

Bookstore not here to make money

by Marvin Greenblatt

"Wow! Twenty dollars for this textbook. Why, there can't be any more than 60 or 70 pages in this book. What a rip-off!"

How often around this time of year have we heard this comment echoing around the Bookstore cash registers? The fact of the matter is, while somebody may be making money off textbook, it certainly isn't the bookstore, for it is basically a break-even opera-

tion.

Located in its present building next to the bank, since 1963, the store exists solely to provide required texts, necessary stationery materials and books for courses here at the University. As well, records, crested items, cards, posters, gifts and paperbacks are sold. The staff welcomes special orders on these items.

Why do textbooks cost as much as they do? There are several factors involved. First, it

should be realized that publishers set the retail price not the Bookstore. The staff simply price the books and place them on the

shelves. One reason for the high cost is that most are limited-quantity printings that appeal to a small market. Only a few classes across the country may be using a certain textbook at a given time. A publisher then has to work with a hefty markup so as to recover his costs on the limited production run. This differs from mass-produced paperbacks where everybody involved, from publisher to seller, can take just a little profit from each copy because of the vast quantities printed.

Another important factor is that quite often highly technical books become obsolete quite fast. This means that these books are priced higher so as to be profitable before they become outdated.

Textbooks suffer an extra burden in that the year's supply is ordered for the first of the term and has to stay in stock until the end; all the while accumulating interest and carrying charges. Since the inventory is financed with borrowed money, this adds considerably to overhead expenses and interest rates nowadays are high.

Still another contribution to textbook costs is inflation in both materials and labor.

One method discussed around campus to lower the cost of texts is to have professors personally order their texts, and in

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a typical bookstore lineup ANNE KILCILL PHOTO

Students hired as monitors

by MARC LULHAM

Five students at UNB have been hired by the Council of Ministers of Education of Canada to work in conjunction with the Romance Languages Department with students wishing to improve their spoken French.

These five, known as the French Language monitors, are forming a group, to be called the Franco Club UNB, which will encourage the use of French within the university community. Possible activities will include sports, weekend trips, music listening and a happy hour every last Friday afternoon of the month.

Next week, in order to organize these events, the Monitors will be distributing a questionnaire to all students taking French courses at the first and second year levels. Others interested in filling out the questionnaire can find it next week at the French-Spanish lounge, Tilley 230. Activities of the Franco Club are open to all students wishing to speak French: those learning the language as well as those already speaking it.

The lounge at T230 is open to any student wishing to relax a few minutes or to spend a lunch hour there. Coffee is available for 20 cents and recorded music will be

available shortly. The only stipulation here is that a concise effort must be made to speak French.

The Monitors wish to meet students at the Lounge during announced times, or by appointment. Individual times can be set up by contacting the Monitors at the lounge or by dropping them a note at the Romance Languages Department office. They are around to help students with their oral French as well as with the occasional hurdles encountered in course work. Serious French students are urged not to miss this chance to improve their language.

The monitors will be at the lounge, T230, during the following hours for the coming week:

Michel Belzile	Mon., Sept. 17	11:30-12:30
Marc Lulham	Tues., Sept. 18	9:30-11:30
Bob Laurie	Wed., Sept. 19	2:30-4:30
Janet Crook	Wed., Sept. 19	11:30-12:30
George Robitaille	Wed., Sept. 19	12:30-1:30
	Fri., Sept. 21	12:30-1:30

Read this column every week to learn more about the activities and services offered to you by the Franco Club UNB.

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Millers Jug
plus Sat. Matinee and Sat. Evening Performance
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Returning by popular request

The New Folk Revival
plus
Sat Matinee
3pm-5pm

Happy Hour
Mon.-Tues 12-1pm
Mon.-Fri. 4:30-6:30pm

Special Student Memberships Available

If you have had an opportunity ... now that you are nicely settled in, we hope, we hope ... of coming downtown to Queen St., we should like to think you have seen our store windows, with their display of Fall and Winter clothing items... (for Men and Boys)... (and other items which the girls like, e.g., Jeans, Cords, Sweaters, etc., etc.)

We have displayed the UNB jackets in leather and nylon, as well as the STU nylons, showing the *chenille* lettering on the back, which stand out attractively, and identifies you as a college student in case you are ever trying to "hitch" a ride for the weekend home. BUT, unless you can examine these jackets personally, and see their construction and the quality leather, or nylon, you might wonder what you are paying for.

We, the **GAIETY MEN'S SHOP**, have been privileged to have been the store which first instituted college jackets in Fredericton for UNB, and later on, when St. Thomas transferred to our City as well, we were asked to design THEIR official jacket, which we were glad to do. In addition, in collaboration with the Deans of the various faculties, we designed and ordered quality crests for the different faculties and residences, and have maintained our usual standards of quality throughout the years, so that the jackets last for years, long after you have graduated from college.

So, please remember that, "FOR THOSE WHO PREFER QUALITY AND PERSONAL SERVICE", it is STILL

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