

## BOOKS FOR SCHOOLS AND THE TREATMENT OF MINORITIES

WEDNESDAY, AUGUST 24, 1966

HOUSE OF REPRESENTATIVES,  
AD HOC SUBCOMMITTEE ON DE FACTO SEGREGATION  
OF THE COMMITTEE ON EDUCATION AND LABOR,  
*Washington, D.C.*

The subcommittee met, pursuant to notice, at 10:15 a.m., in room 2175, Rayburn House Office Building, Hon. Adam Clayton Powell (chairman of the committee) presiding.

Present: Representatives Powell, Daniels, Hawkins, and Reid.

Also present: Dr. Eunice S. Matthew, education chief and Charles W. Radcliffe, special education counsel for minority.

Chairman POWELL. The committee will come to order.

We are happy to welcome today representatives of the textbook publishers.

We have here Dr. Austin McCaffrey, executive director of the American Textbook Publishers Institute; Mr. Craig T. Senft, president of the Silver Burdett Co.; Mr. Darrel Peterson, president of Scott, Foresman & Co.; and Mr. George Manuel Fenollosa, vice president, director, and executive committee member of Houghton Mifflin Co.

First, we will hear from Dr. McCaffrey.

### STATEMENT OF AUSTIN J. McCAFFREY, EXECUTIVE DIRECTOR, AMERICAN TEXTBOOK PUBLISHERS INSTITUTE

Chairman POWELL. Please give your name, title, and organization to the reporter.

Dr. McCAFFREY. My name is Austin J. McCaffrey. I am executive director of the American Textbook Publishers Institute, which is the trade association for publishers of educational materials. The institute has a membership of 110 firms which produce more than 95 percent of the instructional materials used in the schools, including textbooks and workbooks for elementary, secondary, and college students; encyclopedias and other reference works; maps and globes; standardized tests and classroom periodicals.

We are pleased to have the opportunity to testify before this subcommittee and report to you developments within the industry relating to the socioeconomic factors affecting education and instructional materials. My presentation includes three separate areas of educational publishing in which I think the subcommittee will be particularly interested: