

**Losses in six years out of nine**

# 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 store.

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 SCM.

The remaining books, tagged with the same prices at all four stores sur-

veyed, included *The Immense Journey* by Loren Eiseley 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* at \$4.

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 appeal.

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'."

He remarked that this anger is 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-

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 books.

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, bookstore auditing procedures listed the previous year's \$180,000 leftover inventory as an 'asset'.

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

# SANSUI

## SYSTEM SALE Sansui

<p><b>SANSUI #210 20 WATTS RMS SPEAKERS + DUAL TURNTABLE</b> <b>\$449<sup>99</sup></b></p>	
<p><b>SANSUI #441 22 WATTS RMS SPEAKERS + DUAL TURNTABLE</b> <b>\$499<sup>99</sup></b></p>	
<p><b>SANSUI #551 32 WATTS RMS SPEAKER + DUAL TURNTABLE</b> <b>\$569<sup>99</sup></b></p>	
<p><b>SANSUI #661 54 WATTS RMS SPEAKERS + DUAL TURNTABLE</b> <b>\$599<sup>99</sup></b></p>	
<p><b>SANSUI #771 80 WATTS RMS SPEAKERS + DUAL TURNTABLE</b> <b>\$679<sup>99</sup></b></p>	

**ALL SYSTEMS  
INCLUDE:**



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



DUAL CS-18  
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

2 SOUND ROOMS

5 YEAR GUARANTEES

FRIENDLY SERVICE


LOW PRICES

5 MINUTES FROM YORK

WE CARRY ALL SANSUI'S

1179 FINCH AVE. W. 635-8481

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. CHARGE & MASTERCARD CREDIT AVAILABLE



## Molson Export Ale.

### Great.

## Because it keeps on tasting great.