

Mr. BRADEMAs. I know Mr. Locke's testimony is not much longer. In my view it is extremely well prepared. I think we might let him go ahead and read the balance of it.

Mr. BURTON. With that suggestion, you may proceed, Mr. Locke.

Now, that we have the time problem out of the way, don't feel the need to rush through what you have to say.

Mr. LOCKE. It is difficult to comment precisely about this matter because we submit all books and films wherever possible and whenever we think that a school is either interested in them or has the funds to buy them or has called for a specific adoption.

Since we are competing against the books and other materials of all publishers, we are obviously not successful in every presentation we make. As a rule, the selecting authority, which varies from system to system and State to State, and which can be an individual, a committee, or a State board, does not provide us with an explanation as to why our book was not selected.

In an effort to get some precise information about the pattern of sales for some of our books and films that are particularly forthright in their treatment of minority groups, I have obtained the sales records for the first half of 1966 of most of the books and films cited earlier in this statement, and they are included in the exhibit that I am submitting to the committee. I have studied these sales reports and do not feel that I can draw any valid conclusions from them.

Trends in the costs of books and tests since the passage of NDEA and up to and including ESEA

I assume that the committee wants to know what has happened to the prices of books and films that have sold best because of such Federal programs as NDEA and ESEA. I can make the following statements for McGraw-Hill:

1. NDEA had its principal impact for us in the sale of films and filmstrips, although the impact was not significant until about 1962 or 1963. Although costs have risen, our film and filmstrip prices have changed very little in recent years, as the following table will show for the past 5 years:

Year	Prices changed	Percent of total titles	Effect on total price-level (percent)
1962.....	113	10.3	±1.0
1963.....	79	7.2	±3.0
1964.....	56	5.6	±0.5
1965.....	None	-----	No change
1966.....	25	2.5	±0.2

2. The impact on our sales of ESEA has naturally been very recent—in fact, almost entirely during 1966—and principally in the sale of reading programs. McGraw-Hill is the publisher of "Programed Reading," developed by Dr. M. W. Sullivan, and its sales have risen sharply this year. The table in appendix 5 shows the prices of all the units of "Programed Reading" since publication of the first units in 1963. The increases have been extremely nominal.