

southern region or the sales of every State and, if possible, a sampling of your integrated editions?

Mr. FENOLLOSA. Our company does not publish the sales figures. I would be happy to do it on the integrated editions but we usually do not on all books because of the highly competitive nature of our market.

Dr. MATTHEW. You could do it for the integrated?

Mr. FENOLLOSA. We could do it. I have the information, but I would prefer not to make it public.

Dr. MATTHEW. Could you tell us the States they are selling in?

Mr. FENOLLOSA. The series of readers mentioned in my report is going to be very widely used in Texas. It was one of five placed on the Texas State list.

Dr. MATTHEW. Will you tell us which other Southern States will be using it?

Mr. FENOLLOSA. This is a new book this year and Texas has been the first testing ground this series has been offered for. I don't have the other information. I can write to you about that, if there are other States.

Mr. DANIELS. Without divulging any trade secrets would it be possible to list the information in percentages rather than in specific numbers?

Mr. FENOLLOSA. I would guess that this year the new 1966 reading series will be selling probably at the rate of five times as much as the earlier series which was dated 1963. This is the one that is being pushed everywhere for new adoptions. The only reason we are keeping the other one in print is because of prior commitments to furnish them.

Mr. DANIELS. Do you know of any refusal on the part of any school boards to purchase these new books?

Mr. FENOLLOSA. No, sir; I do not.

Dr. MATTHEW. How long will it take these contracts to expire? Will you be issuing dual editions for the next 20 years?

Mr. FENOLLOSA. I believe the longest is 8 years. I don't believe we entered into any 8-year contracts or have entered into any 8-year contract during the last 2 years for these particular books.

Dr. MATTHEW. So, for at least 8 years, some school systems will be having the lily-white edition; they won't be getting the integrated edition?

Mr. FENOLLOSA. Unless the State itself lets us off the hook and decides to change it.

Dr. MATTHEW. In view of the policy statement you mentioned in the beginning of your paper it seems rather interesting that this would be continuing for as long as you said. Does it cost considerably more—let me put it this way, is it cheaper to produce an integrated edition to be used in all schools than to carry the two editions?

Mr. FENOLLOSA. I think it is always more expensive to have two editions. It increases the inventory.

Dr. MATTHEW. Now you have three, the old dual edition plus the new edition?

Mr. FENOLLOSA. We never had an old dual edition. The book mentioned in my report is the 1966 edition. That is the only one we ever published. We never had two versions. This takes the place of the