

Bookstores Earn Little Profit On Texts

EDITOR'S NOTE: This depth report on bookstore prices was done by Frank Partsch, former editor of the Daily Nebraskan, for his School of Journalism depth reporting class.

The first week of classes was a discouraging one for Fred Freshman. His expenses—underestimated with the characteristic innocence of the first-year college student—were encroaching so rapidly upon his assets that it

seemed to him as if tuition, lodging and meals were forcing him into bankruptcy.

But the final blow came at the bookstore, where Fred bought the required texts for his four basic Arts and Sciences courses. "That will be \$40.65," said the cashier. Fred gasped.

He checked his purchases: a French grammar, \$6; a French reader \$3.80; a history survey, \$8.50; a chemistry text, \$8.95; the accompanying

laboratory manual, \$4, and three English paperbacks totaling \$9.40. Forty dollars and sixty-five cents.

"Thank you," said the cashier to the ringing of the cash register, but Fred didn't answer. He was already mentally composing a venomous letter to the editor of the campus newspaper and promising his vote to any student senate candidate who promised to "investigate the bookstores."

During his next three years in college, Fred will mail the letter and cast the vote, joining his complaints with those from thousands of students across the nation, who see the bookstores as bloodthirsty institutions reaping a tainted fortune from the poor.

Do these complaints stand any chance of affecting a downward shift in the price of textbooks?

No, according to a publisher, Bruce Nicol, director of

the University of Nebraska Press: "I don't see any hope of book prices dropping in the foreseeable future."

Do these complaining students have a legitimate basis for complaint?

No, according to a bookstore manager, Boyd McDougall, marketing manager for the Nebraska Book Company: "Book prices haven't increased much in relation to other costs. In fact, the price

of textbooks has just started to rise."

Fred might feel less frustrated, however, if he could have followed his chemistry text from the moment of its conception until the day he paid \$8.95 for it at the local book store—a process taking up to 10 years and requiring an investment of thousands of dollars.

Included in that \$8.95 are advanced royalties for the authors and salaries for ed-

itors and consultants, supplies, production costs, advertising and shipping. Naturally, all printing and illustration costs, as well as salaries, must be paid before a single copy of the book is sold. Publishing textbooks entails a high element of risk.

According to a report entitled "The Interest of Publishers in Copyright Law Revision," compiled by the American Publishers Association:

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Daily Nebraskan



UNIVERSITY OF NEBRASKA LIBRARY

Friday, Feb. 25, 1966

The Daily Nebraskan

FEB 25 1966

Vol. 81, No. 70

Schlesinger . . .

Display Of Weakness Shows America's Desire To Confer

By Julie Morris
Senior Staff Writer

A former presidential assistant and Pulitzer prize winning historian, Arthur M. Schlesinger, explained policies and positions on Viet Nam in a speech at an all University convocation Thursday.

Schlesinger, who was scheduled to deliver a talk on "The World We Want and How to Get It," changed his topic to Viet Nam.

Approximately 2,500 heard his speech at the Coliseum. A scheduled coffee hour after

the speech was cancelled.

Schlesinger said that pursuing a hard line in the conflict, "will not, in my opinion, lead to a settlement."

He outlined discussion in the Viet Nam debate, saying that the debate does not concern what the nation should do about the situation, but how it should be done. Negotiations leading to settlement are the goals of both sides, he said.

Two Positions

Those who concur with the administration, he explained,

believe that the United States should show no sign of weakness or the opponents will think we could be easily defeated. The moderate position, he continued, holds that a hard line "may imperceptibly turn into an escalation" of the war.

Moderates contend that enough weakness should be displayed so that the enemy will see that we are ready to hold conferences. They contend, further, Schlesinger said that any negotiations must include the Viet Cong as an independent body. One of the

spokesmen of this position, Schlesinger noted, is Sen. Robert F. Kennedy.

"I have the feeling that Sen. Kennedy is right in his analysis of the situation, that he is right in picturing the Viet Cong as basic to the situation, that we can't settle only with Hanoi," Schlesinger said.

"I do not think that we have made any realistic offer to negotiate with the Viet Cong," he added.

In connection with President Johnson's recent trip to Honolulu to hold a conference with South Vietnamese lead-

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ICE CREAM TESTERS . . . Tom Giffin and Keo Boreon pool their efforts as they sample a soda.

Most Vote Vanilla

People today are becoming increasingly critical about the quality of ice cream they eat, according to a University dairy scientist.

Dr. L. K. Crowe, professor of dairy science, says that flavor is the most important factor in consumer acceptance of ice cream.

He says he can't promise this means University students are critical about their ice cream. But most campus ice cream sellers say this is probably true.

