Against the Grain

Volume 6 | Issue 1

February 1994

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 (1994) "Full Page Ads," Against the Grain: Vol. 6: Iss. 1, Article 2.
DOI: https://doi.org/10.7771/2380-176X.1493

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.
Error-Free Guarantee from Jaeger

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 _______________
For the record, BookFind-CD offers the most comprehensive title information in the world.

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.

©1994 Baker & Taylor
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

Visit with us during ALA at Booth 1101

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
Introducing...

GREENWOOD PUBLISHING GROUP
FAX INFORMATION SERVICE

Have a FAX?
Need book descriptions, price, and availability?
Call 1-800-GPG-4FAX
(1-800-474-4329)
on your voice telephone.

GPG4FAX can provide list price, availability, and a description of an individual title, as well as lists of books in your subject area, complete with current list prices. The choice is yours:

☑️ For individual title information including price, availability, and description: enter the ISBN number.

☑️ For a listing of available titles in your subject area: enter the three digit subject code of your choice, and the list of titles is on its way via FAX.

Press 1
If you know
the ISBN

- Enter the 10 digit ISBN.
- Automated voice provides price and availability.

Within minutes, GPG4FAX will prepare and FAX the book information you requested.

Sample Book Information:
A Companion to the United States Constitution and Its Amendments
By John R. Vile
1993. 0-275-94511-1, 240 pages. $49.95
A paperback edition is available: 0-275-94512-x. $16.95

Press 7
For a title listing in a specific subject area

- Enter the three digit subject code of your choice.
- Enter 000 for a complete subject code list.

For book information, 24 hours-a-day, call (on your voice telephone):
1-800-GPG-4FAX (1-800-474-4329)
Announcing Release 2.1!
You told us what you want—and we listened. New enhancements make FOLIO your link to an ever-expanding range of YBP services for both approval and firm order customers. If you’re one of the rapidly growing number of FOLIO users, you’ll like the new capabilities developed in response to your needs. If you’re not using FOLIO yet, sign up and sign on to see what the excitement is all about.

This Just in—Order Any Title through FOLIO.
Simply key an ISBN—if it’s found in our extensive title file, FOLIO will display the bibliographic data for you. Or enter author, title, imprint, publication data, and preferred binding. Then, with a single keystroke, place your order through FOLIO via the Internet.

A Need to Know—On-line Notification.
Access the most recent four weeks of approval notification slip data specific to your account. Select an item for ordering, review selected items, and place orders for selected items instantly—all in an on-line environment. No waiting for notification slips to appear on your desk.

What Goes Around, Comes Around—File Transfer via the Internet.
Transfer bibliographic data from YBP to your library’s system, then back again as an order.

The Bottom Line—Expenditure Reporting.
Get the budgetary and returns information you need in the format you want. FOLIO tells you what you’ve spent by date, LC classification, and publisher—based on the parameters you enter.

Ready to Connect to Superior Service?
Please contact:
Technical Customer Support
Phone: (603) 746-3102
E-mail: tecsrv@office.ybp.com

YBP
999 Maple Street
Contoocook, 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: tecsrv@office.ybp.com

February 1994 / Against the Grain 15
YOU ASKED FOR THE WORLD—

As communications technology makes the world a smaller and smaller place, global coverage has moved from an innovation to a necessity. Patrons once satisfied with books published in the U.S. now demand access to titles published around the world.

ANNOUNCING
BOWKER/WHITAKER GLOBAL BOOKS IN PRINT PLUS™

Bowker/Whitaker Global Books in Print Plus™ is the most comprehensive listing of English-language books available today — the perfect way to provide library staff and patrons the bibliographic information they need.

THE MOST COMPREHENSIVE DATABASE OF TITLES PUBLISHED AROUND THE GLOBE FROM THE PREEMINENT PUBLISHERS OF BIBLIOGRAPHIC DATA

Comprising both R.R. Bowker’s Books in Print Plus™ and J. Whitaker & Sons’ Bookbank, this massive database contains over 2 million entries: Everything from titles published in the United States, the United Kingdom, and Canada — through the Canadian Telebook Agency — to European titles covered in K. G. Saur’s International Books in Print and D.W. Thorpe’s Australian Books in Print and New Zealand Books in Print. And it’s easy to use because it features the renowned Plus System™ software interface.

