

# An Open Letter to All Aggies About Selling Books

The season is approaching when you will decide to either keep or dispose of text books you have used during the current school year and, perhaps, some you have held over from previous school years.

Our advice to you is to seriously ponder the value of each book to you in the future. If the book has potential reference value for your future career, then - by all means - KEEP IT! If it holds no promise of assistance in the future, or if it was used in a service course you had to take but didn't particularly care for, then perhaps you should take it to your favorite book store and sell it. The store to which you take it will make you a fair offer, based on good business practices and NATIONAL policies on repurchase of text books from students.

AUTHORS and PUBLISHERS of textbooks must be constantly alert to our ever changing economy, industrial development, new technical developments, automation, world conditions and a number of other factors which affect our daily life and methods of procedure. To stay abreast they must create new editions of textbooks from time to time or fade completely from the picture.

Your professors - to stay abreast of the times - must constantly review new texts and new approaches to subject matter if they are to conscientiously instruct future students replacing you. To stay current they frequently change adoptions.

Thus the books you decide to sell back to your book store will usually fall into three classifications as follows:

## 1. TITLES THAT WILL BE USED AGAIN NEXT SEMESTER AND OF WHICH YOUR BOOK STORE NEEDS STOCK:

Book stores throughout the nation - generally speaking - offer 50% of the last selling price for such books. At College Station book stores go this one better and offer 50% of the CURRENT list price. Thus - at the University of Texas or Texas Tech - if you paid \$10.00 for a new book last February you would be offered \$5.00 for it by local book stores. If you bought the same book used at \$7.50 local book stores would offer you \$3.75. Book stores in College Station will offer you \$5.00 regardless of whether you bought it new or used if it is in good physical condition and granting the bookstore has a stock deficiency for next Semester.

## 2. BOOKS THAT WILL BE USED AGAIN BUT OF WHICH YOUR BOOK STORE HAS AN OVER-STOCK:

This category poses a real problem to bookstores and accounts for 95% of the discrepancies in prices offered by local stores. Like any other retailer in any category, we obviously cannot offer more for a commodity than we can reasonably expect to resell it for. In this case we offer what we feel we can get from used textbook jobber or another retailer on some other campus. (In the case of The Exchange Store - when we know a competing Store is offering more for the book than we can offer - we frankly suggest the seller carry the book to our competitor.)

## 3. OLD EDITIONS, DROPPED TITLES AND SKIP YEAR COURSES:

Each school year some 20% to 35% of all textbook adoptions fall into one of the above categories!

Old editions pose the biggest problem as "NOBODY BUT NOBODY" seems to want them. Normally The Exchange Store refrains from making an offer on these. However, we do maintain a file of "Buying Guides" from the principal National Used Book Jobbers; and - if you insist on selling an old edition - we will show you what they offer us for the 'Old Edition'. It usually is 25c to \$1.00. If you still want to sell we will buy the old edition - at catalog price - ship and bill to the jobber as a service to you. (Usually we lose money on these purchases.)

Dropped titles, which are still current editions, pose a more promising picture. Usually a current title will be used SOMEWHERE! If we can find out where, and can get a firm order from a store serving that campus, we will up the offer to a figure between "NATIONAL WHOLESALE" and our 50% local retail price.

Skip year courses confront us with an entirely different picture. Two or three semesters away there may be a new professor who wants another title so all we can offer on such books is "NATIONAL WHOLESALE".

PLEASE REMEMBER YOUR LOCAL BOOK STORES HAVE NO VOICE IN THE DECISION OF AUTHORS, PUBLISHERS AND LOCAL PROFESSORS IN THE SELECTION OF NEXT SEMESTER TEXTS. WE ARE MERELY THE PHYSICAL AGENCIES WHO IMPLEMENT THE DECISIONS MADE BY OTHERS.

If you have books to sell we will ALL be glad to quote you, but please bear in mind each of us might be in a different set of circumstances as compared to the others.

**SELL YOUR BOOKS WHERE YOU FEEL YOU ARE GETTING THE BEST DEAL!**

Sincerely

THE EXCHANGE STORE

By

CARL BIRDWELL, MGR.

ROBT. B. BARHAM, ASST. MGR.

DAVID R. COOPER, MGR. BOOK DEPT.