

BOOKSTORE NOT TO BLAME FOR HIGH COST

With the arrival of a new term, UNC-A students are faced with the purchase of course books at ever-rising costs. Many students falsely attribute this increasing burden to the Book Store and its management. Under closer scrutiny, it becomes apparent that the Book Store is making efforts to keep these costs at a minimum.

Contrary to widespread belief, the Book Store has absolutely no voice in the selection of books for each course. This responsibility is placed solely on the professor teaching his particular subject. There are no expense limits imposed on professors by the Book Store or the Administration, so instructors are free to require any number of books at any cost. With this freedom, professors can order and require books not actually used during their course, and the same subject/course under different instructors can require two separate sets of books.

With such diversity of material, the Book Store and students find it difficult to make use of book exchanges to cut costs.

The Book Store attempts to lower student costs by stocking used books obtained through student exchanges and a used book agency, Barnes & Noble. To students, the Book Store guarantees one-half of the current price of a text if it will be used in a course again and is the proper edition. After purchase, the Book Store sells these books at a reduced rate over new cost.

The Book Store attempts to lower student costs with these measures, but by N.C. State Law, as an auxiliary service of the university system, it must maintain a margin of profit. In accordance, with established book store and publishing companies' price indexes, it charges a gross profit of 25% on retail books. (Other profit margins are listed below.) For example, if the Book Store obtains a book at \$7.50 wholesale, it is obligated to charge \$10.00 retail price. This figure of 25% on books is inflated over real gross profit (about 14.6% in 1978) due to handling and shipping expenses.

Another costly problem faced by the Book Store is the rising occurrences of shoplifting. According to Mr. Pott, Vice Chancellor of Finance, the problem is greatest at the start of a term when student needs are higher and the

Book Store is crowded. Attempting to lower shoplifting, Mr. Pott has requested assistance from security. To combat these losses, the Book Store must raise prices on other items sold in the store.

Up until last year, the UNC-A Book Store showed reasonable profits. These profits are deposited in a fund maintained by the Book Store from year to year. The cumulative fund balance at the end of the fiscal year 1978 was listed at \$54,399.01. In the fiscal year 1978, the Book Store showed a net loss of about \$2,100.00 which can partly be attributed to the addition of a staff member. Mr. Pott does not foresee a loss this year.

The year, the Book Store started to use these funds to provide scholarships. Every year they plan to give four \$500.00 scholarships to top high school seniors in order to encourage quality students to attend UNC-A.

BY SUSAN ROBINSON



Below, is the financial record of the Book Store for the year 1977-1978:



Music Club

UNC-A has recently formed a Music Club. This new group is uniting individuals in the campus community who play instruments, sing, or are simply interested in communication through musical mediums. The meetings are very informal and mainly consist of casual jam sessions. We hope to get together several guests to play for the club and lecture about their music, as well as give some presentations of our own work. If you are interested you are welcome to attend (students, faculty, staff) the meeting which will be held each Friday evening from 5:00 p.m. onwards in the Coffeehouse in the Lipinsky Student Center. We urge your support to make this club a success.

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE

Student Stores Operation Departmental Statement of Profit and Loss For the Year Ended June 30, 1978

	Textbooks	Supplies	Sundries	Used Books.	Total
Student Store Sales	\$144,992.24	\$15,538.98	\$15,945.29	\$6,568.97	\$183,045.48
Inventory 7/1/77	\$46,373.28	\$7,411.64	\$11,662.47	-0-	\$65,447.39
Purchases	123,392.03	8,130.89	11,669.15	4,339.65	147,531.72
Total Goods Avail. for Sale	\$169,765.31	\$15,542.53	\$32,331.62	\$4,339.65	\$212,979.11
Less Inventory 6/30/78	45,949.13	5,743.21	11,041.30	1,194.38	63,928.02
Cost of Sales	\$123,816.18	\$9,799.32	\$12,290.32	\$3,145.27	\$149,051.09
Gross Profit	\$21,176.06	\$5,739.66	\$3,645.97	\$3,423.70	\$33,994.39
Gross Profit %	14.6%	36.9%	22.9%	52.1%	18.6%
Expendures (non-departmentalized)					
Salaries and Wages					\$27,211.00
Staff Benefits					\$4,982.41
Supplies and Materials					\$963.69
Communication					\$1,103.04
Other Current Services					\$488.07
Fixed Charges					\$311.31
Purchase of Equipment					\$1,645.54
Work Study Matching					\$191.55
Total Expenditures					\$36,905.61
Other Revenue					
Vending Machines					\$76.50
Net Profit (Loss) from Operations					\$(2,834.72)
					-\$2,134.72
Add: Fund Balance July 1, 1977					\$57,233.79
FUND BALANCE JUNE 30, 1978					\$54,339.07