

# SG's Book Mart in hole for \$4,000

By SAYEFUL ISLAM  
Staff Writer

It may be hard to believe that anyone would suffer a \$4,000 loss so that students could get a good deal on books, but the Student Book Mart at the MSC is doing exactly that.

To buy books from the students, it started with \$18,000 from the Student Government Refrigerator Fund. When the Mart winds up

business Friday, it will have made back about \$14,000. Despite the loss, Program Chairman Kay Zenner is optimistic. "Money isn't everything," she says. "As far as helping students is concerned — and that's what Student Government is all about — it was a success. I hope it becomes a permanent thing like, say, the Fair Housing Commission."

The Book Mart bought used

books at 60 percent and sold them at 65 percent of their actual price.

It was hoped that the five percent margin would offset losses due to unsold books. Things didn't work out exactly as planned, however, and unsold books, mainly from freshmen courses, are piled so high that it is now definite that the five percent is not going to make up for the losses.

The Book Mart officers have not decided what to do with these unsold books. "I think they should do what I do with books we can't sell — get them on a cart and dump them outside," said Howard DeHart, manager of the A&M Bookstore in the MSC basement.

DeHart said, "The Book Mart has not hurt my business one bit. In fact it has helped me by taking off some of the pressure from here."

The major complaint about the Book Mart is that it is too cramped. However, says Zenner, "It was the best place we could find. We got the rooms at the end of last term and have been occupying them since. It is difficult to find a better place which we could hold up for so long."

There have also been complaints about delays in getting checks. Inquiries are being made to see if cash payments could be made.

North Texas State University also tried to operate a student store that would sell books at cheaper-than-normal prices. But it folded after one term.

The book store at the University of Houston has a book mart similar to that at A&M. It runs all year round and is managed by two full time employees.

The University of Texas on the other hand, gives back cash refunds from the profits at the end of the fiscal year.

Southern Louisiana has an entirely different system. Book rent is charged as part of tuition. There is also a scheme for students who want to keep the books.

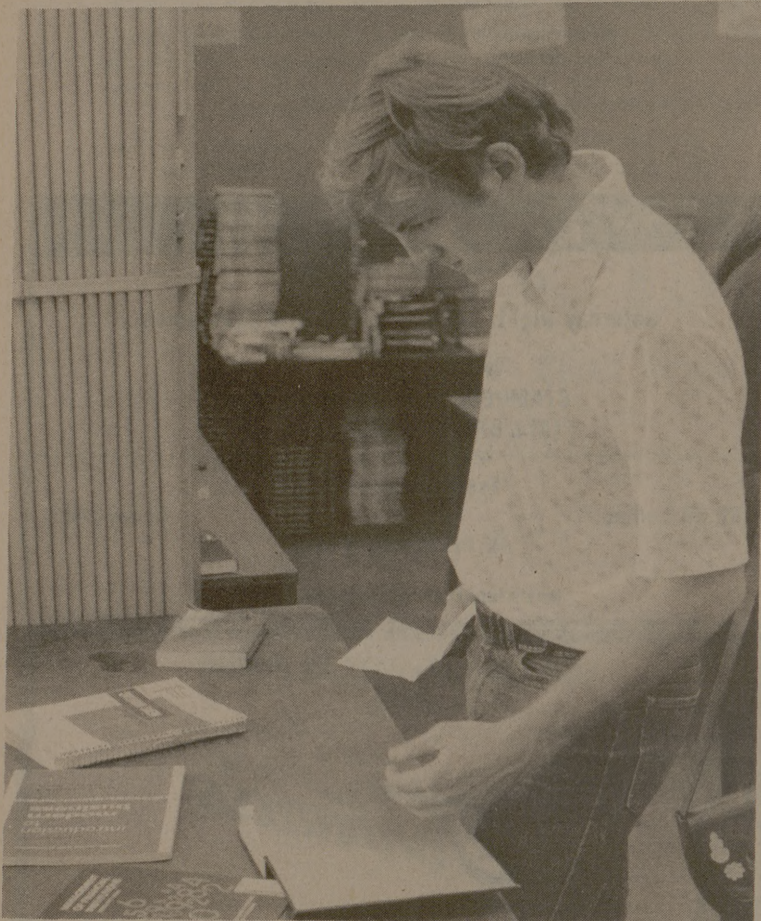


Photo by Douglas Winship

Ted Rauch trades books at the Book Mart.

## Price relief on the way

Rebates, cuts bring prices down

BY DEIRDRE DONNELLY  
AP Business Writer

Call it a rebate, a discount, a price cut or a clearance sale, but prices of some consumer products are coming down after a year of across-the-board increases.

