

Textbooks

Continued from Page 5

An unsolicited gift is yours to do with it what you want."

Gage said he gives unwanted texts to the department's writing laboratory or to the University Main Library; others he admits selling. "When I have sold books," he explained, "the money has gone to the University Foundation," which solicits money from the private sector to fund University programs in accord with the donor's wishes.

Other instructors have no qualms about selling texts. "They bring in stacks of them at the end of the term," according to Pamela DeLaitre, textbook department employee at the University Bookstore.

According to a recent Chroni-

examination copies, the texts usually are sent to national used-book warehouses for redistribution.

Karl Smith, a mathematics professor at Santa Rosa Junior College, found out just how rapid that process is.

Smith authored and published a text three weeks before it was to be used in a class he was teaching. On the first day of class, more than half the students had purchased used copies that instructors across the country had sold to used-book dealers.

Because Smith's text was published so soon before the term began, instructors who already had selected other texts

should have sales representatives who are extremely familiar with the needs of the programs."

Presently, publishers mail texts en masse to instructors who work in the general subject area of the new release. By learning about the schools' programs and needs and attempting to meet those demands, costs attributed to the promotional procedure could be significantly reduced, Gage reasoned.

"It's just a different way of using personnel," he said.

The process increases the price of new texts in two ways. The retail price of a new text must include the cost of production and distribution of instructors' examination copies. Secondly, retail price must compensate for the competition that examination copies produce on the used-book market. Therefore, the price of used books, which is based on the price of new books, is greater as well.

Rapid saturation of the new text market, a direct result of the presence of the used-book market, dramatically cuts royalties paid to authors. Writers and others associated with the business seem to agree royalties from texts sink virtually to nothing within two to five years after the initial publication, even assuming a constant demand and use for it in the classroom exists.

Motivation to author texts may be affected by the complexities and risk of its marketability. The fact that a text, regardless of its popularity or use, might not pay for itself in terms of research costs of time, may discourage scholars from publishing.

The other option of constantly revising to produce new editions makes the time-consuming process unending

'Publishers send 10 when only one is relevant to the program'

— John Gage

cle of Higher Education report, such sales amounted to about \$80 million in 1986.

DeLaitre said some instructors who have sold used texts to the Bookstore specifically asked the publisher for the examination copies. "Then they bring them in to us in volume," she said.

According to DeLaitre, the instructors' choice to sell their free texts is something the Bookstore can't and doesn't try to control. "We don't have a stand on that. We can't. We're in the business of buying used books here," she said.

The Bookstore does, however, require identification from those who sell back books.

During finals week of each term the Bookstore loans space at its buy-back counter to a used-book dealer. Company representatives, who don't require ID, will purchase used texts usually at one-third the listed price, or less, DeLaitre said.

The Bookstore also buys back texts — the ones professors have ordered for the next term — through the visiting used-book dealer. These buy-back prices are half of what students originally pay for both new and used texts, which is 11 percent off the listed price.

"They are called in to speed up the process. It's easier for us because we don't have to pay them to do it," DeLaitre said.

When instructors sell their

didn't need his. His order at the local bookstore might have been the only one in the country. The bookstore ordered Smith's text from a national used-book dealer, which had bought the publisher's free copies from instructors through other bookstores.

In addition to used-book dealers, publishing houses frequently are targeted as major contributors to rising costs of textbooks.

Gage said texts — whether new or used — are more expensive than they need to be. He attributes the exorbitance to inefficiency in distribution of complimentary texts. "Publishers send 10 when only one is relevant to the program," he said.

To establish a more efficient system, Gage suggests that publishers' promotional tactics be revised. "They haven't thought of enough alternatives," he said. "I think they

Taxes

Continued from Page 5

fellowship grant, including grant payments for incidental expenses."

Beginning in 1987, only a candidate for a degree may exclude amounts received as a "qualified scholarship." A qualified scholarship is any amount received that is used for tuition and fees to enroll in an educational institution or for fees, books, supplies and required equipment for courses.

"In the past there were a lot of instances where scholarships were not taxable income. Now with the changed law, a lot of scholarships will be taxable and they must be on the tax return," Hillebrecht said.

He said it is probable that not many students are aware of this portion of the law and they should check whether or not this should be included in their tax return.

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