

Editorial Page

THE CLARION

September 15, 1972

Term Papers

Recently, the CLARION staff received a letter from a company in California requesting that we advertise their product — namely ready written term papers. We were not only amazed that they would send such an advertisement to a college, but that such a company existed. It is beyond my comprehension that any person would be desperate enough to stoop to such means.

Is the grade the final goal everyone is seeking or is it knowledge?

What good is an excellent, well-written paper if the "author" has no conception of the subject on which he has done his paper?

Wouldn't it make you wonder, if you were contemplating surgery or some other life or death matter —if your doctor had gotten his degree on a "ready made term paper"?

Election Results Are Given

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The CLARION

Brevard, N. C. 28712

Member of Associated Collegiate Press and Intercollegiate Press. Three-time winner of ACP's First-Class Rating. Published weekly during the college session, with the exception of holidays and examination periods, by students of Brevard College. The opinions expressed in this periodical are those of the editorial board and not necessarily those of the College.

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Letter To The Editor

Alderman Discusses Bookstore Problems

During and after the mass confusion day, namely textbook sale day, many off-handed remarks were made by some of our students concerning the high cost of educational tools; namely, textbooks and their related accessories.

Now, these remarks are well in order. Text books are too highly priced. By the same token, nothing that crosses this writer's mind hasn't been touched by the present inflationary trend.

By Presidential order supposedly all prices were frozen. But by various groups lobbying in support of higher cost of printing and all related expenses of publishing texts, prices have noticeably inched up to the now astronomical levels.

It is hinted and even believed by some individuals that prices are set by the college and its related divisions. Much to the contrary, the publishers and their distributors are well-rooted in the driver's seat. They, and they alone, dictate prices to the retailers, and in your case, the college bookstore.

Furthermore, they relate to the bookstores when and where to return any oversages, dropped or changed texts, and what percent gross dollar purchased during a given period may be returned for credit. More often than not, a publisher will issue a credit rather than a refund

on returned books, thereby forcing the bookstore to go back to this publisher for additional titles or lose credit for books returned.

Now for the crowning blow: the bookstore is told that it must pay freight or postage on the books to and from its back door. Add to this the cost of purchase orders, telephone calls, and other correspondence, and you come up with the total cost of putting a title before the student body.

Now, does the college make a tremendous profit from the skimpy margin of 24% margin skimpy margin of 20% of the basic cost of the book?

Questions often arise: Why not rent books as our neighboring colleges, namely W.C.U., U.N.C.A., and other state supported institutions? The answer is that these schools are state supported, not run by endowments or donation or other private benefactors. They use tax money and can afford to lose initial investments. Brevard College is in no position to enjoy the niceties of being gifted with surplus funds. It can neither rent nor deal in used books due to the necessary capital outlay required for such an operation.

Another question: Why change titles so often so that students can't sell last year's books? There are many facets

to this. Faculty turnover often necessitates change because new faculty members are unfamiliar with or have never taught material in certain texts. Also many books are discontinued and revised and must be changed. Also, believe it or not, some books are not comprehended or accepted by the students.

Overall, the awareness of the high cost of an education is ever-present in the minds of the Administration, faculty, and staff. Inevitably, some old books will still be left in the hands of lamenting students. More importantly, there will be the dismay of a financially struggling parent. However, there many things to consider when one considers the problem of adopting new textbooks.

R. J. Alderman
Bookstore Manager

Tutors Meet

The Tutorial program in Transylvania County operated by Western Carolina Community Action, Inc. is planning to begin its schedule on October 1, 1972. The program offers scholastic help for children, primary from low income families, who are in the first seven grades of school.

The tutoring is going to be conducted at various locations over the county and usually on a once a week basis. A single session is about 1½ hours long and is held after school or in the evening.

Persons interested in helping young children in their studies and providing needed encouragement should contact Mr. Harrison Tawney or plan to attend scheduled meeting on September 21, 1972. The meeting will be at 6:00 p. m. in the upstairs lounge of the student union.

Business Club

There will be an informal meeting of the Business Club in order to introduce and get acquainted with the new freshman members. This meeting will be held on Thursday, September 21, at 7:00 P. M. in the faculty lounge.

The purpose of the Business Club is to help bridge the gap between the business classroom and the business world. Throughout the year the club plans to bring to their meetings interesting guest speakers, through whom they can become more knowledgeable about the outside world of big business. Under the advisement of Mrs. Munro, the club hopes to accomplish much during the upcoming year.

CHECK THIS OUT!

What is black — has green, orange, red, pink, and yellow squares? Can't figure it out? Look a little closer. Communication is the name of the game; understanding is the goal. It's an original creation of the communications committee headed by Carolyn Holland. Find out this exciting conclusion to this mystery as you push your way through the halls of the McLarty - Goodson Classroom Building in the vicinity of Office 208.

Limited engagement! Don't miss it!

LITTLE MAN ON CAMPUS by Bibler



Three Enroll At Brevard After Their Junior Year

Three rising high school seniors, Laura Richardson, Newberry, South Carolina, Jacqueline Gravely, Brevard, North Carolina, and Mark Burdette, Brevard, North Carolina are attending Brevard College as full-time students. All three of these students in the 1972 Freshman Class have completed the junior year and have made arrangements for graduation at

their respective high schools. Brevard College is pleased to make available to qualified rising high school seniors the opportunity of pursuing their college education whenever they are adequately prepared. This practice is an emerging trend in higher education, and Brevard college is prepared to make its outstanding resources available in this innovative way.