

ethnic material so it is hard for me to say they didn't take our books because of that.

Mr. DANIELS. You still publish some of your old textbooks for the elementary schools. What has been your experience with regard to sales in relation to the new integrated books you are publishing and the old?

Mr. PETERSON. It depends on the subject matter field. In social studies we sell more of the new multiethnic than the old books. Schools want materials that reflect the changes. Our sales there have been higher. As for the reading texts, our sales would be still greater for the established edition than the multiethnic edition, but there we have the pressure of film orders by people using our older edition for years.

I don't have the information at hand on the brandnew adoption, if you want quantities. We don't normally give out figures as we think of them as being of sales value only to our own company. Having read in Time magazine last week a comment that there was interest in a number of these books purchased by schools, I checked back and found that since May 1, 1965, Scott, Foresman & Co. has sold over 7 million items of multiethnic materials in all our subjects. It is a very impressive amount.

Mr. DANIELS. How many items have you sold of the old edition?

Mr. PETERSON. Keep in mind it is not just the multiethnic. For instance, a dictionary is a dictionary. There are other subjects the same way. If you take all our items and take this amount as a proportion of the total, I would guess it would be 12, 13, or 14 percent, in that neighborhood. Twelve to 14 percent of total items sold have been in the multiethnic range.

Mr. DANIELS. Do you sell in all sections of the country?

Mr. PETERSON. Yes.

Mr. DANIELS. All States of the Union?

Mr. PETERSON. Yes.

Mr. DANIELS. Does your firm manufacture and distribute textbooks with binders?

Mr. PETERSON. The term "binder?" We don't use that term. All of our textbooks have a standard binding, a standard created by the Book Manufacturers Institute with help of educational adopting agencies. There are certain standards that all textbooks must meet in order to be accepted in certain States.

As a result we make all books to match those standards so they will be accepted universally throughout the country.

Mr. DANIELS. There is no difference in the makeup of the binding of your books. They are all bound the same way?

Mr. PETERSON. Yes.

Mr. DANIELS. Does your firm give discounts for the purchase of books?

Mr. PETERSON. All schools get a 25-percent discount f.o.b. point of shipment.

Mr. DANIELS. Suppose you sell directly to the students; does the same discount apply?

Mr. PETERSON. If there is just one book bought in a bookstore, there is a jobber involved. The jobber would buy at 25-percent discount and he would probably add to the sale to the child.

Mr. DANIELS. Is a jobber involved in a sale to a school?