

Catálogo de los instrumentos
tecnológicos anunciados en
Library Journal
que se usaron en las bibliotecas

Volumen 2

De:



a



ADOLFO RODRÍGUEZ GALLARDO



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**Catálogo de los instrumentos tecnológicos
anunciados en *Library Journal*
que se usaron en las bibliotecas**

COLECCIÓN
TECNOLOGÍAS DE LA INFORMACIÓN
Instituto de Investigaciones Bibliotecológicas y de la Información

**Catálogo de los instrumentos tecnológicos
anunciados en *Library Journal*
que se usaron en las bibliotecas**

Volumen 2. De 1951-1991

Adolfo Rodríguez Gallardo



**Universidad Nacional Autónoma de México
2022**

Z684

R63

Rodríguez Gallardo, Adolfo.

Catálogo de los instrumentos tecnológicos anunciados en *Library Journal* que se usaron en las bibliotecas / Adolfo Rodríguez Gallardo. - México : UNAM, Instituto de Investigaciones Bibliotecológicas y de la Información, 2022.

2 vols. - (Tecnologías de la información)

Contenido: v.1. 1876-1950 - v.2. 1951-1991.

ISBN colección: 978-607-30-6054-7

ISBN vol. 2: 978-607-30-6056-1

1. Bibliotecas - Mobiliario y equipo - Catálogos. 2. Bibliotecas - Innovaciones tecnológicas. 3. Publicidad en publicaciones periódicas - 1876 - 1991. I. Título. II. ser.

Diseño de la portada: Editorial Albatros

Primera edición: mayo 2022

D. R. © UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO
INSTITUTO DE INVESTIGACIONES BIBLIOTECOLÓGICAS Y DE LA INFORMACIÓN
Circuito Interior s/n, Torre II de Humanidades,
pisos 11, 12 y 13, Ciudad Universitaria, C. P. 04510,
Alcaldía Coyoacán, Ciudad de México

ISBN colección: 978-607-30-6054-7

ISBN vol. 2: 978-607-30-6056-1

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Publicación dictaminada

Impreso y hecho en México

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Prefacio

En diciembre de 2020 a los 78 años murió en la Ciudad de México José Adolfo Rodríguez Gallardo, primer investigador emérito adscrito al Centro Universitario de Investigaciones Bibliotecológicas (CUIB) hoy Instituto de Investigaciones Bibliotecológicas y de la Información (IIBI) de la UNAM. Meses antes de su deceso le fueron publicados los libros *Ética bibliotecaria: entre la tradición, la tecnología y la educación* (2019), *Alfabetización, lectura y sociedad: una mirada desde la historia* (2020), y *Libertad de imprenta en Hispanoamérica: religión, ciudadanía y educación* (2020).

Al mismo tiempo en que trabajó las obras mencionadas, desarrollaba el proyecto “El uso de los instrumentos tecnológicos en las bibliotecas, 1876-2000”, con el objetivo de identificar las tecnologías que se incorporaron al trabajo bibliotecario para, posteriormente, describir cómo influyeron en la labor y el servicio bibliotecario. Uno de los productos de esta investigación habría de ser una obra monográfica en dos volúmenes que llevaría por título *Catálogo de los instrumentos tecnológicos anunciados en Library Journal que se usaron en las bibliotecas*.

Es posible que la idea de esta investigación haya surgido a principios del año 2000, derivada de su trabajo sobre la formación humanística del bibliotecario con la que obtuvo el grado de doctor

en pedagogía en 1998 y en la que analizó la formación del bibliotecario profesional en México. Por siempre, dentro de los temas de su interés estuvo la formación del bibliotecario, entre otros aspectos, su pérdida de identidad. Sin embargo, en ese período se dedicó al estudio de la brecha digital y el *Open Access*.

Hacia 2013, en el seminario “Tecnologías de la Información y Sociedad” que impartió como parte del Programa de Maestría en Bibliotecología y Estudios de la Información de la UNAM retomó la idea. Se dio a la tarea de identificar las publicaciones periódicas que podría emplear en el estudio, algunas de las analizadas fueron *Library Journal* (1876), *Medical Libraries* (1898), y *Bulletin of the American Library Association* (1907).

