

# Book Prices Slated

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policy toward buying used books Myers said, "We buy any book that a student may have if it has a market value.

"If a book is being reused on campus we will give the student 50% of the original price; this includes paperbacks. Then we sell them at 75% of the original price. However, if a book is in exceptionally bad condition we will mark it down and likewise will pay less for a book in poor condition.

"If more books are bought from students than the department will need, we will often still buy the books from more students who come in just on anticipation for next semester.

"If a book may not be continued, we will pay the student what the wholesaler will give us. The price here is determined by the wholesaler. It's hard to explain to students why you can only give him \$1.25 for a \$6 textbook, but when a book is revised or changed, the market value of the old copy goes down."

Frost explained the actions of publishers, "The publisher revises the books to destroy the used book market, there is no reason to revise 'Samuelson's Economics' every three years but the publishers do it. However, by revising they can spread the cost of books and keep the prices reasonable."

Although employing different methods, both stores offer certain special buys to the students.

The booketeria has a policy that if a student sells \$10 worth of books to them they will give him a \$1 script applicable to the purchase of new or used books.

The Intimate recently had a sale in which several used texts were reduced, including: Math 15 books marked down from \$6.35 to \$3.95, Psychology 26 books marked down from \$6.70 to \$5.95 and German 1 & 2 books marked down from \$4.65 to \$3.95.

The Intimate currently offers used paperbacks for one-half the original price. According to

Frost, "Monarch Outlines" are selling for "five cents over what we paid for them."

The only major price difference between the two stores appeared in their handling of trade books being used for courses in the university.

Book publishers separate books on two lists. One is for textbooks, standard course books, which are sold and designed for a 40% profit. The other list is trade books, non-text material generally sold in book stores, which are sold and designed for a 40% profit.

The booketeria sells all trade books at 40% profit whereas the Intimate sells trade books that a professor is requiring for a course at 20% profit.

Myers said of the Booketeria's policy, "If a book is available in text prices we always order that issue. If any student can show us we are charging trade prices for a text book we will be glad to admit our mistake.

"The difference comes in because of the small volume of trade books ordered. When you only order a couple of books the mark-up has to be larger. All dictionaries are trade books. If we don't sell at trade prices we will start disrupting the market.

"If a professor orders 100 books for a class and they are trade books we have to sell them at trade price. However, if the publisher should find a book being used over and over as a text, he will revise his list and make it a text book.

"A publisher will send out a trade book with a cover and a marked price. If he changes this book to a text, it will be sent without a cover and with a lower price."

Frost speaking on the Intimate's policy said, "Any book that a professor tells us is to be used in a course, we will order and sell at text prices saving the student several dollars on a book.

"For example, recently a book on the poems of Yeats was used by the English Department, it was a trade book and we sold it to students as a textbook."

Both stores stressed the individual advantages that they offer to the student.

Frost detailed some of the price favors the Intimate offers the students. "For a \$7 used book the national standard would be \$5.93, we will sell it for \$5.90—only a few cents

difference, but this is just one example of how we always slant our prices in the student's favor.

"If a book gets dropped and we buy copies at the low rate and the book is picked up again, we will pass this low price on to the students.

"We also try to stock as many paperbacks and sell them at as low a price as possible. We want students to buy new books, used books and also non-academic books from us so we try to make the students as happy as possible."

Kuralt, former student at UNC, claims the Intimate can offer the student better service. "We can't compete with the Book Ex in price—they have too many connections and too many resources. We just have to out-hustle them.

"A student can get his books here before he can get into the Book Ex. We have clerks to rummage through the stacks and bring the books to the student so he doesn't have to waste his time trying to figure out where everything is.

"When school opens in the fall we will have 90% of all text used including graduate books."

Myers said what he felt would be the advantages of buying from the Booketeria. "We will be in our new office in the fall so service will be far better than before. I believe the student will be able to notice the difference.

"The Booketeria will be on the second floor of the new building. There will be a tremendous increase in the size of the supply store, The Bull's Head Book Store will be about three times larger and the booketeria will be about four times larger.

"We're putting in a teletype machine to facilitate the ordering of books. If the publisher has the book in stock this should permit us to get the books about two days earlier.

"We're getting manufacturers to send representatives to help students during the first few days of school. For instance if you want to buy a slide rule, there will be an experienced person there to help you select the one you need.

"The University of North Carolina will have one of the largest book stores on the East Coast. No doubt about it being one of the best. We're trying to develop more experienced help for even better service in the future."

# GM Offers Jazz And Watermelon

Ready for a new way to beat the heat?

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The Thursday afternoon jazz concerts on the lawn of Graham Memorial this summer have been extremely popular. The only problems have been heat and thirst.

The heat is here to stay, but next Thursday the jazz program will be combined with a watermelon cut. At 3:00, the

trio will tune up and the melons will be sliced.

The New York Jazz Trio will be making their third summer appearance—the first of the new session.

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