with the Wind," he said. This lower demand means a book's printing cost is divided among fewer copies, and the price must be higher.

"Textbooks at Capital College

follow the common practice of having no more than a 20 percent mark-up," said Sue Williams, manager of the Capital College bookstore.

On a \$10 book, the bookstore makes \$2. But on a larger scale, if a student spends \$200 for books, \$40 goes to the bookstore.

"The publishers set the prices, we don't," Williams said.

Thodt agreed that a 20 percent mark-up is "historically the traditional

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Faculty Reacts

Strongly

to Plan

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deal with the administrative process of a new division.

Holmes said she is concerned that division head may not appreciate the achievements, needs and potentials of the education department.

Lesniak said the current organization works well.

"To just change everything doesn't make sense," Lesniak said.

He said that some professors already teach in both divisions. The television studio funded and used by the education and humanities divisions shows the divisions "have been working across merger lines."

Students too already cross divisional lines, Holmes said. Education students take electives in humanities or behavioral science, she said.

Given the faculty's concerns and the vagueness of Graham's proposal, Holmes said, "There must be another reason [for the reorganization] that we hope emerges."

"Right now he's asking us to buy a pig in a poke," said Lesniak.

Students Concerned About Fate of Room

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the task force has not looked at the use of the room fairly. "The clubs have used it extensively," he said. "I think that there's been enough activity in the room to warrant that it stays specifically designated for student organizations."

Trebatowski and Hammaker met with members of the task force to air their concern and Hammaker said that many other students have voiced their opposition to the possible conversion of the room.

"They were receptive to our concerns, but it still seems to be up in the air," he said.

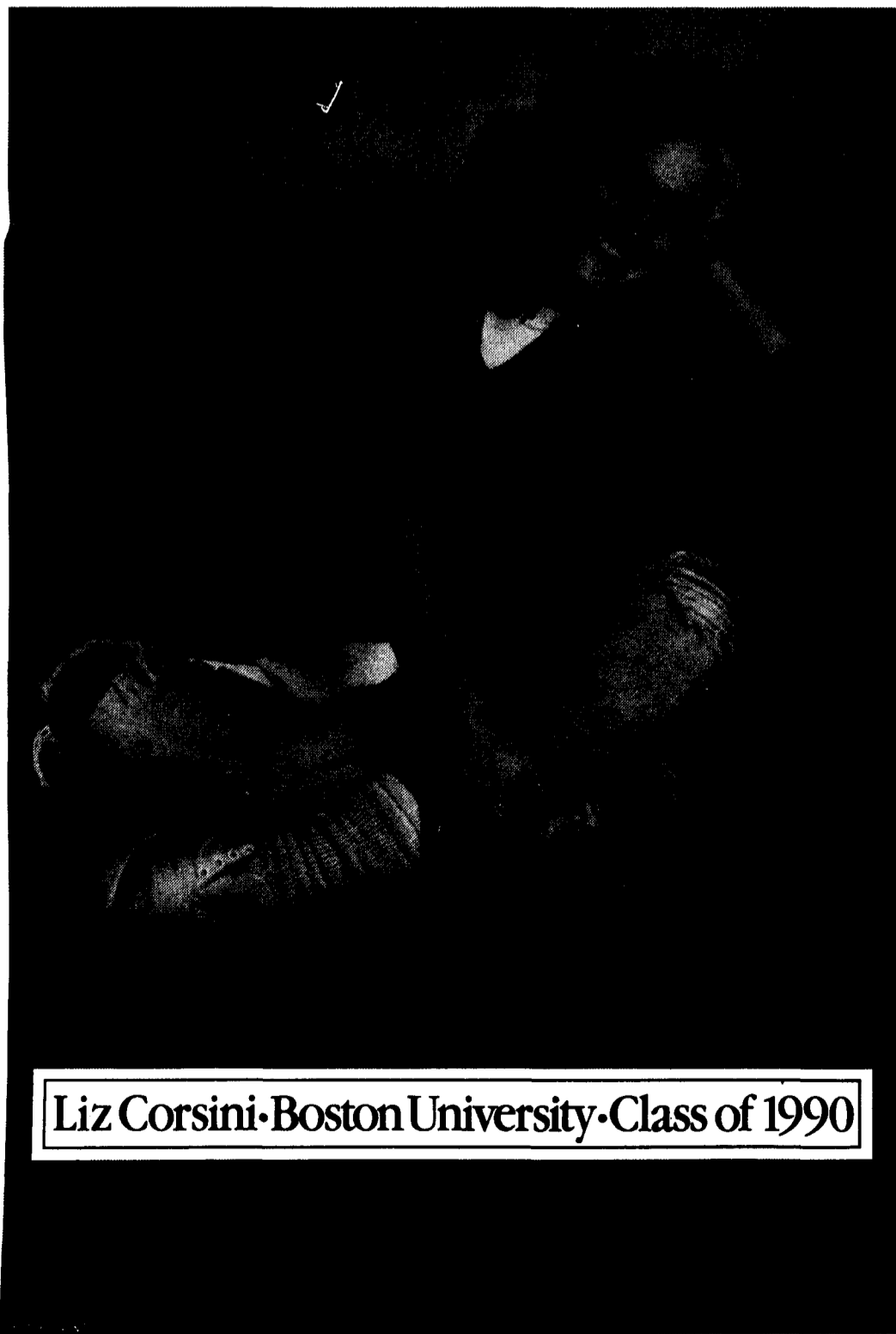
Widoff said that students should document the use of the room as much as possible.

"If students feel strongly about it, they are empowered to present their reactions... through activities in the room," she said.

When the proposal is complete South said that he will share the content with the campus community before implementing it. He said that it will be important for the plans to be viewed in total before judgments are made.

A copy of the completed report will be sent to the Capital Times, South said.

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