

are attempting to do—not only at Silver Burdett and in the textbook industry, but as a nation:

Today our achievements stand side by side with the problems we must solve. Even if we want to, we cannot think of Project Apollo and forget about civil rights. We cannot enjoy prosperity and forget completely that there is still poverty in the nation and in the world.

But there are answers to even the hardest problems if people work to solve them. "Our problems are man-made," President Kennedy said. "Therefore they can be solved by man."

The people of a democracy have the right and the duty to solve their problems by watching over the laws and policies of their Government. Then they and the men they elect can turn present problems into future achievements.

Thank you for the opportunity to present Silver Burdett's position to this distinguished committee. I shall be happy to answer any question you may have.

Mr. DANIELS. Thank you, Mr. Senft.

Mr. Hawkins, do you have any questions?

Mr. HAWKINS. I merely wanted to ask, with reference to the text that you have, "Families and Their Needs." Is this a text widely used? Is it being used at the present time?

Mr. SENFT. This book came out 6 weeks ago. The second volume for grade 2 came out 2 weeks ago and the third volume we are rushing through the presses to have ready for the opening of school. I might say several schools who are independent in their school selections have already ordered this book on the basis of what they have seen so far.

The machinations of State school book adoption and the long period of time it takes make it impossible to have these books adopted in that kind of situation immediately.

Mr. HAWKINS. The answer is you don't at the present time have information as to whether or not it will be widely used in various sections of the country and distributed in the North, South, East, and West in a reasonable balance?

Mr. SENFT. Let's say that our salesmen have distributed it in two Southern States for adoption next year. It has been distributed in the North. We expect our effort to have it used widely will be very successful.

Mr. DANIELS. Your company embarked upon the publication of these new textbooks about 2 years ago?

Mr. SENFT. Three years ago.

Mr. DANIELS. Have you noticed any marked increase in sales since that time?

Mr. SENFT. Our sales have almost doubled in the past 3 years.

Mr. DANIELS. Can you give the committee some idea of the volume of sales?

Mr. SENFT. Our volume this year will be close to \$18 million.

Mr. DANIELS. In what particular area do you sell these books?

Mr. SENFT. Everywhere in the United States.

Mr. DANIELS. Do you find any lack of support for the purchase of these books in any particular part of the country with respect to the new books depicting the various minority groups?

Mr. SENFT. I think the evidence I have, sir, would indicate there is far less opposition than any of us thought we might encounter. The percentage of our business which we do in those States that are State adoption States has not changed at all in the 3 years since we adopted this policy.