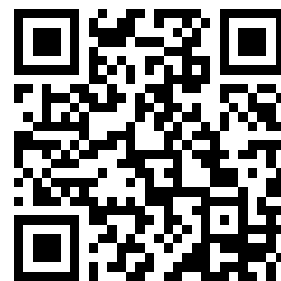

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U.S. Office of Education. Library Services Branch.
The cost of library materials; price trends of
publications, 1961. (Its library statistics)



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U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
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THE COST OF LIBRARY MATERIALS: Price Trends of Publications*

By Frank L. Schick, Assistant Director,
Library Services Branch, Office of Education,
and William H. Kurth, Chief, Circulation Division,
National Library of Medicine, Public Health Service.

The four major types of American libraries, while distinguished by their clientele, collections, and the training of their staffs, have as their common purpose "the conservation and organization of the world's resources of recorded thought and fact so as to make them available for present and future users."¹ To this end they assemble, preserve, and administer books and related educational materials in organized collections, in order to promote through guidance and stimulation an enlightened citizenship and enriched personal lives.²

This publication provides information on the quantity of U. S. trade books published over the last 30 years and on the prices of books, periodicals, and serial services which will be of assistance in library planning, budgeting, and the maintenance of balanced collections. In addition to printed materials, libraries also purchase audiovisual materials and the equipment for their use for which no cost data are available.

While it could be stated only 4 years ago that "as a business, book publishing represents less than one five-hundredth of the nation's 350-400 billion dollar economy" and "consumes far less than 1 percent of the United States output of paper,"³ the expenditure for printed materials remains one

* This publication was prepared in cooperation with Helen M. Welch, William H. Huff, and Norman B. Brown, University of Illinois, and Avis Zebker, Chairman, and members of the Cost of Library Materials Index Committee, Acquisitions Section, Resources and Technical Services Division, American Library Association.

¹Leigh, Robert D., The Public Library in the United States, New York, Columbia University Press, 1960, p. 12.

²Op. cit. p. 16.

³Grannis, Chandler B., ed., What Happens In Book Publishing, New York, Columbia University Press, 1957, p. 5.

of the main expenses of libraries. These materials present one of the major cultural contributions of the nation. Publishing is essential to the conduct of private and public business because it serves to communicate ideas and to record them permanently. Estimates for 1959 indicated that American libraries spent close to \$128 million for books, periodicals, and binding.⁴ For books alone the expenditure was somewhere between \$94 and \$106 million.⁵

Purchase of Printed Materials and Library Book Budgets

Printed materials purchased by libraries fall into three groups:

- (1) Currently printed domestic materials which are obtained directly from the publishers or through jobbers.
- (2) Currently printed foreign materials which can be obtained from foreign publishers but are usually purchased from domestic importers or foreign exporters serving as jobbers.
- (3) Domestic and foreign out-of-print materials which can no longer be had from the original publishers but which can be bought from specialized second-hand dealers here and abroad.

The cost of out-of-print materials is based on the original list price, the size of edition, and the laws of supply and demand. The price of foreign books depends on these factors and also on fluctuating exchange rates.

No general guidelines for the acquisition of these materials can be stated because different libraries operate under different acquisition policies and arrangements. International book publishing statistics are given in the 1961 edition of the American Library and Book Trade Annual.⁶

The term "book budget" is meant here to include that part of a library's operating expenditure statement which consists of outlays for all types of library materials. To plan this item from year to year, libraries consider in relation to available financial resources changes in the composition and number of their clientele, in the variety of available materials, in the cost of library materials, and in other related factors. Among these, the maintenance of special collections, the ratio of graduate students to all students, faculty interests, and specific educational and research programs are taken into consideration.

Changes in the Composition of the Library's Clientele

School, academic, and special librarians are keenly aware of their service population, the number of students, faculty members, researchers, and general readers. Public librarians are familiar with the residents in

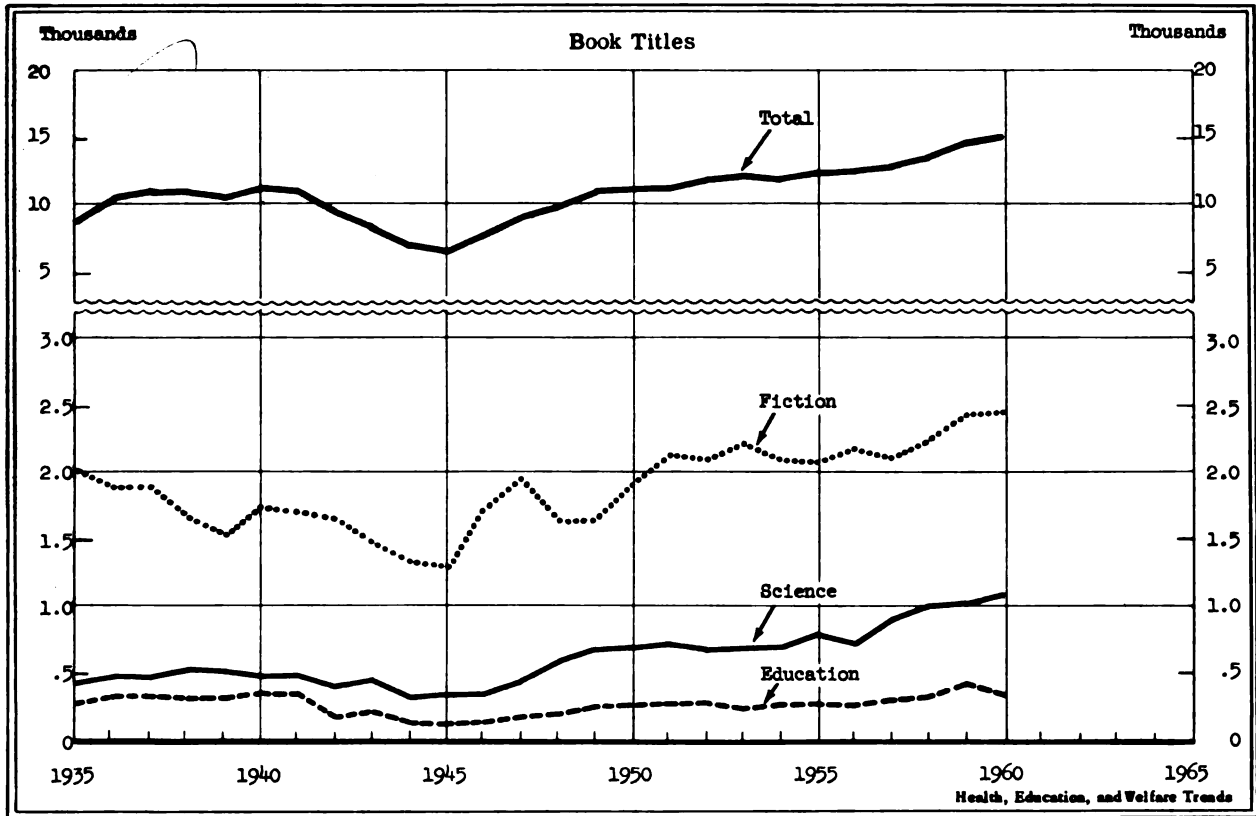
⁴"Library Book Budgets," American Library and Book Trade Annual 1961, New York, R. R. Bowker Co., 1960, p. 5.

