Paperback books in America

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Abstract
One of the facts of life for a librarian today is the paperback book. As Walter H. Kaiser stated: . . . Paperback books are rapidly assuming a greater importance in public, school and academic libraries because of their uniqueness, quality and low cost. These inherent qualities are finally creating irresistible pressures on librarians to come to terms with this revolution in publishing . . . 1 He also discusses the "need for libraries to be in tune with new trends in publishing and to respond appropriately to the exciting 2 challenge which paperbacks have presented to the profession." So it seems that, liked or not, the librarian is having to cope with the paperback book and its special problems.
PAPERBACK BOOKS IN AMERICA

A Research Paper
Presented to the
Faculty of the Library Science Department

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Master of Arts

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Chapter 1

INTRODUCTION AND JUSTIFICATION

One of the facts of life for a librarian today is the paperback book. As Walter H. Kaiser stated:

...Paperback books are rapidly assuming a greater importance in public, school and academic libraries because of their uniqueness, quality and low cost. These inherent qualities are finally creating irresistible pressures on librarians to come to terms with this revolution in publishing....

He also discusses the "need for libraries to be in tune with new trends in publishing and to respond appropriately to the exciting challenge which paperbacks have presented to the profession."

So it seems that, liked or not, the librarian is having to cope with the paperback book and its special problems.

However, there is definite evidence that librarians are not only coping with the paperback book, even as far back as 1967 they were accepting it to a greater degree than is generally believed. Since librarians have traditionally been lovers of books, and many of them students of books, it is reasonable to assume that the advent of the paperback in the library should not only present an "exciting challenge," it will once again open up lines of inquiry. Many librarians will be

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2 Ibid.
interested in the past, present, and future of paperback books, just as they have been of hardbacks.

This study endeavors to trace and summarize the significant developments in the background of the paperback book, to attempt to isolate some trends and conditions in the past that relate to today, to investigate the status of the paperback today, and to attempt to foresee what conditions exist today that give some indication of the future of the paperback book.

The resources upon which this study is based were books written about the past history of paperback books and journals of the library science, education, and publishing fields that discussed present conditions and future trends. It became evident in the history books that the paperback book has been present for a very long period of time; that, in spite of many fluctuations, it continued to exist in various forms; and that many of the same problems of production and distribution were present throughout its history. All of the current literature stressed the fact that the paperback book is widely used today, that its widespread use and popularity is not temporary, and that in the future it will be used and read to an ever greater extent.
Chapter 2

PAST, PRESENT, AND FUTURE OF PAPERBACK BOOKS

In the past few years everyone seems to be talking, writing, reading, or hearing about the "paperback revolution." What most people are unaware of is the fact that the present revolution is just one of several such revolutions, and that since the end of the Middle Ages there has practically been no time when the paperback book wasn't in existence. It has gone through periods of popularity and disrepute, good quality and very poor quality, sensationalism and moralizing, but no matter the period or the content or the demand, the same factors have always seemed to be influential in the reasons behind the production of these stepsisters of the hardbound book; and throughout its history many of the same problems have plagued the paperback publishing industry.

First Paperback Books

Modern book production came into existence after the invention of movable type by Johann Gutenberg around the middle of the 14th century. By the end of that same century there were several successful printer-publishers in Western Europe. One of the most significant of these was Aldus Manutius, a Venetian printer, who wanted to make the classics available to scholars. Because, in that period, most scholars traveled from university to university and could not afford expensive books, he brought out small editions of the classics that had sturdy, plain, cardboard covers and smaller type. These could fit into saddle-
bags for easy transportation. Thus, the paperback book was produced, and for two of the same reasons it is being produced today: to get reading matter into the hands of more people and to produce it inexpensively.

Throughout the 16th and 17th centuries many other publishers, among these the leading house of the 17th century, The House of Elzivir, produced inexpensive, accurate scholarly books for the public. Two types of paper covers or "wrappers" were used in the early days of book production. One, the integrated wrapper, was printed on the recto of the first leaf of the first quire and on the verso of the last leaf of the last quire. The unintegrated wrapper was printed on a heavier paper than that used for printing the book and was entirely separate from the printed matter of the book except that it was fastened to it by stitching or glue. It is this type of paperbound cover that is used today. Both integrated and unintegrated wrappers are known to have been used in the incunabula (printed before 1501) period. In England, the integrated wrappers are known to have been used in the late 16th century but were replaced by the unintegrated wrappers in the 18th century.

