

TOTAL NUMBER, VALUE & PRICE PER UNIT OF TEXTBOOKS SOLD

TYPE OF BOOK	THOUSANDS OF DOLLARS						THOUSANDS OF UNITS					
	1960	1961	1962	1963	1964	1965	1960	1961	1962	1963	1964	1965
ELEMENTARY (GRADES THRU 8)												
1. Textbooks-Hard Bound	95,230	101,360	103,315	113,600	122,570	136,910	50,925	54,495	52,710	55,690	57,275	60,850
3. Teachers' Editions	2,575	2,600	2,680	2,780	3,085	3,370	1,890	1,870	1,885	1,960	2,060	2,320
2. Textbooks-Paperbound	8,490	9,995	10,510	12,680	12,675	15,465	17,690	20,395	19,110	20,450	19,505	20,900
SUB-TOTAL TEXTBOOKS	106,295	113,955	116,505	129,060	138,330	155,745	70,505	76,760	73,705	78,100	78,840	84,070
5. Workbooks	39,210	40,655	45,130	49,600	53,980	61,540	75,500	76,600	82,800	87,900	91,500	98,500
6. Objective Tests	1,645	1,895	2,260	2,460	2,825	3,140	21,905	23,685	25,120	27,320	31,410	31,400
7. Manuals, etc.	1,250	1,495	1,655	2,030	1,715	3,025						
TOTAL ELEMENTARY ABOVE	148,400	158,000	165,550	183,150	196,850	223,450						
HIGH SCHOOL (GRADES 9 to 12 incl)												
8. Textbooks-Hard Bound	67,630	76,740	85,255	97,045	101,450	110,525	23,080	25,080	26,810	30,330	32,100	34,540
9. Textbooks-Paperbound	3,020	3,945	5,685	7,820	8,745	9,215	2,905	4,025	6,425	7,170	7,745	8,610
SUB-TOTAL TEXTBOOKS	70,650	80,685	90,940	104,865	110,195	119,740	25,985	29,105	33,235	37,500	39,845	43,150
11. Workbooks	11,010	12,160	13,625	15,300	17,255	18,590	11,650	12,600	12,730	14,165	15,970	16,750
12. Objective Tests	580	630	805	995	980	1,090	1,410	1,465	1,780	2,140	2,135	2,225
13. Manuals, etc.	260	325	380	390	670	1,130						
TOTAL HIGH SCHOOL ABOVE	82,500	93,800	105,750	121,550	129,100	140,550						
COLLEGE (GRADES 13 & OVER)												
14. Textbooks-Hard Bound	95,165	106,975	120,110	135,840	157,910	181,965	21,005	23,510	25,665	27,330	31,455	34,400
15. Textbooks-Paperbound	6,380	9,370	12,120	17,680	23,055	30,415	4,905	6,690	8,475	11,695	14,620	18,130
SUB-TOTAL TEXTBOOKS	101,545	116,345	132,230	153,520	180,965	212,380	25,910	30,200	34,140	39,025	46,075	52,530
17. Workbooks	5,270	5,115	5,915	6,390	7,060	8,405	2,880	2,810	3,215	3,510	3,750	4,290
18. Objective Tests	85	190	255	290	175	215						
19. Manuals, etc.												
TOTAL COLLEGE ABOVE	106,900	121,650	138,400	160,200	188,200	221,000						

DOLLARS PER UNIT

TYPE OF BOOK	1960		1961		1962		1963		1964		1965	
	AYER	RANGE	AYER	RANGE	AYER	RANGE	AYER	RANGE	AYER	RANGE	AYER	RANGE
ELEMENTARY (GRADES THRU 8)												
1. Textbooks-Hard Bound	1.87	1.18-2.75	1.86	1.21-2.78	1.96	1.22-2.90	2.04	1.25-2.92	2.14	1.28-3.07	2.25	1.39-3.08
3. Teachers' Editions	1.36	0.61-3.26	1.39	0.67-3.26	1.42	0.74-3.26	1.42	0.70-3.53	1.50	0.59-3.55	1.45	0.63-3.60
2. Textbooks-Paperbound	0.48	0.21-0.88	0.49	0.21-0.92	0.55	0.22-1.28	0.62	0.24-1.35	0.65	0.25-1.40	0.74	0.24-1.42
SUB-TOTAL TEXTBOOKS	1.51		1.58		1.58		1.65		1.75		1.85	
5. Workbooks	0.52	0.29-0.89	0.53	0.29-0.90	0.54	0.28-0.86	0.56	0.28-0.88	0.59	0.25-0.94	0.62	0.25-1.13
6. Objective Tests	0.07	0.02-0.23	0.08	0.02-0.28	0.09	0.02-0.27	0.09	0.03-0.25	0.09	0.06-0.29	0.10	0.08-0.32
HIGH SCHOOL (GRADES 9 to 12 incl)												
8. Textbooks-Hard Bound	2.93	1.67-3.90	3.06	1.67-4.60	3.18	1.61-4.32	3.20	1.68-4.76	3.16	1.64-4.63	3.20	1.85-4.66
9. Textbooks-Paperbound	1.04	0.35-2.33	0.98	0.35-2.41	0.88	0.32-2.16	1.09	0.41-2.25	1.13	0.39-2.58	1.07	0.39-2.60
SUB-TOTAL TEXTBOOKS	2.72		2.77		2.74		2.80		2.77		2.77	
11. Workbooks	0.94	0.28-1.57	0.96	0.28-1.79	1.07	0.28-2.18	1.08	0.28-1.90	1.08	0.27-2.00	1.11	0.30-2.16
12. Objective Tests	0.41	0.20-0.79	0.43	0.24-0.85	0.45	0.21-0.89	0.46	0.21-0.91	0.46	0.17-0.89	0.49	0.16-0.70
COLLEGE (GRADES 13 & OVER)												
14. Textbooks-Hard Bound	4.53	2.33-6.96	4.55	2.33-6.70	4.68	2.41-6.96	4.97	2.69-7.01	5.02	2.70-6.86	5.29	2.86-7.29
15. Textbooks-Paperbound	1.30	0.79-2.76	1.40	0.76-3.00	1.43	0.65-3.07	1.51	0.70-3.95	1.58	0.75-3.90	1.68	0.94-3.68
SUB-TOTAL TEXTBOOKS	3.92		3.85		3.87		3.93		3.93		4.04	
17. Workbooks	1.83	0.95-3.02	1.82	0.97-3.16	1.84	1.00-3.32	1.82	1.00-3.42	1.88	1.10-3.69	1.96	1.11-3.94

1965 TEACHERS' EDITIONS DETAIL

	THOUSANDS		DOLLARS PER UNIT	
	\$	UNITS	AYER	RANGE
Hard Bound	2,555	1,215	2.10	1.05-3.05
Paperbound	815	1,105	0.73	0.63-1.98
TOTAL ABOVE	3,370	2,320	1.46	

Nominal programed book data are included with hard bound data.
For corresponding 1954-1959 data see earlier surveys.
The ranges shown are company averages.

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