

Merry Christmas

The Student Council has again set up a discount card for University students, this time with 17 businesses willing to honor them.

Last year they hit the campus as a surprise, rather a bonus from Student Council. Once again there has been little talk about them. All of a sudden here they are.

Now what wise worker would pass up a surprise Christmas bonus from his boss? But we, the students of this campus seem to find them sitting in the back of our billfolds and never taken out.

Just because they are a surprise does not mean that they are not a good thing. However, unless they are used this year, it cannot be expected that the businesses will sign up again.

And, again, when they are used, the business should not be taken advantage of, as was the case of Chicken Delight last year.

So here, students is your Christmas present from this year, compliments of Student Council. Don't let it sit under the Christmas tree all year. Unwrap it and use it.

if and when

By Doug Thom

Being one to put things off until the last minute, I belatedly walked into the book stores to get that twice-a-year chore out of the way last Monday. I strolled in with a smile. I stumbled out aghast.

They'd cleaned me out again. Even the guy who drives a Corvette, and the girl who fills two closets with threads moan the necessary purchase of education.

Being a curious sort, I sought an answer for the question "Are book prices at Nebraska unreasonable?"

True, prices are up. But everyone in the nation suffers the same dilemma. Book prices are not regulated by the local stores. They are determined by the publisher.

It would seem to be a healthy economic situation if the book stores were more in competition. Thus, one would undersell another, forcing the other to follow suit. At Nebraska the prices are the same at all three stores.

This has spurred the rumor that they have a sort of pact, binding each other to keep prices constant.

This is not true. The book-

stores have the same prices for two reasons.

Firstly, two of the stores are owned by the same interest, so it is obvious the stores would not go into competition with one another.

Secondly, the third store, the University Book Store, is part of a tax supported institution and consequently, finds it bad practice to go into competition with a private business, according to a Union store representative.

So, we, the students are caught in a vice.

Is it unfair? Are we the victim of a squeeze I must opine a No. This comes after looking at some figures other than those hard cold ones—those that leave our pockets at the book store counters.

Look at it this way. The cost of living is up. Consequently, wages are hiked. Everything is up. It costs the publisher more to print the book because he has to pay the printer more.

We just look at that figure on the book. We don't take a lot of things and a lot of people into consideration. Granted this expose won't lighten the burden, but I hope it stops the theory that the book stores are out for blood.

By the way, books are bought back from the student depending on the demand. If the book is to be used the next semester, except a kickback of about 50 percent. If not, it could be as little as five cents for a seven dollar book.

Books are sold back to the student at about 80% of the original price, which just about covers the bookstore's overhead for the entire transaction.

The New Guard

By Bob Weaver

writer is a political partisan, criticism will come where it is warranted. In essence the ability to look at both sides of an issue has been forgotten and ignored by other columnists frequenting this page.

It is the favorite sport of these contributors to add to false issues or to create them out of a desire to have a well read column. This is clearly not by desire.

It has been said that the university is often a hindrance in obtaining an education while living within its walls.

Witness: the students time and energy besides money placed in inter-collegiate athletics; the intellect and leadership lost in trying to corner the activities market; the wasted time spent in many worthless fraternity and sorority pledge activities; the upper class privilege to get half-crooked any night of the week.

To use Governor Morrison's favorite expression: this is "wasted potential."

One political science faculty member has stated that there is an inverse relation between an institution's football prowess and its academic attitude and standing in a given year.

Although this would be difficult to prove, it is interesting to consider.

Experience has shown that activities can be an easy excuse for spending one's time if carried to an extreme. In attempting to take over the campus, activity jocks do meet many people but ignore other vital parts of their education.

Educational excellence goes beyond class work and includes the University Theater, foreign films, Harpers Magazine, the New York Times Sunday edition and Sheldon Art Gallery.

Certainly athletics and campus activities are important. They too are a necessary part of one's total education. But they must be considered within a balanced picture. Needless to say, class work forms the basis and has a rightful claim to the number one spot.

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- See the nasty rumors—color them everywhere.
- See the music building—Color it in another era.
- See the budget—put it there too.
- See the Junior IFC and Junior Panel—Color them together.
- See the new ID cards—Color them unpunchable.
- See the columns—Why don't you and me go down and color them.
- See the line outside the sociology building—You can color it while you wait.
- See Derby Day—It's running scared.

The Daily Nebraskan invites readers to use it for expressions of opinion on current topics regardless of viewpoint. Letters must be signed, contain a visible address and be free of obscene material. Pen names may be used. The Daily Nebraskan reserves the right to condense letters.

