

Tar Heel News Analysis

UNC Text Costs Investigated

By TOM GOODING
Tar Heel Staff

When a new student enters the University of North Carolina, he is immediately confronted with the problem of purchasing approximately \$50 worth of text books.

In many college areas there is no choice present—the student goes to the college supply store and buys the books. However, in Chapel Hill there are two dealers in textbooks—the UNC Booketeria and the Intimate Book Shop.

These stores are both strikingly different but are amazingly alike in what they can offer the student in the way of book prices, inventory and service.

Both stores offer similar prices on new textbooks. Wallace Kuralt, owner and manager of the Intimate book store, said of their policy regarding new books, "We pay 80% of what we charge the students for a new book, this price is plus 3 or 4% shipping charge which we pay so our profit is cut down to between 16 and 17%.

"The publishers set the prices

on all new books so the cost is not at our discretion," said Kuralt.

L.D. Myers, assistant manager of the Student Stores, explained their policy regarding new book prices in a similar manner, "We receive a new book from the publisher and stamp it with a set 20% increase. In this marked price is included the state tax, thus a text at the booketeria will carry a slightly higher price than one purchased at another book store which includes the tax on the sales slip."

Myers then said that he realized this policy of taxing each book separately lead to the student paying a few pennies more than if the books were taxed in lump sums but explained, "The cash registers could not ring up tax so the book prices had to be stamped with tax included."

Myers went on to say that this problem will be eliminated with the new store; "We have purchased all new cash registers at considerable expense which will be able to ring tax on the whole purchase, thus saving the student money."

Both stores offer to students

the service of buying used textbooks and accordingly the service selling used books at reduced rates.

Stan Frost, head of textbook selling for the Intimate, said, "There are many campuses where there is no used book buying—the schools and local stores just don't want to bother with it. On these campuses when a student buys a book he has it for life; he is just stuck with it."

Kuralt explained the Intimate's policy as follows: "We buy used textbooks at one-half their original price and sell them at three-fourths their original price. If the book is not going to be used again by the university we will pay the student what we can get from the wholesaler for the book. We receive only about 10 to 15% profit on books handled in this manner."

"If we buy a book that is not being used here for the next semester for, say, ten dollars we will get maybe \$2.50 for it and that's provided it is being used somewhere."

"Although we are not officially a college store we're a member of the National

Association of College Stores. So if we find out that another school is going to use a book that UNC won't be using we can sell the book to that school for half-price and this can buy more from the students at a higher price."

Frost, who handles the buying of the used texts said, "My trouble is I have to be a gambler on most of the used books that I buy. For example, I don't have a list from the Chemistry Department as to what books they will be using next year, yet, I just bought a chemistry book from a student for considerably more than a wholesaler will pay. If they use this book next year, we will make a profit. If they don't, we lose money."

"If a book is not going to be used again we will pay the student what the wholesaler will pay us for the book. Often this is low but we can't sell it

elsewhere and we can't pay the student more than we will be paid for the book. We couldn't remain in business if we did that."

"The university recently stopped using a \$4.75 psychology text book. I bought some at one dollar apiece trying to estimate the number that would be used during the summer. I bought five too many, so there is \$5 gone—the wholesaler won't even buy them."

We don't buy these books from them at 50 cents or \$1 and turn around and sell them for five to six dollars. We sell them to the wholesaler for within a few cents of what we paid for them."

"I make the decision so I hope the students can understand why we offer the prices we do. I always try to give the student the best deal I possibly can," said Frost.

In regard to the booketeria's
(Continued on page 10)

Harvey Elliott

Film Fare

Tar Heel Reviewer

THE THOMAS CROWN AFFAIR. With Steve McQueen and Faye Dunaway. Directed by Norman Jewison. A United Artists Release. At the Varsity.

The Thomas Crown Affair is a feast for poor eyes.

Poor, meaning "without money."

For this film just drips with expensive taste, concerning marvelously rich, stunningly beautiful people. The setting is upper-class Boston. The music is sophisticated Michel Legrand (of *The Umbrellas of Cherbourg*). And the treats are thousandfold.

Just sit back and bask in the wealth that will never be yours, and watch the movie stars play.

And this is not to say that *Thomas Crown*, thereby, is a bad movie. It isn't that at all. It's an escapist, entertainment film—one of the best. The sheer professionalism of producer-director Norman Jewison is evident in every meticulous detail of every perfect frame.

It is Jewison's first film since *In The Heat of the Night*. Since he can not hope to surpass *Night* in a realistic thinking-man's film, he has successfully turned to a sleek and chic setting for low-key comedy.

