

APPENDIX 4

*Books for the General Public, Magazine Articles and Advertising**Books for the general public*

Conant: Slums and Suburbs (1961).
 Davie: Negroes in American Society (1949).
 Humphrey: War on Poverty (1964).
 Kvaraceus et al: The Negro Self-Concept (1965).
 Sutherland: Letters From Mississippi (1965).
 Young: To Be Equal (1964).

Magazine articles

Copies of articles and editorials from *Today's Secretary*, *Business Education World*, and *Nation's Schools* are attached.

Advertising

Samples of our advertising for books and films are also included in the exhibit.

APPENDIX 5

Sullivan programed reading series

Title	1963	1964	1965	1966
Pre-reading	1.11	(1)	(1)	(1)
Primer	.93	(1)	(1)	0.99
Book 1	.99	(1)	(1)	(1)
Book 2	.99	(1)	(1)	(1)
Book 3	.99	(1)	(1)	(1)
Books 4-10	.99	(1)	(1)	1.11
Books 11-14		0.99	(1)	1.11
Books 15-21			0.99	1.23
Teacher's Alphabet Cards	2.70	(1)	(1)	(1)
Student's Alphabet Cards	1.38	(1)	(1)	(1)
Sound Symbol Cards	1.35	(1)	(1)	1.44
Teacher's Guide to Programed Reading		1.35	(1)	(1)
Test Booklet, Series 1			.69	.72
Placement Examinations			6.00	(1)
Guide to Placement Examinations			.24	(1)
Programed Reading Filmstrip 1		3.75	(1)	(1)
Programed Reading Filmstrip 2		3.75	(1)	(1)
Programed Reading Filmstrip 3		3.75	(1)	(1)
Programed Reading Filmstrip 4		3.75	(1)	(1)
Programed Reading Filmstrip 5		3.75	(1)	(1)
Programed Reading Filmstrip 6		3.75	(1)	(1)
Programed Reading Filmstrip 7		3.75	(1)	(1)
Teacher's Guide to Filmstrips		.72	(1)	(1)
Teacher's Guide to Series 2		.99	(1)	1.11
Storybooks 1-3		.99	(1)	1.11
Storybooks 4-7			1.11	1.23

¹ No change.

Mr. BURTON. Mr. Brademas?

Mr. BRADEMAS. Thank you very much. I would like to say at the outset that I found your statement a most impressive one for a couple of reasons: one, you didn't pretend you had solved all the questions, and, two, you raised relevant issues.

Have you found at McGraw-Hill any resistance in selling your textbooks on the part of school systems because, as you indicated, the materials you produce are integrated?

Mr. LOCKE. Let me answer a couple of different ways. There is no specific evidence, that I know of, of resistance on the part of school boards, teachers, or any other authorities to buy textbooks which are notably integrated.

However, I can't help believing there is some resistance because people choose textbooks for all sorts of different reasons. There must be some people in this country who would prefer not to use integrated textbooks. However, we have no specific evidence of that.