

OPINION

Illiteracy; One of America's great tragedies

see page 5

ARTS & ENTERTAINMENT

The Leonards do their own thing

see page 8

SPORTS

A Football Surprise

see page 11

THE YELLIN' REBEL

THE UNIVERSITY OF NEVADA, LAS VEGAS

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President stresses growth during address

By Stephanie Alderette
YELLIN' REBEL

No area at UNLV has been improved more than the quality of student life, University President Robert C. Maxson said in his State of the University address Sept. 11.

Speaking to a crowd composed mostly of faculty and staff, the president outlined his plans for the university in the 1990s and reiterated highlights from the 1980s.

"I submit to this academic community an agenda of 10 items which made up my vision for the future," he said.

"Together we have accomplished much during these years," Maxson said. "Our new academic programs have moved our university to another level in higher education."

Enrollment at the university has continued to soar for the fifth year in a row, Maxson said.

"This fall we enrolled 16,320

students, a 10 percent increase over this period last year," he said. "And there is no question that many of the best and brightest Nevadans are choosing this university, as evidenced by this fall's enrollment, which included 43 valedictorians from Nevada's 53 high schools."

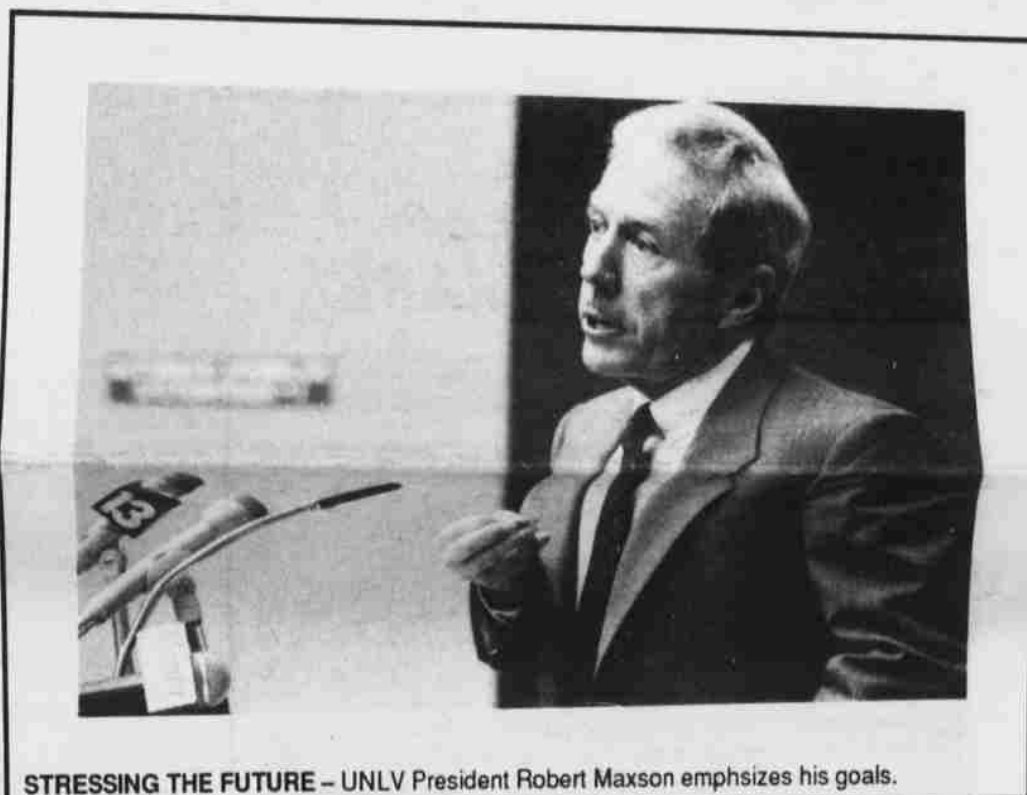
The president said that his administration will be "diligent" in its commitment to improving the quality of student life at UNLV.

"We will have almost three new residence halls during the next year, giving us a total of eight dormitories," he said.

"With completion of the new dorms, we will have almost 1200 students living on campus. The next decade could see even that number double, along with the construction of a new student union."

To meet the growth, he continued, construction will begin this fall on a \$2 million dining facility which will serve resident as well as non-

continued on page 2



STRESSING THE FUTURE - UNLV President Robert Maxson emphasizes his goals.

Publisher s responsible for high prices, director says

By Natalie Patton
YELLIN' REBEL

UNLV students aren't the only ones who think textbooks are too expensive.

"In my opinion, books are outrageously overpriced," Richard Field, bookstore manager, said.

Field said huge publishing firms are the ones that profit the most.

"The publishers are the ones who set the prices, not the bookstore," said Field, while leafing through invoices comparing yearly prices.

he pointed to the price of one of McGraw Hill's leading introductory economics books, which increased \$9 in the last three-and-a-half years.

In 1986, *McConnell's Economics*, ninth edition, cost \$34.95. In 1987 the tenth edition cost \$37.95.

In 1988 the same edition cost \$41.95. This fall, the same edition costs \$43.95.

"Long term, I don't see the publishers pulling back," Field said. "Students are still buying their books because they have to."

On the publisher's end, a common explanation for recent price increases is that the student of the 90s is getting a better product than ten years ago.

Other reasons cited by publishers are liminary copies given to teachers, increases in production and advertising costs and competition among publishers.

"It's the dog fight among the publishers that drives the costs up," Field said, referring to competition to sign top authors and print the fanciest books.

"Black and white books don't exist any more," he said. "Now you have fancy covers, ten-color graphics, software and study guides. I think we are offering the student a superior product."

Field said he is concerned with the effects of offering the students this superior product, however.

These effects include decreased sales, "The bookstore's a rip-off" image, students choosing classes based on book prices, and students sharing books.

"The biggest waste on any campus is the adoption of a book

and then not teaching from it," Field said. "There is something wrong when student comes up to me at the end of the semester and says he paid \$40 for a book that he didn't even have to read two chapters from."

"It's important for the students to realize that a textbook has a lot of value in theory," Field added. "It's my hope that the students will use these books for their majors as well as their futures."

"I think if you put books in the proper perspective of your monthly expenses, they are a great value," Field said. "You have a hard copy of your education."

The UNLV bookstore is in the business of making a profit, Field said, as all but three to five percent of college bookstores are.

The bookstore, however, does not arbitrarily choose and price the books on its shelves.

The title requests come from the faculty, and the prices of books are determined by publishers and used book wholesalers, he said.

The bookstore's mark-up on new books is limited to 20 or 25 percent, depending on the publisher, Field said.

The mark-up on used books is 28 percent to 35 percent, depending on whether the books are purchased from the used-book wholesalers or through student book buy-backs.

The costs of business, including freight, have not been subtracted from these margins and therefore the mark-ups do not indicate overall profit, he added.