ARE THE PEOPLE WHO USE YOUR PERIODICALS COLLECTION MAKING IT DIFFICULT TO KEEP A PERIODICALS COLLECTION?

Since periodicals are almost always printed on paper, and paper is almost always vulnerable, we've developed probably the only sure method of safeguarding them.

We've dispensed with the paper.

By ordering your periodicals on microfilm from us, you get everything on the printed page but the page. This not only discourages people from taking part of your periodicals home; it makes it virtually impossible for them to do it.

A page the size of the one on the left reduces to less than a square inch on microfilm. Anyone ingenious enough to tear out an article from a page that size would probably be smart enough not to try.

This isn't to say that an entire roll of microfilm couldn't turn up "missing." (It's unlikely, since the film is useless without a reader.) But if it ever should, you could replace it for far less than it would cost to replace the original periodicals—which are sometimes irreplaceable at any price.

So if you're starting a periodicals collection, or expanding the one you have, you might consider microfilm.

Not just because of the space you save.

Because of the periodicals you save.

For more information, write: University Microfilms, Dept. I5, 300 North Zeeb Road, Ann Arbor, Mich. 48103.
the
forget-you-not
subscription
service!

Once you've tried our subscription service, it will be easy to forget the drudgery of ordering and re-ordering periodicals for your library. That's because our IBM 360/40 computer does the work for you — promptly, accurately and efficiently. We call it "till forbidden" service — automatic annual renewal of your subscriptions.

F. W. Faxon Co., Inc., is the only fully automated library subscription agency in the world — and now you can put our computer on your team — when you order your subscriptions through our automated facilities. Send for our descriptive brochure and annual librarians' guide.

- over 40,000 domestic and foreign library periodicals
- annual librarians' guide
- specialists in serving college, university, public, school, corporate and special libraries
- eighty-five years of continuous service to libraries
- most modern facilities

Library business is our only business — since 1886

F. W. Faxon Company, Inc.
15 Southwest Park, Westwood, Massachusetts 02090
Telephone: 617-329-3350
NOBODY HAS MORE SELECTIONS FROM CHOICE THAN WE DO. INCLUDING CHOICE.

The Xerox College Library Book Program is designed to offer a representative sampling of books a library might want to have. And a massive sampling of books a library should have.

For example, we offer every book reviewed in Choice. (Choice, of course, is a publication of the Association of College and Research Libraries, and generally regarded as the most authoritative review source of college books.) So if you're adding to an existing library, you can get the best of current titles from us.

For those beginning a library, we offer the Choice Opening Day Collection. And in either case, all titles are available fully cataloged and processed according to Library of Congress classifications. All these selections are listed in our new catalog, which you can have free. Write us for a copy.

We can't say that it's impossible to buy a book from us that you shouldn't have.

But the odds are definitely in your favor.

University Microfilms
Dept. 18
300 North Zeeb Road
Ann Arbor, Mich. 48103

Please send me a free copy of the Xerox College Library Book Catalog.

Name ____________________________

Street ____________________________________

City __________________ State ______ Zip __________
## Selected sets from

### BOOKS FOR COLLEGE LIBRARIES

on microfiche

immediate delivery

<table>
<thead>
<tr>
<th>Title</th>
<th>Volume Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DODSLEY'S SELECT COLLECTION OF OLD ENGLISH PLAYS.</strong> Vols. 1-15, 1874-76. [BCL, p. 639]</td>
<td></td>
<td>$50.00</td>
</tr>
<tr>
<td><strong>ENCYCLOPEDIA BRITANNICA.</strong> 11th edition. 1911. 29 vols. [BCL, p. 1]</td>
<td></td>
<td>$199.00</td>
</tr>
<tr>
<td>Evans, Charles. <strong>AMERICAN BIBLIOGRAPHY.</strong> 1903-34. 12 vols. [BCL, p. 881]</td>
<td></td>
<td>$30.00</td>
</tr>
<tr>
<td>Guizot, F. P. G. <strong>COLLECTION DES MEMOIRES RELATIFS A L'HISTORIE DE FRANCE.</strong> Paris, 1823-25. 31 vols. [BCL, p. 125]</td>
<td></td>
<td>$100.00</td>
</tr>
<tr>
<td>Moore, J. B. A. <strong>DIGEST OF INTERNATIONAL LAW.</strong> Washington, GPO, 1906. 8 vols. [BCL, p. 416]</td>
<td></td>
<td>$50.00</td>
</tr>
<tr>
<td>Richardson, S. <strong>NOVELS.</strong> N.Y., Croscup &amp; Sterling, 1901-02. 19 vols. [BCL, p. 661]</td>
<td></td>
<td>$50.00</td>
</tr>
<tr>
<td>Tennyson, Alfred. <strong>WORKS.</strong> London, Macmillan, 1907-08. [BCL, p. 681]</td>
<td></td>
<td>$50.00</td>
</tr>
</tbody>
</table>

