

(d) I am aware of no problem in the past few years in connection with the failure of our publications to gain listings or to be purchased because of our treatment of integration.

(e) Changes in the price of books since the passage of the National Defense Education Act show the effects of increased costs of virtually every item going into the publication of books. The cost of editorial work, the cost of producing plates, and the cost of printing and binding have all gone up. In addition, publishers today invest more heavily in research and development than ever before.

Of more importance, perhaps, is the change in the physical characteristics of the books themselves. For example, let us look at two geometry books which we publish:

- (1) "Plane Geometry" (1957) by Morgan and Breckenridge.
- (2) "Geometry" (1963) by Morgan and Zartman.

In 1959 we manufactured 30,000 copies of the Morgan-Breckenridge book at approximately 64 cents a copy, while in 1966 we manufactured 30,000 copies of the Morgan-Zartman book at approximately \$1.60 a copy.

A table showing comparative physical characteristics of the two books is appended. (App. I.)

(The appendix referred to follows:)

APPENDIX I

	Morgan-Breckenridge	Morgan-Zartman
Number of pages.....	viii+536.....	viii+616+24(TV).
Page trim size.....	5½ by 7¼.....	6¾ by 9¾.
Number of inks used throughout.....	1.....	2.
Transparent overlays.....	0.....	3 sets of 8 pages each.
Square inches of contents.....	23,273.....	37,895 (62 percent more).

Mr. FENOLLOSA. (f) The directors of the American Book Publishers Council and the American Textbook Publishers Institute can speak with more authority than I with regard to the anticipated needs for increased expenditures by schools for text and library books. However, I will give another example from our books in mathematics.

In the case of the first-year algebra book that we were selling widely in 1957 (Algebra for Problem Solving, book 1, by Freilich, Berman, and Johnson), we had available for purchase only the student's book, a teacher's manual, a solution key to problems, and a set of practice and achievement tests.

In the case of the first year algebra book which has now replaced the earlier book (Modern Algebra, book 1, by Dolciani, Berman, and Freilich), we publish, in addition to the pupil's textbok, a programed practice book for students, three series of progress tests, a set of overhead visuals for class use, a teacher's annotated edition, solution keys, assignment guides, and editions having various combinations of answers. In 1966 there are 45 separate items listed for purchase under our newest first year algebra. With the 1957 book, there are only 11 items.

To reach the student of today, teachers demand more and different kinds of educational materials than they needed just a few years ago.