Como se advierte, centró su atención en varias de las primeras publicaciones sobre la disciplina, aunque sólo de origen estadounidense. No obstante, en esa época trabajaba en el proyecto “José Vasconcelos: pensamiento y acción” que concluiría con la publicación de *José Vasconcelos: alfabetización, bibliotecas, lectura y edición* (2015). Así que no fue sino hasta 2018 en que la idea se formalizó; fortalecer la identidad del bibliotecario y el papel social de la biblioteca y la bibliotecología, especialmente entre las nuevas generaciones, fueron algunas de las razones que sin lugar a duda le motivaron.

Al iniciar esta investigación pretendía traer a discusión, entre otros temas, la idea que asumen algunos bibliotecarios respecto de que las nuevas tecnologías pueden resolver todos los problemas y retos que encara la biblioteca. Poseedor de una extensa práctica profesional, 26 años al frente de la Dirección General de Bibliotecas (DGB) hoy Dirección General de Bibliotecas y Servicios Digitales de Información (DGBSDI) de la UNAM, jamás desestimó la utilidad e importancia de los instrumentos tecnológicos que han permitido a las bibliotecas prestar más y mejores servicios, su aspiración era provocar una reflexión en relación con que las tecnologías por sí solas no innovan ni garantizan la calidad en el servicio que brindan las bibliotecas.

Para el desarrollo de este proyecto recurrió al método de investigación documental, determinó como fuente de información primaria al *Library Journal*, la primera revista especializada, en la que habría de identificar y analizar los anuncios comerciales publicados desde el nacimiento de aquella en 1876 hasta el año 2000. A través de los anuncios comerciales, que consideró testimonios de los objetos, pretendía analizar las tecnologías disponibles, representar las tendencias y documentar su inclusión en las bibliotecas, así como sus efectos en el servicio que éstas prestaban.

En su primer aniversario luctuoso el IIBI ha decidido publicar el *Catálogo de los instrumentos tecnológicos anunciados en Library Journal que se usaron en las bibliotecas*, como muestra de respeto y reconocimiento por su labor y contribución a la bibliotecología mexicana y latinoamericana. Así, la obra que el lector tiene en sus manos, reproduce el trabajo tal como fue conceptualizado; sin embargo, debido a que es una obra inconclusa, conviene advertir sobre algunas de sus características.

En esta obra, las imágenes de los anuncios publicados originalmente, en orden cronológico para brindar una línea de tiempo, acompañados de una breve reseña y su referencia hemerográfica para fines de localización y verificación, constituyen el cuerpo del trabajo. Con relación a las referencias debe decirse que, dado que todas ellas se obtuvieron del *Library Journal*, en su estructura y sólo por fines de brevedad, el título de la revista aparece como *LJ*. La obra se ha dividido en dos volúmenes, cada uno de ellos dispuestos de la siguiente manera.

El volumen 1, *De 1876 a 1950*. Seccionado por períodos de 25 años, consta de tres capítulos: 1876-1900, 1901-1925, 1926-1950. Cada uno de ellos está acompañado por una introducción escrita por el autor, una bibliografía y al final del volumen un índice analítico. Se trata de una versión preliminar que fue trabajada íntegramente por el autor, quien decidió no insertar los anuncios de todos los años: en el capítulo 1876-1900 se excluyeron los

correspondientes a seis años; en el capítulo 1901-1925 seis años también; y en el capítulo 1926-1950 dos.

Volumen 2, *De 1951 a 1991*. Consta de dos capítulos, 1951-1975 y 1976-1991. Es preciso indicar que este volumen representa un documento de trabajo que se integra de una selección de los anuncios comerciales acompañados por su reseña, referencia y al final un índice analítico; elementos que serían nuevamente revisados y purgados por el autor. Cabe destacar que el título original para el segundo volumen sería *De 1951 a 2000*, ya que de acuerdo con el plan de trabajo se incorporarían los anuncios publicados hasta ese año. Sin embargo, el autor no tuvo acceso al *Library Journal* impreso correspondiente a 1992-2000, entre otras razones debido a la declaración de emergencia por COVID-19 en marzo de 2020. Por otra parte, tampoco incluyó anuncios publicados en 1976.