**NCR** MICROCARD® EDITIONS

901 TWENTY-SIXTH STREET, N.W., WASHINGTON, D. C. 20037, 202/333-6393

INDUSTRIAL PRODUCTS DIVISION, THE NATIONAL CASH REGISTER COMPANY
Books from all major publishers in the scientific and technical areas: medicine, pure sciences, social sciences and business.

That's the unique specialization of Bro-Dart's Stacey Division. For more information and a free copy of *Off The Press*—Stacey's monthly new book listing—just clip and mail the coupon below.
How do you read a microbook volume?

Comfortably.

A book should be read. In an easy chair. At a table or desk. Almost anyplace that suits you.

The reason? A new lap reader. The Microbook 710 has been specially designed for reading Microbook libraries, such as the 20,000-volume Library of American Civilization. It takes a 3" x 5" Microbook page with up to 1,000 pages and clearly projects a page at a time in a 7" x 10" size. You can read in normal room light. Finding pages, or scanning through a whole book, is easier than with a regular book.

Library Resources also offers a table reader with bright 8½" x 12" screen. And a reader-printer on the way.

The Library of American Civilization is the first of any libraries to be offered in Microbook form. For storage, retrieval, check-out, and reading convenience, there is one book per fiche for most single-volume works.

The Library includes the most significant 20,000 volumes of retrospective source materials on Americana. It is fully referenced and cross-indexed with author, title, and subject catalogs plus a 2,000-page BiblioGuide™ Index, or topical index. Fifteen of these come with each library. So, faculty members may have their personal set of the catalogs and the BiblioGuide Index.

The Library of American Civilization comes complete and is ready to use the day you receive it. That's a comfort, too!

For complete information, and a copy of our new 8-page booklet, "The Microbook Library Series," please write to the address below.

Library Resources, Inc.

ENCYCLOPAEDIA BRITANNICA Company
Dept. E-1, 301 East Erie Street, Chicago, Illinois 60611
THEODORE ROOSEVELT COLLECTION: Dictionary Catalogue and Shelflist
These five volumes provide a bibliographical key to the remarkable collection begun in 1920 by the Roosevelt Memorial Association and now in the Harvard College Library. The 65,000 cards reproduced here record periodical articles, book excerpts, ephemeral materials, and hundreds of speeches. It is a comprehensive bibliography of the writings by and about Roosevelt and a significant addition to the sources for research for the years 1880-1919. 3104 pp. (LC 72-127844) (SBN 674-87775-6) $250.00 the set

CATALOGUE OF HEBREW BOOKS
The 75,800 cards in the Hebrew catalogue, photographically reduced 50%, are contained in six sturdily bound volumes, 9" x 12" in size. The first four volumes comprise a dictionary catalogue of authors and subjects; the last two, a catalogue of Hebrew titles. "One of the world's great Hebraica collections." 3611 pp. (LC 68-22416) (SBN 674-10150-2) $250.00 the set

CATALOGUE OF ARABIC, PERSIAN, AND OTTOMAN TURKISH BOOKS
Similar in format to the book catalogues described above, this five-volume work reproduces the 67,000 cards in the catalogue of the Library’s Middle Eastern collections. The first three books are an author, title, and personal-subject catalogue of Arabic books. Volume four contains similar dictionary catalogues of Persian and Ottoman Turkish books. Volume five provides a topical subject index in one alphabet of all books listed in other volumes. Like the Catalogue of Hebrew Books, it includes Library of Congress cards for works not in Harvard’s collection. 3,200 pp. (LC 68-29108) (SBN 674-10050-6) $195.00 the set

HARVARD UNIVERSITY PRESS
Cambridge, Mass. 02138
A researcher doesn’t need one man’s opinion....

He Needs The Facts.