Fountain clerks in the Nebraska Union note that vanilla is the most popular ice cream, but that butter brickle

and chocolate are also frequent favorites.

East Campus salesgirls in the retail outlet for University dairy products said chocolate is still the favorite according to their sales.

"Girls will try different flavors more often than boys," one salesgirl said.

She pointed out that most students have their favorites which make them particular.

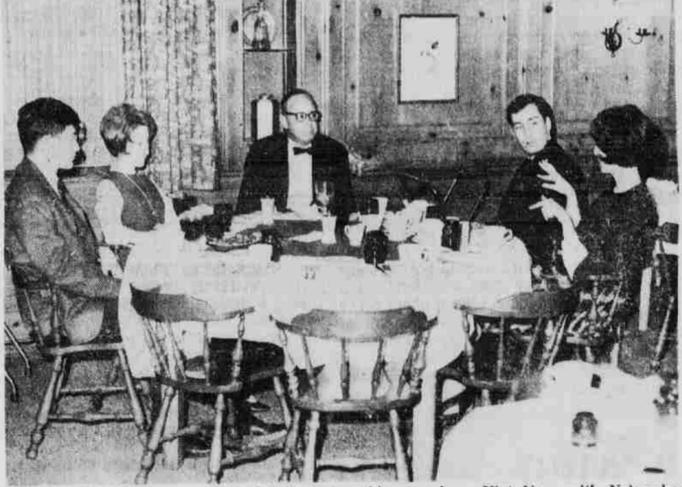
Crowe stressed that ice cream has been improving tremendously over the years and that the fat content is one of the most important ingredients.

Flavor is the most important factor in consumer acceptance and if the flavor is good, slight imperfections in body and texture of the ice cream will be overlooked.

If flavor is not satisfactory, the consumer will be critical of body and texture although they are good, he said.

He noted that total ice cream consumption has increased in the past 18 years, but per capita consumption has remained about the same.

Crowe said the sale of ice milk has increased even more because many people are weight conscious today.



SCHLESINGER . . . meets briefly before his speech on Viet Nam with Nebraska Union talks and topics and administrative officials.

Women Slated By AWS

AWS has slated candidates for the AWS all-women's election on March 9.

Candidates for the three seats representing the senior class are Carol Bischoff, DeDe Darland, Linda Engelkemier, Karen Gepford, Polly Rhynalds and Candy Sasso.

The junior class has six positions to fill. Candidates are: Ann Boyles, Joan Bredthauer, Dottie Dering, Diane MacDonald, Jennifer Marshall, Kent Oates, Susan Phelps, Marsha Richmond, Susie Sitorious, Carol Strand, Steph Tinar and Ann Windle.

Candidates for the six seats representing the sophomore class are Nancy Coufal, Mary Ann Davis, Carolyn Eldred, Julianne Gullberg, Mary Keim, Chris Luhe, Mary Rose, Sharon Ross, Sherrie Sicklebower, Gail Skinner and Karen Wendt.

Candidates for the representative from East Campus are Evelyn George, Jan Kaufmann and Janet Whitney. Running for representative of off-campus students are Carol Bartlett, Jodie Brumm and Jane Handa.

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Co-ops Keep Expenses At Minimum, Provide Group Living, Brotherhood

Co-operative living is one aspect of campus life that is not widely known. At the present time, there are four men's co-ops and one women's at the University.

"The co-op houses are organized to provide a group-living situation in an atmosphere of brotherhood, at a lower price than that charged by fraternities or residence halls," states a pamphlet prepared by the Inter Co-op Council.

What this means is that members work together, on a strictly part time basis, to

perform the tasks needed to provide for the efficient operation of the co-op.

Lower Rates

This allows the co-op to provide board and room at a lower rate than could otherwise be realized. "For instance, comparing the residence hall's price of \$725 per year with the average co-op's yearly charge of \$563 or with the fraternities charge of \$810, the economical nature of co-op living is apparent," the pamphlet says.

Each house is self-owned and a non-profit corporation,

not under the University's financial control. Therefore, they are solely responsible for their financial arrangements.

Basically, the co-ops were begun and continue to exist in order "to provide inexpensive housing, good study conditions, and to promote social and extra-curricular activities of college life."

The male co-ops are: Ag Men, Brown Palace, Cornhusker Co-op, and Pioneer House. The one women's co-op is Love Memorial Hall.

"Like A Fraternity"

LaRue Hemberger, vice president of Brown Palace,

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Dorms To Sponsor May 6 Dance

The University dormitories are sponsoring an all-University dance to be held on the terraces of the Nebraska Union, May 6.

John Decker, chairman of the inter-dormitory social committee, explained that May 6 was chosen "because at the time nothing else was scheduled and it is a 1:30 a.m. night because of Spring Day."

