Against the Grain

Full Page Ads

Editor

Follow this and additional works at: https://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation

Editor (1993) "Full Page Ads," Against the Grain: Vol. 5: Iss. 4, Article 2.
DOI: https://doi.org/10.7771/2380-176X.1395

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Your back-volume order is correct or you get $25.

We've earned a worldwide reputation for accuracy, so don't expect to claim any rewards. Just expect to get everything you need from one source, with one call.

Our huge back-volume warehouse, combined with ready access to publishers' inventories, personal collections and second-hand sources, helps us maintain the highest fulfillment rate in the field.

The periodicals you need and an error-free guarantee—only from Jaeger.

For complete details, write, call or FAX us today.

ALFRED JAEGGER INC. Dept. AG, P.O. Box 9009, Commack, NY 11725–9009

Gentlemen: Please send your latest catalog and brochure.

Name: ________________________________
Company/Facility __________________________
Address: ________________________________
City __________________________ State _______ Zip _______
Phone: ________________________________
Connect with superior service.

Make the connection to YBP with FOLIO

FOLIO, YBP's on-line information service, is an extension of our commitment to superior service through quality book fulfillment, technology, and personal attention.

Access FOLIO via the Internet

Both approval plan and firm order customers can connect with YBP through the Internet or via direct dial access. FOLIO currently provides access to the YBP approval plan database with acquisitions and bibliographic information for all types of approval material, including:

- Access titles on order with publishers, titles currently in-process, and titles that have been shipped on approval over the past 24 months.
- Search by LC classification, imprint, author, title, subject headings, series, bibliographic notes, and ISBN.
- View complete bibliographic data and approval shipment history.
- Enter orders and transmit via the Internet.

In Partnership with Libraries

Working in partnership with the library and publishing communities, YBP continues to develop FOLIO and our other technical services to meet your library's needs, including:

- E-mail: “Talk” with YBP by E-mail via the Internet
- Electronic ordering with our software or via acquisitions system interfaces
- For books and notification slips supplied: Library of Congress MARC records, YBP bibliographic records in MARC format, and Innovative Interfaces bibliographic record transmission
- Machine-readable management reporting

Yankee Book Peddler, Inc. is a full-service book wholesaler committed to providing superior approval plan, firm order, retrospective selection, serial standing order, and automated support services to university, college, and public libraries around the world.

YBP
999 Maple Street
Conoocook, NH 03229 U.S.A.
(603) 746-3102 Fax (603) 746-5628
U.S. and Canada
(800) 258-3774
Corporate E-mail: ybp@office.ybp.com
Technical Support: techy@office.ybp.com
YOUR SINGLE SOURCE

for

CD'S, CASSETTES, VIDEOCASSETTES & LASERDISCS
(over 6300 labels)

YOUR SINGLE SOURCE

for

PROFESSIONALLY PRODUCED AACR2 A/V CATALOGING

Professional Media is the academic and music library's best source for single-source order fulfillment of all genres of sound and video recordings. Serving some of the largest ARL and public libraries, Professional Media's high quality cataloging – available for EVERY recording supplied – can eliminate and prevent backlogs.

Electronic ordering, using the world's only complete, online audio and video acquisitions database, is available to library customers at no charge. A/V EXPRESS requires minimal equipment and even provides toll-free communications. Interfaces with several library automation systems are operational.

Your library can save time, money and effort. No minimum order is required: just send PMSC your next order, or call for additional information. Toll free customer service and fax lines are at your service, as is PMSC's staff of experienced professionals.

PROFESSIONAL MEDIA SERVICE CORP.: 

YOUR SINGLE SOURCE

for

A/V MATERIALS and CATALOGING

PROFESSIONAL MEDIA SERVICE CORP.
19122 S. VERMONT AVE., GARDENA, CA 90248
TOLL-FREE (800) 223-7672; (310) 532-9024
TOLL-FREE FAX (800) 253-8853; (310) 532-0131
SPECIAL PRE-PUBLICATION OFFER
Order before December 31, 1993 and save $575.00!

Pergamon Press proudly announces the first authoritative, comprehensive international work in its field...