⁵"The Library Market," op. cit., p. 60.

⁶"International Book Production Statistics," op. cit., p. 80-82.

CHART I.--BOOK TITLES¹

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¹Source.--Health, Education, and Welfare Indicators, Washington, U. S. Government Printing Office, March 1961, p. 47. Data compiled from annual series in Publishers' Weekly (New York, R. R. Bowker Co., 1931-1961).

their area and the percentage of heavy and light users. The U. S. Office of Education supplies information on the expenditures and other activities of school, academic and public library users through statistical surveys on a nationwide recurring basis.⁷

The Variety of Available Materials

Information on published materials is obtained from the wide variety of bibliographies and selection tools available to the library profession. Statistical data on titles produced annually exist only for trade books which have been published regularly by Publishers' Weekly. A summary of these data covering the last 30 years is presented in chart 1 and table I.

⁷Schick, Frank L., "The Research and Statistical Program of the Library Services Branch," ALA Bulletin, 55:409-12, May, 1961.

TABLE I.--U. S. Book Production by International Classification and Year, 1930-1960

International classification	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939
Total	10,027	10,307	9,035	8,092	8,198	8,766	10,436	10,912	11,067	10,640
Agriculture, Gardening	74	93	75	60	57	85	140	130	136	129
Biography	792	775	685	545	485	548	699	660	662	628
Business	210	199	148	139	159	193	234	318	359	357
Education	240	255	248	165	179	266	332	334	313	315
Fiction	2,103	1,942	1,988	1,806	1,899	2,039	1,899	1,896	1,663	1,547
Fine Arts	230	221	189	196	164	209	230	302	287	288
Games, Sports	142	170	182	154	134	175	243	230	213	219
General Literature and Criticism..	539	494	387	295	359	446	560	337	562	584
Geography, Travel	385	387	278	243	264	212	345	327	366	357
History	431	487	465	464	487	447	753	934	857	804
Home Economics	55	81	75	71	79	57	110	93	89	100
Juvenile	935	1,018	718	626	601	670	843	967	1,041	949
Law	75	126	109	91	62	93	149	149	148	163
Medicine, Hygiene	318	419	380	360	350	298	406	485	390	431
Music	62	80	65	72	52	80	127	92	124	124
Philology	215	264	194	211	189	197	222	297	295	286
Philosophy, Ethics	295	296	264	219	213	185	120	152	104	102
Poetry, Drama	696	711	573	501	561	594	808	754	744	653
Religion	834	786	687	632	602	588	710	811	821	697
Science	462	452	387	357	384	435	481	473	525	523
Sociology, Economics	523	632	650	621	674	691	535	753	838	854
Technical and Military Books	351	354	219	218	194	219	390	342	454	452
Miscellaneous	60	65	69	46	50	39	100	76	76	78

TABLE I.--U. S. Book Production by International Classification and Year, 1930-1960.--Continued

International classification	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949
Total	11,328	11,112	9,525	8,325	6,970	6,548	7,735	9,182	9,897	10,892
Agriculture, Gardening	139	110	100	98	44	50	55	97	162	191
Biography	647	599	542	473	422	392	456	518	513	595
Business	402	390	261	146	120	152	216	228	223	306
Education	349	345	217	256	144	124	147	194	199	254
Fiction	1,736	1,711	1,663	1,478	1,340	1,293	1,722	1,966	1,643	1,644
Fine Arts	222	254	187	175	140	178	267	249	336	347
Games, Sports	182	144	149	89	80	68	134	168	199	235
General Literature and Criticism..	536	505	400	301	267	265	337	400	473	535
Geography, Travel	308	272	259	215	151	98	133	196	214	248
History	853	753	646	539	530	343	359	413	503	527
Home Economics	94	126	112	117	111	116	144	201	183	263
Juvenile	984	1,003	864	690	645	691	877	933	929	979
Law	202	190	112	78	88	117	124	214	231	267
Medicine, Hygiene	472	492	443	331	273	302	300	322	433	450
Music	124	107	67	76	40	55	71	94	104	95
Philology	319	338	280	214	179	151	108	156	149	166
Philosophy, Ethics	110	122	84	215	156	207	192	290	308	325
Poetry, Drama	738	823	594	393	407	380	441	511	563	574
Religion	843	664	656	601	541	438	530	630	677	720
Science	493	491	397	449	332	341	350	442	592	676
Sociology, Economics	876	861	620	585	321	301	311	387	461	548
Technical and Military Books.....	611	741	791	685	541	376	337	393	466	455
Miscellaneous	88	71	81	121	98	110	124	180	336	492