Early American Paperback Books

The publishing and printing business and, therefore, the history of paperback books in England has always been closely tied to that in America. Many of the significant developments in Great Britain appeared very shortly in the United States. American paperback publishing, like that of England, has gone through numerous stages and periods of ups and downs throughout the years. Because of the colonial status of America,

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5 Ibid., p. 7
because the early Puritanical settlers looked upon book reading, other than the Bible, as frivolous, and because there was little leisure time for reading or education by most of the people, book printing was slow in developing. Most of the books in the early days of the country, prior to the Revolutionary War, were imported from England. Nevertheless, by 1640, the first printing press had printed some books, and many of its earliest publications were paperbound. Much of the printing done at this time was commissioned by the government. Copies of session laws, assembly proceedings, and other laws were printed. In addition, the colonial printers issued such materials as almanacs, sermons, catechisms, spellers, primers, and chapbooks. These usually had plain blue or marbleized covers.

The chapbook was one of the more interesting paperback books of this period. Although many were imported from England, there were also chapbooks printed by numerous shops in America. Like their English counterpart, they were sold by the chapmen who traveled about the countryside selling wares of all kinds, or in stationery supply shops, often run in conjunction with the printing shop. Benjamin Franklin opened a shop in which he sold paper, parchment, and chapbooks containing popular tales and ballads. The subjects of many of the American chapbooks were concerned with morality and religion, but there were also many produced for children, some of which were reprints of John Newberry’s, such as Little Goody Two Shoes. The covers of many of these were designed to attract the buyer, using gilt and brightly colored paper. After 1830 other forms of publications had replaced the chapbook’s popularity.

6 Ibid., p. 38.

Several developments following the Revolutionary War were significant in the book publishing business: the publisher began to emerge as the dominant figure in the publication of books, materials became more plentiful, printing and binding technology improved, and the emergence of popular education brought a greater demand for books. Not only were penny magazines published for the masses, but there were attempts to bring a higher quality of learning to people in a form they could afford to buy. One such attempt was the "American Library of Useful Knowledge" put out by the Boston Society for the Diffusion of Knowledge in 1831. Some of the subjects covered were Science, Natural Science, Natural History, and Moral Philosophy. These were issued in series, were sold through regular book channels or by subscription, and cost five dollars a year or sixty-two and a half cents a volume. Apparently the content, too intellectual for the educational background of the majority of the people, and the fact that there was little that was new or different in the format or method of distribution contributed to the lack of success of these publications. However, by the time of their demise, there was an awareness of the need for inexpensive reading material that would appeal to the many people who now possessed some education, limited though it was.

In the following years, 1830-1845, what has been termed by some as the first paperback revolution in America began with the issuance of paper covered books in serial form sent by mail. This venture was not financially successful because of a rise in postal rates for magazines, as they were categorized. In 1836, the same type of serial publications was tried using a newspaper format, including news items to get around

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8 Schick, op. cit., p. 45.
the high postal rates. Eventually, because the readers didn't like the idea of having to wait to see how the stories came out, the whole story was published at one time in the supplement or "extra." In addition to being issued as newspaper supplements, the stories were also printed in paperback books with bright covers and sold on the streets. Edgar Allen Poe was one of several well-known writers whose work appeared in these. The success of this enterprise brought competition, of course. Most printers were printing reprints of pirated foreign stories. Large publishers of hardbound books, who had become rich and successful by pirating the works of foreign authors in their early days, were being hurt financially by the inexpensive books, and some started publishing the cheaper editions also. As the market became flooded with paperback books, price cutting began. About this time the post office department began charging book rates for the supplements, which increased the cost. Whether this period was truly the first "revolution" of paperbacks as stated in Schick, or was simply a "flurry" as it is referred to by Madison, it was brought to an end, and, in part at least, by competition and increased costs.

Other contributing factors to the decline in paperback publishing were technological improvements that now brought down the cost of cloth bindings, bringing them within reach of more people, particularly since the country had entered a period of prosperity. Also, the large publishing houses, having learned what happened as a result of price cutting,

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entered into a significant period in their histories in which they practiced "trade courtesy." They made no written agreements, but by "gentlemen's agreement" they did not publish the work of an author if it had been published by one of the other publishing houses first. They even paid royalties to foreign authors, although there were no international copyright laws as yet. As a result of all of these contributing factors, paperback publishing hit a low in production.