Learn what this vital bibliographic tool can do for you. For more information on Bowker/Whitaker Global Books in Print Plus and information on network editions and upgrades, just call toll-free 1-800-323-3288.

November 1993 • 1-year subscription • $1,995.00

BOWKER-Whitaker
© 1993 by R.R. Bowker
© Reed Reference Publishing Company
All rights reserved. No portion of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without written permission from the accompanying agreement.

February 1994 / Against the Grain 19
Many libraries are preparing for the next big step in automation—downsizing from mainframes in favor of systems that not only provide integrated modules but integrate fully with larger computing environments. These libraries are selecting open systems with client-server architecture. They are selecting Marquis.

Marquis is way out in front in terms of client-server expertise. We offered the first true client-server applications for libraries and have already gained the experience of installing dozens of systems. Every module—even Serials—is done and done well. Clear screens, nimble movement between modules, and full features. That’s Marquis.

If you’re interested in client-server network computing—whether you serve users enterprise-wide, across the country, or around the world—Marquis is ready to work for you.
Sometimes the right partner can make all the difference.

Most subscription agencies offer the basics – consolidation of orders, prepayment, claiming. And some agencies promise automation, like online ordering and searchable title files. But only one agency delivers all that, plus something special...

Introducing the Readmore Partnership...the unique team approach that makes all the difference between standard service and peak performance.

With Readmore Academic, you’ve got a partner in serials management. Your Readmore Account Executive personally assists with all your day-to-day serials activities. The Academic Specialist is your liaison to Readmore’s top management and publishers worldwide. And Readmore’s technical team, working behind the scenes, uses state-of-the-art technology to bring you innovative services.

So don’t go it alone. You know your collection, your library, your patrons and policies. We’ve got the experience with serials, automation, the global publishing industry plus all the resources of the international B.H. Blackwell group.

Together, we can build a customized package of services, systems and reports to meet your specific needs...keep you informed...and solve problems before they become problems.

Call 1 800-645-6595 today for more information about Readmore Academic subscription services. And see how the right partner can make all the difference for your library.

READMORE ACADEMIC
Your Partner in Serials Management

1933 Blackhorse Pike, Turnersville, New Jersey 08012
Highlights from our list include:

* JANUARY
  A GALLERY OF ROUGES
  Portraits in True Crime
  Michael Kurland
  7 3/8 x 9 5/8; 432 pages
  75 black-and-white photos; index, bibliography, appendix
  0-671-85032-6; $18.00 (trade paperback)
  0-671-85011-3; $30.00 (cloth)

  WEBSTER’S NEW WORLD® PORTABLE LARGE PRINT DICTIONARY
  Websters New World Editors
  5 1/4 x 8 3/8; 864 pages
  0-671-88350-X; $15.00 (trade paperback)

* FEBRUARY
  YOGI, BABE, AND MAGIC
  The Complete Book of Sports Nicknames
  Louis Phillips and Burnham Holmes
  5 1/2 x 8 7/16; 288 pages
  30 black-and-white photos; index
  0-671-85034-2; $12.00 (trade paperback)

* MARCH
  AMERICAN WOMEN’S HISTORY
  An A-to-Z of People, Organizations, Issues, and Events
  Doris Weatherford
  8 1/2 x 11; 400 pages; 50 black-and-white photos and drawings
  0-671-85009-1; $30.00 (cloth)
  0-671-85028-8; $18.00 (trade paperback)

  CORRECTING THE CODE
  Larry Thompson
  6 1/8 x 9 1/4; 416 pages; Index
  0-671-77082-9; $24.00 (cloth)

  GRAND SLAMS, HAT TRICKS AND ALLEY-OOPS
  A Sports Fan’s Book of Words
  Robert Hendrickson
  5 1/2 x 8 7/16; 224 pages
  25 black-and-white photos; index, bibliography
  0-671-79099-6; $12.00 (trade paperback)

  HAPPY AS A CLAM
  And 9,999 Other Similes
  Larry Wright
  5 3/8 x 8; 256 pages; index
  0-671-87918-6; $22.00 (cloth)
  0-671-87474-8; $12.00 (trade paperback)