A pesar de que el proyecto abarcaba los primeros 125 años del *Library Journal* el autor sólo pudo revisar y analizar 116; como producto de esta actividad compiló 1 458 anuncios comerciales, pero no todos ellos fueron incluidos en esta obra. Existe una diferencia significativa entre la cantidad de anuncios que integran el volumen 1 y el 2 debido a que el último estaba en proceso de depuración.

Las reseñas de los productos son extractos tomados de los textos que forman parte de los anuncios, y como se menciona en la introducción, éstos pueden o no presentar la descripción del producto, y cuando la incluyen lo hacen con mayor o menor detalle. En la búsqueda de los anuncios trabajó los directorios de proveedores, las secciones de tecnología y los números especiales del *Library Journal*. Si bien descartó los directorios (“Directory of Library Supplies” y “Classified Directory of Library Supplies”) seleccionó provisionalmente tecnologías incluidas en la sección “New buildings and equipment”, de la misma forma en que eligió anuncios publicados en números especiales, por ejemplo, en *Children’s & Young People’s Libraries* y *Library Computing*.

La extensión del trabajo originó la necesidad de elaborar índices analíticos. Si bien el autor consideró la conveniencia de agrupar los productos publicitados de acuerdo con las áreas de la biblioteca, por ejemplo: servicios al público, procesos técnicos, y administración; pronto fue evidente que algunos de ellos podían ser empleados en más de un área, así como la necesidad de contemplar aspectos específicos. En consecuencia, los índices analíticos están desagregados por áreas de actividad, aplicación, proveedor y producto.

Para quienes vimos gestarse el proyecto y su producto no cabe duda de la paciencia, cuidado y entusiasmo con los que el doctor Adolfo Rodríguez trabajó en este libro. Del mismo modo, el interés del IIBI en su publicación representa un profundo compromiso con su investigador y la propagación de sus ideas. En esta obra, se vislumbra la actitud característica de Adolfo Rodríguez, quien en la introducción a este su libro escribió: “Para concluir, me ha parecido encontrar una mina de oro de información al revisar estos casi 125 años de la revista *Library Journal*”.

Minerva del Ángel Santillán
Gabriela Olguín Martínez

Presentación

La tecnología ha irrumpido en la biblioteca al grado de constituirse en un área de estudio para la Bibliotecología y los Estudios de la Información que pretende entender “sus efectos, problemas y soluciones en bibliotecas, archivos, colecciones, servicios, usuarios y publicaciones en la sociedad actual”.¹

Si bien es cierto que en la actualidad el enfoque predominante son las Tecnologías de la Información y Comunicación (TIC), también lo es que durante toda su existencia la biblioteca se ha beneficiado de tecnologías diversas. Díaz-Calderín señala: “Tecnología no es solo la computadora, sino todos aquellos instrumentos y la forma y uso que se le dé en beneficio de una situación para solucionar un problema con una perspectiva de avance”.²

A partir de lo anterior, la tecnología se define como la aplicación del conocimiento científico a los fines prácticos de la vida humana y es obvio que en el trabajo bibliotecario se han aplicado diversas tecnologías. Además de aquellas relacionadas con la comunicación, entre las que se encuentran la imprenta, las telecomunicaciones, el

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- 1 Instituto de Investigaciones Bibliotecológicas y de la Información, “Tecnologías de la información y el conocimiento”, 16 de noviembre de 2020, <http://iibi.unam.mx/areas-lineas/tecnologias-ic>
 - 2 Malena Díaz Calderín, “Reflexiones sobre el desarrollo de las nuevas tecnologías en la organización y representación de la información”, *Ciencias de la Información* 42, 1 (2011): 53.

procesamiento de la información y la ciencia de la computación, espectaculares por su impacto, se ha recurrido a otras que, a pesar de ser modestas, han ayudado a resolver los problemas cotidianos.

