

# Are Bookstore Prices Unfair?

By CAROL RICE and JEAN PARVIN

More than one Guilford student has been heard to mumble that "the bookstore prices are unfair." Perhaps these students do not know how fortunate they really are. In comparison with other area colleges, the Guilford College bookstore is fair and efficient. Contrasted with similar bookstores of previous years, the Wills Bookstore operation is a definite improvement.

Certainly common personal items such as soap, stationery, and non-prescription medicines, as well as school supply items including notebook folders and paper can be purchased at discount stores for slightly reduced prices. If students have the time and transportation they may be able to save some money by shopping carefully for these items. The bookstore does not attempt to offer bargain prices on these goods because they are carried primarily as a convenience to students.

The articles which can be purchased only at the campus bookstore should be the ones of major concern. These would particularly include textbooks and items emblazoned with the college name or seal.

### "Fair Trade" Prices

In order to understand the prices of textbooks, one must first know the basic facts about the profit margin of the retailer. According to the manager of the Duke University textbook store, all retail handlers of books are supposed to sell them at the suggested retail price fixed by the publisher. This is in accordance with the understood "fair trade" practices. Profit on books is only about 20%, so it is very difficult to cut prices at all and still make enough money to operate the business successfully.

Guilford alumni can remember too vividly the days when Guilford College tried to operate its bookstore without the help of an outside agency. Legend tells us that students were often caught out in the snow or freezing weather in long lines queued up outside the business offices in New Garden Hall waiting to purchase their textbooks.

Basically there are three common methods of operating a school bookstore. Usually they are run by the college which hires a manager and student help to assist him. Area colleges which use this system include Greensboro College, Wake Forest, Duke, and Bennett College. An outside firm is sometimes contracted to come in and operate the bookstore. Guilford is using this method now.

### Co-Op Failures

A third alternative is a co-operative, set up by students. In many cases where this has been attempted the effort has failed. It usually accomplishes its primary purpose, that of lowering price of articles for the students.

However, the greatest weakness in this system is that very few students can spare enough time to work in the

business and make it a success.

Eleven out of twelve textbooks chosen at random from the Guilford course requirement lists were indexed in the guide to books in print. "Books in Print," such as the ones included below, lists the book's suggested retail price set by the publisher. In each case the price charged by the Guilford bookstore was exactly the same as the publisher's price.

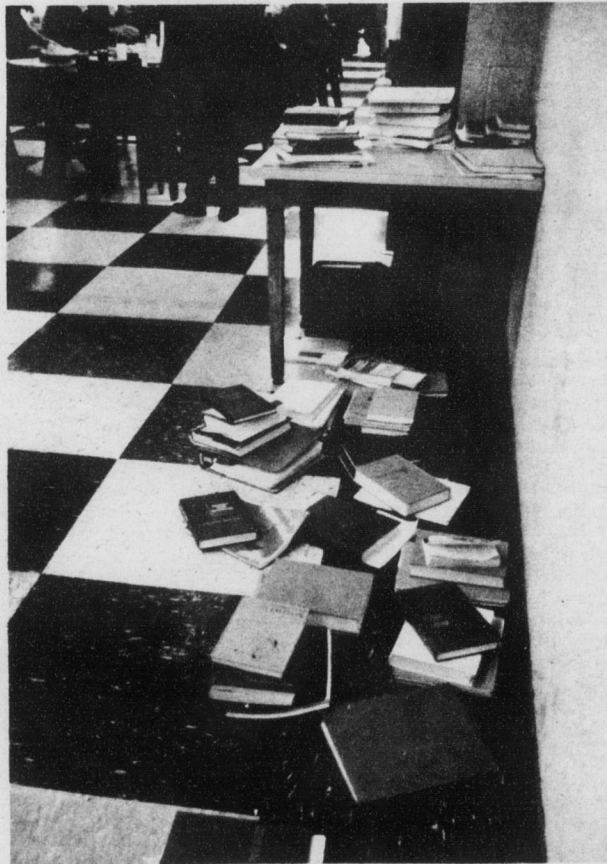
Comparing prices of clothing is much more difficult since such criterion as quality, durability, and style are hard to judge impartially. Gym suits are required of all girls in freshman Phys. Ed. courses. Guilford girls wear a two-piece outfit which includes red shorts and a white short-sleeved blouse with the Guilford College seal on the front pocket. The shorts cost \$5.25, the blouse \$4.40. In addition, a girl is expected to have tennis shoes, sweat socks, and a white sweat shirt.

