

TABLE 6.—Average list price for books in education, children's, and all categories: United States, selected years, 1947-49 to 1960¹

Year (1)	Average price of books			Index of change using 1947-49 as base period		
	All categories (2)	Education (3)	Children's (4)	All categories (5)	Education (6)	Children's (7)
1947-49.....	\$3.59	\$3.39	\$2.11	100.0	100.0	100.0
1953.....	4.13	4.23	2.26	115.0	124.8	107.1
1956.....	4.61	4.47	2.50	128.4	131.9	118.4
1958.....	5.12	4.75	2.73	142.6	140.1	129.4
1960.....	5.24	4.97	2.74	146.0	146.6	129.8
1961.....	5.81	4.89	2.77	162.0	144.2	131.3
1962.....	5.90	5.64	2.77	164.3	166.3	131.3
1963.....	6.55	5.71	2.94	182.4	168.4	139.3
1964.....	6.93	5.50	3.06	193.0	162.2	145.0
1965.....	7.65	5.78	3.11	214.2	170.5	147.6

¹ Excludes data for paperbacks, textbooks, Government documents, encyclopedias, book club books, and books published in previous years.

Source: January statistical issue of Publisher's Weekly and the R. R. Bowker Annual.

TABLE 7.—Average subscription price for periodicals in education, children, and all categories: United States, 1947-49 to 1965

Year (1)	Average price of periodicals			Index of change using 1947-49 as base period		
	All categories (2)	Education (3)	Children's (4)	All categories (5)	Education (6)	Children's (7)
1947-49.....	\$3.62	\$2.65	\$1.44	100.0	100.0	100.0
1950.....	3.91	3.04	1.60	108.0	114.7	111.1
1951.....	4.02	3.20	1.62	111.0	120.8	112.5
1952.....	4.12	3.32	1.69	113.8	125.3	117.3
1953.....	4.24	3.50	1.73	117.1	132.1	120.1
1954.....	4.34	3.62	1.79	119.9	136.6	124.3
1955.....	4.44	3.66	1.82	122.7	138.1	126.3
1956.....	4.56	3.74	1.85	126.0	141.1	128.4
1957.....	4.70	3.82	1.91	129.8	144.2	132.6
1958.....	4.92	4.00	2.00	135.9	150.9	138.8
1959.....	5.13	4.16	2.05	141.7	157.0	142.3
1960.....	5.32	4.19	2.06	147.0	158.1	143.0
1961.....	5.63	4.34	2.29	155.5	163.8	153.4
1962.....	5.92	4.62	2.44	163.5	174.3	169.4
1963.....	6.31	4.90	2.57	174.3	184.9	178.4
1964.....	6.64	5.00	2.50	183.4	188.7	173.6
1965.....	6.95	5.14	2.61	192.0	194.0	181.3
1966.....	7.44	5.58	2.71	205.5	210.5	188.3

Source: Index of library materials, published annually in R. R. Bowker Annual and HEW Trends.

TABLE 8.—Average price per copy received by publishers for textbooks, by educational level: United States, 1957-65¹

Year (1)	Average price per copy received by publishers for textbooks			Index of change using 1957-59 as the base period		
	Elementary (2)	High school (3)	College (4)	Elementary (5)	High school (6)	College (7)
1957-59.....	\$1.33	\$2.52	\$3.78	100	100	100
1960.....	1.51	2.72	3.92	114	108	104
1961.....	1.48	2.77	3.85	111	110	102
1962.....	1.58	2.74	3.87	119	109	102
1963.....	1.65	2.80	3.93	124	111	104
1964.....	1.75	2.77	3.93	132	110	104
1965.....	1.85	2.77	4.04	139	110	107

¹ Data are for both hardbound and softbound textbooks. Note that the base period of 1957-59 used in tables 8-10 is a decade later than that used in tables 1-3.

Source: Tables 8-10 were prepared by Stanley B. Hunt & Associates for the American Textbook Publishers Institute, New York City.