THE ENCYCLOPEDIA OF LANGUAGE AND LINGUISTICS

Editor-in-Chief: R.E. Asher, University of Edinburgh, UK
Co-ordinating Editor: J.M.Y. Simpson, University of Glasgow, UK

TEN VOLUMES TO BE PUBLISHED LATE 1993

- Published complete in 10 volumes containing over 2000 articles
- Over 1000 contributors representing more than 50 countries
- Large format pages with detailed maps and illustrations
- International in scope and approach
- Wide ranging analyses and evaluation of current research
- Alphabetically arranged with extensive cross-referencing
- Comprehensive three-level subject index and author index
- Thematic guide ensuring ready access to any field of interest
- Glossary of over 3000 definitions in language accessible to the non-expert
- Verified bibliographies providing key sources for further study and research
- An invaluable reference for faculty, language specialists, researchers and students

SEND FOR YOUR FREE PROSPECTUS TODAY!

A prospectus for The Encyclopedia of Language and Linguistics is available. Please complete the following and return to the address below.

Name

Institution

Position

Address

City/State/Zip

ISBN: 0-08-035943-4 (Hardcover)
10 Volume set
6000 pages (approx.)

Pre-publication price (expires December 31, 1993): US$ 2400.00
Post-publication price (effective January 1, 1994): US$ 2975.00

Return to: Rebecca Seger, Sales Manager, Pergamon Press Inc., 660 White Plains Road, Tarrytown, NY 10591-5153.
Tel: (914) 333-2410; Fax: (914) 333-2468

PERGAMON PRESS New York / Oxford / Seoul / Tokyo
A member of the Elsevier Science Publishing Group

Against the Grain / September 1993
PRENTICE HALL GENERAL REFERENCE

Fall 1993

• ARCO • Betty Crocker • Burpee • H.M. Gousha • Prentice Hall Gardening
• J.K. Lasser • Webster’s New World™

Highlights from our list include:

SEPTEMBER

CULTURAL ATLAS OF THE RENAISSANCE
C.F. Black, Dr. Mark Greengrass, Dr. David Howarth, Dr. Jeremy Lawrance, Dr. Richard Mackenney, Dr. Martin Rady, Dr. Evelyn Welch
Examines the Renaissance world through the unique framework of an atlas
9 1/4 x 11 3/4; 240 pages; (cloth)
250 color photographs; more than 40 color maps
Index/bibliography/chronology/gazetteer
0-671-86562-3/$45.00

DINOSAUR!
David Norman
“Highly Recommended”—Library Journal
March 1992
8 3/4 x 11 3/4; 192 pages; index
100 four-color and 20 black-and-white illustrations
0-13-2185140-1/$25.00 (cloth)
0-671-87472-1/$15.00 (trade paperback)

J.K. LASSEr’S™ EMPLOYEE BENEFITS FOR SMALL BUSINESS
Second Edition
Jane White and Bruce Pyenson
Valuable reference offers a wide range of innovative, money-saving ways to get top value for every benefit dollar
6 1/8 x 9 1/4; 192 pages; (trade paperback)
Forms, charts, index
0-671-86676-1/$12.00

OCTOBER

THE ENCYCLOPEDIA OF BUTTERFLIES
John Feltwell
An exhaustive color encyclopedia on 1,200 butterflies from around the world
8 1/2 x 11; 288 pages; (cloth)
More than 1,000 color photographs
Index/bibliography/glossary/list of organizations
0-671-86628-4/$40.00

NOVEMBER

THE NATIVE AMERICAN ALMANAC
A Portrait of Native America Today
Historical perspective is combined with contemporary insight in this comprehensive sourcebook of the first Americans
Arlene Hirschfelder & Martha Kreipe de Montaño
7 3/8 x 9 1/4; 320 pages; (cloth)
100 black and white photographs; charts, tables, maps
Index/bibliography/appendices
0-671-85012-1/$25.00

THE NEW YORK PUBLIC LIBRARY DESK REFERENCE
Second Edition
A Stone-song Press Book
A revised and updated edition of this national bestseller!
7 3/8 x 9 5/8; 944 pages; (cloth)
16 pages of color maps; black and white line drawings throughout; charts, tables, index
0-671-85014-8; $35.00 until 12/31/93; $40.00 thereafter