* APRIL
  FUZZY LOGIC
  Daniel McNeill and Paul Freiberger
  5 1/2 x 8 7/16; 320 pages; Index
  0-671-87535-3; $12.00 (cloth)

  J.K. LASSEER’S BUSINESS FORMS FOR MANAGING THE SMALLER BUSINESS
  Arnold Goldstein, Editor
  8 1/2 x 11; 528 pages; perforated
  Index, charts, tables, graphs, maps
  0-671-83328-3; $29.95 (paperback)

  NATIONAL PARK GUIDE 1994
  Michael Frome
  8 x 10 3/4; 256 pages
  Color maps and photos: index
  0-671-88418-2; $16.00 (trade paperback)

  SAT SUPERCOURSE®, 2ND EDITION
  Thomas H. Martinson
  8 3/8 x 11; 720 pages
  Black-and-white photos, line drawings, charts, diagrams
  0-671-86402-5; $17.00 (paperback)

  THREE MEN ON THIRD
  And Other Wacky Events from the World of Sports
  Carl Sifakis
  5 1/2 x 8 7/16; 272 pages
  50 black-and-white photos, index
  0-671-85502-1; $12.00 (trade paperback)

  WRITING GREAT SCREENPLAYS FOR FILM AND TV
  Dona Cooper
  6 1/8 x 9 1/4; 224 pages
  0-671-84783-X; $14.00 (paperback)

* MAY
  IT’S ALL IN YOUR HEAD
  Remarkable Facts About the Human Mind
  Jean Stine and Camden Benares
  5 1/2 x 8 7/16; 256 pages
  Index: bibliography
  0-671-85023-7; $12.00 (cloth)

  THE WORLD’S BEST ROSES
  1,000 Exceptional Roses, From Climbers to Tea Roses to the Véloceous “Old Fashioneds”
  Orietta Sala
  9 x 11 3/8; 320 pages
  More than 1,000 four color photographs, index,
  bibliography
  0-671-89296-7; $25.00 (trade paperback)

* JUNE
  LEGENDS IN THEIR OWN TIME
  Coral Amende
  6 1/8 x 9 1/4; 384 pages
  Index, appendix, bibliography
  0-671-88953-5; $15.00 (paper)
  0-671-88052-7; $24.00 (cloth)

* JULY
  ENCYCLOPEDIA MYSTERIOSA
  A Comprehensive Guide to the Art of Detection in Print, Film, Radio, and Television
  William DeAndrea
  7 3/8 x 9 1/4; 480 pages; 50 black-and-white photographs; appendix
  0-671-85025-3; $27.50 (cloth)

  NATIVE AMERICAN ARCHAEOLOGY
  A Guide to Exploring Ancient North American Cultures
  David Hurst Thomas
  6 1/8 x 9 1/4; 288 pages
  50 4-color illustrations; 75 black-and-white illustrations, bibliography, appendix
  0-671-85050-0; $25.00 (cloth)

* AUGUST
  A BIRD IN THE HAND
  And the Stories Behind 250 Other Common Expressions
  Leonard Mann
  5 3/8 x 8; 272 pages
  0-671-88995-8; $22.00 (cloth)
  0-671-88994-X; $12.00 (paper)

  AMERICAN FILM COMEDY
  Scott Siegel and Barbara Siegel
  7 3/8 x 9 1/4; 352 pages
  75 black-and-white illustrations
  Index, appendix, bibliography
  0-671-89203-7; $18.00 (trade paperback)

  TIMELINES OF NATIVE AMERICAN HISTORY
  Carl Waldman
  Illustrated by Molly Braun
  8 1/2 x 11; 36 pages; 4-color throughout, in a 20-page foldout
  Maps, index. 16-page appendix: (paper over board)
  0-671-88992-3; $22.00

  WOMEN’S COLLEGES
  JoeAnne Adler and Jennifer Adler Friedman
  6 1/8 x 9 1/4; 320 pages
  0-671-86070-7; $15.00 (trade paperback)
AN EXCITING UPDATE OF A LANDMARK REFERENCE

