

COLLEGE & RESEARCH LIBRARIES

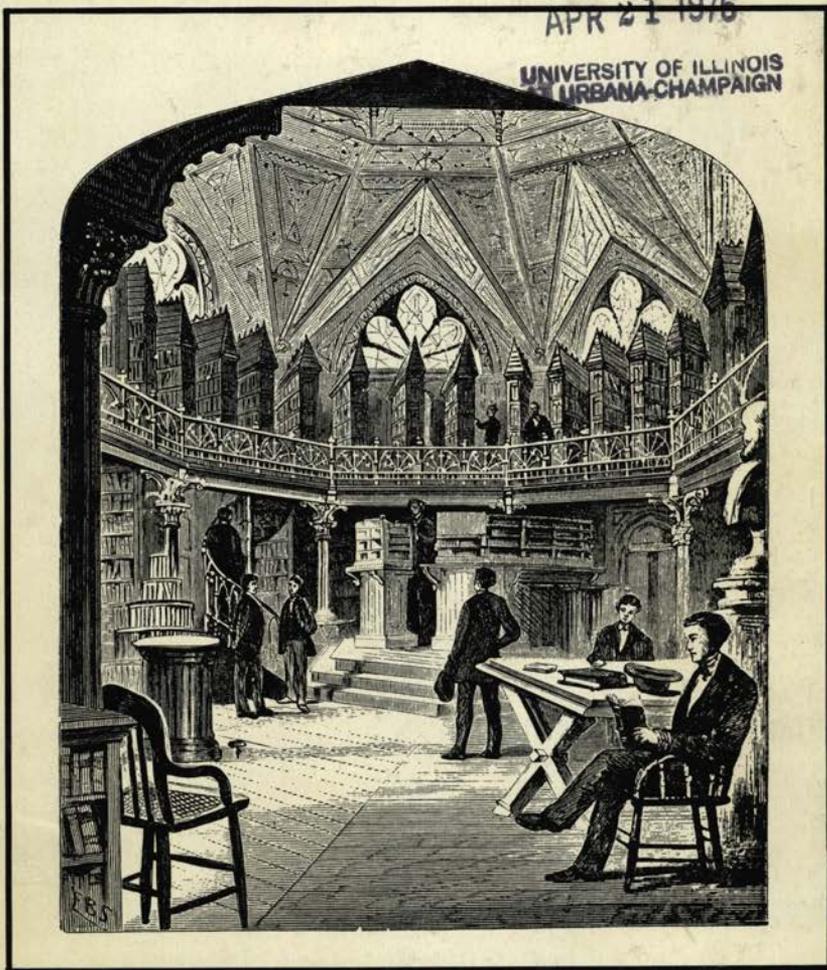
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Why should you worry about book-stealing when your sharp-eyed student checkers are on duty?

If you're hiring student checkers because it provides extra income for some needy students, that's fine. But if you're doing it because you sincerely think it'll eliminate book thefts, you're kidding yourself.

When there's a continuous stream of people coming and going, the checkers can't possibly check everyone's briefcase. And when the traffic is slow, the checker is tempted to use the time to catch up on his studying.

The point is, even if you had the world's most conscientious checkers, unless they physically frisk everyone leaving the library, you will continue to lose books.

And that's where Tattle-Tape® comes in.

Tattle-Tape Book Detection

Systems electronically "frisk" everyone who walks through the checkout area. The system is designed so that any treated book will signal the alarm, no matter where it is hidden. Or, "forgotten."

And your Tattle-Tape system will never spend its time sipping pop, reading, or goofing off. It just sits there, eternally vigilant, unafraid to ring the alarm on anyone, whether lowly Freshman or lofty Ph.D.

And that's why libraries all across the country are switching to Tattle-Tape book detection systems. They report cutting book losses by up to 90%. And that means you can spend money buying new books instead of constantly replacing stolen books.

Want to learn more? We'll

give you all the information you need. Just write on your letterhead to 3M Detection Systems, Building 220-9E, 3M Center, St. Paul, Mn. 55101. If possible, tell us roughly how many books you have in your facility.

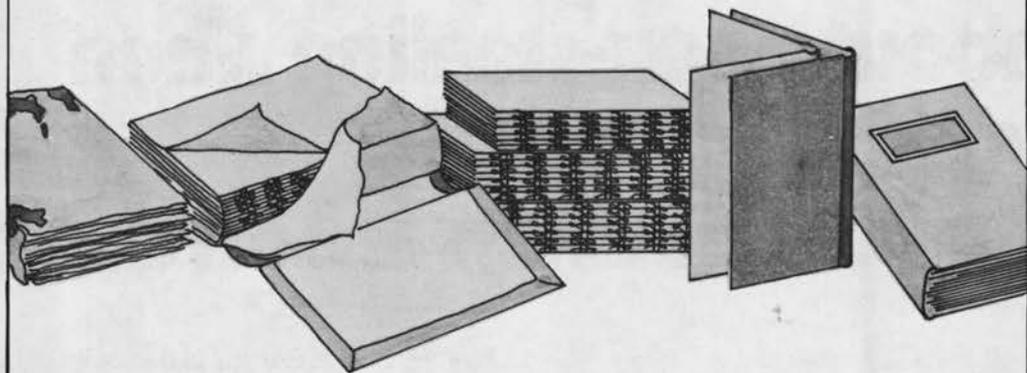
If you're going to hire someone to do a job with impersonal efficiency, the way to do it is to hire  a machine.

Tattle-Tape.
So you can run
a lending library.
Instead of a
stealing library.

3M
COMPANY

Detection Systems

There are 41 steps in library binding...



the first step is yours.

Creating a library bound book is not an easy job. It's an involved process consisting of 41 different steps... each designed to provide the finished volume with the strongest, longest-lasting binding possible.

But the first, most important step must be taken by you, the librarian. You must insist upon having the books and periodicals in your collection bound in accordance with the LBI Standard.

If you want to increase the usefulness of your collection, yet keep costs to a minimum, take that first step today. Send for free brochures on the advantages of library binding and contact a library binder who displays the LBI seal.



Library Binding Institute

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