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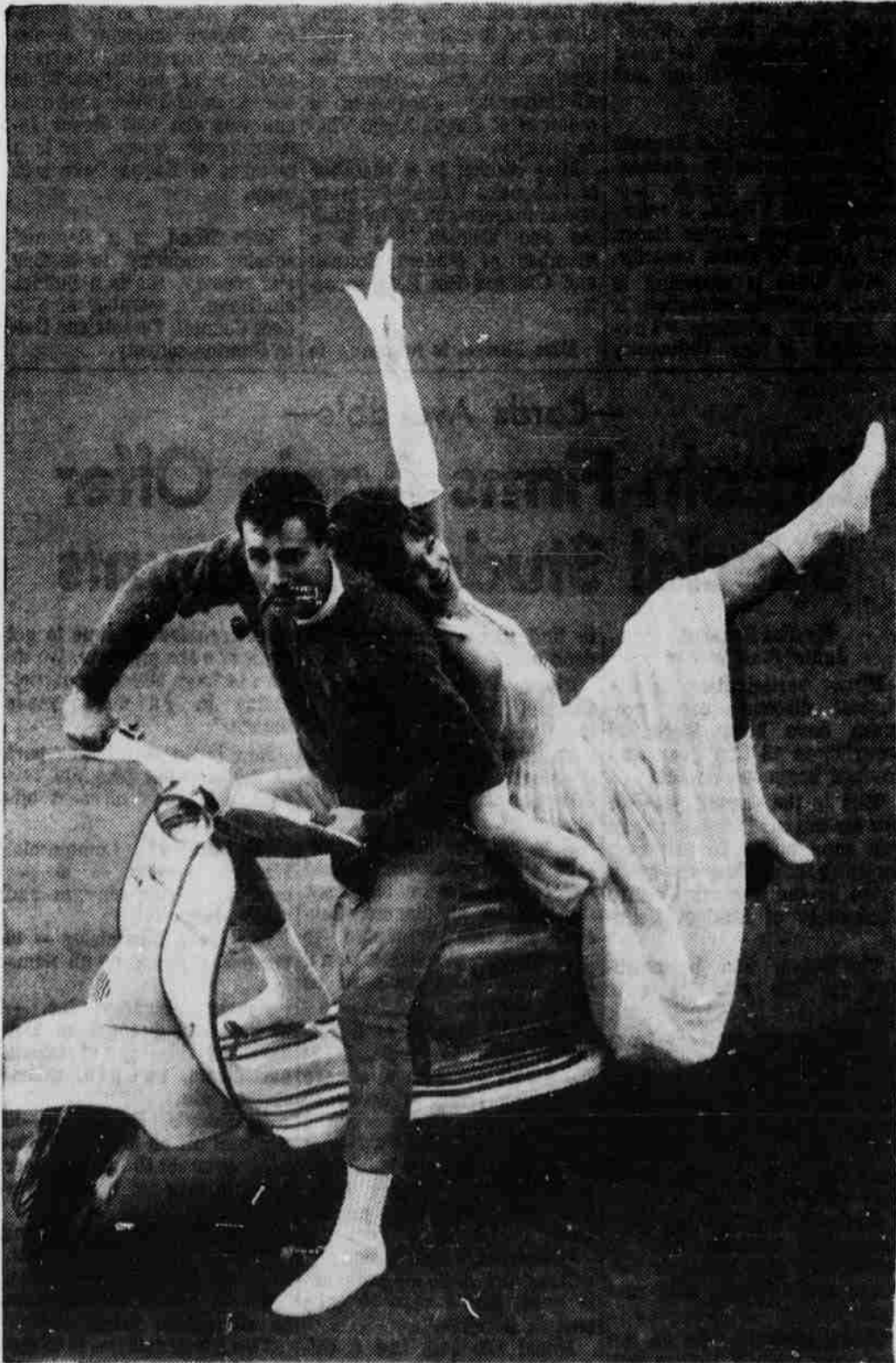
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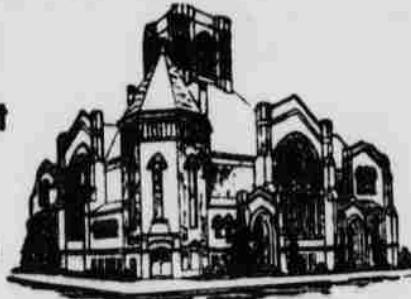
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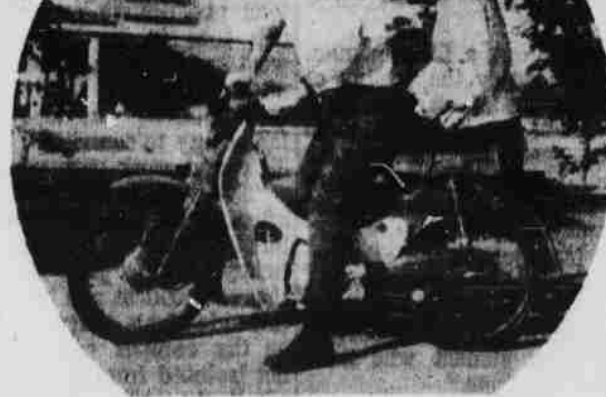
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