

PLEASE ... ATTEND LECTURES BEFORE BUYING YOUR TEXTBOOKS

Store Hours Are:

Tuesday, September 5	9 AM to 5 PM
Wednesday, September 6	9 AM to 5 PM
Thursday, September 7	9 AM to 8 PM
Friday, September 8	9 AM to 8 PM
Saturday, September 9	9 AM to 5 PM
Monday, September 11	9 AM to 8 PM
Tuesday, September 12	9 AM to 8 PM
Wednesday, September 13	9 AM to 5 PM
Thursday, September 14	9 AM to 5 PM
Friday, September 15	9 AM to 5 PM
Saturday, September 16	10 AM to 2 PM

**Textbooks are
arranged by subject,
then numerically by
course number on the
shelves.**

**Save your cash
register receipts.**

**There will be NO
refunds without cash
register receipt.**

Where Your Textbook Dollar Goes:

11¢ Marketing

The salaries and travel expenses of sales representatives, advertising and promotion costs, catalogues and complimentary copies are the publisher's marketing costs.

7¢ Editorial

Editorial expenses include the cost of acquiring the manuscript and required illustrations, and paying the salaries of the sponsoring editors, copy editors, and designers.

12¢ Author's Royalty

The author's many months of writing, based on a lifetime's study and experience, are at the fingertips of the student for relatively few dollars.

6¢ Publisher's Profit

The publisher's profit provides capital for market research, author development, and up-grading of customer service facilities. In general, the publisher develops the firm's list and improves services.

11¢ Publisher's Overhead

The general maintenance and operation of the publishing house includes the fixed costs of rent, heat, hydro as well as other operating expenses.

25¢ Book Manufacture

Costs include setting the book and its complementary supplements in type, plate making, paper, printing and binding, and delivery to the publisher's warehouse.

7¢ Bookstore Rent & Overhead

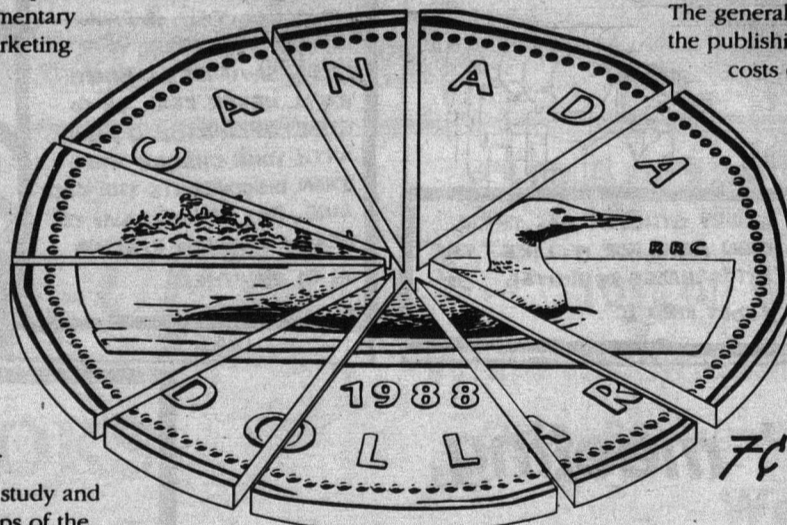
Rent, heat, hydro and shipping are among the numerous other expenses incurred in ensuring prompt and efficient service to faculty and students

7¢ Corporate Taxes

Publishing companies, like all businesses, pay corporate taxes which in turn contribute to the operating expenses of your institution

14¢ Bookstore Personnel

Knowledgeable managers, buyers, salespeople and accounting people are required to keep the college or university bookstore running smoothly.



Textbooks: A Valuable Part of Your Education!

**Commencing September 18th
Hours Will Be:**

Weekdays	9 AM to 5 PM
Saturday	10 AM to 1 PM

VISA AND MASTERCARD ACCEPTED

The University of Alberta Bookstore

Students' Union Building

Phone: 492-4215