Sin embargo, se ha realizado poca investigación en cuanto a examinar las consecuencias del uso de la tecnología para el bibliotecario, la biblioteca y el usuario de la misma. Un estudio histórico sobre la tecnología en la biblioteca que privilegie la crítica informada y reflexiva, con un enfoque humanista, permitirá mantener la identidad de la biblioteca y de los bibliotecarios. Mediante este autoconocimiento la comunidad bibliotecaria podrá potenciar su desempeño, compartir costumbres, tradiciones, formas de pensamiento y acción. Así entendería el presente y se preparará para el futuro sin perder identidad.

Este trabajo pretende identificar los instrumentos tecnológicos que se incorporaron al trabajo bibliotecario de 1876 a 2000,³ para en un futuro describir cómo influyeron en la labor y el servicio bibliotecario.

La implementación de las herramientas tecnológicas en las bibliotecas ha contribuido a cambiar el panorama de éstas; los bibliotecarios, y en general el personal de las bibliotecas, han experimentado cambios en la manera en que desempeñan las actividades de adquisición, organización, recuperación y provisión de acceso a las colecciones en razón del uso de tecnología. Incluso la tecnología más sencilla que se haya implementado representó en su tiempo una mejora sustancial en la calidad del servicio, la organización de las colecciones y la conservación de las mismas.

Sobre la base de una investigación documental en la que se identificaron los anuncios comerciales publicados en *Library Journal* de 1876-2000 se describen las herramientas tecnológicas disponibles en el mercado durante el período señalado. El trabajo

3 La investigación pretendía abarcar los primeros 125 años del *Library Journal*, sin embargo, el autor no tuvo acceso a la publicación impresa del período 1992-2000, entre otras razones debido a la declaración de emergencia por COVID-19 en marzo de 2020. Por esta razón el trabajo comprende el período de 1876 a 1991; es decir 116 años.

se plantea de tal forma en virtud de que no todas las bibliotecas implementaron esas herramientas a causa de diversos motivos, entre ellos los de índole económica.

Se seleccionó el *Library Journal* por ser la publicación más representativa de la bibliotecología norteamericana. Fundada en 1876 por Melvin Dewey, incluye información sobre materiales y equipos relacionados con las bibliotecas; si bien hace hincapié en bibliotecas públicas, los materiales y equipos no son de su exclusividad. Adicionalmente, al ser la revista especializada de mayor circulación es altamente probable que la difusión de los instrumentos tecnológicos que se pretenden estudiar haya llegado a un número importante de bibliotecas, incluyendo las mexicanas.

Este trabajo requirió de la selección de anuncios con la que se eliminó la duplicidad, así como la compilación y categorización de los hallazgos. No se limita a la descripción de la tecnología, sino que muestra la forma en la que se promocionaba la misma.

Adolfo Rodríguez

Introducción

En 1876 se celebró el primer centenario de la independencia de los Estados Unidos y en el mundo bibliotecario estadounidense ocurrieron dos acontecimientos de gran importancia: la creación de la American Library Association (ALA); y la publicación del *Library Journal*.

La revista fue dirigida inicialmente por su fundador, y pilar del desarrollo bibliotecario norteamericano, Melvil Dewey. Personaje que, además de instaurar la primera escuela de bibliotecarios en los Estados Unidos y crear el sistema de clasificación decimal que es conocido por su nombre, fue el primer presidente de la ALA.

El *Library Journal*, órgano de difusión de la ALA, se convertiría en poco tiempo en el medio por el que los profesionales de la bibliotecología compartirían sus preocupaciones sobre los problemas relacionados con el servicio bibliotecario. A través de él se abordaron temas como la educación bibliotecológica y la bibliotecología comparada, pues los bibliotecarios que viajaban al extranjero tenían el cuidado de publicar sus impresiones sobre el acontecer bibliotecario de los países visitados. De igual forma, se trataban problemas que surgían en la esfera nacional y mundial; se tocó en detalle la construcción de bibliotecas de todo tipo y desde varios puntos de vista: el arquitectónico, el de servicio y el de diseño de espacios.