TABLE I.--U. S. Book Production by International Classification and Year, 1930-1960. --Continued

International classification	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960
Total	11,022	11,255	11,840	12,050	11,901	12,589	12,538	13,242	13,462	14,876	15,012
Agriculture, Gardening	152	150	153	162	148	168	145	146	160	129	156
Biography	603	639	719	776	743	833	781	799	697	776	879
Business	250	260	248	302	260	312	287	356	373	422	305
Education	256	273	281	230	260	274	267	317	331	417	348
Fiction	1,907	2,135	2,097	2,215	2,098	2,073	2,229	2,111	2,235	2,437	2,440
Fine Arts	357	307	298	294	314	347	329	350	459	399	470
Games, Sports	188	174	201	222	231	200	189	222	236	259	286
General Literature and Criticism..	591	531	583	557	558	660	712	593	626	836	736
Geography, Travel	288	286	326	351	311	366	388	365	339	388	466
History	516	523	569	590	605	665	608	903	901	910	865
Home Economics	193	227	272	241	239	255	189	154	161	181	197
Juvenile	1,059	1,072	1,245	1,394	1,342	1,485	1,495	1,557	1,522	1,647	1,725
Law	298	282	320	262	292	305	293	317	318	302	394
Medicine, Hygiene	443	478	506	485	492	534	465	511	532	590	520
Music	113	96	81	73	79	103	100	84	97	114	98
Philology	148	190	156	183	181	168	191	184	149	197	228
Philosophy, Ethics	340	338	365	332	315	314	388	447	447	454	480
Poetry, Drama	531	487	498	475	468	493	421	480	451	499	492
Religion	727	731	794	814	875	849	909	1,003	1,050	1,125	1,104
Science	705	722	678	695	707	801	723	904	1,000	1,033	1,089
Sociology, Economics	515	506	569	537	517	520	523	494	568	625	754
Technical and Military Books	497	411	466	411	444	477	528	421	548	736	698
Miscellaneous	345	437	415	449	422	387	378	424	262	400	282

Source: Data compiled from annual series (second January issues) in Publishers' Weekly (New York, R. R. Bowker Company, 1931-1961).

A study of the changes of the title production over the years in 23 categories will permit librarians to evaluate their interests and need of coverage in specific subject fields.

The number of U. S. titles of new books (those published for the first time) and new editions (those published with substantial changes in text or format) exclusive mainly of government publications, increased from 10,027 in 1930 to 15,012 in 1960. During this period the number of science titles rose from 462 to 1,089; technical and military books from 351 to 698. In 1960, titles published in other major subject categories were Fiction (2,440), Juvenile (1,725), Religion (1,104) and History (865).

Changes in the Cost of U. S. Library Materials

For the last 20 years, the average retail price of novels and books of biography and history has been reported in Publishers' Weekly. While these data were of interest, they were only straws in the wind. Over the years it became apparent to librarians, private corporations, school and university officials, members of public library boards, and appropriation committees at various levels of government that it would be essential to use a uniform standard to evaluate price changes in the field of library materials if more exact planning and budgeting were to be achieved. To measure annual price changes of library materials, William H. Kurth initiated the idea of developing price indexes for books, periodicals, and serial services. In 1957, in response to this recommendation, the Resources and Technical Services Division of the American Library Association created the Committee on Cost of Library Materials Index⁸ to undertake this assignment. These indexes were to be founded on a base period, were to be kept up to date, and were to lend themselves to the use of a national economic indicator.

The years 1947-49, a relatively stable period for price changes and a period which is also being used by the Consumer Price Index and the Wholesale Price Indexes, was selected as the base period.

Table II provides comparative data for various U. S. price indexes which indicate that since 1947-49 the cost of general books, periodicals, and serial services increased more than that of other commodities.

To denote percentage changes in the average price, use was made of index numbers, the average price for the base period being denoted by 100 and the percentage of increase in subsequent years being expressed by the value 100 plus the percent increase over the base period. To meet specific needs the planning proceeded along the lines of establishing average prices and index numbers separately for the various subject categories of books,

⁸Cost of Library Materials Index Committee; James W. Henderson, New York Public Library; William H. Kurth, National Library of Medicine; Sidney E. Matthews, Virginia Military Institute Library; Frank L. Schick, Library Services Branch, U. S. Office of Education; Helen M. Welch, University of Illinois Library; Avis Zebker, Brooklyn Public Library.

TABLE II.--COMPARISON OF BOOK, PERIODICAL, AND SERIAL SERVICE WITH OTHER U. S. PRICE INDEXES, BY SELECTED YEARS FROM 1947-49 TO 1960¹

	1947-49	1953	1956	1958	1960
Item	Index	Index	Index	Index	Index
Books ² -----	100.0	115.0	128.4	142.6	146.0
Periodicals-----	100.0	118.0	127.3	138.0	148.5
Services -----	100.0	105.7	120.5	131.4	148.0
Wholesale Prices (all commodities)-	100.0	110.1	114.3	119.2	120.0
Consumer Prices (all commodities)--	100.0	114.4	116.2	123.5	125.7

¹Source.--U. S. Department of Commerce, Bureau of the Census Statistical Abstract of the United States, 1959. Wholesale prices, p. 331; consumer prices, p. 336 and American Library Association, Committee on Cost of Library Materials Index.

²Excludes encyclopedias, textbooks, most paperbound books and reprint editions.

periodicals, and serial services, in addition to providing a global average price and index number for the three types of publications listed here.