Middle Period of Paperback Books

The paperback book was not doomed to die, however. The year 1857 brought a financial crash. Once again there was a place for the inexpensive books, and one of the most successful and colorful paperback publishing houses was established. In 1860, shortly before the Civil War, Beadle and Co. published its first dime novel, Malaeska: The Indian Wife of the White Hunter. It was immediately successful, eventually reaching an estimated sale of 500,000 copies. Although this book and its immediate successors were cheaply printed and bound in orange wrappers, they apparently answered a need for entertaining, inexpensive reading material and were very popular with the Union soldiers. Hart says, "As morale builders they were shipped to the Northern armies in such vast numbers that a Beadle book came to be considered equipment almost as standard as a bayonet." Four million copies of Beadle's Dime Novels had been sold by the end of Civil War. They were aimed at a reading public of simple-minded people. Although they were exciting, adventurous stories, par-

12 Ibid.

particularly of the West, with lots of action and blood-letting, at the same time they were inspirational. Because they exulted the qualities of patriotism and democracy, glorified not only the self-made man but also the simple man of integrity who performed heroic deeds, and were anti-slavery, they were not looked down on as were earlier and later sensational tales. According to Hart, "The dime novel was a glorious substitute for life, fulfilling promises that reality broke."14

The House of Beadle did not depend on pirating to get their stories. They hired and kept many authors to write the books to order, and they paid them well. Their success, of course, brought many others into the field, and the years 1870 to 1890 saw the production of innumerable "libraries," as series of the same name were called.

At first the dime novels did not endanger the business of the large, established publishing firms, since the appeal of the dime novels was to the simple, unsophisticated reader. However, as the frontier passed and interest in it faded, and as great numbers of competitors entered the field, more and more dime novels were published that were reprints of authors' works that had been published previously by the larger houses. This unfair competition was made possible by the development of wood pulp paper, lower cost of printing, lack of international copyright laws, and favorable postal rates. In order to take advantage of the low mailing charges for second class mail, the publishers had to issue books at regular intervals, usually weekly,15 and dime novels began to swamp the market. Once again greed and unfair competition caused a decline in the paperback industry.

14Ibid., p. 155. 15Madison, op. cit., p. 53.
One effort to preserve and stabilize the market was the formation of The United States Book Company, which was organized by John W. Lovell, who had been one of the more unscrupulous paperback publishers. The company paid in cash and stock shares for the plates and stock of individual companies. In exchange, the companies were to join the "trust" or leave the cheap reprint field. It was the aim of the company to improve the quality of paperback books and stabilize the prices. However, because several of the cheap reprinters did not join the trust and because Lovell over-extended the company financially, it was eventually liquated at a loss to its stock holders. The failure of this company, plus the passage of the copyright law, ended the paperback book publishing of most of the cheap reprinters. 16

One of the few successors to Beadle who survived and did well was the firm of Street and Smith, which still publishes magazines today. Their first books were the Log Cabin Series at ten cents, which were for adults, and the Nugget Library for children for five cents each. Although they, too, pirated the work of foreign authors, they paid their American authors well. Horatio Alger, Jr., Ned Buntline, and Nick Carter detective stories are familiar names that appeared in the books published by Street and Smith. 17

For the most part, however, there was much public prejudice against paperbacks because of their cheap quality, both in format and content, which, more and more, had come to depend on sensationalism for its appeal. As new techniques in producing cloth bindings made them

16 Ibid., p. 55.

less expensive and as the popularity of the illustrated magazines grew, attempts at reviving the paperback books between 1891 and 1930 were, for the most part, unsuccessful.

In the 1930's there were additional attempts at paperback publishing, but most of these, too, were unsuccessful. Book dealers and librarians were not favorably disposed towards the paperbound books, and without other adequate book distribution facilities, it was practically impossible to market them successfully.

One of the publishing firms to realize the necessity of some new means of distribution was Mercury Publications. In 1937, they issued a series of paperback books, American Mercury Books, for the first time successfully using magazine distribution. It is the only pre-1939 paperback publisher that is still publishing today. 18

Later Period of Paperback Books

The paperback revolution or explosion of which so much is said and written today began in America in 1939. Two years previously Penguin Books were successfully established in England. Their publisher, Sir Allen Lane, saw the need for an inexpensive book to reach the masses of people but realized that the regular bookstore outlets were completely inadequate. There were not enough of them, and comparatively few people patronized them. He was distributing Penguin Books through Woolworths.

Robert de Graff, publisher of Pocket Books, convinced that the difficulty of distribution could be surmounted, made a study of all possible distribution outlets in the major cities of America. He studied the methods used by Penguin Books and followed and enlarged upon them.

