

Publishers work in mysterious way

By Kristi Blackman
Of The Print

Last month *The Print* published an editorial I wrote concerning the high cost of college textbooks, and the response I received from readers was overwhelming. Students and teachers alike expressed their feelings on this subject. I'd like to thank one unknown person who clipped out the article and sent it to Holt, Rinehart and Winston publishing company in Burlingame, California.

After reading it a representative sent it back with a booklet titled "Book Bucks, the Business of College Textbook Publishing." This booklet is intended to inform college professors of some of the basic facts about the industry they depend on to provide their students with quality textbooks. I found the book very informative and it answered many questions that I had; I would like to pass on the facts to you.

In the two decades since 1960, the growth of the college textbook industry has followed the unprecedented growth in college enrollments produced by the postwar baby boom. In 1960, total college sales were estimated to be \$97 million. By 1979 they had grown to an estimated \$825.6 million. Also in this same period, college degree credit enrollments grew from 3.6 million to over 11 million.

These sales figures do not reflect the total sales of college texts, only new books. A study conducted in 1980 that was jointly sponsored by the Association of American Publishers and the National Association of College Stores found that the sales of used textbooks were 21 percent of total sales to students in the stores surveyed. And as we know used-book sales have increased in the last few years.

It begins in the College bookstore. When a student buys a textbook, the money is shared by the store and the publisher. Most publishers sell

books to bookstores at a discount from suggested list prices. The difference between the price is the gross margin of profit the bookstore makes, which must cover expenses.

After the money comes from the bookstore to the publisher 6 percent goes to editorial expenses. The next expense is the 27 cents the publisher spends for manufacturing the book that the student bought. This expense breaks down into two categories, first is a one-time costs of setting the book into type, drawing illustrations, and making the printing plates. The other is the repeated cost of actually printing the book. That includes paper, presswork and binding. The people who coordinate the production are also included in this 27 cent figure.

The next expense is 14 cents to begin the process of marketing the book. Supporting editors and marketing people are the ones who are put into the impersonal category of "services" and they take 18 cents of the dollar. The last of the publishing expenses is known as royalties. That takes 14 cents of the sales dollar.

The sales of the average textbook does not make its author rich, because that book sells fewer than 5000 copies per year and does not earn its author five-digit royalty checks.

What about paper-bound books? In some cases they cost as much as hardbound books. These books are intended for a smaller audience and are more often used for supplementary reading. The publishing companies claim it costs as much to stock and ship paperbounds as hardbounds.

The fact that the paper-bound textbooks are priced as high as they are is the result of the balance between quality and costs.

I hope this article touched base with some of your questions, it may not decrease our book bills but we can understand why they are as high as they are.

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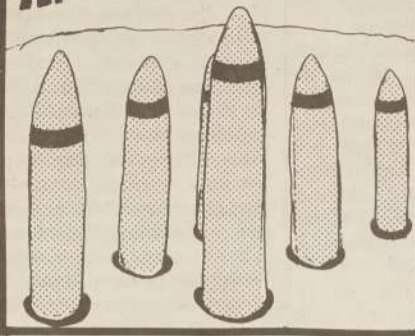
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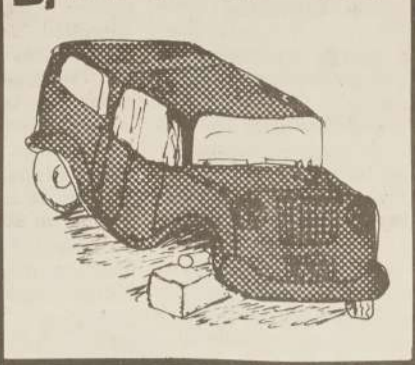
Wednesday, December 1, 1982

Q.: DENSE PACK IS...

A. A BUNCH OF MISSILES?



B. A PACKARD WITH DENTS?



C. THE REAGAN CABINET?



From the VA

Ways to avoid financial foul-ups

The Veterans Administration has some suggestions to help students avoid delays in their VA education payments.

Every month 600,000 VA checks worth more than \$200 million are mailed to veteran-students and to eligible dependents, and the agency wants to do everything possible to avoid delays.

In an attempt to avoid possible delays, the VA suggests the following:

-When a student feels the initial payment for the school

term has been delayed, he or she should check with the school to find out the date the enrollment certificate was sent to the VA. At least four weeks should be allowed from that date before an education check can be expected.

-If an advance payment check is expected, the student should make sure the required written request was signed. The specific request for the advance money should have been submitted to VA at least a month before the beginning of

the semester.

--Students who have gotten education benefits in the past should consider whether an overpayment is outstanding. If an over payment exists, current benefits are withheld until the overpayment is recovered by the VA.

For further information on possible education payment delays contact the nearest VA regional office. Toll-free numbers are listed in the white pages of the telephone book under "U.S. Government."

Dialogue

Nutrition article inaccurate

To the Editor:

I would like to clarify a statement I made when Ms. Henkes interviewed me for the article on athletic nutrition printed November 17.

Athletes need protein in the same amounts as other adults the same size. This amount can be obtained from 4-6 ounces of meat or meat substitute as eggs, cheese, peanut butter, beans (28-42 gm) and 2 cups of milk, yogurt or other dairy product (16 gm). Added to this is protein in bread, cereal and vegetables.

In practice most male athletes consume 75-150 gm

of protein/day when their RDA is only 55-65 gm. Female athletes' RDA for protein is 45-55 gm/day. Provided the athlete eats 2,000 calories of food/day, she would easily obtain 60-75 gm protein.

To build new muscle takes a small amount of additional protein over the RDA amounts. Because the weight of the muscle is 22% protein (70% water) and one can gain a pound of muscle over a 10 day period with only about 10 gm per day added to the daily need for maintenance. Extra protein foods to meet this need could be obtained from an egg plus 1/2 cup of milk or 1 1/2 ounces of meat daily or 5 slices of bread.

It is evident that most male and female athletes already eat enough extra protein to build any new muscles. Of course

there are people who because of low calorie intakes or high intake of high sugar, high fat foods ("junk foods") do not eat adequate protein for muscle.

Carolyn Knutson
Chairperson, Department of Family/Human Services

Thanks from Tom Milne

To the Editor:

Linda and I want to express our appreciation to everyone who supported me in my bid for County Surveyor. I look forward to serving the people of Clackamas County.

Again, my sincere thanks.

Tom and Linda Milne
801 5th Street
Oregon City, OR

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