The actual compilation of the data and their presentation in tables III, IV and V is the result of a cooperative undertaking on the part of librarians both within and outside the Committee on Cost of Library Materials Index⁹ and the staff of the Library Services Branch, U. S. Office of Education.¹⁰ Dr. Earl E. Huyck, Social Science Analyst, Office of Program Analysis, U. S. Department of Health, Education, and Welfare, made the services of his office available for the preparation of the charts which are

⁹Compilers of Cost of Library Materials Indexes: Luise E. Walker, Syracuse University; Sidney E. Matthews, Virginia Military Institute; Helen L. McIntyre, University of N. M.; Paul Kruse and Harold E. Korf, Golden Gate College; Avis Zebker, Brooklyn Public Library; William H. Kurth, National Library of Medicine; Mary E. Dorsey, New Haven (Conn.) Public Library; George N. Hartje, St. Louis (Mo.) Public Library; Robert W. Evans, Muskingum College; Earl C. Borgeson, Harvard Law School Library; Thomas R. Buckman and Carolyn Berneking, University of Kansas Libraries; James W. Barry, National Library of Medicine; Hyman Kritzer, University of Maryland Library; Bob Mowery, Stetson University; Robert W. Oram, University of Illinois Library; Alice J. Appell, Long Beach (Calif.) Public Library; Edwin W. Terry, Nassau Community College; William H. Huff, University of Illinois Library; Norman B. Brown, University of Illinois Library; and Helen M. Welch, University of Illinois Library.

¹⁰Staff assistance of Library Services Branch: Doris C. Holladay and her assistants.

included here. Information on the cost of library materials has been reported in preliminary form in other publications.¹¹

The R. R. Bowker Company authorized the use of their data for this publication. Mr. Robert W. Frase, Associate Managing Director of the American Book Publishers Council, assisted with suggestions in the preparation of this publication. The University of Illinois Research Board furnished funds for research assistance to Helen M. Welch for the compilation of periodical subscription prices. To bring this information to the attention of all those concerned with library service, the Resources and Technical Services Division of the American Library Association recommended that this publication be issued by the Office of Education. Mrs. Avis Zebker, Chairman of the Committee, coordinated the work of the 22 contributors who revised and updated all data to December 1960.

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- 11 (a) Committee on Cost of Library Materials Index, American Library Association, "Cost of Book Index 1947-49 to 1958," American Library and Book Trade Annual 1961, New York, R. R. Bowker Co., 1960, p. 85.
- (b) "Book Prices" and "Prices of Periodicals," Health, Education, and Welfare Indicators, 48-9, March 1961.
- (c) Huff, William H., "Cost of Services 1947-49 to 1958," American Library and Book Trade Annual 1961, New York R. R. Bowker Co., 1960, p. 85.
- (d) Huff, William H. and Brown, Norman B., "Serial Services Cost Indexes," Library Resources and Technical Services 4:158-60, Spring 1960.
- (e) Kurth, William H., "U. S. Book and Periodical Prices--A Preliminary Report," Library Journal, 85:54-7, January 1, 1960.
- (f) "Cost Indexes for U. S. Periodicals," LC Information Bulletin, 19:315-6, June 20, 1960.
- (g) Welch, Helen M., "Cost Indexes for U. S. Periodicals: A Progress Report," Library Resources and Technical Services, 4:150-7, Spring 1960.
- (h) Welch, Helen M. et al, "Cost of Periodicals Index, 1947-49 to 1960," American Library and Book Trade Annual 1961, New York, R. R. Bowker Co., 1960, p. 86-7.

