

ment in urban problems in the city of Chicago. His last position, prior to coming to Scott, Foresman, was as superintendent of a suburban district outside of Chicago.

Under Dr. Lund's leadership, conferences were held with authors and editors, and a recommendation from this group to management in December of 1962 was approved, whereby new textbook series would be published which would appropriately reflect the diversified makeup of the population of our country, and include appropriate attention to the contribution minority groups have made in the development of our country.

Our primary effort was directed to three subject fields in particular in elementary textbook publishing—reading, health, and social studies. Two years ago, with 1965 copyrights, new series were launched in these three fields. These books, which are multiethnic in character, present all kinds of children in natural situations and, where appropriate, contribute to the positive imagery of the diversified composition of American society.

There were problems in obtaining from the field of juvenile literature appropriate materials, as the great majority of standard works in juvenile literature did not fit this new objective. It required considerable effort on the part of our authors and editors to accomplish adaptations which would be appropriate for the new standards expected by the adopting educational authorities.

In the last year as it became apparent to State departments and boards of education that this type of material is available, some passed resolutions requiring that all materials in the future be considered on the basis of the criteria of adequate portrayal of the multiethnic composition of our society. These statements now are available in many States and cities, and the practice of considering this type of material favorably is even more widespread.

We do not have any major problems to report in the reception of this material, other than to indicate that the adoption schedules in some States and school districts have prevented us from offering this material. Our experience tends to indicate that this direction for publishing is widely supported and expected by educational authorities and adopting teachers' committees throughout the country.

Reviewing our own experience in the last 7 years since the passage of the National Defense Education Act, and primarily in the last year since the impact of the Elementary and Secondary School Act has been felt, there seems to be no basic change in the trends in costs of books and texts.

In the last 10 years, these costs have been rising about 2 to 3 percent per year, reflecting primarily the fact that personnel who make textbooks, either in the role of author or editor, are part of the educational community of scholars.

Wage costs for all educators have been rising 4 to 5 percent per year on the average during the last 10 years. We estimate that our personnel cost comprises about 60 percent of the cost of making textbooks, and the adjustments in prices have tended to reflect this upward trend in cost of personnel.

As a final comment, I would like to offer strong endorsement for the Government's efforts to improve the quantity and quality of educational materials available to students in our schools. The educa-