THE NEW YORK PUBLIC LIBRARY STUDENT’S DESK REFERENCE
A Stone-song Press Book
A brand-new addition to the New York Public Library family, for students aged 11-14
7 3/8 x 9 5/8; 544 pages (paper over board)
100 black and white line illustrations, charts, tables throughout
0-671-85013-X/$20.00

THE STAR GUIDE
Learn How To Read The Night Sky
Star By Star
Robin Kerrod
A guide to the heavens that includes a planisphere (a star-finding disk)!
10 x 10; 160 pages; (cloth)
More than 300 color photographs, illustrations, and sky maps
0-671-87467-5/$25.00

LADYBUGS, TIGER LILIES & WALLFLOWERS
A Gardener’s Book of Words
Robert Hendrickson
Explores the origins of over 500 gardening words
5 1/2 x 8 1/2; 224 pages; (trade paperback)
Index/bibliography/appendix
0-671-79910-X/$12.00

J.K. LASSEr’S™ GUIDE TO BUYING YOUR FIRST HOME
Second Edition
Joe Catalano
The ideal guide for today’s new crop of first-time home buyers
6 1/8 x 9 1/4; 344 pages; (trade paperback)
Tables and charts
0-671-88066-7/$15.00

J.K. LASSEr’S™ YOUR INCOME TAX 1994
The J.K. Lasser Institute
8 1/2 x 11; 528 pages; (trade paperback)
Illustrations, forms, indexes
0-671-86943-4/4/$14.00

J.K. LASSEr’S™ YOUR INCOME TAX 1994 PROFESSIONAL EDITION
Designed to meet the needs of professional preparers and those who prepare their own taxes
8 1/2 x 11; 622 pages; (cloth)
Indexes
0-671-83332-1/$40.00

DECEMBER

WEBSTER’S NEW WORLD® THIRD COLLEGE EDITION, Updated
A thoroughly updated edition for 1994!
7 1/4 x 9 1/2; 1,600 pages
(cloth, plain-edged)
0-671-88289-9/$18.00
(cloth, thumb-indexed)
0-671-88423-0/$20.00

PRENTICE HALL GENERAL REFERENCE
A Paramount Communications Company
September 1993 / Against the Grain 25
Household Pesticide Use Linked to Childhood Brain Cancer

A recent case-control study published in Archives of Environmental Contamination and Toxicology (24:87-92, 1993) has shown a possible link between family pesticide use and childhood brain cancer.

Researchers from the Missouri Department of Health's Division of Chronic Disease Prevention and Promotion and the University of California at Berkeley interviewed the natural mothers of 45 childhood brain cancer cases to determine the extent of household pesticide use from time of pregnancy to the child's cancer diagnosis. There were also two control groups of 85 "friend controls" and 108 "cancer controls."

In comparison to friend controls, significant positive associations between pesticide use and brain cancer were observed for use of pesticides to control nuisance pests in the home, no-pest-strips in the home, pesticides to control termites, a shampoo used for lice, flea collars on pets, diazinon in the garden or orchard, and herbicides to control weeds in the yard. However, small sample sizes, potential recall bias, multiple comparisons, and lack of detailed exposure verification require further research to confirm these findings.

"Although our findings are not conclusive," the authors of the study state, "they are suggestive of an association between childhood brain cancer and several pesticide use situations, product types, and specific products. The results of this study highlight the need for expanded research on the health effects of pesticide use."

Quality of Life in Osteoporosis Patients

Most clinical trials of osteoporosis prevention and treatment have relied on changes in bone mineral density as the primary outcome measure for efficacy because bone density can change with relatively short durations of therapy. But in their recent editorial appearing in Calcified Tissue International (53:75-77, 1993), members of The Osteoporosis Quality of Life Study Group urge that clinical trials also measure health-related quality of life (HRQOL).

HRQOL refers to how well an individual functions in daily life and her subjective perception of well-being—including physical, mental, and social function. For example, a medication may improve a biologic indicator (e.g., fewer vertebral fractures), but decrease general function and well-being, perhaps due to an unwanted drug effect that adversely affects overall HRQOL.

