

We still do the same percentage of business.

Mr. DANIELS. Your answer indicates there has been some opposition to the purchase of these integrated books?

Mr. SENFT. Sir, it is not possible for a publisher to know why someone doesn't buy his book. There are too many reasons why they may not. I have no knowledge of any instance where any of our books published in the last 3 years were rejected because we have pursued this policy.

That may not necessarily mean it was not done that way. We are not liable to know why a school district does not accept our books.

Mr. DANIELS. As the president of a publishing firm can you give me any reason why there should be an increase in charge for books with special bindings which are sold to schools?

Mr. SENFT. We are textbook publishers and have no knowledge of the practice of special bindings of textbooks. We do not publish any specially bound textbooks. We do market some library books for another publisher and these are available either with or without special library-type binding.

Mr. DANIELS. Do you furnish a discount to States or local school boards for purchasing large volume of books?

Mr. SENFT. The standard discount for textbooks is 25 percent from list price and this is available to all school districts everywhere.

Mr. DANIELS. It is available.

Mr. SENFT. Yes, sir.

Mr. DANIELS. No further questions, thank you, Mr. Senft.

Mr. SENFT. Thank you, sir.

Mr. DANIELS. Our next witness is Mr. D. E. Peterson, president of Scott, Foresman & Co.

STATEMENT OF DARREL E. PETERSON, PRESIDENT, SCOTT, FORESMAN & CO.

Mr. DANIELS. You may proceed, Mr. Peterson.

Mr. PETERSON. My name is Darrel Peterson and I am president of Scott, Foresman & Co. We are educational publishers, founded in 1896, and exclusively devoting our efforts to serving education at elementary, secondary, and college levels through most of that period.

In 1965, we acquired a small juvenile publisher, Lothrop, Lee & Shepard, to extend our service to schools by including juvenile books used in school libraries and classrooms, as well as to the trade. I have been president of Scott, Foresman & Co. since July 1964.

This year, in addition, I am serving as president of the American Textbook Publishers Institute. My previous background includes a lifetime spent in education and publishing, with experience as a teacher in the State of Washington and as a representative for Scott, Foresman in various capacities since 1936.

In 1962, Scott, Foresman and other publishers began a reappraisal of their textbooks in the light of direct requests from educational authorities, including State departments, city boards of education, and the comments of Federal officials.

This coincided with the addition to our staff of a new editor-in-chief, Dr. Kenneth W. Lund. Dr. Lund came to Scott, Foresman from a broad experience in education at all levels, including extensive involve-