18Schick, op. cit., p. 63.
He paid particular attention to magazine distribution outlets. He felt that, if the margin of profit paid to wholesalers and retailers could be reduced, the quality of the content and format could be improved, giving it greater appeal to the readers. This, in turn, would be reflected in increased sales, and the retailers and wholesalers would earn comparable profits because of greater turn-over. Taking his ideas to Simon and Schuster, with their backing, Pocket Books were first published in 1939.

Serious study had been given to all phases of the publishing and printing of Pocket Books. The name was chosen to promote the idea of ease of carrying. For economy, the books were printed on rotary presses such as were used for printing magazines. The covers were designed to be attractive to the buyer. Schick states, "...that the firm made readability tests and experiments with various kinds and sizes of type to lessen eye strain and to get as much on a page as possible...." Intelligent sales promotion was used, and the matter of titles for the first ten editions was given very serious consideration. Among the first ten titles were James Hilton's *Lost Horizon*, William Shakespeare's *Five Great Tragedies*, and Emily Bronte's *Wuthering Heights*. The books were sold through drug stores, newsstands, five-and-ten-cent stores, and "by July, 1939, Pocket Books was nationally established." The paperback explosion was here!

Penguin Books of England and Pocket Books of America were the pioneers, but, by 1941, the competition had arrived. Names of series that have since become familiar to millions of readers began to crowd the

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19 Ibid., p. 127. 20 Ibid., p. 132. 21 Ibid., p. 129.
field. Avon Books, Bantam Books, and Dell Books were but a few. Growing from six firms to over six dozen firms in eighteen years seems adequate testimony of their success.

In the following years, several factors gave terrific impetus to the success of paperbacks. One of these was World War II. Through the cooperation of the publishers of paperback books and the government, the Council of Books in Wartime furnished 123,535,305 copies of Armed Services Editions to our soldiers across the world. These were printed on rotary presses, one above the other, resulting in an oblong book. Millions of men who had read little before became readers and took the habit home with them.

The war was instrumental in yet another way for the success of paperback books. In spite of the expanded war effort and plentiful jobs, rationing of gasoline and tires and restrictions on consumer goods for recreational purposes gave leisure time to millions of people who now had time to read. Again, many people who had not read before now developed the habit and retained it after the war. And, so, the present paperback revolution continued.

Present Paperback Book Production and Use

Today, as in the past, many of the hurdles to overcome have a striking similarity. The present outpouring of paperbacks was greeted with apathy and/or outright dislike by librarians and book dealers just as it had been in the 1930's. However, this trend seems to have passed. As far back as 1967, in a study conducted by the Association of School Librarians, American Book Publishers Council, American Textbook Pub-

\[\text{Ibid.}, \ p. \ 95.\]
lishers Institute, and School Management magazine, it was found that 63 percent of secondary libraries had paperback books with the average high school spending 10 percent of its budget for them. Although only 30 percent of elementary libraries had paperbacks, 53 percent of combined elementary-secondary libraries did have them. Less than 3 percent of libraries reported that they refused to use paperback books.23 As for the book dealers, today most book stores handle paperbacks, with many stores stocking paperbacks only.

For much of its history the paperbacks that were published were reprints of previously published hardback books. This has been true of much of today's outpouring also. However, there were exceptions in the past, such as the original books of the House of Beadle. Today, as the competition grows and as selling and advertising become ever more important, companies have to look farther afield for material to print, and prices paid authors for rights are increasing. Some, who are unwilling to take a chance on an unknown author, are willing to pay tremendous prices to an author for an original piece of work once he has established himself by means of a best seller, even contracting for and paying great sums for work not yet written.24

In the 1800's, when paperback publishing became too costly and competitive for the hardback publishers, some started publishing paperback books also. Today, many hardback publishers are also getting into the business of publishing paperbacks. Although selling the paperback


rights of a book has been extremely lucrative, and some publishers would have had a difficult time staying in business without this income, because more and more authors are writing originals for paperback publishing or handling their own sale of the paperback rights, the hardback publishers feel an increasing need to publish their own paperbacks. This is definitely the trend in children's books where many publishers are producing paperback editions of their own most popular trade books.  

Some of the conditions that nearly destroyed the paperback book in the past exist today. However, at this time, these conditions often seem to be working in its favor. For example, increased postal rates in the 1800's helped destroy one paperback revolution. Today, because publishers have found new and better methods of distribution, the rising postal rates do not affect the industry as they did previously. In fact, since these costs are forcing many magazines out of publication, the paperback publishers feel there will be a new market opening up for paperback books to fill the gap.