Pre-Pub Offer
$399
Through March 1, 1994

Announcing...
Encyclopedia of Psychology, Second Edition
Edited by Raymond J. Corsini

Reviews for the Award-Winning First Edition:
"First-rate...highly recommended."
--Choice
"Authoritative encyclopedic exposition of psychologists, theories, tests, and applications of psychology...A must purchase."
--Wilson Library Bulletin
"Timely coverage...useful for students...professionals, and the general public."
--Booklist
"Monumental and unique."
--International Social Science Review
"Recommended for the lay person, the specialist, and the library."
--Medical Reference Services Quarterly
"Appropriate for ready reference as well as detailed study...destined to become a standard work."
--American Studies

Available February '94
ISBN 0-471-55819-2 2,600 pp. (est.) in 4 volumes
Set Price: $399 through 3/1/94, $475 thereafter

Provides authoritative coverage of every major area of psychology, including:
- Applied
- Clinical
- Cognitive
- Developmental
- Educational
- Forensic
- Measurement
- Personality
- Physiological
- Social
- Theoretical
- Industrial

New in the second edition:
- All entries updated throughout to reflect progress over the past decade
- More than 100 new biographies
- Hundreds of new entries

Vital Statistics:
- 4-Volume Set
- 2,600 large format pages (est.)
- Over 2,000 alphabetized entries
- 650 biographies (more than 100 new)
- 500 expert contributors from around the world
- Unified bibliography of 15,000 reference entries
- Descriptions of every major psychological test
- Cross referencing at the end of virtually every entry
- Full subject and person indexes

When Raymond J. Corsini's Encyclopedia of Psychology first published, it was immediately recognized as the most up-to-date and authoritative psychology reference available. It quickly became a staple in library collections worldwide. Now this classic reference has been comprehensively updated to reflect all of the developments in psychology since the first edition was published in 1984.

Building on the solid foundation of the first edition, this new 4-volume edition is the most comprehensive reference work ever compiled in this field. Guided by more than 50 consulting, associate, and foreign editors, it now features over 2,000 alphabetized entries by over 500 expert contributors. Provides coverage of every major area of psychology and is written in an accessible style suitable for both lay readers and professionals. Encyclopedia of Psychology, Second Edition is a necessity for every library.

WILEY
Publishers Since 1807

40 Against the Grain / February 1994
Ramsey/Sleeper

Architectural GRAPHIC Standards

Ninth Edition

THE AMERICAN INSTITUTE OF ARCHITECTS

The #1 Authority in the Field.

SPECIAL PRE-PUB OFFER

Order before March 1, 1994 and get the new edition of Architectural Graphic Standards for only $170.00 ($190.00 thereafter). Special offer available through your vendor or direct from the Library Sales Department, Telephone: (212) 850-6291 or Fax: (212) 850-6088.

In Canada: (800) 263-1590.

ISBN: 0-471-53369-6 • Publication Date: March 1, 1994 • 928 pages

WILEY

Publishers Since 1807
Close the gaps in your collection.

With Faxon Quest you have a single source for finding missing issues, exchanging duplicates and fulfilling back orders.

If you are missing issues, have duplicates to exchange, or need a back order fulfilled, then you'll be interested in Faxon Quest™. The Faxon Quest service consists of two comprehensive, cost-effective ways to enhance and restore your serials collection.

Superior back order fulfillment.
First we offer, ReQuest™ — a comprehensive back volume fulfillment service. With ReQuest, you simply let us know what you're looking for and we do the rest.

We'll inquire price and availability of your in-print and out-of-print needs from publishers and over 40 back-volume vendors from around the world. If it's out there, we'll find it — at the most cost-effective price available.

Automated serials exchange.
To complement ReQuest, we offer SerialsQuest™ — a unique online service for locating and trading back issues and hard-to-find serials. With SerialsQuest all you do is enter your "wants" and "trades" into the database.

SerialsQuest automatically matches the wanted and available items and notifies you when a match is found. It's never been so easy to obtain or trade missing issues.

Complete your collection today.
With the Faxon Quest service you have the power to fulfill all your serials back-order needs, quickly and economically.

Call us today at 1-800-627-2216 (press #3 for direct connection).
We'll be happy to show you how quickly the gaps in your collection can disappear.