Furthermore, if several agents prove to be equivalent with respect to bone outcomes, the HRQOL consequences may provide invaluable guidance to physicians and patients in their therapeutic choices for osteoporosis.

Should Children be Allowed in the Delivery Room?

An informal survey in one hospital found that 92% of obstetricians do not allow children in the delivery room. In India, older children are not allowed in the same room with the newborn for 11 days.

Max Sugar, MD, considers the presence of children at delivery in Adolescent and Pediatric Gynecology (6:71-74, 1993). From his review of the available literature, there is no support to the premise that a child's viewing of his mother's delivery decreases sibling rivalry and jealousy, promotes bonding, or teaches children about sex and reproduction in a natural way. On the contrary, Dr. Sugar concludes that the labor-delivery scene poses a psychic trauma to the child.

"It is not unheard of for medical students to have an anxiety reaction or feel faint when they first view a delivery," Dr. Sugar says. "If adults are vulnerable to emotional trauma from viewing delivery, it does not take much to consider that children may be as vulnerable, if not more so."
Receive first class treatment at Ballen...

no matter what your size.

Whether your order is for a thousand books or just one, whether you are a prestigious university, medical school, or a little-known junior college, every Ballen customer receives our legendary one-to-one customized service. That means you'll have a personal Ballen customer service representative to answer questions, report status and solve problems. You'll have a specific location in our staging area for maximum quality control. You'll have instant access to important information through BallenNet™, our interactive on-line service for order entry data and current order status. Even direct telephone access to a Ballen corporate officer, if necessary.

And despite our elephantine inventory of over 100,000 titles, with thousands of books shipped every week, our return rate squeaks in at less than 1% — the industry's lowest.

Find out how you can reap the big benefits of Ballen's personal service. Call Toll-Free (800) 645-5257 or Fax (516) 864-5850.

BALLen
BOOKSELLERS INTERNATIONAL INC
125 Riefield Lane, Hauppauge, New York 11788
Get the articles you need quickly and easily.

Introducing Faxon Finder table of contents access and Faxon Xpress document delivery services.

As easily as you could pull a journal from your shelf, you can order an article for delivery with Faxon Xpress™. Start by choosing from over 10,000 journal titles and 3 million articles available in the Faxon Finder™ database. Then simply press the order key from the menu. It’s that easy to get speedy delivery of your articles.

For your convenience, the Faxon Finder database is offered both online and on CD-ROM. Either way, you have access to the most comprehensive table-of-contents database available. Unlike other databases, which cite only research articles from journals, the Finder database includes all citable references such as news stories, editorials, book reviews and more. No other database is so complete in its coverage of individual issues.

Call us today at 1-800-999-3594 ext. 503 to learn more about how these new electronic information services can benefit you.

faxon
The Faxon Company
1-800-999-3594 ext. 503

Faxon Finder and Faxon Xpress are trademarks of Faxon Research Services, Inc.
TECHNOLOGY FOR THE 90's 
AND FOR THE LIBRARIES 
OF TOMORROW

BLACKWELL’S PROUDLY INTRODUCES...

FOR COLLECTION DEVELOPMENT

BLACKWELL'S
TOC ONLINE

Blackwell’s New Titles Online database now includes Tables of Contents and Descriptive Summaries for new and forthcoming scholarly monographs.

• Browse the contents pages before placing the order
• View the publisher's title description
• Order the title electronically
• Insure a title is included on approval
• Access through the INTERNET

FOR PUBLIC ACCESS CATALOGS

BLACKWELL'S
TOC 505

Blackwell’s MARC With Books® service now offers LC-MARC records enriched with Tables of Contents.

• Enhance subject access
• Improved chapter-level author access
• View contents & summaries in your PAC before searching the shelves
• Increase interlibrary loan efficiency

FIND OUT HOW EASY AND COST EFFECTIVE IT CAN BE TO GET CONTENTS INFORMATION TO BOTH YOUR STAFF AND PATRONS TODAY!