Por la naturaleza de la publicación ésta reseñaba el desarrollo de los servicios, de los métodos, e instrumentos, al tiempo que se probaban e implementaban en las bibliotecas. Los bibliotecarios estadounidenses encontraban en el *Library Journal* un referente para su trabajo. Labor que había tenido como objetivos principales el acopio de colecciones y la conservación de las mismas, y que apenas en el siglo XIX enfatizaría el servicio a la comunidad.

En su largo camino, bibliotecas y bibliotecarios experimentaron cambios que modificaron los métodos de trabajo pero no la esencia de éste. Por ejemplo, las bibliotecas pasaron del acopio de tabletas de arcilla, a incorporar papiro y posteriormente papel; de acuerdo con su forma integraron materiales que se producían en forma de rollo, de libro (códex), periódicos y hojas sueltas, entre otros, que dieron una nueva característica a la biblioteca. Cambió la forma de acceder a los materiales, se pasó de los libros en estantes completamente cerrados a los libros encadenados, éstos aunque de acceso limitado representaron para los lectores la posibilidad de tenerlos al alcance directo, sin intervención del bibliotecario, para posteriormente permitir el acceso libre y sin restricción a la estantería.

Se adoptaron diferentes métodos, rutinas, e instrumentos para el servicio bibliotecario; sin embargo, la idea de que la biblioteca y los bibliotecarios se encuentran anclados en los viejos principios de la conservación y que son resistentes al cambio es el motivo de este trabajo. Por años los grupos que utilizan la tecnología de la información y el público en general han visto a la biblioteca y a los bibliotecarios como un refugio de conservadores que se oponen sistemáticamente al avance tecnológico. Este estereotipo produjo que en los años finales del siglo pasado, y aun en los primeros de éste, se diga que los bibliotecarios y las bibliotecas son reductos de tradiciones que de una forma u otra se resisten a cambiar.

Al afirmar lo anterior, se olvida que la biblioteca fue la primera que abrió sus puertas para que los usuarios consultaran libremente los materiales documentales, que incluyó todo tipo de éstos y que,

como se muestra en este trabajo, incorporó distintas tecnologías a las actividades diarias y a los servicios que proporciona a los usuarios.

Para tener una mejor idea de las transformaciones del trabajo bibliotecario se han identificado los instrumentos tecnológicos publicados en forma de anuncios comerciales en *Library Journal*, que a la fecha tiene casi 150 años de publicación ininterrumpida.

Es necesario señalar que los anuncios comerciales que aquí se incluyen no están relacionados con libros, publicaciones periódicas, mapas o cualquier otro material bibliográfico, sino que comprenden productos que empezaron a ser utilizados en las bibliotecas. Éstos son de carácter diverso, desde artículos de papelería, materiales para encuadernación, mobiliario, utensilios para marcar las colecciones, guillotinas para papel, selladores, hasta máquinas de escribir e instrumentos electrónicos que han permitido preservar los materiales, almacenarlos y difundirlos de manera más eficiente que las formas empleadas hasta ese momento.

Los instrumentos se presentan en orden cronológico con relación a su primera fecha de publicación aunque reaparezcan con posterioridad; pero cuando muestran cambios se insertan nuevamente. Si bien algunos productos no cuentan con las cualidades que permitan describirlos como una tecnología específica, son considerados si es que, sin lugar a duda, representan un avance que permite realizar el trabajo de la biblioteca con mayor facilidad y eficiencia. También fue posible observar que se daba noticia de productos semejantes los cuales, por fines de brevedad, fueron desestimados.

Se ha elegido la presentación cronológica porque permite observar y evaluar qué materiales y utensilios se fueron incorporando al trabajo bibliotecario de manera secuencial. Los anuncios comerciales incluyen sus datos hemerográficos con el fin de facilitar su localización, si el lector desea ampliar la información o corroborar la presentada en este trabajo.