The Textbook That’s Updated Daily. ... History as, when, where and how it happened. This is the great heritage newspapers offer scholars and researchers. And a vital aspect of this heritage is that newspapers are primarily factual reports of happenings rather than opinions formulated about them.

As the source for 35mm microfilm copies of both current and backfile issues of over 5500 great American and foreign newspapers, The Micropublishers offer a breadth of historical information unparalleled elsewhere.

Included in our ALL AMERICA SERIES are such diverse sources as great metropolitan dailies, small town weeklies, the Underground Press, newspapers of the Black Community, and newspapers published as early as 1736. In addition, we offer special collections on particularly newsworthy events such as the Missions of Apollo 11 and 12 and the Assassination of John F. Kennedy (each selected from 80 American newspapers) as well as the Great Depression Years (as reported by 10 great American newspapers including The Wall Street Journal).

Our WORLD SERIES OF NEWSPAPERS includes a broad selection of titles originating in areas as disparate as South East Asia, Latin America, Russia and Ireland.

Newspapers in microform: the practical, economical way to have innumerable newspapers at your fingertips. The Micropublishers: the definitive, qualified source for newspapers in microform.

For details, write our Marilyn Jolliff, Dept. 8571, for prompt, interested attention to your inquiry, and a free copy of our 1971 Edition of Newspapers on Microfilm.
Announcing . . . .

WORLD MEETINGS:
SOCIAL & BEHAVIORAL SCIENCES,
EDUCATION, & MANAGEMENT

Quarterly (January, April, July, October)

MEETINGS ARE THE KEY TO CURRENT AWARENESS
Information on research projects is revealed at meetings an average of fifteen months before it appears in the journals.

Each year, World Meetings: Social & Behavioral Sciences, Education & Management will give information in depth on more than 1,500 international, national, and regional meetings to be held throughout the world. Meetings are listed for a two year period and each issue is completely updated and cumulated. Information is obtained directly from the sponsors of the meetings, making the publication an accurate reference for planning of attendance or ordering of meeting papers.

LISTINGS INCLUDE
Name, date, and location of meeting
Sponsors
Details of technical content
Publications issued, with date of availability, price, and source
Attendance
Deadlines for abstracts and papers
Exhibits
Names and full addresses of contacts for additional details

INDEXED BY
Date of meeting
Subject and keyword
Location
Deadlines for papers
Sponsoring organization

FEATURETING
Anthropology & Linguistics • Banking & Finance
Communications & Library Science • Economics
Educational Methods, Research & Testing
International Affairs • History • Political Science
Industrial Relations • Law & Criminology
Management & Administration • Marketing
Statistics • Operations Research • Forecasting
Population • Geography • Psychology
Psychiatry & Mental Health • Social Medicine
Sociology • Social Welfare • Safety • Urban Affairs

TO: WORLD MEETINGS INFORMATION CENTER
824 Boylston St., Chestnut Hill, Mass. 02167
☐ Please start my subscription with the ____ issue.
☐ My check is enclosed. ☐ Please bill me.
☐ I'm not quite convinced. Please send me a sample copy.

Name __________________________
Address _______________________________________
City ______________________ State ______ Zip ______

Annual Subscription
$35, U.S.A. & Canada
$36, Elsewhere
NOW YOU CAN GET JANE EYRE ON THE SHELVES AS FAST AS WINNIE THE POOH.

After years of supplying LJ Cards for children's books, we've now grown to adults!

LJ catalog card sets are now available for all English language adult titles published from 1969 on.

Our adult card sets are designed to accomplish the same thing as LJ processing kits for juvenile titles—namely, to get new acquisitions on the shelves while they're still new.

So, as with all LJ Cards, we guarantee to fill your order within 10 days after receiving it—provided, of course, the book has been published. If we fail, return the order and we'll return your money. (To make sure we don't have to return any money, we've recently increased our order-handling staff by 250%. And our facilities by 300%.)

You can order adult card sets three ways: with standard Library of Congress order slips; copies of multiple order forms; or any 3" by 5" slip listing author, title, publisher, date of publication, and edition. The price is $.35 per set.

And no matter how you do it, you can now have what elementary and high school librarians have had for some time. An up-to-date reading room. Instead of just an up-to-date storage room.

To order, write: Xerox Bibliographies, 2500 Schuster Drive, Cheverly, Md. 20781.