And man! what style!

The film is crammed full of modern technique and fun. Multiple screens are used to provide plot interludes, and this technique may soon replace the montage as a means of compressing time and action to establish a mood.

But the people are the most fun of all. Steve McQueen is actually well-dressed and clean—a change from his recent grimy roles. He is the mastermind behind the robbery which begins the movie and brings on investigator Faye Dunaway.

Dunaway is gorgeous. She

wears The Fashions of the Sixties—nearly all of them!—and the clothes are truly beautiful. If you can take your concentration away from her near-flawless face, that is.

Her talent surpasses her beauty, however, and this performance brings out the seductress, hidden in *Bonnie and Clyde*.

A chess game between Dunaway and McQueen will go down in movie history as a serious rival to the eating sequence in *Tom Jones*. While Dunaway is examining McQueen's living room, she walks over to the chessboard and begins caressing a pawn.

He: "Do you play?"

A pause.

She: "Try me."

They do play, but chess is only the beginning. While the investigator becomes more and more involved with her suspect, the audience is beginning to wonder if she will change sides and join the crooks.

After the movie is over, many will still be wondering.

The main attraction in the film can be summed up by the word *Skill*. McQueen and Dunaway have become new screen personalities—unlike their previous roles. It's skill.

Skill, also, is responsible for the lush photography, snappy editing, and casting of supporting characters. Jack Weston is excellent as a bungling thief.

Filmed in and around Boston the film has no fake studio look. On-location filming shows to best advantage in the streets of Boston and the beaches on The Coast.

Glamour, glamour, glamour—*The Thomas Crown Affair* just reeks of it. The appeal is not plot, but *Beautiful Faces and Beautiful Places*.

It's the kind of movie that could never be shown as a Free Flick. Carroll Hall is just too...bourgeois!

McDevitt To Leave

(Continued from page 1)

McDevitt said.

"The professional schools such as nursing and pharmacy, which were the main fields in which coeds were admitted, were training girls for careers. The transition the liberal arts program has to make is one of guidance for the female in her "new role" in life.

"College experiences serve as an entre into the major fields of interest after college. Most of today's college girls will work some time in their lives.

"As a woman, a coed must be pragmatic. After she graduates, she usually marries and starts a family. But by the age of 40, the average woman's last child is in college. Then she must face the problem of how to find new meaning in life. College experiences and interests are vital at this period in her life."

Though UNC has approximately 3,000 coeds on campus now, the administration strives to maintain a "closeness" with the girls to avoid the

problems of a multi-versity.

"The fewer the controls—the less 'meddling' means not more freedom for the coed, but less caring on the part of the administration," Mrs. McDevitt said.

"At UNC we try to maintain communication with the girls. We still write personal recommendations upon request.

We have personal interviews with each girl so someone on campus knows her personally, and we hope, someone she knows personally so that she will have someone to talk to and discuss her problems with.

Though the enrollment has increased, UNC still maintains a one-to-fifty ratio for every coed, which is unusual for a school of this size, Mrs. McDevitt noted.

"We try to preserve the opportunity for small group experiences at UNC. More time is being devoted to the residence college program, to orientation and to rush and the Panhel program.

Mrs. McDevitt pleasingly

noted that orientation will be a pilot study experiment next year. "It is impossible to orient girls to college life in one week...it's too compact and shallow. Next year we will have weekly sessions to discuss topics such as finding a place at UNC, choosing a major and how to study. This will be in addition to the necessary annual orientation program on the honor system and women's rules.

Mrs. McDevitt said sororities were another way of fostering small group contacts.

"Panhel has had a good year. They've de-emphasized the busy work and encouraged more individuality. They've had more work with the Interfraternity Council and other groups on campus.

"UNC needs more sororities on campus. The new sorority, Gamma Phi Beta, which was rumored to be opening a chapter on campus will not be coming. The main problem is with the zoning of Chapel Hill which makes land so expensive for a sorority to build a house and become established.

During the past three years, Mrs. McDevitt said she visualized her position as an administrator to have three main goals: providing continuity, directing services and helping develop more opportunities for students to become involved and become leaders.

"It's becoming harder and harder to communicate with the students on campus," she said. "Students question your motives of involvement when actually you are trying to help them by providing guidance. They shy away from any personal contact with the administration.

"My hope for the future is that there will not be more anonymity—the breaking down and isolation of the students from the administration."



Tar Heel Photo by Frank Girard

DERSHIE AND JONES McDEVITT

...bid farewell to UNC