"We started planning this," he said, "when we were reasonably confident that an in-

ter-dorm council would be established. A dance such as this could bolster the idea of such a group by making the individual residents feel included."

He noted that one problem had arisen because the people representing Abel Hall on the planning board for the dance had their power of representation rescinded, yet remained on the board.

"This has been straightened out though," he said, "and we're continuing as

planned. There will be two combos—one on each terrace—the Rumbles and the Great Imposters, and we're hoping the dance will be a success."

Each dorm has been assessed to pay for the dance proportionate to the number of residents.

"Cather, Pound and the WRA, for instance, have each been assessed \$75," Decker noted. "The sum is not exactly proportional but it comes within two or three dollars in each case."

. . . For Student Government

Retiring Adviser Describes Goal

By Jan Itkin
Senior Staff Writer

The major goal for student government is to find a way to work effectively within the organization of the University, according to Dr. William Pharis, who served as student government faculty adviser for two years.

Pharis explained that according to the ASUN constitution, advisers could serve only two years and that his term is now up. Dr. Paul Byerly, associate professor of physics, will succeed Pharis.

"I feel we ought to live with the new constitution," Pharis said. "In past years the adviser often was stronger than a group because he had worked with it longer than the students involved. It shouldn't reach the point where an adviser becomes dominant."

The role of an adviser, he said, depends on how the adviser sees it.

"I saw it as talking during

the executive meeting and listening during the others," he continued.

Except for his farewell address at Wednesday's Student Senate meeting, Pharis recalled having spoken only three times to student government during meetings in his two years as adviser—twice this year concerning the European Flight and the no-test, nonattendance day proposal and once last year concerning the student discount cards.

Dramatic Change

"Although my term consisted of two calendar years, I worked with three different groups," he said. "In that time, student government has changed rather dramatically."

The Student Council of two years ago could be termed "a leadership development group," he noted. "It was a place for students to try their skill and develop leadership experience, but it didn't change anything but the participants."

"Last year things were different because of the constitutional convention," he continued. "The students put in a great deal of time and effort finding direction for student government to fulfill a meaningful role, and to enable students to have some voice in their affairs."

This year's ASUN, he added, "is the group who must put this constitution into being."

"I just hope student government in years to come can find a way to effectively work within the organization of the University," Pharis said.

Communication Needed

He said he believed that eventually ways will be found for Student Senate to communicate with Faculty Senate.

"This year an effort has been made," he said, "even though there have been some false starts and dislocations. It's a tough job to be effective within the campus community."

The students are going to have to find a way to work within the campus community," he added, "because it is not going to be given to them. It is Student Senate's responsibility to find the way to have a voice in policies directly affecting them."

Their start has not been without mistakes," he noted, "but they are on the way to achieving something."

He added that the amount of weight the student voice should carry "depends almost entirely on the question at hand."

For instance, they should decide matters like student conduct almost entirely," he noted, "to the limit of conflicting with policies and laws" such as the state law on minors drinking.

Mutual Matters

Other matters do not concern students, however, and Pharis listed retirement bene-

fits for staff members as an example.

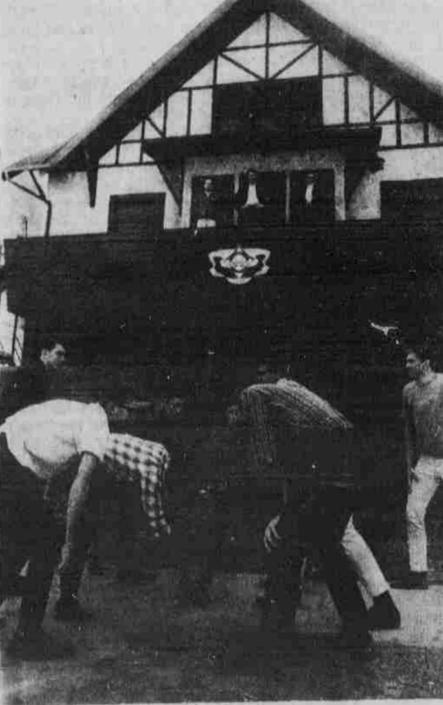
The major problem facing student government, Pharis said, was providing effective leadership for "a student body as large as ours. And the larger it becomes the more problems there will be."

"Student government is more effective now than it was when it started," he continued. "Now when students have something to do, there's a vehicle to do it."

Pharis said the most beneficial thing he has seen student government do involved the constitutional convention of last year.

"Without that," he stressed, "none of the other projects could succeed."

"Along the way, other meaningful projects were undertaken," he added. "One of the most successful was the Masters program, and the pending proposal concerning a pass-fail system is another one."



FOOTBALL . . . is the sport as a group of Brown Palace Co-op members tackle each other on their front yard.