Xerox Bibliographies
XEROX®
Xerox didn't revolutionize office copiers, copier/duplicators, printers, and quite a few other areas of information management by copying competitors. And we aren't about to start now by introducing me-too microfilm that doesn't have something more to offer than the others.

Xerox microfilm delivers greater product reliability, because it's made within consistently high quality standards.

To simplify ordering, speed deliveries, and reduce your inventories, you can order it direct from your local Xerox Sales Office for fast shipment from our Regional Supply Centers. And it can be used with all makes of microfilm equipment and chemicals.

We'll gladly provide free samples. Negative Anti-halation Undercoated XMH (16, 35, 105mm) for planetary cameras, negative Dyeback XMD (16mm) for flow-type cameras, and Positive XMP (16 and 35mm) for contact film printers.

For details call your Xerox Product Specialist. Consult your telephone directory, or write Xerox Corporation, Business Products Group, Dept. HR Rochester, New York 14603.

Xerox is a registered trademark of Xerox Corporation.
Every week NATIONAL JOURNAL unravels the complexities of our national government so that the people, institutions and agencies that shape and implement federal policy are placed in clear perspective. Thus, the cross-currents of federal power are far more readily understood. The service also includes a quarterly supplement in the form of an information retrieval index, updated and cumulated for convenient, continuous reference to the entire NATIONAL JOURNAL intelligence system.

The regular users of NATIONAL JOURNAL include individuals and organizations who have a concern and involvement with the federal government. Start with the White House itself. NATIONAL JOURNAL is the only publication found in the President's private reception room. There are 28 additional copies each week going to key members of the White House staff.

Hundreds of copies are going to Cabinet members, officials throughout the various departments, and to members of Congress and their staff assistants. Outside of government, NATIONAL JOURNAL is used regularly by the news media . . . trade associations . . . unions . . . research foundations . . . law firms . . . lobbyists. Business executives find it an essential tool for corporate planning. And in the academic world, librarians and faculty members are discovering that NATIONAL JOURNAL is a vital reference source.

Here is an opportunity to test NATIONAL JOURNAL while you can take advantage of a special library introduction. Based on the lowest preferential rate, 6 months' service (26 issues) would normally cost $100, but you can now receive the first month free which reduces the price to $84.60 . . . a saving of $15.40.

ACT NOW! fill in the coupon and return it to NATIONAL JOURNAL for your six-month trial. You may cancel without obligation during the first month if you find it does not fill your needs.
The Monitor is different from other daily newspapers. Instead of being published by a business, it's published by a church. This doesn't necessarily prove that the Monitor is less partisan than other papers. But perhaps this does:

In a recent independent survey of 1,800 journalists, the Monitor was chosen the "fairest" newspaper in America. (The New York Times, by comparison, finished 16th.)

Subscribing to the fairest newspaper in America has certain obvious advantages—the most important being that instead of the editorial leanings of the publisher, you get the sort of balanced analysis of important issues necessary to form your own opinions.

In short, you can see the left and the right from the sharper perspective of the middle—a perspective that seems to be in increasingly short supply.

Fortunately, the Monitor is in abundant supply. University Microfilms is now offering the Monitor on microfilm—any issue in its 63-year history. For complete details, write us.

If you care to order now, the price is $75 per year. Proving that objectivity in journalism is not only an attainable goal, but an inexpensive one.
Baker & Taylor offers university and college libraries the most efficient new-book standing order service available from any source.

Among other benefits, B&T’s University & College Library New-Book Service offers your library the following:

- Screening, evaluation and selection of all new titles of interest to academic libraries handled by B&T’s staff of professional librarians, experienced in the field of academic library book selection.
- Computer matching of titles selected for the program with your library’s pre-established book requirements (by subject area or publisher) assures fast, complete and virtually error free delivery of desired titles.
- Full on-approval return privileges.
- Computer printed LC Cards offered at 15¢ a set for each title shipped for which original cataloging is available from LC.
- Exclusion slips for titles not meeting a library’s standing order requirements are optionally provided, enabling the library to order these titles, if desired.

In addition to service advantages, B&T offers its standing order plan customers the highest discounts available from any book wholesaler. With tight library book budgets and increasing book prices, we are certain that you will want to compare prices. We believe that B&T prices will enable your library to purchase more books within your current budget.

For full details on B&T’s standing order plan services and discounts, please complete and mail the coupon below to your nearest Baker & Taylor division.

