

The data show here that the cost of printed materials has gone up substantially but has probably not risen more than for other consumer items. Whether the impact of Federal funds has driven prices further upward cannot be determined at this time because the effect of Federal legislation passed in 1965 will begin to make its impact only in 1966 purchases. The book price trend will be apparent only when 1966 cost figures are released in January of 1967.

PROBLEMS IN CONNECTION WITH PHYSICAL MAKE UP OF BOOKS FOR USE IN SCHOOLS

Early in 1965, librarians of large public libraries expressed concern over the cost of net priced juvenile books. Their complaints related to alleged net price agreements which prevent wholesalers from discounting such books in their sales to schools and libraries.

The binding of books follows three basic patterns. Adult and juvenile *trade books*, generally produced for book store sales, are sold to libraries through wholesalers at discounts up to 40%. Such books survive about 25 circulations and when demand requires are rebound in heavy covers and are ready for approximately another 150 circulations.

Publishers Library or Reinforced Editions, primarily used for children's books, are frequently but not always in more sturdy bindings. They are not sold in bookstores and are usually higher priced than the trade edition. Such books are usually sold to libraries at the suggested net price or at times at a standard discount of 25%. *Library Pre-Bound Books*, usually juvenile, are bound according to Library Binding Institute Standards—by Library Binders from loose sheets purchased from publishers. These books stand about 140 circulations and are usually more expensive than net priced books in publishers library or reinforced editions.

These problems were discussed by librarians and publishers during hearings held in March of this year by the Anti-Trust and Monopoly Subcommittee of the Senate Committee on the Judiciary.

We believe that a partial solution will be found when the American Library Association releases its new performance standards for various types of bindings. These standards, as well as relevant testing equipment, were developed over the last three years. The standards will help determine the type of binding a library purchases. The related topic of net pricing will have to await other solutions.

EFFORTS OF THE PUBLISHING INDUSTRY TO FILL READING NEEDS OF THE SCHOOL POPULATION

Publishing in America can be traced to 1639 when the first book was produced in Massachusetts. From Colonial times to the present some reading materials have been imported, particularly in foreign languages and literature, and, since the end of the Second World War, in science. These importations have averaged between ten and sixteen percent of titles and about 1% of the dollar expenditure for books. Academic libraries are the primary purchasers of these books.

The publishing industry has expanded markedly over the years, as shown by the following comparison of total population and book title production over the last 35 years:

	1930	1950	1965	Percent increase, 1930-65
Population, in millions.....	123.1	152.3	194.0	58
New book titles, in thousands.....	10.0	11.0	28.6	186

Thus the production of new book titles has increased by more than three times the rate that population has increased. During recent years the most remarkable change occurred in paperback publishing. Previously, this sector of the publishing industry had produced chiefly books of fiction and other relatively light kinds of reading fare, including some which were considered salacious or otherwise undesirable material for the school population. Until the mid-1950's the paperbacks comprised only some 10% of all titles published annually. As table 12 indicates, during the last decade the proportion of paperbacks has risen from one-ninth to one-third of all titles.