Mention this advertisement and receive special discount rates!

faxon
The Faxon Company
15 Southwest Park
Westwood, MA 02090

February 1994 / Against the Grain  47
THE AUTHOR'S GUIDE TO BIOMEDICAL JOURNALS

Biomedical Journals Listed Include:

- Acta Endocrinologica
- Acta Physiologica Scandinavica
- AIDS Research and Human Retroviruses
- AJDC (American Journal of Diseases of Children)
- American Heart Journal
- The American Journal of Cardiology
- The American Journal of Clinical Nutrition
- The American Journal of Clinical Pathology
- The American Journal of Epidemiology
- The American Journal of Human Genetics
- The American Journal of Medicine
- American Journal of Obstetrics and Gynecology
- American Journal of Ophthalmology
- American Journal of Pathology
- American Journal of Physiology
- The American Journal of Psychiatry
- American Journal of Public Health
- The American Journal of Nursing
- American Review of Respiratory Disease
- Analytical Biochemistry
- Annals of Internal Medicine
- Archives of Neurology
- Annuals of Surgery
- Antimicrobial Agents and Chemotherapy
- Applied and Environmental Microbiology
- Archives of Biochemistry and Biophysics
- Archives of Dermatology
- Archives of Disease in Childhood
- Archives of General Psychiatry
- Archives of Internal Medicine
- Archives of Neurology
- Archives of Ophthalmology
- Archives of Pathology and Laboratory Medicine
- Archives of Surgery
- Arthritis & Rheumatism
- Biochemical and Biophysical Research Communications
- Biochemical Pharmacology
- Biochemistry
- Biochimica et Biophysica Acta
- Biological Reproduction
- Blood
- BMJ (British Medical Journal)
- Brain
- Brain Research
- British Heart Journal
- British Journal of Cancer
- British Journal of Clinical Pharmacology
- British Journal of Haematology
- British Journal of Pharmacology
- British Journal of Psychiatry
- The British Journal of Surgery
- Cancer
- Cancer Research
- Carcinogenesis
- Cell & Tissue Research
- Cellular Immunology
- Chemical & Pharmaceutical Bulletin
- Circulation
- Circulation Research
- Clinical Pharmacology
- Clinical and Experimental Immunology
- Clinical Chemistry
- Clinical Pharmacology & Therapeutics
- Clinical Science
- Cytogenetics and Cell Genetics
- Developmental Biology
- Diabetes
- Diabetesologia
- DNA and Cell Biology
- The EMBO Journal
- Endocrine Reviews
- Endocrinology
- Experimental Immunology
- European Journal of Immunology
- Experimental Cell Research
- Experimental Immunology
- The FASEB Journal
- FEBS Letters
- Fertility and Sterility
- Gastroenterology
- Gene
- Genetics & Development
- Genetics
- Genomics
- Gastroenterology
- Hepatology
- Human Gene Therapy
- Human Genetics
- Hybridoma
- Immunology
- Infection and Immunity
- International Journal of Cancer
- JACC Journal of the American College of Cardiology
- JAMA (The Journal of the American Medical Association)
- Journal of Acquired Immune Deficiency Syndrome
- Journal of Allergy and Clinical Immunology
- Journal of Bacteriology
- Journal of Biochemistry
- Journal of Biological Chemistry
- Journal of Bone and Joint Surgery (American Volume)
- Journal of Bone and Mineral Research
- Journal of Cell Biology
- Journal of Cell Science
- Journal of Chromatography
- Journal of Clinical Endocrinology and Metabolism
- Journal of Clinical Investigation
- Journal of Clinical Microbiology
- Journal of Clinical Oncology
- Journal of Clinical Pathology
- Journal of Comparative Neurology
- Journal of Dental Research
- Journal of Endocrinology
- Journal of Experimental Medicine
- Journal of General Microbiology
- Journal of General Virology
- Journal of Human Pathology
- Journal of Immunological Methods
- The Journal of Immunology
- Journal of Infectious Diseases
- The Journal of Laboratory and Clinical Medicine
- Journal of Lipid Research
- The Journal of Membrane Biology
- Journal of Molecular Biology
- Journal of the National Cancer Institute
- Journal of Neurochemistry
- Journal of Neurosurgery
- Neurology
- Neuropsychology
- Neuropsychopharmacology
- Neuroscience
- New England Journal of Medicine
- Nucleic Acids Research
- Obstetrics and Gynecology
- Pediatric Research
- Pediatrics
- Philosophical Transactions series B, Biological Sciences
- Plant Physiology
- Proceedings of the National Academy of Sciences USA
- Proceedings of the Society for Experimental Biology and Medicine
- Prostaglandins
- Psychopharmacology
- Radiation Research
- Radiology
- Scandinavian Journal of Gastroenterology
- Science
- Stroke
- Surgery
- Toxicology & Applied Pharmacology
- Transplantation
- Transplantation Proceedings
- Virology

- Just Published • 1994 • 636pp. • 8½" x 11" • Spiral-Bound • ISBN 0-913-113-61-1

USA Customers: $150 + $10 postage & handling (until 6/30/94) - $175 + $10 postage & handling (after 6/30/94)
Overseas Customers: $175 + $10 postage & handling (until 6/30/94) - $200 + $10 postage & handling (after 6/30/94)

3 Ways to Order:

By Mail
Mary Ann Liebert, Inc.
1651 Third Avenue, New York, NY 10128

By Fax
(212) 289-4697

By Phone
1-800-M-LIEBERT

February 1994 / Against the Grain 53
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
SAVE OVER $2,000 OFF THE REGULAR LIST PRICE!

Announcing Four Convenient Ordering Plans — Prepaid Subscription, Standing Order, Order the “B” Volumes as a Subset, or Order by Individual Volume at Regular List Price!

NEW, COMPLETELY REVISED FIFTH EDITION!

Ullmann’s Encyclopedia of Industrial Chemistry

EDITORS:
Barbara Elvers and Stephen Hawkins, Weinheim, Germany, and William E. Russey, Huntingdon, PA

in cooperation with an international editorial advisory board, composed of leading experts from industry and academia.

Culminating almost eighty years of experience and tradition, the fifth, completely revised edition of Ullmann’s Encyclopedia of Industrial Chemistry is really two time-saving encyclopedias in one. Divided into 36 volumes, the encyclopedia consists of an Alphabetically Ordered Series of 28 A volumes containing articles on industrial chemicals, product groups, and production processes covering all aspects of the chemical and allied industries, together with the Basic Knowledge Series of 8 B volumes describing principles of chemical engineering, new and proven analytical methods, and the essentials of environmental protection technology. In addition, an updated Cumulative Index to both the A and B volumes is distributed annually.

Ullmann’s Encyclopedia of Industrial Chemistry is international in authorship and coverage. The authors, chosen from industrialized countries throughout the world, usually represent the leading companies in their fields. Articles are in each case carefully reviewed and edited by a staff of experienced editors, all of whom have doctorates in chemistry.

Printed in an easy-to-read double column format, Ullmann’s Encyclopedia of Industrial Chemistry is designed to provide the reader with a clear sense of orientation and rapid access to a wealth of information. Each article features consistent organization, an introductory table of contents, an extensive set of headings, and (where appropriate) well-designed, accurate illustrations, formulas, and tables.

ALPHABETICALLY ORDERED SERIES

<table>
<thead>
<tr>
<th>Volume</th>
<th>Title</th>
<th>ISBN</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Abrasives to Aluminum Oxide (1985)</td>
<td>0-89573-151-7</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A2</td>
<td>Amines, Aliphatic to Antibiotics (1985)</td>
<td>0-89573-152-5</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A3</td>
<td>Anti diabetics Drugs to Benzoquinone and Naphthoquinone Dyes (1985)</td>
<td>0-89573-153-3</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A4</td>
<td>Benzyl Alcohol to Calcium Sulfate (1985)</td>
<td>0-89573-154-1</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A5</td>
<td>Cancer Chemotherapy to Ceramic Colorants (1986)</td>
<td>0-89573-155-X</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A6</td>
<td>Ceramics, General Survey to Chlorohydrins (1986)</td>
<td>0-89573-156-8</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A7</td>
<td>Chlorophenols to Copper Compounds (1986)</td>
<td>0-89573-157-6</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A8</td>
<td>Coronary Therapeutics to Display Technology (1987)</td>
<td>0-89573-158-4</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A9</td>
<td>Dithiocarbamic Acid and Derivatives to Ethanol (1987)</td>
<td>0-89573-159-2</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A11</td>
<td>Fibers, 5. Synthetic Inorganic to Formamidophane (1988)</td>
<td>0-89573-161-4</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A12</td>
<td>Formamides to Hexamethylenediamine (1989)</td>
<td>0-89573-162-2</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A13</td>
<td>High-Performance Fibers to Imidazole and Derivatives (1989)</td>
<td>0-89573-163-0</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A14</td>
<td>Immobilized Biocatalysts to Isoprene (1989)</td>
<td>0-89573-164-9</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A15</td>
<td>Isotopes, Natural to Magnesium Compounds (1989)</td>
<td>0-89573-165-7</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A16</td>
<td>Magnetic Materials to Mutagenic Agents (1990)</td>
<td>0-89573-166-5</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A17</td>
<td>Naphthalene to Nuclear Technology (1991)</td>
<td>0-89573-167-3</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A18</td>
<td>Nucleic Acids to Parasym pathologies and Parasym pathometries (1991)</td>
<td>0-89573-168-1</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A19</td>
<td>Parkinsonism Treatment to Photocurrents (1991)</td>
<td>0-89573-169-3</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A20</td>
<td>Photography to Plastics, Processing (1992)</td>
<td>0-89573-170-5</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A21</td>
<td>Plastics, Properties and Testing to Polyviynol Compounds, Others (1992)</td>
<td>0-89573-171-1</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A22</td>
<td>Polyvinol Esaters to Reduction (1993)</td>
<td>0-89573-172-X</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A23</td>
<td>Refractory Ceramics to Silicon Carbide (1993)</td>
<td>0-89573-173-8</td>
<td>Hardcover</td>
</tr>
<tr>
<td>A24</td>
<td>Silicon Compounds, to Inorganic to Starch and Other Polysaccharides (1993)</td>
<td>0-89573-174-6</td>
<td>Hardcover</td>
</tr>
</tbody>
</table>

BASIC KNOWLEDGE SERIES

<table>
<thead>
<tr>
<th>Volume</th>
<th>Title</th>
<th>ISBN</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Fundamentals of Chemical Engineering (1990)</td>
<td>0-89573-536-9</td>
<td>Hardcover</td>
</tr>
<tr>
<td>B2</td>
<td>Unit Operations I (1988)</td>
<td>0-89573-537-7</td>
<td>Hardcover</td>
</tr>
<tr>
<td>B3</td>
<td>Unit Operations II (1988)</td>
<td>0-89573-538-5</td>
<td>Hardcover</td>
</tr>
<tr>
<td>B4</td>
<td>Principles of Chemical Reaction Engineering and Plant Design (1992)</td>
<td>0-89573-539-3</td>
<td>Hardcover</td>
</tr>
</tbody>
</table>

ANNUAL INDEX

Cumulative Index

To Order:
For Complete Information on the Four Ordering Plans for Ullmann’s Encyclopedia of Industrial Chemistry,
Please Contact: Sharon O’Connell at VCH Publishers, Inc.
220 East 23rd Street
New York, NY 10010-4606
TEL: 212-683-8383
FAX: 212-481-0897

Prepaid Subscription: $9,360.00 • Standing Order Per Volume: $260.00
Order the “B” Volumes as a Subset: $1,265.00 • List Price Per Volume: $325.00 (Index Volume $82.50)

February 1994 / Against the Grain 59
THE INTERNATIONAL ENCYCLOPEDIA OF EDUCATION
Second Edition

Editors-in Chief:
Professor Torsten Husén, University of Stockholm, Sweden
Professor T. Neville Postlethwaite, University of Hamburg, Germany

The first edition of the INTERNATIONAL ENCYCLOPEDIA OF EDUCATION was published to widespread acclaim throughout the world, and was awarded the Dartmouth Medal in 1986 by the American Library Association. It was also selected by CHOICE as an Outstanding Academic Book of 1987.
The Encyclopedia will not only be of interest to scholars and researchers, but also of practical use to anyone involved in all areas of education. This second edition will be the definitive reference work in education, and a must-have for the libraries of all universities with a program in education.

Key features of the new edition include:
• 12 volumes published simultaneously • Expanded thematic coverage from 16 to 22 major fields • Entire contents completely rewritten • 152 national systems of education discussed • Extensive cross-referencing • Internationally recognized authors representing 96 countries • Exhaustive indexes • Fully verified bibliography

"This updated second edition promises to be even more useful...Drawing upon highly respected scholars in all the areas of education...this work can serve as the reference of first resort for both newcomers and veterans."
- N.L. Gage, Stanford University, USA

A free prospectus with the complete list of articles and authors, and sample pages, is available.

To request a prospectus, please contact:
Rebecca Seger,
Elsevier Science Inc.,
660 White Plains Road,
Tarrytown, NY 10591-5153
Phone: (914) 333-2410
Fax: (914) 333-2468
Internet: r.seger@elsevier.com

Special Offer: Save $800 by ordering before April 30, 1994

For orders placed before April 30, 1994: Pre-publication price: $2995.00
For orders received from May 1, 1994: List price: $3795.00

To be Published April, 1994 0-8-0410464 7000 pp. approx. Twelve Volumes

Pergamon An imprint of Elsevier Science
US: 660 White Plains Road
Tarrytown, NY 10591-5153
UK: PO Box 800, Kidlington, OX5 1DX
Study Shows the Chernobyl Reactor Accident had Limited Effect on the German Food Chain

A report by H. Brunn et al appearing in the November issue of *Bulletin of Environmental Contamination and Toxicology* (1993; 51:633-39) describes the contamination of muscle tissue from 396 roe-deer from north and middle Hesse, Germany, after the reactor accident in Chernobyl on April 26, 1986.

Environmental contamination with radionuclides, heavy metals and chlorinated hydrocarbons is reflected by the concentration of these substances in the tissues of so-called "biological indicators" — animals such as game and fish that are wholly dependent upon their environment and therefore display environmental contamination with xenobiotics. The xenobiotic burden to the environment and food chain can be monitored by measuring concentration of xenobiotics in muscle tissue of biological indicators.

In the study, muscle tissue from the thighs of 396 roe deer from north and middle Hesse was examined for cesium content for four years after the reactor accident. Results showed that by 1988 the cesium concentrations in the examined deer had returned to approximately the same levels measured before the reactor accident. The researchers concluded, based on the data from the examined roe-deer, that the radiocesium released by the reactor accident in Chernobyl, and transported to Germany and throughout Europe, is now entering the food chain in only marginal amounts.

Why do Americans Run from Walking?  
Alexis de Tocqueville once observed that Americans would do almost anything to avoid walking....

We have a health club in our office building. In the evening, as I wait for the elevator to take me down two flights to my car (the stairs are nearby but I'm a good American), I can look through a large plate-glass window at the activity inside the club, a veritable page out of Antic Hay. The huge room is apt to be fully occupied with people huffing and puffing on fossil-fuel-driven electromechanical machines designed to extract and dissipate peak loads of neuromuscular energy. In the morning, while I wait for the elevator to take me back up, I am joined by those about to exercise, tote bags in tow, waiting patiently to ride two flights up to the health club, where they will pay to climb electromechanical stairs, going nowhere.

With the thought of generating a little revenue for out-of-pocket expenses, I have suggested that our office lease the building's stairwell, install a booth at the bottom, and sell tickets to an additional exercise facility, the staircase. Our "stairwalker" would be promoted as an adjunct to the machinery at the health club (not a route to it, of course). I might even try it myself one of these days.


Renowned Scientists form International Society of Molecular Evolution

Linus Pauling, James Watson and ten other Nobel laureates have joined to form the International Society of Molecular Evolution, established recently to consolidate and expand research in the field of molecular evolution.

To achieve its goal of encouraging communication and collaboration among research groups in various countries, ISME will organize international scientific meetings in various parts of the world; publish a newsletter; and make available to its members as a benefit of membership its official journal, the *Journal of Molecular Evolution*.
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