University & College Dept.
THE BAKER & TAYLOR CO.

☐ Please send full information on B&T’s University & College Library New-Book Service (a standing order plan).

☐ Please have one of your representatives call for an appointment.

NAME ___________________ TITLE ___________________

UNIVERSITY OR COLLEGE ________________________

LIBRARY ________________________________

ADDRESS ___________________ TELEPHONE __________

CITY __________________ STATE __________ ZIP ______
LET US REPLACE YOUR CARD CATALOG WITH AN INEXPENSIVE PAPERBACK.

If you've wanted to convert to a book catalog but haven't because of economic considerations, we'd like to talk to you about your economics.

It does cost something initially to change over. But the statistics indicate that you get it all back.

Based on 1970 contracts, the average cost per title for all our book catalog customers came to under $1.25.

But for libraries still using card catalogs—even if they actually catalog only 20% of their acquisitions—the cost comes out to something like $2.60 per title. If you have 7,000 new acquisitions a year, for example, you save $9,450. (A book catalog will require periodic cumulations, of course. But even with this expense, most libraries come out ahead.)

Besides saving you money, a book catalog lets you do things you couldn't do with a card catalog at any price. Such as making a virtually limitless number of copies. And sending copies out of the library to interested teachers, students, and other librarians.

For complete facts and figures, write to Xerox Bibliographics, 2500 Schuster Drive, Cheverly, Md. 20781.

We're not suggesting that a book catalog will make your library rich. But the way costs are going up, it could be the only thing in your library keeping it from growing poor.

Xerox Bibliographics
YEROX.
NEW EDITION OF AID HAS 90% MORE TERMS

AID-3 is a strikingly new work that promises to be even more valuable than its heavily consulted predecessors. This reliable reference source contains over 80,000 entries, almost twice as many as the second AID. Since page size has been increased to 8½” x 11” with two columns to the page, nearly four times more terms are scannable on each page. Issues of New Acronyms and Initialisms, supplements to AID-3, are planned for 1971 and 1972; each issue of NAI will add about 12,500 new entries. (Supplements are paperbound; $15.00 each.)

COVERAGE OF SPECIALIZED FIELDS MORE EXTENSIVE

The great advances made recently in such fields as data processing, aerospace technology, and military affairs have prompted the creation of numerous acronyms for new projects and equipment. The Apollo moon flights, for instance, introduced many new terms which were unknown when the second AID was published five years ago. These include BIG—Biological Isolation Garment; LOI—Lunar Orbit Insertion; and SRT—Sample Rock Container. Examples of other fresh material in AID-3 are the Motion Picture Association ratings (X, GP, etc.); the official Post Office two-letter designations for states; and the abbreviations for hundreds of religious orders.

“PREFABRICATED” TERMS GAIN POPULARITY

If they are to be successful, current projects, movements, and other types of activities must be quickly identified by the public. To achieve this end, eye-catching acronyms are often coined first and then fleshed out with more-or-less appropriate words. AID-3 presents many new examples of this type of acronym. For example, from the fields of ecology and conservation come such terms as G0O—Get Oil Out; YUK—Youth Uncovering Krud; and ENACT—Environmental Action. The great sex education debate has given birth to MOMS... Mothers for Moral Stability; SOS—Sanity on Sex; and POSSE—Parents Opposed to Sex and Sensitivity Training.

ENTRIES REFLECT CONTEMPORARY CONCERNS

All of modern man’s interests, aims, and problems are represented in the many new entries in AID-3 that refer to social and political groups and developments. For example, the flourishing Women’s Liberation Movement has fostered such groups as NOW—National Organization for Women; POWER—Professionals Organized for Women’s Equal Rights; and OWL—Older Women’s Liberation. Those opposed to the Movement have banded together to form such organizations as THEN—Those Hags Encourage Neuterism; WOW—Women Our Wonders; and MOM—Men Our Masters. These sample entries indicate the timely, essential nature of the vast amount of information contained in AID-3.
Dr. George Raab  
*Associate Director, Brookfield Zoo, Chicago*

Dr. Edwin Banks  
*Professor of Zoology, University of Illinois*

Dr. Durweed Allen  
*Professor of Wildlife Management, Purdue University*

and other leading experts agree

GRZIMEK  
Animal Life Encyclopaedia is  
the new world standard.

Write today for details of  
Guaranteed Price Plan —  
Saving you at least $65.00