En el *Library Journal*, además de los anuncios comerciales, se publicaron secciones específicas que hacían referencia a productos y/o servicios para las bibliotecas, entre ellas: “Directory of Library Supplies”, “Classified Directory of Library Supplies” y “New Buildings and Equipment”. En función de lo anterior, queda abierta la posibilidad de hacer un estudio más detallado investigando el texto de la revista, pues en algunos casos, en las notas que se proporcionan sobre una biblioteca o en los artículos, hay información relacionada con el uso de algún instrumento tecnológico que no había sido anunciado previamente, ni lo sería posteriormente.

Los anuncios son de diferente tipo: unos tienen información gráfica, la descripción del producto, y su utilidad; otros, información parcial y en ocasiones sólo incluyen frases que buscan atraer la atención e interés del lector; por último, están los que tienen una imagen o unas cuantas líneas con el nombre del producto sin información adicional que permita un comentario sobre el mismo.

Por la amplitud de este trabajo ha sido necesario dividirlo en dos volúmenes. El primero comprende los anuncios publicados de 1876, año en que inicia la publicación del *Library Journal*, hasta 1950. El segundo volumen incluye los anuncios que aparecieron de 1951 a 2000. Para ampliar y facilitar la consulta del catálogo, cada volumen contiene un índice analítico en el que los instrumentos se agruparon por su aplicación; organización de colecciones, préstamo, almacenamiento, entre otros.

Por último, es recomendable que todo bibliotecario revise publicaciones antiguas sobre la especialidad, pues lo narrado en ellas da un sentido de pertenencia a un gremio comprometido no solo con los servicios bibliotecarios, sino con el acontecer social, económico, educativo y político regional, nacional e internacional. Para concluir, me ha parecido encontrar una mina de oro de información al revisar estos casi 125 años de la revista *Library Journal*.

1951-1975

1951

Versalite America's only fluorescent stack fixture
(El único dispositivo de iluminación fluorescente de Versalite en Estados Unidos)

Lámparas fluorescentes que iluminan completamente arriba, en medio y abajo en la estantería. Graybar; Fluorescent Fixtures of California, 1951.

Graybar. "Versalite America's only fluorescent stack fixture". *LJ* 76, no. 4 (1951): 359.

**Portable light
for civilian defense**

A NEW PORTABLE light for Civilian Defense emergencies which provides 80 hours of continuous light on each battery charge has been announced by Carpenter Manufacturing Company of Somerville, Mass. Designed for use in defense plants and for use in emergencies by police, fire, first-aid, rescue, demolition squads, etc., this Civilian Defense Light (Type CDU) is powered by a heavy-duty rechargeable long life battery. A special Carpenter 2-filament bulb furnishes work or rescue light for 80 continuous

The Carpenter Company's new portable light which burns for 80 hours



hours on one filament—much longer if used intermittently—or a higher power floodlight for 20 consecutive hours on the second filament. A thumb-operated 3-way toggle switch controls both filaments. A substitute reflector provides a powerful mile-range searchlight. The light has a shatterproof lens. The light is perfectly balanced, easy to handle. Beam can be tilted instantly to any height by fingertip pressure without cocking the arm. Rugged case of cast aluminum.

1951

Portable light for civilian defense
(Luz portátil para protección civil)

Lámpara portátil para emergencias que opera con una batería recargable de larga duración. Carpenter Manufacturing Company, 1951.

Carpenter Manufacturing Company. "Portable light for civilian defense". *LJ* 76, no. 7 (1951): 613.

1951

Ozium, fast acting air sanitizer
(Ozium, el purificador de aire de acción rápida)

Purificador de aire que reduce el peligro de infecciones y olores desagradables. El Ozium ha sido considerado efectivo en escuelas, hospitales, hoteles y plantas industriales. Generalmente mejora las condiciones de trabajo. Woodlets, Inc., 1951.

Ozium, fast acting air sanitizer

OZIUM, THE FAST acting air sanitizer, is now available in large units for reducing the hazard of infection from air-borne germs and for dispelling undesirable odors. The new No. 5 Ozium unit sprays glycolized Ozium and has



been found effective in schools, hospitals, hotels and industrial plants. It generally improves working conditions. Equipped with an adjustable spray nozzle, it is easy to operate. It is manufactured by Woodlets Inc., Portland, Penna.