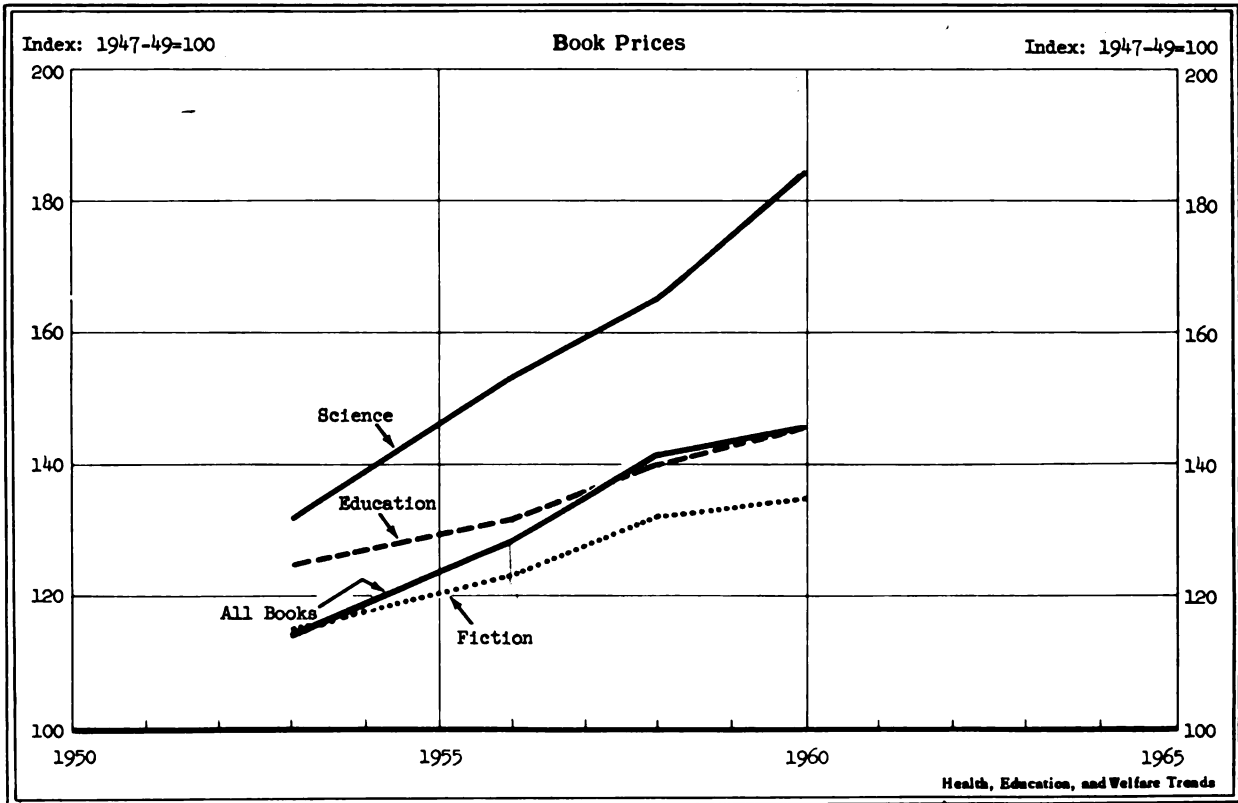
The Book Price Indexes

The price indexes for books, based on the tabulation of all books recorded in the Weekly Record Section of Publishers' Weekly for the years 1947, 1949, 1953, 1956, 1958, and 1960 are given in chart 2 and table III.

The coverage, although it does not represent the whole of the U. S. book production, is substantial. (Paper bound material, government documents, textbooks, and encyclopedias constitute the chief omissions.)

Attention was directed early to the possibility of sampling the books listed in Publishers' Weekly; preference, however, was given to complete tabulations, since sampling would not reflect annual changes of the average price.

CHART 2.--BOOK PRICES¹



¹Source: Health, Education, and Welfare Indicators, March 1961, p. 48.

TABLE III. -- Index of Book Prices by Category, Selected Years 1947-49 to 1960¹

Category	1947-49			1953			1956			1958			1960		
	Total number of books	Average price	Index	Total number of books	Average price	Index	Total number of books	Average price	Index	Total number of books	Average price	Index	Total number of books	Average price	Index
Total	22,269	\$3.59	100.0	8,495	\$4.13	115.0	8,470	\$4.61	128.4	9,311	\$5.12	142.6	9,457	5.24	146.0
Agriculture	270	3.23	100.0	54	5.60	173.4	41	5.09	157.6	48	6.95	215.2	—	—	—
Art	482	7.06	100.0	130	10.39	147.2	169	9.97	141.2	240	11.35	160.8	254	12.61	178.6
Biography	1,487	3.89	100.0	655	4.31	110.8	656	4.74	121.9	659	5.20	133.7	694	4.98	128.0
Business	498	4.72	100.0	191	6.47	130.7	176	6.30	133.5	190	7.98	169.1	159	6.83	145.3
Children's Books	1,718	2.11	100.0	897	2.26	107.1	1,033	2.50	118.4	1,097	2.73	129.4	1,211	2.74	129.8
Economics	375	4.03	100.0	116	5.01	124.3	121	5.97	148.1	190	6.16	152.9	198	6.19	153.6
Education	402	3.39	100.0	173	4.23	124.8	197	4.47	131.9	209	4.75	140.1	262	4.97	146.6
History	1,290	4.76	100.0	469	5.66	118.9	468	5.88	123.5	639	6.46	135.7	727	5.91	124.2
Law	988	4.84	100.0	351	5.66	116.9	305	7.17	148.1	245	8.12	167.8	209	8.01	165.5
Literature, General	4,471	2.63	100.0	1,639	3.01	114.4	1,499	3.24	123.2	1,540	3.54	134.6	1,536	3.59	136.5
Literature, Fiction	3,334	2.66	100.0	1,295	3.06	115.0	1,212	3.28	123.3	1,226	3.52	132.3	1,225	3.59	135.0
Literature, Poetry	915	2.42	100.0	293	2.82	116.5	227	2.95	121.9	239	3.49	144.2	236	3.31	136.8
Literature, Drama	222	3.09	100.0	51	2.99	96.8	60	3.60	116.5	75	4.03	130.4	75	4.48	145.0
Medicine	1,469	6.36	100.0	579	6.82	107.2	619	7.73	121.5	759	7.97	125.3	674	8.41	132.2
Music	294	4.06	100.0	76	4.58	112.8	89	4.56	112.3	92	5.53	136.2	104	5.56	136.9
Religion	1,864	2.84	100.0	745	3.25	114.4	799	3.74	131.5	925	3.69	129.9	847	4.05	142.4
Science	692	5.52	100.0	204	7.28	131.9	241	8.46	153.3	270	9.16	165.9	517	10.21	185.0
Sports	373	3.91	100.0	148	3.94	100.8	117	4.57	116.9	147	4.68	119.7	164	4.80	122.8
Technology	1,105	4.85	100.0	439	6.38	131.3	411	7.52	154.7	551	8.09	166.5	365	8.89	182.9

¹ Source: American Library Association, Committee on Cost of Library Materials Index.

By allotting a single subject category to one compiler, the task of the index's construction was spread among a number of people. Tabulation proceeded along subject categories, with the number of books, and their price being tallied.

The definition of "book" recommended by UNESCO for international use was adopted, i.e., a book is defined as comprising 49 or more pages, not counting the covers.

Certain problems were encountered in the compilation from Publishers' Weekly. Several entries were classed in two subject categories and other entries had no classification indicated. Therefore, the probability of minor errors exists in the averages from those entries having two classifications. (The price index for medicine contains duplication of science entries, as well as including a small number of entries which were not consistently classified in Publishers' Weekly.)

However, the very large representation of titles in the index, encompassing the output in the Weekly Record Section of Publishers' Weekly provides a fair reflection of price changes from 1947-49 to 1960.

The average retail price of general books in 1960 was \$5.24, 46 percent more than the average price in 1947-49. Since the base period of 1947-49, the retail price of books in science increased by 85 percent, in technology by nearly 83 percent, in art and law by over 65 percent; and in education (which does not include school texts) by over 46 percent.

