

# CO-OP TEXT BOOK PRICES ARE NOT UNREASONABLE

Here's Some Information You Should Know About the Books You Purchase at the Co-op

**HARCOURT, BRACE & WORLD, INC.**  
1835 ROLLINS ROAD, BURLINGAME, CALIFORNIA

**INVOICE**

ACCOUNT NUMBER: 363600250    SALESMAN: 130    DATE: 08 15 61    INVOICE NUMBER: 22499 B

SOLD TO: UNIV OF OREG COOP STORE, CHAPMAN HALL, EUGENE OREG

DATE SHIPPED: 8/17/61 100% 3 ctns.

SHIP TO: [Blank]

INVENTORY LOCATION: 21011

TERMS: 30 DAYS NET    O.N.P. prepaid    Discount 30%

QUANTITY	PRICE	TITLE CODE	AUTHOR	TITLE	AMOUNT
20.	06.95	59651	SPRAGUE	KNOWLEDGE AND VALUE	111.20
15.	07.50	59048	BATE	CRITICISM THE MAJOR TEXTS	90.00
25.	02.45	59430	LAIRD	ENGLISH AS LANGUAGE	49.00

Net Total: 250.205  
Handling Charge: 4.40  
PAY LAST AMOUNT: 254.60T

RECEIVED stamp: AUG 23 1961

Handwritten notes: 8/23/61, The

EXPLANATION:  
1. OUT OF PRINT, CANCELLED  
2. OUT OF STOCK, READY ABOUT, BACK ORDERED  
3. NOT OUT PUBLICATION  
4. TEMPORARILY OUT OF PRINT, CANCELLED  
5. NOT YET PUBLISHED, READY ABOUT, BACK ORDERED  
6. NO CHARGE

ALL CLAIMS MUST BE MADE IMMEDIATELY UPON RECEIPT OF BOOKS. DO NOT RETURN ANY BOOKS UNLESS AUTHORIZED TO DO SO.

Reproduction of an actual Text Book Publishers Invoice

AS THE ABOVE INVOICE ILLUSTRATES, THE PUBLISHERS SET TEXT BOOK PRICES, NOT THE CO-OP.

Books are invoiced to all college bookstores in the nation at an established selling price. This set selling price includes a 20% discount (again illustrated by the invoice above) for the Co-op and all bookstores.

THE CO-OP REALIZED A 20% MARGIN ON TEXT BOOK SALES . . . HALF OF THIS IS RETURNED TO THE STUDENT AS CO-OP MEMBERSHIP DIVIDENDS AND THE REMAINING 10% MUST COVER FREIGHT AND HANDLING CHARGES.

The Co-op's 20% profit is short lived. When Co-op membership dividends are distributed in the spring, a student is returned 10%, half of this profit. Thus the net cost of a \$6.00 book is actually \$5.40 to you. The Co-op's remaining 10% profit is soon almost consumed by freight and handling charges. This cost proved to be quite significant since most publishers are located on the east coast.

THE SMALL PROFIT WHICH THE CO-OP REALIZES ON TEXT BOOKS MUST HELP TO SHARE SOME OF THE HIGH COST OF DEALING IN USED BOOKS.

Contrary to popular belief, the used book business which the Co-op engages in proved to quite a costly enterprise. Once it is committed to buying back a used book, the Co-op must purchase all those presented even though it learns that another edition is to be substituted. Despite the small price paid for used books, many times the investment turns out to be totally worthless and this is the reason higher prices aren't paid. You are probably well aware of the many edition and text changes that do occur. The Co-op endeavors to provide this used book service to Oregon students at as low a cost as possible, but unfortunately, many of these changes cannot be foreseen.

We hope this information has helped you understand better the text book prices at the Co-op. Should you have questions about this or the used text book operation at the Co-op, please do not hesitate to contact one of us or Mr. Jerry Henson, the Co-op general manager. Remember, it's your store.

Your student Co-op Board Representatives,

- DICK WEIGEL — BILL HUTCHISON
- WALT EVANS — CLARK STEVENS
- KENT HUGHES