BLACKWELL
NORTH AMERICA, INC.
TECHNICAL SERVICES DIVISION

6024 SW Jean Road, Building G, Lake Oswego, Oregon 97035. Telephone: 503-684-1140 Fax: 503-639-2481
For the record, BookFind-CD offers the most comprehensive title information in the world.

<table>
<thead>
<tr>
<th>COSIMO &quot;IL VECCHIO&quot; DE' MEDICI, 1389-1464: ESSAYS IN COMMEMORATION OF THE 600TH ANNIVERSARY OF COSIMO DE' MEDICI'S BIRTH.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edited by Francis Ames-Lewis (Reader in History of Art, Birkbeck College, University of London)</td>
</tr>
<tr>
<td>Clarendon Press, Apr. 1992, 328pp, 216 x 138mm</td>
</tr>
<tr>
<td>16pp plates, bibliography, index</td>
</tr>
<tr>
<td>HARDBACK UK £45.00 NET 0-19-817394-6</td>
</tr>
<tr>
<td>Other prices: Export price £45.00</td>
</tr>
<tr>
<td>A study of aspects of the life and career of Cosimo &quot;il Vecchio&quot; de' Medici, one of the major statesmen of early Renaissance Italy. It considers Cosimo's personality, his political and literary interests, and his patronage of church building, painting and sculpture in mid-15th-century Florence.</td>
</tr>
<tr>
<td>CONTENTS: Cosimo optimus civis; N. Rubenstein; Cosimo and the Popes, G. Holmes; Cosimo de' Medici and Arezzo, R. Black; the &quot;buonomini di San Martino&quot;; D. Kent; Cosimo de' Medici as a patron of humanistic literature; J. Hanks; Cosimo de' Medici's wit and wisdom, A. Brown; Cosimo and his books, A. C. De La Mare; the Franciscan observants at Bosco Al Frati, C. Robinson; fraternal piety and family power, J. Paulet; Cosimo de' Medici and the chapel of his palace, R. Hafif; Dante and Lumen Christi, S. McKillop.</td>
</tr>
<tr>
<td>Readership: postgraduate: research, professional</td>
</tr>
</tbody>
</table>

Introducing BookFind-CD World Edition – instant access to more information on more titles than ever before.

The most sophisticated bibliographic database of its kind, BookFind-CD provides access to over 1.3 million English language titles from all over the world.

Among the many benefits of this unique reference tool is the availability of detailed, descriptive records like the one above, that provide an unprecedented amount of information for many of the titles in the database.

What's more, with over 2000 subject classifications, users can search for and locate titles with great accuracy using information ranging from author or title to any word or phrase.

And once you find the information you want, you can manipulate it to meet your needs—and receive it in any of 20 different output formats.

In addition to the original version, BookFind-CD is available in special, more specific packages, including Medical/Healthcare and Business/Law. So no matter what your needs, there is a BookFind-CD that's just right for you. For more information on any of the BookFind-CD packages, call Baker & Taylor at 1-800-775-1800.

Distributed by Baker & Taylor

© 1993 Baker & Taylor
An international publishing event, The Encyclopedia of Software Engineering, First Edition, is the most comprehensive reference on this subject ever published. Indeed, this two volume encyclopedia not only compiles an unprecedented amount of information, but in its breadth, scope, attention to detail and organization, this work goes a long way in actually defining the field.

A truly landmark publication, The Encyclopedia of Software Engineering sets the standard for reference works in this exciting new field.

- Articles written by the leading authorities from around the globe.
- Over 200 major articles explore and discuss the issues and principles of this discipline.
- Biographical sketches introduce key figures in the software engineering field, including Barry Boehm, Harlan Mills, Les Belady, and Michael Jackson.

Easy to use...

- Over 500 diagrams, graphs, and charts help illustrate concepts.
- Cross references within the text alert readers where to turn to additional background on key terms as they encounter them.
- Up-to-date bibliographies are included at the end of each article.

COMPREHENSIVE COVERAGE OF THE MAJOR TOPICAL AREAS

Acquisition Management • Artificial Intelligence in Software Engineering • CASE • Computer Security • Configuration Management • Cost Estimation • Data Rights • Database Management Systems in Engineering • Design • Implementation • Maintenance • Measurement • Milestones in Software Engineering • Performance Engineering • Project Management • Quality • Quality Assurance • Requirements Analysis • Reuse • Risk Management • Safety • Software Engineering • Software Engineering Environments • Software Reliability Engineering • Software Reliability Theory • Testing
New Pragmatic Sourcebooks on Environmental Toxicology from VCH Publishers

ECOTOXICOLOGY MONITORING
Mervyn Richardson, Birch Assessment Services for Information on Chemicals, Rickmansworth, U.K., Editor
June 1993. xxv + 384 pages.
Tables, figures, references, glossary, index.
ISBN 1-56081-736-4. Hardcover $125.00
Quick, robust techniques are needed to monitor factory effluent in sewers and rivers. Ecotoxicology Monitoring compares and contrasts the techniques available — from the simple, rapid Microtox test, to tests based on fish, algae, or sophisticated chemical analysis. The book also discusses the biochemistry and mechanisms of the biological processes involved.
In addition, Ecotoxicology Monitoring surveys the current regulatory and legislative positions in Europe and the United States, making it a vital reference work for consultants, particularly those involved in World Aid Projects. Using the monitoring techniques described in this book, readers will be able to identify hazards quickly and undertake pragmatic risk assessments to develop safety measures.

REPRODUCTIVE TOXICOLOGY
Mervyn Richardson, Birch Assessment Services for Information on Chemicals, Rickmansworth, U.K., Editor
Tables, figures, references, index.
ISBN 1-56081-737-2. Hardcover $125.00
Reproductive toxicology is a subject of critical importance to future generations. Toxic exposure of the developing embryo is a well-recognized problem, but it is also necessary to consider the effects of certain chemicals prior to conception, both in humans and in animals. The mechanisms and routes of the biological action need to be established. While many industrialized countries are currently preparing legislation to control exposures to pregnant and nursing mothers, equal attention is required for similar hazards to males.
Reproductive Toxicology summarizes both the legislative and regulatory viewpoints on this issue by surveying the effects of chemical substances on the female and male reproductive systems. More than 1,000 references guide the reader to the current international literature. Physicians, epidemiologists, toxicologists, chemists, and biologists, in academia, industry, and government will find this book an invaluable survey of modern thinking on reproductive toxicology.

Prices are subject to change without notice.
a fine performance

No other bookseller can match our performance when it comes to the fast and reliable supply of European books.

The first-rate service you receive is orchestrated by heavy investment in technology combined with a personal touch, ensuring high quality customer care.

In tune with your needs, we offer extensive on-line access, an unrivalled Standing Orders Service and a comprehensive monthly bibliographic service, Advance.

Tens of thousands of librarians worldwide appreciate Dawson's fine performance and our unique benefits will be music to your ears, not only for book supply but also for:

- SUBSCRIPTIONS
- TECHNOLOGY

Wherever you are in North America - Dawson is in harmony with your needs.

dawson
The International Network for the Information World

For further information, please call, fax or write to:
Marketing Dept, Dawson UK Ltd, Denington Road, Wellingborough, Northants, NN8 2QG, UK.
Tel: +44 (0)933 274444 Fax: +44 (0)933 225993

September 1993 / Against the Grain 63
MIDWEST LIBRARY SERVICE

from Gutenberg to McLuhan,
Galileo to galaxies—
We cover a universe of books.

PROMPTLY
From major new titles to the obscure "black hole,"
we waste no time.

ACCURATELY
From invoices to status reports, we get it right.

COMPLETELY
From first shipment to completion,
we offer maximum fulfillment.

COMPETITIVELY
From trade discounts to short, we give you your money's worth.

These four pillars form the foundation of Midwest's many years of service to libraries. Depend on us as your source for U.S. and Canadian books. Save valuable time, effort, and expense by relying on our:

- Expertise in automation services
- Exacting customer service
- Commitment to excellence
- Goal of maximum fulfillment

Call on us for:
- Firm Orders
- Standing Orders
- Approval Programs
- Technical Support Services

Midwest Library Service

11443 St. Charles Rock Road
Bridgeton, Missouri 63044-2789 • USA
800-325-8833 • 314-739-3100
FAX 800-962-1009