

Mr. HAWKINS. I assume the changes were also related to the same subject matter. But, you found it necessary to publish one book for a particular demand and a different book, including the content and text, for another demand.

I am not trying to censor. I am trying to find out why you felt it necessary to do this and whether or not this added to the cost of the publication of this textbook because you did change it. I assume there was a difference in cost?

Mr. PETERSON. It cost more to have two programs than one; however, we also have a bigger volume of business.

Mr. HAWKINS. Why did you conclude that it was necessary to publish two different textbooks, basically the same?

Mr. PETERSON. I think we have to go back to the fact that we had, for decades, been producing basic reading programs widely used throughout the United States. There are millions of our books already in use. While the typical adoption of a change in program would take 5 or 6 years, there are many schools using books for 8 to 10 years. So we will be producing the 1962 books for several years ahead to supply orders for schools that bought the books 4 years ago.

Mr. DANIELS. Will the gentleman yield?

Mr. HAWKINS. Yes.

Mr. DANIELS. When you updated the book, as you have here, showing multiracial characters, isn't it possible for your company to abandon the old book and push sales on the new book?

Mr. PETERSON. We expect to sell most of our new adoptions in the multiethnic version.

Mr. DANIELS. Is it not normal to push the new book as the old edition becomes obsolete?

Mr. PETERSON. Not quite in 4 years. You are correct, though, we would be pushing the multiethnic book.

Mr. DANIELS. What reason is there for selling the old book of 1962?

Mr. PETERSON. We have millions of customers that order film copies of the older edition. If we refuse to publish it, we would force them to have a new adoption.

Mr. DANIELS. Would it be more logical to say we have updated that book? This is a more modern book depicting our modern society of America as it is today and, therefore, they should be pleased to get an up-to-date modern book. It seems to me that would be more appealing than to buy an old book.

Mr. PETERSON. We would agree but we have State laws and regulations that force schools to keep on using books they adopted in 1962 or 1963 before these new materials were available. Some of those contracts will last up to 1968 or 1970.

Mr. HAWKINS. What is the cost of the 1962 book and the cost of the 1965 edition?

Mr. PETERSON. They sell at the same price.

Mr. HAWKINS. Now is the 1965 edition revised to reflect changes? Would you say the 1965 is more up to date and more accurate than the 1962 edition?

Mr. PETERSON. Certainly the portrayal of characters is more representative of our society. However, let's keep in mind the fundamental purpose of this book is to teach little kids to read.

Mr. HAWKINS. We hope to achieve a little more than that, but I will not get into interpreting the objective.