In the past, also, periods of prosperity have hurt the popularity and need for paperback books. People could again afford the more respected hardback and no longer purchased the cheaper paper edition. Today, since our period of prosperity has gone beyond that to a period of inflation, the cost of producing hardbound books is often making their price too exorbitant for even the most faithful purchaser of hardbacks. Therefore, the demand for paperback books has not only increased, people in the business see the demand growing ever greater.


Earlier, technological improvements always seemed to work adversely for the paperback books since the improvements were usually in the area of the hardbacks, making them more accessible to more people. Now, however, technological improvements are being made in the paper books. One of the significant developments that greatly improved the physical quality of the paperbound book was replacing the use of animal glues with synthetic adhesives. Today the industry is developing new ways to reproduce illustrative materials, opening up exciting new possibilities since some publishers are convinced that the "visual" audience produced by television, the "Sesame Street crowd," will demand more and more visuals. 27

As seen, many conditions in the past history of the paperback book exist today, sometimes with the same problems, but often under improved conditions. Since the existence of the paperback seems to be well established, it is important to examine further where it stands today.

Previously, the publishing of paperbacks often started out as an endeavor to provide reading for simple minded people. However, one of the greatest assists paperbacks ever received has been their acceptance today in the field of education. This has become an extremely profitable business, and many in the field think it has not begun to reach its potential. In the 1950's, there was great expansion in the use of paperbacks by colleges. Professors appreciated the availability of supplementary reading that paperbacks provided, and high schools and trade schools are providing an ever-growing market for the supplementary text.

From colleges, the popularity of paperback books in the schools has spread to the high schools and to the junior highs. Great impetus

27 Lottman, op. cit., 96-99.
for their acceptance at this level was given by Fader's book, *Hooked on Books*. His contention that paperbacks are much more readily accepted by and popular with students who were poor achievers and non-readers receives support by studies done by teachers and librarians. Publicizing companies were quick to promote the idea. Then when the lack of reading ability of so many students was publicized, and with the hue and cry raised for individualized instruction, more and more paperbacks appeared in the elementary schools.

No doubt the enthusiastic acceptance of the paperback book in education was due, also, to the times. As was pointed out in a report of a conference at Columbia University:

The noticeable arrival of the paperback book on the education scene is particularly timely. It comes during a period when a long tradition of unbending rigidity in the education structure is being challenged...These emerging patterns of flexibility of approach and depth in teaching at the youngest ages would require a wider, richer assortment of books.

Another factor in the popularity of the paperback book at the secondary and elementary levels is the book club. The pioneer in this field has been Scholastic Magazine and Book Services. This company started in 1946 to promote the sale of paperbacks through school clubs. They now operate five clubs for students five to eighteen years of age, selling sixty million paperback books a year, much of it for leisure reading. The upper elementary and junior high students provide the largest market for these sales since, after this age, the student no longer has time for leisure reading until after graduate school


Outside the educational field, one of the factors contributing to and stimulating the continued popularity of the paperback book today is, of course, the ever-rising cost of hardbacks. In addition, not only are best selling hardbacks reprinted rapidly to cash in on their popularity, but more and more well-known authors are publishing originals in paperback form first. The ability of paperback publishers to pay large sums of money to well-known, established authors has been increasing due to the fact that many of the publishing firms are being bought up by large conglomerates that can afford to expend large sums of money. CBS has purchased Popular Libraries, Warner Communications now owns Popular Library, and RCA owns Random House which recently bought Ballantine Paperback Book Company.

Since these originals cannot cash in on the previous popularity of their hardback counterparts, there has been a wave of new techniques in advertising to assure their sales. Two of the most successful means of publicizing a new paperback book are radio advertising and the tie-in of a television production with an already published book or one about to be published. Book sales and requests for the book in the library immediately zoom after a television showing of a book. The huge success of Brian's Song and others is certain to bring on a rash of many more such promotions.30

Publishers today try to publish paperback books that keep abreast of public concerns, interests, and fads. Many books of popular psychology and sociology (some that Ian Ballantine calls "sex books for squares") are appearing on book racks.31 Books on organic gardening, home decor-
tion, adult fantasy, and inspirational books are being published in answer to present interests. Paperback art books and travel books are now being produced of such a quality that people are willing to have them as part of their home libraries, thus making quality books available to people who could never have owned them previously.

