

AN EXPOSÉ

ALL BOOK PRICES in the YORK BOOKSTORE are set by publishers or dealers, NEVER THE BOOKSTORE, except when costs of importing must be levied on those titles not available from a Canadian source. In the few cases when imported books are priced by the Bookstore, the list price is based on the AVERAGE ADDITIONAL COST (currency difference, brokerage charges, additional transportation costs, and double the original costs on any books returned to the publisher.)

A PAID EDITORIAL

For years book prices were quite stable. Then, about two years ago, text prices became subject to periodic increases in excess of the customary five to 10% (original list price). But this season text pricing has become truly reactionary, to a point where one wonders if publishers are attempting to rescue their economic futures by increasing profits from the increased prices of a few popular texts. I have no wish to condemn publishers; we all know very well that publishers have been hit by the residual backlash of the current sustenance orientation of the North American economy. But some agreement on basic enterprise must again be negotiated between manufacturer (publisher), distributor (bookstore) and consumer (faculty as buyer, student as consumer) for the benefit of the book manufacturer and consumer. Of course the distributor would gain by getting out of the impossible situation of attempting to somehow justify prices over which it exerts no control to consumers who have no other accessible locus for directing their displeasure with noxious and inconsistent pricing strategy.

Okay, so what can be done to make everyone happier?

1. Cut the b.s.
2. Discuss, together, the peculiar problems of the three principals.
3. Agree on actions which will benefit all principals through a co-operation which disavows uni-directional and therefore unit-segmental advantage.

Sorry, no revolution allowed. Somebody would have to lose and Canada needs its publishers, a plethora of accessible educational materials, and the developed intellects of its students.

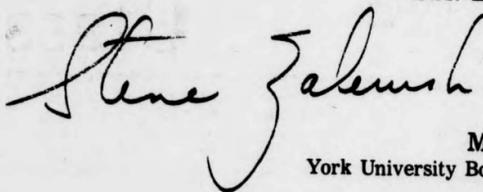
So what now? Write to the publisher, he seldom hears the voice of the consumer. He hears the voices of the distributors so often he's able to block them out as easily as one blocks the complaints of a neurotic lover.

Write to the Bookstore. That will give justification to a meeting of publishers, booksellers and students. And then show up, to listen and to speak up within definite context to achieve the only results that can be collectively beneficial. Sure it's a pain to write instead of rap, but even intelligent discourse can be dismissed as radicalized lip-service. But one-to-one (or one-to-one-to-one) confrontations in a benevolent atmosphere are difficult to semantically (propaganda) dismiss.

A few of the seasons' more obviously unjustifiable price increases are noted below. So are the names of the publishers (and/or agents). You know the Bookstore's address. If you feel that a discussion of these disturbing conditions might be beneficial write to the publisher; write to the Bookstore.

A meeting should be easy to arrange if you, as the consumer, feel that there is merit in the idea.

S.A. Zalewski



Manager
York University Bookstores

Buckman
PROBLEMS IN SOCIAL PSYCHOLOGY
McGraw-Hill
\$6.05 - 7.15

Scientific American
CITIES
Knopf (Random House)
\$2.95 - 3.75

Weber
THE PROTESTANT ETHIC
and THE SPIRIT OF CATHOLICISM
Scribner (Saunders)
\$1.80 - 3.70

Cornford
PLATO'S REPUBLIC
Oxford
\$1.10 - 1.65

Kaufmann
EXISTENTIALISM FROM
DOSTOEVSKY TO SARTRE
Meridian (Nelson, Foster and Scott)
\$2.70 - 4.70

Arendt
BETWEEN PAST AND FUTURE
Meridian (Nelson, Foster and Scott)
\$1.75 - 3.55

Hochberg
PERCEPTION
Prentice-Hall
\$2.50 - 3.05

Grossman
ECONOMIC SYSTEMS
Prentice-Hall
\$2.50 - 3.25

SAUNDERS OF TORONTO LTD., 1885 Leslie St., Don Mills, Ont.
NELSON, FOSTER AND SCOTT, 299 Yorkland Blvd., Willowdale, Ont.
CHARLES SCRIBNER AND SONS, 597 Fifth Ave., New York, 10017
MERIDIAN WORLD PUBLISHERS, 110 E. 59th St., New York, 10022
MCGRAW-HILL OF CANADA LTD., 330 Progress Ave., Scarborough, Ont.
RANDOM HOUSE OF CANADA, 370 Alliance Dr., Toronto 334, Ont.
OXFORD UNIVERSITY PRESS, 70 Wynford Dr., Don Mills, Ont.
PRENTICE-HALL OF CANADA LTD., 1870 Birchmount Rd., Scarborough, Ont.

A REPORT: USED BOOKS

The Bookstore staff was really pleased that hundreds of students felt that selling their used books would benefit themselves and other students. It does. Not counting books we bought only to sell to a book wholesale company, any book specified for course use was purchased at 50% of its list price and re-marked to sell at 75% of list to other students. Because the 5% discount would have applied on any York Bookstore cash purchase of the original book as well as a 5% discount on the used book, a student in the first case (selling) pays roughly 45% of the book's price for using it for a term, while the buyer, if he resells the book (for the second turnover in that book's history) pays less than 25% for its use.

The only problem encountered in this exchange is timing. By today, with classes starting on Monday, we must stop pur-

chasing used books for the current semester in order to have a few days to order the balance of the quantities of books specified for each course. Publishers don't accept all books in return if we don't sell them, but we must buy to the expected enrollment level of any course so that (when estimates are correct) no one is without an available book. So used book purchases have been discontinued until later in the semester when we will again purchase books for a used book wholesaler (buying guide price) and for use in the next semester at York (50% of list). We sincerely hope that this causes you no inconvenience. Should you wish to sell your used books directly to other students, please feel free to use the Bookstore's "Swap-Board" at the back of the text department of the York store.

