

said he knew of no bibliography of integrated textbooks at the Office of Education, yet you have just pointed out that the NAACP has prepared one.

Dr. McCaffrey. Yes, it is right here.

Chairman POWELL. I just wanted to bring out that point. The Office of Education knew of no list, despite handling over \$300 million in Federal funds for books.

Is there a demand for integrated textbooks?

Dr. McCaffrey. An enormous demand.

Chairman POWELL. There is currently a hue and cry from some people that there is no demand.

Next, I would like to ask whether you believe that the changing of the color of the face in the illustrations is the only step, or do you change the content also?

Dr. McCaffrey. I think the change in the illustrations is a minor step. I think fundamentally the publishers are reorganizing subject matter and methodology in the overall method of improving textbooks.

Chairman POWELL. Considering the discussion of title VI of the Civil Rights Act yesterday by the Commissioner of Education, do you think it is justifiable to put out new textbooks with Federal funds, with one for the North and one for the South, though essentially the same book?

Dr. McCaffrey. That is the kind of question I think should be answered by publishers who publish the books.

Chairman POWELL. The publishers are here and we will ask them that question.

Thank you.

Mr. Daniels?

Mr. DANIELS. I note on page 6 of your statement where you cite the figures expended for elementary and secondary schoolbooks and that there is an increased cost of 20 percent in the elementary price and 9 percent for the secondary school textbooks. Why is there that disparity in the increase?

Dr. McCaffrey. The elementary books have had the most dramatic changes in size, illustration, and content. These changes result in very serious investments in, for example, putting out science series or reading series in a sequence for grades 4, 5, and 6.

No doubt there will be some books which will be shown here today which will illustrate the improved quality of the newer books. That is the reason. I think this increase has been quite modest over a 6-year period.

Mr. DANIELS (presiding). Do you find there has been an increased change in the subject matter in textbooks published today?

Dr. McCaffrey. Yes.

Mr. DANIELS. In response to a question by the chairman you said there is a great demand for these books. In addition to the demand, have the purchases increased?

Dr. McCaffrey. I think the individual publishers will report that sales of the new type books have been very substantial all over the country.

Mr. DANIELS. Have you any knowledge of the sales volume?

Dr. McCaffrey. I do not. Our statistics for 1966 are shaping up. We might benefit from an industry factor of as high as 15 percent in