Periodical Price Indexes

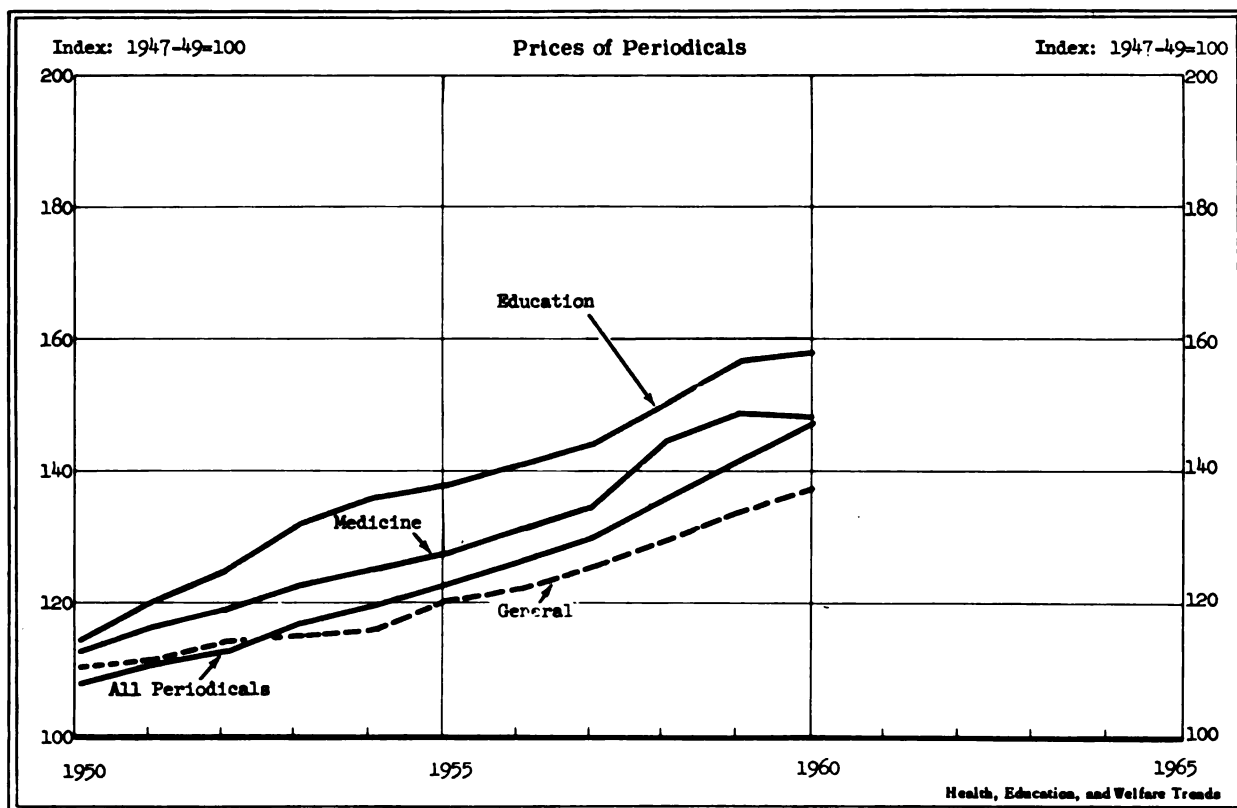
The goal has been to establish and keep up-to-date a defensible series of indexes to serve as a national standard. The periodical cost indexes have been constructed throughout for the use of librarians. They are based on subscription prices without regard for the reasons for price changes. If a title has gone from monthly to weekly publication, changed its format from pulp to slick, or begun to use expensive illustrations, these factors were disregarded. Interest has been focused only on what the resulting product will cost the library.

It must be emphasized that the periodical indexes given in chart 3 and table IV do not provide data to justify automatically an increase or decrease in a library's periodicals budget, but they indicate the percentage change in funds which must be made annually to continue the purchase of periodicals which have been bought during the preceding year. The indexes make no allowance for a change in the number of periodicals published, and the coverage of new subject fields.

The selection of subject areas to be represented by indexes was directed by necessity. The number of titles for which subscription prices

were available in some of the subject areas was too small to yield reliable data. The sciences were particularly disappointing in this respect. The largest number (only 46) fell in physics, and the least (4 titles) in astronomy. It was not advisable to put all of these into a single science index, since the price range in the various subject categories differed sufficiently to impair the usefulness of the average price. In addition, the pattern of change in index numbers varied for the various sciences. As a solution to the problem, physics and chemistry have been grouped together, because they have the same price range and pattern of price change. Zoology was given a separate index, although the 44 titles available seemed rather small. Mathematics, botany, geology, and general science all yielded small groups of titles, and all have a similar price trend which explains the combination of these. Philosophy and religion fall together rather

CHART 3.--PRICES OF PERIODICALS¹



¹Source: Health, Education, and Welfare Indicators, March 1961, p. 49.

