

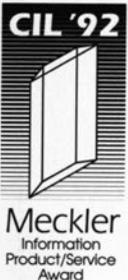
# "FirstSearch is big news."



- Mick O'Leary  
*Information Today*, Database Review  
 February 1992

"[With FirstSearch,] OCLC...has changed the whole online game."

"FirstSearch marks the Return of Online, because it can compete economically with a big set of CD-ROM databases, as well as providing online's advantages of currency, breadth, multiple access, and response time."



Of course you've noticed there's a lot of interest these days in expanding patron access to online databases. In case you haven't noticed, that's created a lot of interest in **The FirstSearch Catalog**.

"FirstSearch Takes the Lead" in economy, currency, and breadth of information with a growing list of popular databases including PsycINFO, OCLC/Faxon Finder (serials table of contents), Readers' Guide, Newspaper Abstracts and more.

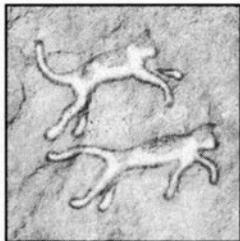
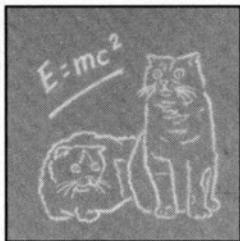
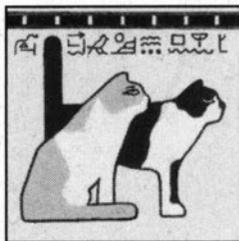
To find out more about why award-winning **FirstSearch** is making headlines, contact your OCLC-affiliated Regional Network or call OCLC Field Marketing Services at these toll-free numbers:

1-800-848-5878 (U.S. and Canada)  
 1-800-848-8286 (Ohio)

**FirstSearch**  
 A world of information online



# When it comes to academic inventory, these cats cover every subject.



## You can count on Baker & Taylor Books for a first fill rate that's second to none.

It's not surprising. With 400,000 academic books in our inventory, Baker & Taylor Books delivers a first fill rate that's twice that of any other academic vendor.

Over 35% of all academic books on order are shipped within five working days.

You can count on specialized titles from scholarly, research and scientific publishers, societal and association presses, university and small presses.

And, you can expect more than just current titles.

We inventory more than 167,000

academic books printed before 1988.

You'll even have the benefit of the most sophisticated electronic search and purchase system on the market today - B&T Link™. It offers unprecedented accuracy with a 1.2 million title database on CD-ROM, and the fastest, easiest ordering system around.

When it comes to meeting your most demanding academic book needs, Baker & Taylor Books is in a class by itself. For more information, call (800) 235-4490, International customers call (908) 218-0400.

## BAKER & TAYLOR Books

**WE'RE LEADING THE WAY.®**