

That prices for textbooks and associated supplementary teaching materials have risen in the years since the passage of the National Defense Education Act is a fact not to be disputed. To deduce, however, that there is a cause and effect relationship is erroneous. The product sold today is materially different from that sold at the time of enactment of that legislation.

Changes in content, format, use of color, coupled with significant increases in all costs have created the pressures manifested in higher prices. There is no indication that these same pressures lessened in any way last year so far this year.

Future needs for increased expenditures for textbooks are eloquently expressed by the educators and their professional societies. Comparison studies by School Management magazine showed that expenditures per pupil for text materials vary widely over the country. Hopefully, the money spent as a result of the passage of the Elementary and Secondary Education Act may help to alleviate the imbalance in such figures.

Thank you, and I would be pleased to answer any questions you have and I have some of these books if you would like them as exhibits.

Mr. BURTON. Do you feel that the presentation of this multiethnic material to a State textbook commission in any way prejudices the possibility that your other titles will be given any consideration?

Mr. SACKETT. We have had no such experience whatsoever. Several years ago we were curious as to whether this might happen. It has not at all.

Mr. BURTON. In listening to a few of our witnesses I have been left with the impression that in some States publishers have not, in effect, tried to sell this material to these State educational agencies. It is too late to pursue it because they have left.

I may or may not be right in this impression, but that is the one that has been left with me.

Mr. SACKETT. Is that a question for me?

Mr. BURTON. Do you have a reaction to that?

Mr. SACKETT. Our integrated programs in languages have been submitted for adoption and have been accepted in States where we might have some disadvantaged. The social studies program is so new it has not been submitted to any States and it should be added it is rather urban in nature. This could disqualify it in some instances.

Mr. BURTON. Do you intend to promote these new materials and make an effort to sell them to all of the States?

Mr. SACKETT. Very definitely, yes.

Dr. MATTHEW. This new series that you refer to is a very interesting series. However, as you said, it has not yet been launched so it is hard to tell how it will be received.

I wonder what you plan to do about social studies for the junior and senior high school level. We have had several statements in the hearing here about the distorted view of history students get.

Mr. SACKETT. We have not been a large publisher of junior and high school social studies books. Our activities have been directed toward building the philosophy indicated in my testimony. The indication to date has been that we have not had many books of that nature with any success.

Dr. MATTHEW. Is there any need for that kind of correction of distorted ideas in materials that children read at the elementary school level?