Even at large schools where a co-operative has been tried it has failed because it is too much for students to handle along with their studies.

Guilford's bookstore claims it has a 20% markup on textbooks. The manager of Bennett College's store sells most of his books with a 20% profit, but one book publisher, the American Book Company, has suggested retail prices which include only a 10% markup. Paperbacks have a larger margin—usually 20% to 40%.

At Bennett College the girls wear a one-piece suit manufactured by E. R. Moore of Chicago which retails for \$6.50. The Greensboro College bookstore insists they sell white, one-piece girls' gym suits for \$3. The girls there must also purchase sweat pants and a sweat shirt, each \$3.

Prices Nearly Same  
Prices for Guilford tee-shirts



Are students getting their money's worth?

**GIVE HIM AN ACCUTRON THIS CHRISTMAS**

**Harry Bynum**  
JEWELER SINCE 1928

5605-A FRIENDLY AVE. QUAKER VILLAGE  
GREENSBORO, N. C. 27410  
TELEPHONE 292-6733

*Thalhimer's*

The fashion stores  
for the college students

and sweat-shirts are comparable to other colleges, especially for the same brand. Noticeably lower-priced were the items at Greensboro College. Their bookstore claims that tee-shirts range from \$1.50 to \$1.95, and their college sweat shirt costs range from \$3 to \$3.95, with none priced over \$4. College tee-shirts for Guilford range from \$1.98 to \$2.75. Sweat shirt prices span from \$3.25 to \$5.

Not all the products available for students in the Guilford Bookstore are mentioned here. Perhaps by shopping selectively one can obtain lower prices for some common items offered at the bookstore. But its purpose is not to offer the biggest bargains in town to Guilford students.

### WALLACE

(Continued from Page 3)

Democrats, are shakily attempting to plot an effective course. For the Democrats, this means healing the wounds caused by Johnson's war policies and Mayor Daley's activities at the 1968 Democratic National Convention.

However, while Democrats and Republicans struggle to find their productive identity, the American Independent Party united under the leadership of George Wallace continues its efforts to effect a change in American government.

Instead, it strives to provide necessary items at reasonable prices in addition to its main business line—textbooks. And those are offered at prices which are hard to beat.

Book	Sugg. Retail Price (And Actual Guil. Price)
Del Solar Hispanico (Span. 104)	\$8.00
Approaches to Ethics (Phil. 211)	8.95
Elements of Physics (Physics 331)	12.95
The Twenty Years Crisis (Poli. Sci.)	1.60
Hinduism (Zaehner) (Reli. 202)	1.65
Sommets Litteraires Francais (French 211)	Not listed
Latin America: Development of its Civilization (His. 25)	9.95
Integrated Algebra and Trig. (Math 111)	9.50
Manual for Writing Term Papers (Kate Turabian)	1.25
Norton Anthology of English (Lit. Vol. I) (paperback) (Eng. 233)	5.95
Gen. College Chemistry (Chem. 111)	9.95
Money & Banking: Analysis & Policy (Econ. 32)	8.95

**Bernard Shepherd**

CLOTHING FOR THE COLLEGE GENTLEMEN & CO-EDS

**GAMES THIS WEEK**

Dec. 7 Wilmington HOME  
Dec. 10 Pfeiffer Away  
Dec. 12 Catawba HOME

Friendly Shopping Center  
299-7995 Greensboro, N.C.

OPEN MON.-FRI. NITES 'TIL 8

*Village Skoppe*

Quaker Village Shopping Center

**"DIRNDLE" SKIRTS**

Wool—Beautiful Plaids and checks. Sizes 3 to 13.

SPECIALLY PRICED FROM \$6.60 Up

**STRETCH JEANS**

Wrangler—Six colors to choose from. Sizes 5 to 15. **\$5.98**

**PERMA-PRESS SHIRTS**

Bermuda or button-down style. Oxford cloth. **\$5**