TABLE IV.--Index of Periodical Prices by Category, 1947-49 to 1960¹

Category	Number of periodicals covered 1947-49 to 1960	1947-49		1950		1951		1952		1953		1954	
		Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index
Total	2,397	\$3.62	100.0	\$3.91	108.0	\$4.02	111.0	\$4.12	113.8	\$4.24	117.1	\$4.34	119.9
Agriculture	160	1.94	100.0	2.08	107.2	2.16	111.3	2.26	116.5	2.31	119.1	2.38	122.7
Business and Economics	200	3.56	100.0	3.76	105.6	3.95	111.0	4.03	113.2	4.22	118.5	4.40	123.6
Chemistry and Physics	57	6.49	100.0	7.36	113.4	7.87	121.3	7.92	122.0	8.11	125.0	8.43	129.9
Childrens' Periodicals	34	1.44	100.0	1.60	111.1	1.62	112.5	1.69	117.3	1.73	120.1	1.79	124.3
Education	106	2.65	100.0	3.04	114.7	3.20	120.8	3.32	125.3	3.50	132.1	3.62	136.6
Engineering	148	3.85	100.0	4.12	107.0	4.20	109.1	4.36	113.2	4.52	117.4	4.58	119.0
Fine and Applied Arts	116	3.41	100.0	3.58	105.0	3.53	103.5	3.56	104.4	3.72	109.1	3.95	115.8
History	93	3.26	100.0	3.42	104.9	3.46	106.1	3.54	108.6	3.72	114.1	3.81	116.9
Home Economics	62	3.19	100.0	3.33	104.4	3.39	106.3	3.54	111.0	3.57	111.9	3.63	113.8
Industrial Arts	108	3.15	100.0	3.28	104.1	3.32	105.4	3.48	110.5	3.61	114.6	3.74	118.7
Journalism and Communications	83	3.25	100.0	3.44	105.8	3.46	106.5	3.57	109.8	3.63	111.7	3.64	112.0
Labor and Industrial Relations	80	1.53	100.0	1.66	108.5	1.72	112.4	1.81	118.3	1.87	122.2	1.98	129.4
Law	101	3.54	100.0	3.98	112.4	4.06	114.7	4.22	119.2	4.52	127.7	4.60	129.9
Library Science	55	2.54	100.0	2.85	112.2	2.97	116.9	3.08	121.3	3.07	120.9	3.13	123.2
Literature and Languages	91	3.10	100.0	3.26	105.2	3.33	107.4	3.39	109.4	3.47	111.9	3.50	112.9
Math, Botany, Geology, and General Science	115	4.32	100.0	4.79	110.9	4.97	115.0	5.11	118.3	5.19	120.1	5.41	125.2
Medicine	172	6.94	100.0	7.74	113.0	8.09	116.6	8.28	119.3	8.53	122.9	8.70	125.4
Philosophy and Religion	95	3.05	100.0	3.29	107.9	3.27	107.2	3.39	111.1	3.39	111.1	3.50	114.8
Physical Education and Recreation	124	2.57	100.0	2.74	106.6	2.70	105.1	2.75	107.0	2.84	110.5	2.90	112.8
Political Science	97	3.48	100.0	3.73	107.2	3.76	108.0	3.84	110.3	3.90	112.1	3.89	111.8
Psychology	40	6.69	100.0	7.04	105.2	7.35	109.9	7.42	110.9	7.74	115.7	7.88	117.8
Sociology and Anthropology	74	2.87	100.0	3.08	107.3	3.25	113.2	3.38	117.8	3.44	119.9	3.49	121.6
Zoology	45	5.66	100.0	6.09	107.6	6.24	110.2	6.45	114.0	6.60	116.6	6.80	120.1
General Interest Periodicals	141	3.78	100.0	4.19	110.6	4.21	111.6	4.32	114.3	4.35	115.1	4.39	116.1

TABLE IV.--Index of Periodical Prices by Category, 1947-49 to 1960.--Continued

Category	Number of periodicals covered 1947-49 to 1960	1955		1956		1957		1958		1959		1960	
		Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index
Total	2,397	\$4.44	122.7	\$4.56	126.0	\$4.70	129.8	\$4.92	135.9	\$5.13	141.7	\$5.32	147.0
Agriculture	160	2.44	125.8	2.52	129.9	2.59	133.5	2.63	135.6	2.74	141.2	2.84	146.4
Business and Economics	200	4.54	127.5	4.64	130.3	4.80	134.8	4.93	136.5	5.14	144.4	5.34	150.0
Chemistry and Physics	57	8.88	136.8	9.39	144.7	9.68	149.2	9.66	148.8	10.75	165.6	11.30	174.1
Children's Periodicals	34	1.82	126.3	1.85	128.4	1.91	132.6	2.00	136.8	2.05	142.3	2.06	143.0
Education	106	3.66	138.1	3.74	141.1	3.82	144.2	4.00	150.9	4.16	157.0	4.19	158.1
Engineering	118	4.69	121.8	4.94	128.3	5.17	134.3	5.46	141.8	5.71	148.3	5.86	152.2
Fine and Applied Arts	116	3.99	117.0	4.07	119.4	4.20	123.2	4.60	134.9	4.75	139.3	4.94	144.9
History	93	3.98	122.1	4.00	122.7	4.25	130.4	4.47	137.1	4.54	139.3	4.60	141.1
Home Economics	62	3.73	116.9	3.80	119.1	3.92	122.9	4.01	125.7	4.28	134.2	4.43	138.9
Industrial Arts	108	3.98	126.3	4.03	127.9	4.07	129.2	4.08	129.5	4.35	138.1	4.60	146.0
Journalism and Communications	83	3.68	113.2	3.77	116.0	3.95	121.5	3.86	118.8	3.90	120.0	4.08	125.5
Labor and Industrial Relations	80	1.99	130.1	1.98	129.4	2.05	134.0	2.14	139.9	2.15	140.5	2.26	147.7
Law	101	4.75	134.2	4.93	139.3	5.15	145.5	5.24	148.0	5.67	160.2	5.81	164.1
Library Science	55	3.15	124.0	3.22	126.8	3.39	133.5	3.60	141.7	3.65	143.7	3.71	146.1
Literature and Languages	91	3.48	112.3	3.50	112.9	3.57	115.2	3.76	121.3	3.96	127.7	4.05	130.6
Math, Botany, Geology, and General Science	115	5.55	128.5	5.82	134.7	6.01	139.1	6.29	145.6	6.51	150.7	7.27	168.3
Medicine	172	8.85	127.5	9.09	131.0	9.35	134.7	10.02	144.4	10.33	148.8	10.28	148.1*
Philosophy and Religion	95	3.53	115.7	3.58	117.4	3.66	120.0	3.81	124.9	3.86	126.6	4.05	132.8
Physical Education and Recreation	124	2.97	115.6	3.02	117.5	3.08	119.8	3.22	125.3	3.39	131.9	3.47	135.0
Political Science	97	3.96	113.8	4.05	116.4	4.10	117.8	4.21	121.0	4.31	123.9	4.77	137.1
Psychology	40	8.01	119.7	8.27	123.6	8.35	124.8	8.66	129.4	8.97	134.1	9.57	143.0
Sociology and Anthropology	74	6.62	126.1	6.72	129.6	6.88	135.2	7.09	142.5	7.26	146.4	7.52	157.5
Zoology	45	6.85	121.0	7.01	123.9	7.09	125.3	8.17	144.3	8.84	156.2	8.90	157.2
General Interest Periodicals	141	4.46	120.4	4.63	122.5	4.76	125.9	4.90	129.6	5.06	133.9	5.19	137.3

