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High production costs increase book prices

By Gene Gentrup
Daily Nebraskan Senior Reporter

Editor's note: This is the third article in a five-part series examining

Where Does Your Money Go?

how student money paid to the university is spent.

The cost for college textbooks increases more each year. While buying books, some students have spent more than \$200. Used books keep the costs down. But eventually books are revised and rewritten, and a new publication is put out at a higher price.

"The higher price comes from increased production costs," Dave Gilbert, director of University Press, said.

Gilbert said that, although publishers print books for profit, the high production costs have limited the amount of gain.

"The cost of paper and printing and binding are increasing somewhat faster than the consumer price index,"

Gilbert said. "The costs are going up rapidly."

Inflation is the primary reason for higher book costs, he said.

"Textbook prices are not rising as fast as they were three to four years ago though, because inflation has slowed down," Gilbert said.

According to the Union Bookstore's textbook price list, students in Chemical Engineering 361 were asked to buy a textbook for \$51.95. Agronomy 820 students didn't have it any easier — they were asked to spend \$58.95 on a textbook. The highest price for a textbook is in Educational Psychology 976, where students are asked to buy a textbook for \$72.95.

Gilbert said the publisher and author receive no royalties when bookstores resell textbooks. Twenty percent of a new textbook sale usually goes to the bookstore.

Gilbert cited an example of an anonymous \$10 textbook. He said the publisher usually receives \$7.50 of the sale price, which is used to pay for the book's costs, usually around \$2.00. Of the remaining \$5.50, the author usually receives \$1 in royalties. Part of the remaining \$4.50 is used for miscellaneous costs, and the rest for profit.

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Greenbacks for hardbacks.

Agencies offer money sources, but no guarantees

By John Hoffman
Daily Nebraskan Staff Writer

Once again, it is the time of the year when tuition and housing payments are due and money becomes more than just a necessity in the life of the typical college student.

What is a student to do when ready cash is high in demand and low in supply?

Other than borrowing from relatives or taking a part-time job, which may interfere with study time, the student has little or no choice.

But there may be a solution. Agencies like the Scholarship Bank in Los Angeles and Student College Aid in Houston have offered an alternative.

The Scholarship Bank and SCA are privately owned, computerized scholarship and loan-locator services.

These businesses collect data to determine which unused scholarships and loans the student is eligible for.

For "a modest fee" the information and application forms are returned to the student. The costs range from \$45 to \$55.

Both the services guarantee to furnish the student with a set number of "good" loan or scholarship sources.

If the agency fails to supply the required source list, a complete refund is guaranteed.

Steve Danz, director for the Scholarship Bank, said approximately five students receive refunds out of about 10,000 students who apply each year.

Ed Rosenwasser, owner of SCA, estimates that about 8 percent of almost 5,000 students who apply annually are refunded.

Processing fees for the Scholarship Bank are \$45 for 20 sources

and \$55 for 50 sources.

The SCA's processing fees range from \$45 to \$49 for five sources. This cost excludes payment for packets, which list the available governmental and non-governmental scholarships. These booklets and pamphlets cost \$3 to \$8.50.

The Scholarship Bank offers no governmental sources. "All 25,000 available scholarships are private aid," Danz said.

In addition, this program offers internships which are "excellent work sources for the future," Danz said.

Both institutions have services designed specifically for graduate students.

The risk of these programs is that there is no guarantee the student will actually receive a scholarship, loan, or internship.

"We guarantee that he will re-

ceive the sources," Danz said. "The rest is up to him."

Danz said the success rate of the Scholarship Bank is 30 to 45 percent in scholarship aid and a much higher percentage for loans

and internships. Rosenwasser said that about one in every five students receive a scholarship or loan because of the SCA program.

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Scholarship locator services:

The SCA packets or booklets include: #300 — governmental aid for students of middle income parents; \$5; #350 — governmental scholarships and loans, \$8.50; #200 — non-governmental awards, \$3; and #250 — aid for graduate students, \$3.

Students who want more information on SCA services

should request the packet and send money to SCA, 3641 Deal St., Houston, Texas, 77025.

Students interested in getting a personalized printout of financial aid sources from the Scholarship Bank should send a stamped, self-addressed envelope to Scholarship Bank, 10100 Santa Monica #2600, Los Angeles, Calif. 90087.

Bike path gets boost

By Brian Hooper
Daily Nebraskan Staff Writer

A plan for a Lincoln-to-Omaha bike path received support from the Lancaster County Board of Commissioners Tuesday.

The bike path would follow the defunct Rock Island railway from 84th Street and Havelock Avenue to South Omaha, said Ernest Rousek, vice president of the Lancaster Ecological Advisory Committee.

The right of way would be used for more than a bike path, Rousek said. The 100-foot-wide path would be turned

into a park, providing a wildlife habitat with native grasses and wildflowers, adding to the statewide arboretum system, he said.

The 45-mile path already has an excellent base with the rock bed left by the railroad, Rousek said. He said the path consists of about 750 acres and would cost \$275,000 to \$400,000.

No definite plans have been made to raise the money to buy the land, but, Rousek said, foundations would be contacted for money. Various clubs also could buy sections of the right of way and a plaque would be placed on the path recognizing those clubs.

Panhellenic Association sponsors freshman career planning program

UNL freshmen can look into possible majors at "A Career to Experience," Monday at 10 sorority and fraternity houses.

The UNL Panhellenic Association is sponsoring the program "to help students plan college careers for their future careers," said Kay Roloff, Panhellenic secretary from Alpha Omicron Pi Sorority.

About 20 professors, students and advisers will speak on career planning, advising and class scheduling. Question-and-answer sessions will follow the formal talks, Roloff said.

The program is open to all UNL freshmen. Most fraternity and

sorority pledges are expected to attend, Roloff said.

"But we hope to have a good response from the residence halls," she said.

The program is free, and no registration is required.

Sessions are scheduled to be from 6:30 to 7:30 at the following locations:

Natural science and pre-med — Alpha Xi Delta Sorority, 1619 R St.

Journalism — Kappa Alpha Theta Sorority, 1545 S St.

Engineering — Gamma Phi Beta Sorority, 415 N. 16th St.

Undeclared — Alpha Omicron Pi Sorority, 1541 S St.

Agriculture — Ag Men Fraternity, 3248 Starr St.

Social Sciences, humanities and fine arts — Delta Delta Delta Sorority, 1601 R St.

Elementary and secondary education, HPER — Pi Beta Phi Sorority, 426 N. 16th St.

Business and vocational education, home economics — Alpha Delta Pi Sorority, 1115 N. 16th St.

Business administration — Kappa Delta Sorority, 405 University Terrace.

Nursing and dentistry — Delta Gamma Sorority, 400 University Terrace.