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Barbara Home Stewart
Institute for Scientific Information

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WILL THE BOOK SURVIVE?

by **Barbara Home Stewart**
(Institute for Scientific Information)

When the radio was invented, book publishers feared for the future. When the talking movie was perfected, book publishers were seriously disturbed. And when television sets began to dominate the scene, book publishers thought the end was in sight. But when tape cassettes appeared, they knew they were doomed.

Yet the humble book lives on and on and on.

It is easily installed without any service charge. It requires no extension cords or batteries. It pulls no amps so it can never blow a fuse, except emotionally. There is no service contract to be signed, no extra charges for house visits to repair it. Given reasonable care, no parts need ever be replaced. An eraser and a bit of Scotch tape will do the job nicely, nine times out of ten. It requires no adjustment of the bass, treble, tone, balance, horizontal or vertical hold, color, or volume. Its head never needs to be cleaned.

A book can be operated under a wide spectrum of light conditions, as wide as that of the human eye. It is compact, lightweight and totally portable. It can be shipped anywhere in the world at the lowest postal rates. It can be stored or shipped in almost any size container. It can be used anywhere in the world, at any time, under almost any conditions—primitive or civilized—with or without electricity, in total seclusion or surrounded by crowds of people. When it is outdated, it often becomes more valuable.

A book is an instrument of learning or a device of pleasure. It brings knowledge and joy to thousands of people, regardless of their age, sex, race, health, religion, income, or social position. It is accepted and appreciated as a symbol of prestige, friendship, affection or love in every country and in every language of the world. Its return to its original owner—after however many years—can often cement a broken friendship.

Books are almost as old as mankind. They have been found carved on the rocks of ageless mountains, painted on scrolls buried in caves, burned into animal hides in ancient desert tombs or carved into clay plaques in crumbling jungle temples. They will be found by men of the future when they tear apart the cornerstones of the buildings we live in today.

A book's uses are many and its costs are small. But there is one danger, and one danger only: it is highly addictive. Once you have mastered its use, you are hooked forever. Whether you live on a mountaintop, in a city or in a prison cell, you will find no cure for reading a book.

So beware of this small package, this book. It will change your life forever, and it will endure.

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