Future Trends for Paperback Books

These, then, are some of the present developments in the field of paperback books. There are others that are present today but that are just beginning to emerge, reservoirs to be tapped in the future. Probably the most significant of these is the publishing of children's books in paperback editions, something that has taken the publishers ten years to really accept but which most agree now is the "wave of the future." 32

Two things that have spurred the demand for children's paperbacks are, once again, the rising costs of hardbacks and the success of the publishers who were the first to take the plunge in the children's field. So far, most publishers have been bringing out reprints of their most popular children's books, and most of them still have large backlists that they will be developing in the future. However, there are some publishers who are producing original paperbacks. They see a future market in such consumable books as controlled vocabulary series, beginning science books, and books that have short-lived popularity such as mysteries, sports, and horse/dog stories. 33 It is felt that the paperback book could be a stimulus to reading for the young child who finds


a large hardback book quite formidable. 34

Publishers of children's paperbacks will try to keep prices below a dollar. However, it is questionable how long they will be able to retain this figure. They will also try to limit their printings so there won't be so many returns and so the buyer won't be receiving yellow, dried-out copies.

Although, when children's paperbacks were first brought out, they were expected to catch the trade book business, more and more libraries, both school and public, are purchasing them also. Librarians are finding that they are a good, inexpensive way to attain multiple copies when needed.

A second trend emerging today that could gain popularity in the future is the all-paperback book library. This, particularly, has possibilities in new schools where libraries are being set up for the first time. Trying to start and build a good, comprehensive library of hardback books could take several years and a large outlay of money, but the all-paperback library can provide a very adequate library quickly because of the much lower initial cost. In the Canton High School of Plymouth, Michigan, where this has already been tried successfully, the new library consists of 90 percent paperbacks. Hardback books were purchased only when no paperbacks were available or when the material was considered reference material and would not circulate. 35

Still another area in which people in the field see a growing future is the production of paperback books for mini-courses that more

34 Higgins, loc. cit.
and more high schools and adult education classes are offering. For such current interest and pertinent subjects as ecology, urbanization, and women's liberation, the potential is great. Undoubtedly, there will constantly be new topics taking the spotlight of interest, thus providing a continuing demand for mini-course paperbacks.

Although the education field has already provided a lucrative market for the paperback book, it is estimated that the possibilities for sales in the educational area will increase steadily over the next years. More and more pre-schoolers will attend school. More of the students who are not college bound will attend some other learning institution. With all the potentially strong future markets in education, plus the fact that there are two million educators in the United States today that the publishing industry is doing its best to educate to use paperbacks, it is no wonder that the publishers feel they have only "scratched the surface" of the educational field.


37 Ibid.
Chapter 3

SUMMARY

Today the paperback book has become a part of every person's life. Not only is this format a favorite of young and old alike, it has become an acknowledged aid to education and an established addition to libraries. Any such instrument that has had such humble beginnings and yet has reached such acceptance arouses interest and deserves to become a subject of study; a study of its past, present, and future.

Researchers have found much to be fascinated with in the past of the paperback book. Some have been interested in and written books about its chronological development. Others have made studies of just one particular phase or era and published studies like those about the House of Beadle or the dime novel. In today's literature, the journals of education and library science, as well as magazines devoted to the publishing business, all recognize the presence and importance of the paperback book. Articles are very frequently published discussing its present various uses and its future. In none of the publishing done today is there any suggestion that the paperback book is just a temporary device.

Almost from the inception of book printing the paperback book has existed. From the Middle Ages to the present revolution, one can see many similarities between the various stages in its past history and between its past history and now.

All through its history men have tried to make books available
to more and more people through lower costs and better distribution. Sometimes they were motivated by greed and sometimes by altruism. During all of its years, the paperback book was usually produced because of a need for a small, inexpensive form of reading matter, often by people who were trying to reach the great masses of people with this simpler form. Always it was affected by problems of distribution, by the disrepute in which it was held, by changing economic conditions to which it was sensitive, by new technological developments that altered the demand or necessity for it, and by man's foresight or lack of foresight.

Today, the problems of the paperback book are much the same as they have always been. However, the paperback book is no longer considered unworthy. Being so firmly accepted in the field of education has given it status and permanency. Its future seems to revolve around the solving of the problems that are present today and around the development of new areas of interest and use.

Almost more than anything else, the history of the paperback discloses the remarkable resiliency of this lowly book, its ability to bounce back time and again, never quite dying out. Now, it seems that it is really, at long last, here to stay.
BIBLIOGRAPHY


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