Losses in six years out of nine

Pegrunry 6.

Bookstore emerges unscathed from survey

By FRANK GIORNO

According to a recent Excalibur survey the cry of 'rip-off' hurled at the York bookstore has little if any justification.

A comparison of York's prices with those at three other Toronto bookstores showed that York sells its books on a par with, or at lower prices than the others.

The titles to be compared were picked at random from York book lists. While it is conceivable that one may find books priced higher or lower than those quoted, the survey showed that out of 13 books, four were sold for less at York while the remaining nine were priced at par.

Man and the State of War, for in-

stance, a political science book written by Kenneth Waltz, costs \$3.25 at York. The same edition was listed at \$4.15 at the Student Christian Movement bookroom, and \$3.45 at the University of Toronto book

Kenneth Clark's The Nude: A Study in Ideals, which costs \$7.65 at York, sells for \$7.95 at both the SCM and Classics bookstores. The Norton Anthology of Verse costs \$9.30 at York; at the SCM it costs \$10.15. And Fear and Trembling, by Kierkegaard, which costs \$2.70 at York, sells for 15 cents more at the

The remaining books, tagged with the same prices at all four stores surveyed, included The Immense Journey by Loren Eisely at \$2.15; Samuelson's Economics at \$12.95; Wrigley's Population and Human History at \$3.50; and Deutsch's The Analysis of International Relations

York's price situation may have improved since last September. While prices for books are generally set months in advance, publishers make sure to include the catchphrase "prices are subject to change without notice" in their dealings with bookstores.

This phrase enables a publisher who has underestimated the market for his book - and consequently "underpriced" it — to raise the price when the book proves to have a large

It is conceivable then that in September, when the demand for course books was high, prices were higher than in January, when only the odd course had still to be bought.

Notwithstanding, students still complain about the bookstore's prices, particularly when they see more than one price tag on a book.

"Sometimes a student or a faculty member will look at a book and notice the publisher's price, which is lower than our price," said York bookstore manager Raphael Barreto-Rivera, "and then look at our price and yell 'rip-off'."

misdirected, and that the various price stickers on a book indicate the costs incurred during the distribution process.

Since many books are printed in the United States, the initial cover price may represent the American suggested retail price, which because of import costs and the fact that the American market is far larger than that of Canada skyrockets when it crosses the border.

A Canadian agent representing the American publishing firm tacks on a new list price, which covers both the importing cost and the agent's fee, and this is usually passed on to the bookstores as the Canadian suggested retail price.

For example, Waltz's book was sold at York for \$3.25; however, the price quoted on the cover is \$2.95, the American list price. The margin of profit is derived from the mark-up to \$3.25, less the 20 to 40 per cent discount granted to the retailer.

The retailer is free to sell the book at any price he chooses. Barreto-Rivera admits to checking other bookstores' prices before he finally decides on the York price.

In past year, the bookstore passed on the 20 per cent discount it got from the book agents to the student, in the form of a five per cent reduc-

He remarked that this anger is tion in price. This year, however, largely due to the store's increased operating costs, the practice has been discontinued.

Part of the rise in costs, says Barreto-Rivera, can be attributed to the bookstore's attempt to cater to the needs of the resident students, with popular books which have not proved very profitable. At the time of last year's inventory, 13 per cent of the books in stock were not course

In its nine years of operation, he added, the bookstore has broken even or made profits in only three years. Since 1966, he said, the bookstore has found itself \$233,499 in the red.

Last year, the bookstore cleared \$11,000, a profit which exists because the university allows the bookstore to operate on borrowed capital, for which it does not charge interest. In addition, boosktore auditing procedures listed the previous year's \$180,000 leftover inventory as an

Staff meeting today at 2 p.m. Excalibur office Everyone welcome.



SPEAKERS + DUAL TURNTABLE



SANSUI #441 22 WATTS RMS SPEAKERS + DUAL TURNTABLE

SANSUI#551 32 WATTS RMS SPEAKER + DUAL TURNTABLE

SANSUI #661 54 WATTS RMS SPEAKERS + DUAL TURNTABLE

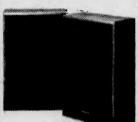
SANSUI #771 80 WATTS RMS SPEAKERS + DUAL TURNTABLE \$679⁹⁹







ALL SYSTEMS INCLUDE:

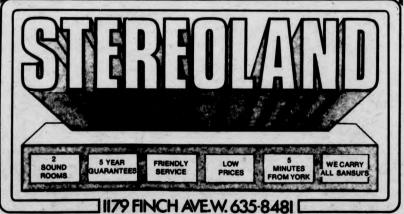


PAIR 21" HIGH AUDIO RESEARCH #110 3-WAY ACOUSTIC SUSPENSION SPEAKERS 5 YEAR GUARANTEE



COVER + BASE SHURE M-75D

SANSUI RECEIVERS ARE GUARANTEED 5 YRS. PARTS + LABOUR 2% OFF FOR CASH OR CERTIFIED CHEQUE 5° OFF TOWARDS YOUR GAS IF YOU LIVE OUTSIDE DOWNSVIEW OR WILLOWDALE. SYSTEMS INCLUDE WIRES, ANTENNA, CARTRIDGE + SPINDLES.



STEREOLAND OF ONT. LTD., IS OPEN DAILY & SATURDAY 11:00-6:00, THURSDAY & FRIDAY 11:00-9:00 WE ARE BETWEEN DUFFERIN & KEELE STS., DOWNSVIEW. CHARGEX AND MASTERCHARGE, CREDIT AVAILABLE



Molson Export Ale. Great. Because it keeps on tasting great.