Companies say some of the mark-downs reflect a sharp drop in raw material prices and that drop is beginning to be passed along in the form of lower consumer prices.

J. C. Penney Co. rolled back its home sewing fabric prices as much as 33 per cent this week, citing lower prices it is paying for synthetic fibers.

Items normally on sale in January, such as winter clothing, sports equipment, snow tires, linens and furniture, have been cut as much as 50 or 60 per cent, advertisements show.

A spokesman for Hecht Co., a Washington, D. C., department store, says pocket calculators have been added to year-end sales.

In Oregon, the Pacific Hardware & Electric Co. has cut prices on golf clubs, fishing tackle, surfing and

skin diving equipment and camping equipment as well as winter sports items.

The Goodyear Tire outlet in Bloomsburg, Pa., advertised a special sale of regular tires for small cars at \$16.95 each, down from \$20.60, in addition to January snow tire sales.

Airlines will cut their seven-to-30-day excursion fares on long-distance flights by 25 per cent on Feb. 1. The reduction will lower a New York-Los Angeles round-trip ticket price to \$291 from the current \$388 rate. A year ago, the same excursion flight cost \$352.

"We think people feel they can't afford to fly, and we wanted to bring prices down so they feel they can. After all, it's better to fly on less fare than to fly no one at all," said a spokesman for American Airlines, the first to file for the lower fare.

Ground transportation is also becoming a little less expensive.

Foreign car dealers are cutting prices to compete with the rebate programs offered by major American car makers.

British Leyland Motors Corp. lowered its 1974 Austin Marine price Monday by \$400 to \$2,549.

A Fiat dealer in New York City said he cut Fiat prices \$150 for models carrying sticker prices of \$2,835 and \$3,300.

A Schenectady, N. Y., American Motors dealer has augmented his company's rebate program with his own version of a two-for-one sale.

"Buy a 1975 Matador now for \$4,302, get a \$300 rebate from the

company, then drive in late this year and trade it for an identical, unused 1975 car," said a spokesman for State American.

In Fort Walton, Fla., the Taylor television and appliance store has adopted the rebate plan for television sales. The store offers customers rebates of \$10 to \$100 on color and black and white television sets.

California-based relator Kaufman & Broad is offering free new cars and unemployment insurance in a plan to boost sales of some houses on Long Island.

Any family that takes title to one of the houses before Feb. 15 gets a \$3,500 Ford Grenada and layoff insurance which will pay all principal, taxes, interest and insurance on the home for 22 months if the head of house suffers a recession-related job loss within 60 days of the purchase. The houses cost \$41,000 and up.

The Wally Findlay Galleries on 57th Street in New York announced its first, annual January art sale offering 10 to 60 per cent reductions to private collectors on its entire collection, including works by Picasso and Renoir.

In many cases the price cutting is an indication that the recession has sent inventories ballooning out of control, and companies feel they can no longer afford a glut of empty plane seats, lots full of last year's cars, and stores and warehouses full of unsold merchandise.

These price cuts will last until inventories are sold, perhaps for several months, companies say.

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1971 Audi 100-LS, automatic, excellent condition, 28 mpg, new tires. Evenings 822-7691, 845-2228. 624

Male Kneifhound cross puppy, 8 weeks old, \$5. 846-5574 or 846-1345. 623

'63 Fairlane, dependable, new tires, \$275. '72 Charter mobile home, 14x60, take over payments and some equity. '65 Honda 160, needs repair, \$75. Call 822-6682. 624

'71 two bedroom mobile home, 12x55, washer, dryer, 823-8613. 595

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### OFFICIAL NOTICE

Official notices must arrive in the Office of Publications before deadline of 1 p.m. of the day preceding publication.

### OFFICIAL NOTICE TO STUDENTS

In the past, certain information has been made public by Texas A&M University as a service to students, faculty and other interested individuals.

Under the "Family Educational Rights and Privacy Act of 1974," the following directory information will be made public unless the student desires to withhold any portion of it:

Student's name, address, telephone listing, date of birth, major field of study, participation in officially recognized activities and sports, date of degree, degrees and awards received, and the name of previous educational agency or institution attended by the student.

Any student wishing to withhold any or all of this information should fill out, in person, the appropriate form available to graduate students at the Registrar's Office and to undergraduate students at the Registrar's Office no later than 5:00 p.m., Tuesday, February 4, 1975.

Edwin H. Cooper, Jr.  
Administrator and Registrar  
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