

TABLE 9.—Average price per copy received by publishers for workbooks,<sup>1</sup> by educational level: United States, 1957-65

| Year         | Average price per copy received by publishers for workbooks |             |         | Index of change using 1957-59 as the base period |             |         |
|--------------|-------------------------------------------------------------|-------------|---------|--------------------------------------------------|-------------|---------|
|              | Elementary                                                  | High school | College | Elementary                                       | High school | College |
| (1)          | (2)                                                         | (3)         | (4)     | (5)                                              | (6)         | (7)     |
| 1957-59..... | \$0.48                                                      | \$0.91      | \$1.72  | 100                                              | 100         | 100     |
| 1960.....    | .52                                                         | .95         | 1.83    | 108                                              | 104         | 100     |
| 1961.....    | .53                                                         | .97         | 1.82    | 110                                              | 106         | 106     |
| 1962.....    | .54                                                         | 1.07        | 1.84    | 112                                              | 118         | 106     |
| 1963.....    | .57                                                         | 1.08        | 1.82    | 118                                              | 119         | 106     |
| 1964.....    | .59                                                         | 1.08        | 1.88    | 123                                              | 119         | 109     |
| 1965.....    | .63                                                         | 1.11        | 1.96    | 130                                              | 122         | 114     |

<sup>1</sup> Data are for softbound workbooks.

TABLE 10.—Average price per copy received by publishers for juvenile books and adult trade books: United States, 1957-65

| Year         | Juvenile books |                 | Adult trade books |           |                          |           |
|--------------|----------------|-----------------|-------------------|-----------|--------------------------|-----------|
|              |                |                 | Price per copy    |           | Index using base 1957-59 |           |
|              | Price          | Index (1957-59) | Hardbound         | Softbound | Hardbound                | Softbound |
| (1)          | (2)            | (3)             | (4)               | (5)       | (6)                      | (7)       |
| 1957-59..... | \$1.18         | 100             | \$2.16            | \$0.70    | 100                      | 100       |
| 1960.....    | 1.20           | 103             | 2.16              | .64       | 100                      | 91        |
| 1961.....    | 1.25           | 106             | 2.23              | .60       | 103                      | 86        |
| 1962.....    | 1.24           | 105             | 2.34              | .63       | 108                      | 90        |
| 1963.....    | 1.46           | 124             | 2.45              | .63       | 113                      | 90        |
| 1964.....    | 1.50           | 127             | 2.42              | .71       | 112                      | 101       |
| 1965.....    | 1.38           | 117             | 2.50              | .79       | 116                      | 113       |

TABLE 11.—Number and percent of total titles and paperback titles, selected years, 1955-65

| Year      | Number of all book titles | Number of paperback titles | Paperbacks as percent of total |
|-----------|---------------------------|----------------------------|--------------------------------|
| 1955..... | 12,589                    | 1,374                      | 11                             |
| 1957..... | 13,142                    | 1,469                      | 11                             |
| 1959..... | 14,876                    | 1,912                      | 13                             |
| 1961..... | 18,060                    | 2,615                      | 15                             |
| 1963..... | 25,784                    | 8,631                      | 34                             |
| 1964..... | 23,451                    | 9,287                      | 33                             |
| 1965..... | 28,595                    | 9,317                      | 33                             |

Source: Tables 8-10 are from the chapter by F. L. Schick on "The Recurring Emergence of American Paperbacks," in "Book in America's Past," Dave Kaser, editor. University Press of Virginia, 1966.

TABLE 12.—Production of fiction and nonfiction paperback titles, 1955-65

| Year      | Total number of paperback titles | Percent fiction | Percent nonfiction |
|-----------|----------------------------------|-----------------|--------------------|
| 1955..... | 1,374                            | 61              | 39                 |
| 1957..... | 1,469                            | 62              | 38                 |
| 1959..... | 1,912                            | 52              | 48                 |
| 1961..... | 2,615                            | 49              | 51                 |
| 1963..... | 8,631                            | 20              | 80                 |
| 1964..... | 9,287                            | 20              | 80                 |
| 1965..... | 9,317                            | 20              | 80                 |