

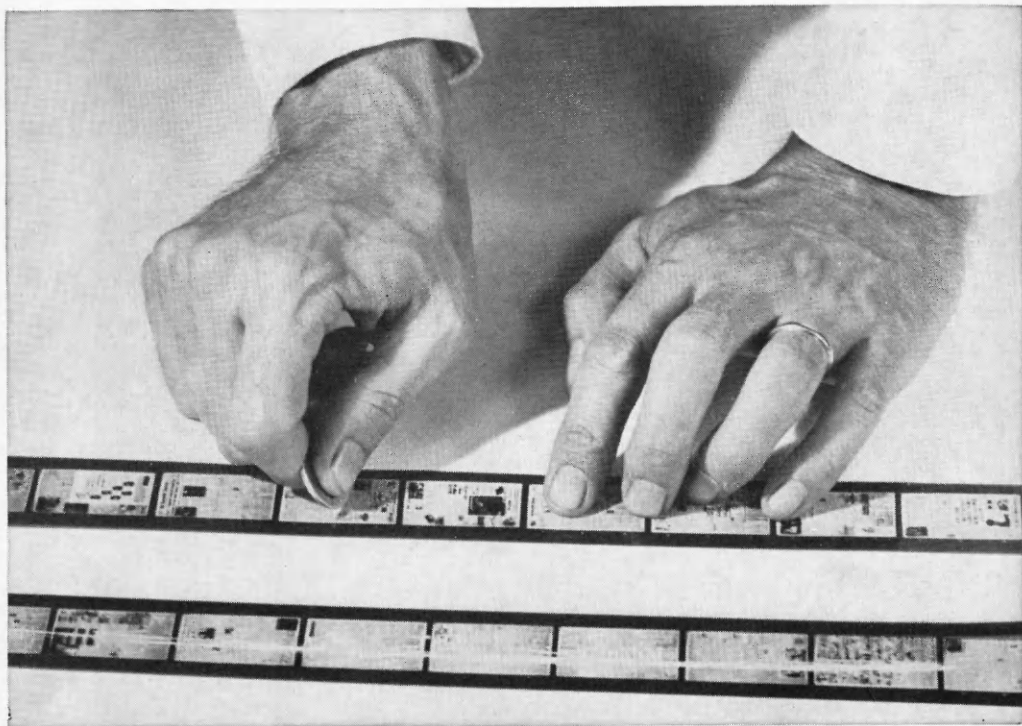
COLLEGE & RESEARCH LIBRARIES

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Announcing U-M's new DURA-FILM



6 times more scratch and wear resistant

The first improvement in microfilm production in more than a decade has now been achieved by University Microfilm research engineers!

Make a scratch comparison

When you get some of this new film make the coin scratch comparison shown above, on leader film of both kinds. The extra surface toughness of Dura-Film is truly amazing.

Called DURA-FILM to emphasize its durability this new film provides you with the same clear images plus a surface that is *6 times more scratch and wear resistant!*

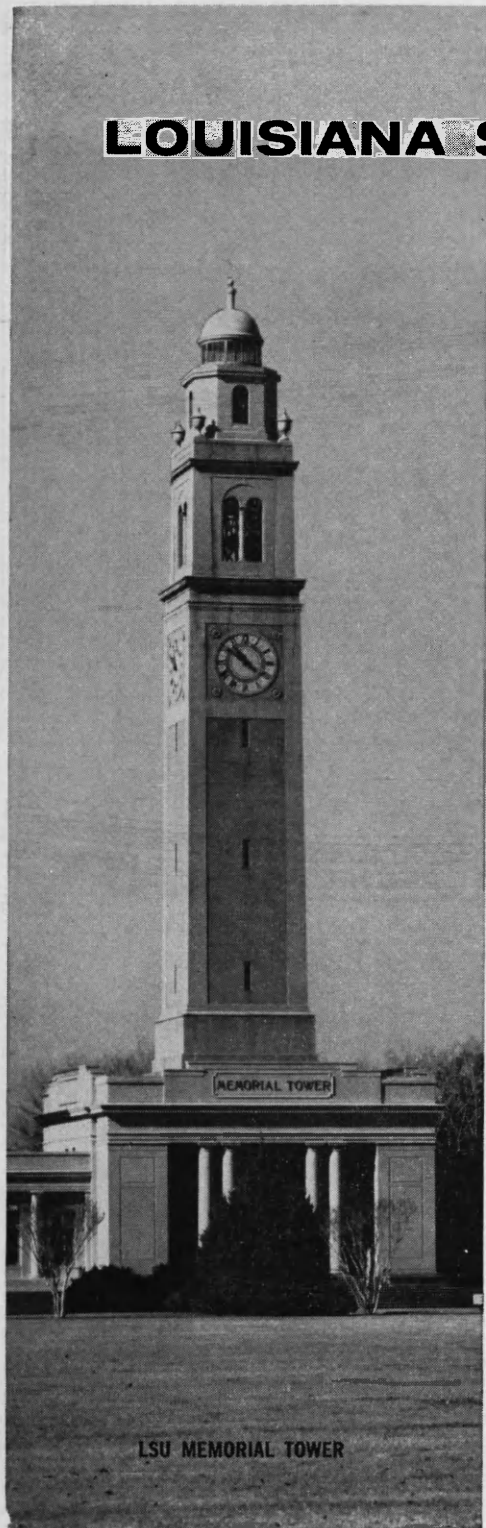
Microfilm critics have always mentioned the danger of viewing machine scratches. Now *all* doubts of film surface wearability are ended by this new development available only from University Microfilms at no additional cost.

See for yourself. Send for sample. See why, more than ever, it pays to specify U-M Microfilm for lasting viewing clarity.



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Included in the furnishings of LSU's Library are Globe-Wernicke desks, bookshelves, study enclosures and associated library equipment.

If you're considering a new library, or expanding or modernizing an existing one, consult Globe-Wernicke's free Library Planning Staff for personal service.

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