

# Student dollars sought in book store war

by William Holt

A war has raged for years between the University Bookstore in the south end of the Moyer Student Union and their sworn enemy Rebelbooks, across the street from UNLV at 4440 S. Maryland Parkway, for the ever-elusive student dollar.

Leader of the original ruling faction and manager of the University Bookstore, Nadine Purdon, sees the business as a full-service bookstore.

"We are required to carry every single learning material required by the university, even the most obscure, ambiguous or esoteric material, even books for classes that have only one or two students," said Purdon.

In the past two years, Purdon said she has more than doubled the amount of staff working in the store during peak periods to help direct students and move cash register lines faster.

The leader of the opposing faction, Rebelbooks Manager Jeanne T. Field said she and her husband, Richard Field, opened

the store three years ago to provide an alternative to the corporate-owned University Bookstore.

"I think that by far our staff is more attentive to each customer that walks through the door," said Field. "For instance, if a student knocks on the door wanting a book after hours, we'll let that student in."

While Field said Rebelbooks can't compete in all aspects with a large company like Barnes and Noble it can excel in customer service and offer the lowest prices possible.

As for the pricing at the university store, Purdon said the national average of net pricing of textbooks for university bookstores is 25 percent per book and the university store prices texts at 20 percent, offering the student a 5 percent savings.

She said the national average of time spent in line at university bookstores during peak periods is 15 to 18 minutes. She estimates the average time spent in line at the University Bookstore during peak periods is 5 to 8 minutes.

Back at Rebelbooks, Field argued the net pricing claim saying

Barnes and Noble may price their books lower at 20 percent, but Rebel Books is even lower at 10 percent.

Rebelbooks absorbs the 10 percent cost needed to pay for shipping, Field said, which keeps their prices lower. She also said she makes it a priority to have as many used books, at reduced prices, in stock as possible.

Both stores have a large supply of school supplies and Rebel

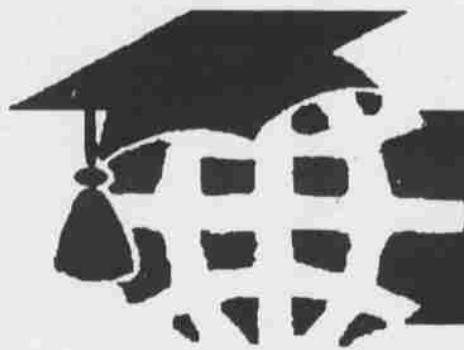
paraphernalia. In addition, the University Bookstore carries a wide variety of business supplies, magazines, comics, posters and an expansive variety of snack items. Also, the University Bookstore has just started to carry Greek gift items.

Business hours for Rebelbooks throughout the year will be Monday through Friday, 7:30 a.m. to 7 p.m., Saturday from 10 a.m. to 5 p.m., and Sunday from 12 p.m. to

5 p.m. Extended store hours lasting through September 6 are Monday and Tuesday from 7:30 a.m. to 10 p.m., Wednesday through Friday from 7:30 to 9 p.m. and Saturday from 10 a.m. to 5 p.m.

Business hours for the University Bookstore are: Monday through Thursday, 7:30 a.m. to 7 p.m., Friday, 7:30 a.m. to 4 p.m., Saturday from 11 a.m. to 3 p.m., closed on Sunday.

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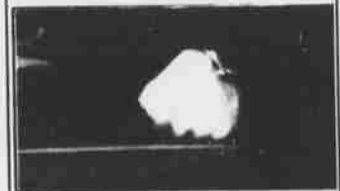
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