* / Six AMA Archives may reflect policy of one publisher rather than a "trend."

1/ Source: American Library Association, Committee on Cost of Library Materials Index.

naturally, as do sociology and anthropology. Fine and applied arts include music, art, architecture, ceramics as an art, landscape architecture, city planning, photography as an art, dance, industrial design, and theater. Two large groups are represented by engineering and business and economics. These two categories were kept to a manageable size by weeding out the borderline titles in industrial arts and in labor and industrial relations.

The general interest classification is made up of popular titles usually having large circulations, most of which would be found on the shelves of the academic and larger secondary school libraries. Smaller libraries would usually have only a selection of these periodicals. This particular classification should have the widest use.

In the spring of 1961, the 25 categories of indexes for periodicals covering 2,397 titles were rechecked for accuracy of subscription prices. In a significant number of cases, the lag in reporting price changes was from 1 to 5 years, which explains the difference of some data previously released. The corrections resulted in data which can now be considered as final.

The average subscription price of all periodicals was \$5.32 in 1960, compared to \$3.62 in 1947-49, an increase of 47 percent. The average price of periodicals in particular subject areas has risen from 25 to 74 percent.

Serial Service Price Indexes

For the purpose of the indexes given in table V, the definitions of a service found in the A.L.A. Glossary of Library Terms was used: a publication issued by an agency supplying "information, especially current data, in easily available form, not readily available otherwise. The information may be issued in printed, multigraphed, looseleaf, or other form, and may be supplied regularly and/or on request."¹²

The titles selected for inclusion in this survey of service prices were obtained from Ulrich's Periodicals Directory (9th edition), Handbook of Commercial Financial and Information Services (5th edition and supplements), F.I.D.'s List of Current Specialized Abstracting and Indexing Services, and additional titles in the University of Illinois collection.

In order to use prices unaffected by discounts, special rates, etc., letters were written to several companies specializing in service publications with a request that they supply base prices for their publications

¹² Thompson, Elizabeth E., A.L.A. Glossary of Library Terms, Chicago, American Library Association, 1943, p. 125.

for the years covered by the index. For the most part, the response was good. The number of serial services covered was kept constant.

The following subject categories were included in the compilation of the service cost index: Business, Law, Miscellaneous, and U. S. Documents. The Miscellaneous category contains services from a variety of subject areas which did not have enough titles to make possible the establishing of separate indexes.

In using the Service Cost Indexes it should be kept in mind that a wide variety of services have been used in arriving at the index figures. A number of these services are of the type which it would be expected might be found only in larger libraries. In cases where the figure for a particular serial service was not available, an estimate was used based on the previous year's figure.

Prices for services are of a much more fluid nature than are those for straight serial subscriptions because service figures can fluctuate according to the amount of material issued in a given year. However, it is felt that a large enough sample was used to keep the index percentages stable in spite of the vagaries involved with serial service prices.

TABLE V. -- Index of Serial Service Prices by Category, 1947-49 to 1960¹

Category	Total number of services covered 1947-49 to 1960	1947-49		1950		1951		1952		1953		1954	
		Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index
Total	476	\$35.99	100.0	\$36.37	101.1	\$37.77	104.9	\$39.66	110.3	\$38.05	105.7	\$40.04	111.4
Business	191	63.43	100.0	62.97	99.3	67.59	106.6	68.07	107.3	67.05	105.7	67.77	106.8
Law	131	16.82	100.0	19.13	113.7	18.12	107.7	22.32	132.7	23.85	141.8	24.69	146.8
Miscellaneous	112	13.75	100.0	17.26	125.5	18.02	131.1	18.17	132.1	18.23	132.6	18.30	133.1
U. S. Documents	42	6.21	100.0	9.47	152.5	12.09	194.7	11.86	191.0	11.29	181.8	11.66	191.0

COST OF SERVICES INDEX, 1955 TO 1960 (Continued)

Category	Total number of services covered 1947-49 to 1960	1955		1956		1957		1958		1959		1960	
		Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index	Average price	Index
Total	476	\$40.50	112.5	\$43.36	120.5	\$44.71	124.2	\$47.28	131.4	\$47.01	130.6	\$53.28	148.0
Business	191	70.40	111.0	71.06	112.0	75.89	119.6	78.70	124.1	81.68	128.8	85.00	134.0
Law	131	25.50	151.6	28.24	167.9	27.08	161.0	29.81	177.2	28.67	170.5	33.55	199.4
Miscellaneous	112	18.13	131.9	21.21	154.3	20.98	152.6	20.77	151.1	20.46	148.8	31.38	228.2
U. S. Documents	42	10.40	167.5	14.57	234.6	15.07	242.7	17.99	289.7	19.29	310.6	19.68	317.0

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