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Many reasons for book prices

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been affected. "We do everything we can to keep prices down," said Bookstore Director Mona Farley. "Publishers have just been unwilling to work with us."

Because publishers have refused to curb American textbook prices, online retailers have been allowed to seize the market.

The California Association of College Stores, in which Farley is a member, are very aware of the threat posed by their online competition. The GOA reported that many online retailers have been able to obtain textbooks at superior rates through foreign subsidiaries, which have allowed them to undercut their competition. The Association of American Publishers has refused to recognize the validity of the GOA report.

Since the passage of AB 2477, the bookstore staff has worked to comply with and exceed the expectations of the bill. The bookstore is working with over 10 other community colleges to leverage their purchasing sway. Their goal is to use their leverage to receive better rates from publishers and pass the savings onto their respective student populations. The bookstore is also

attempting to institute a textbook rental service, which would be in compliance with a bill vetoed by Gov. Arnold Schwarzenegger, AB 2678.

Community college bookstores cannot win a pricing war with their online competition; Ohlone's bookstore charges a 26 percent margin (the Bay Area community college bookstore average) on textbooks and are barely breaking even, said Farley. However, price is not the only measure of value. The bookstore is run specifically for Ohlone College, they offer services that online retailers cannot. "The purpose of the bookstore has always been to serve the community of this college," said Farley.

The bookstore gives \$100,000 annually to the Ohlone Community College district, \$10,000 to the Associated Students of Ohlone College and acts as the largest employer of students on the campus. And bookstore staff work with instructors to ensure their books are ordered on time and are referenced for student convenience.

The price of most textbooks in the campus bookstore is unlikely to fall in line with those online anytime soon.

Former Ohlone instructor dies

By JEROME ENGELBERTS
Editor-in-chief

On Jan. 7, former Ohlone instructor George White passed away. He was an instructor for 30 years in the BSM program, and truly enjoyed his time on the campus and the students of Ohlone.

A first-generation American, George was born in 1929 in San Francisco to immigrant parents from Scotland. He graduated from San Francisco State University in June 1953.

His career included a wide variety of experience in industrial relations and opening his own business as a Human Resource Consultant

giving training at several companies throughout the Silicon Valley.

He had a comprehensive teaching career: at Ohlone College for 30 years in the Business Supervisory Management program, in addition to teaching at Mission-West Valley College, San Jose-Evergreen College, Foothill College, and being on the ACE - the Association for Continuing Education—through the College of Notre Dame at Stanford University.

George is survived by his loving wife Paula of 48 years; and his children David and his wife Michele, and Clifford, Jeanne and three grandchildren, Jonathan, Shauna, and Katherine.

Letter to editor on cartoon issue

Continued from Page 2

them. Without understanding, our human society loses.

Insults wearing the mask of democracy will only lead to intolerance and degradation. In Europe, it is illegal, and rightfully so in my opinion, to insult the historical suffrage deemed sacred by many Jews. You can be fined and imprisoned. Jyllands-Posten, the paper that originally ran the Mohammad cartoons, decided not to run anti-holocaust cartoons because it is against the law to incite what may lead to hatred. If only we could convince the Danes to be equally sensitive to all or to none. Then would we attain fairness.

Muslims aren't angry because the prophet was depicted pictorially, contrary to hadith traditions. They aren't angry because they have been humiliated. Their anger is towards what the West has pre-

sented since this so-called war on terror began and what it means to them: disrespect of everything they stand for in a brutality insulting and barbaric manner. Muslims revere respect, the respect of Moses, Jesus, Mohammad and countless other prophets.

In the end, it is true that Joya may win the argument that these cartoons are protected under freedom of speech. But, as freedom-loving people say, we should keep them where they belong, with the fanatic, hateful and intolerant trashy magazines of skinheads and the like. Not in the mainstream media where the true values of tolerance and mercy, cherished by freedom-loving people around the world, overshadow bigotry in the name of freedom.

- THE OHLONE MUSLIM STUDENT ASSOCIATION (MSA) -

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