

McGraw-Hill shafts students

OTTAWA (CUP)—In retaliation to the flourishing used book trade on campuses across the country, McGraw-Hill Ryerson Limited announced it will be revising its texts more frequently, increasing obsolescence and raising textbook prices.

Lloyd Scheirer, president of McGraw-Hill, denied the move was calculated to take advantage of the captive student market.

"I don't feel as though I am gouging the students; what we're doing is revising more often to remain competitive in the market place," Scheirer said.

"Of course, we're not taking advantage of students; they're our customers. I was once a student myself."

Scheirer admitted the decision to revise more frequently was a financial one. "It's partly true we're losing revenue to used book dealers — all publishers do. It's a matter of being up to date, and not because the books are obsolete."

Linda Jenkins, marketing assistant for McGraw-Hill's Col-

lege Division, said the rate books are revised depends on how quickly the material changes and how easy it is to get authors to revise their material.

Most revisions are amendments, or adaptations of American books for a Canadian audience, Jenkins said. Unless a book is quickly out-dated, most books are revised every three years.

Jenkins said it would be difficult to consider more frequent revisions because of the amount of time needed to contact authors, review content and rewrite material.

McGraw-Hill Ryerson Limited, 70 percent owned by its American parent McGraw-Hill Inc., had a 1984 net profit of \$3.5 million, down from \$3.6 million the previous year. This year's first quarter, though, showed a 17.5 percent rise in sales, which totaled \$4.9 million. This resulted in first quarter profits of \$101,000 as opposed to a loss of \$111,000 for the same period in 1984.

MacDonald

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ing to the provincial tuition fees, but that students in one program should not get more than those in another.

The report also suggests much higher grants could be provided to graduate than undergraduate students. The report says nothing about tuition beyond "students should be responsible for a portion of education costs."

The commission says direct-to-student financing, "although it is the most radical option" is the only one that will give schools the flexibility and excellence the commission thinks is wanted.

The report suggests tuition increases should "reflect such market factors as the expected return to the student of receiving an education in that institution."

The commission also recom-

mends additional grants for institutions that publish more and get more grants from the private sector.

The commission said it did not get much help from within the university community itself in making its recommendations.

"The combination of faculty unions, the tendency to draw administrators from within the institutions, an aging and tenured faculty, uncertainty about the role of post-secondary institutions in society, all combined with a somewhat defensive attitude toward the status quo, does not seem to us to provide a healthy situation," the report says.

By Peter Kuitenbrouwer
of Canadian University Press

CKDU

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ting. It's like when you go to McDonald's," Blair says.

CKDU can actually be educational by offering different music, he says.

"You exercise your ear to han-

dle what we do," says Blair.

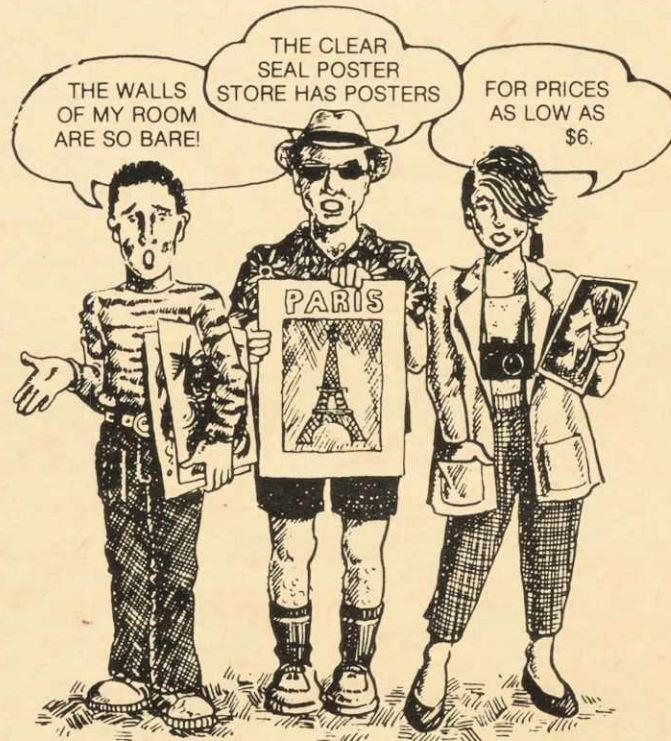
Listeners, however, shouldn't tune in just once and then tune out if they don't like what they hear, he cautions.

"All you have to do is pick up a Program Guide to find your own music," says Blair.

Blair took Radio Broadcasting at Humber College in Ontario.

He says he decided to come to Nova Scotia after watching classmates gun for mainstream Toronto radio station jobs.

Blair spent a year and a half in Halifax at C-100 FM and some months at Dalhousie as CKDU production director before assuming the station manager post.



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