Woodlets, Inc. "Ozium, fast acting air sanitizer". *LJ* 76, no. 7 (1951): 615.

1951

Mitten's letters
(Letras Mitten)

Mitten ofrece letras que pueden ser usadas en letreros, propone se usen en bibliotecas para directorios, identificación de departamentos, y boletines. Las letras pueden usarse una y otra vez. Mitten's Display Letters, 1951.

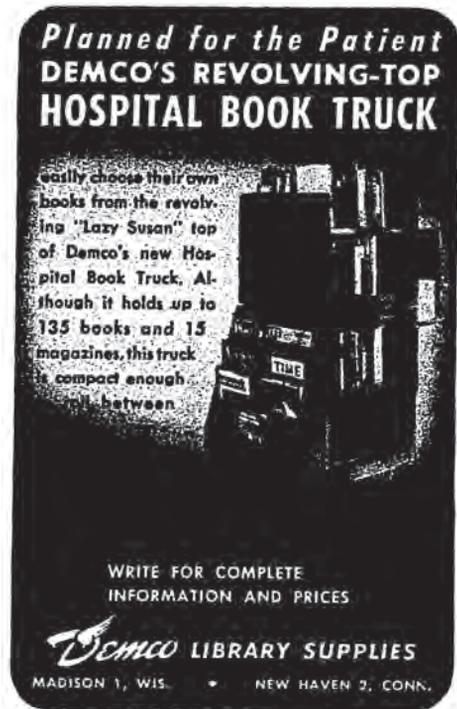
Mitten's Display Letters. "Mitten's letters". *LJ* 76, no. 9 (1951): 735.

1951

Planned for the patient, Demco's revolving-top hospital book truck
(Planeado para el paciente,
carrito de libros con tapa giratoria
Demco para hospital)

Pensado para los pacientes hospitalizados. El carrito de libros con tapa giratoria de Demco facilita la elección de libros. Tiene capacidad para más de 135 libros y 15 revistas. Demco Library Supplies, 1951.

Demco Library Supplies. "Planned for the patient Demco's revolving-top hospital book truck". *LJ* 76, no. 14 (1951): 1201.



1951

Chlorafal sweetens stale indoor air
(*Chlorafal* mitiga el aire viciado en interiores)

Chlorafal termina con los olores del interior neutralizando el aire con una reacción química. No hay enmascaramiento temporal, ni equipo costoso que comprar. Hysan Products Company, 1951.

Chlorafal sweetens stale indoor air

KEEPING INDOOR air fresh is a problem for most establishments the year round. To help solve this problem Hysan Products Company, 932 W. 38th Place, Chicago, Ill., have developed Chlorafal, a new freshener and deodorizer, with a compact, efficient dispenser, easy to install.

Chlorafal ends indoor smells by neutralizing odor-laden air with chemical reaction. There is no temporary masking, no costly equipment to buy. The modern dispenser uses a minimum of material, working on the principle of evaporation. Odors that accumulate wherever people gather can be cleared by Chlorafal. Free folder available.



Hysan Products Company. "Chlorafal sweetens stale indoor air". *LJ* 76, no. 14 (1951): 1247.

1951

*Danger, dampness at work in your home,
office, store, plant*
(Riesgo, humedad en el trabajo, en el hogar,
oficina, tienda, planta)

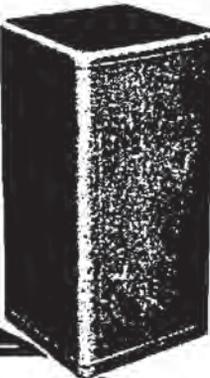
La oxidación, la podredumbre, el moho y los hongos causan grandes pérdidas en la propiedad, el mobiliario, equipo y otros objetos de valor. *Aqua-Sorber* elimina automáticamente el exceso de humedad del aire y ayuda a mantenerla a niveles seguros. Aqua Sorb Corporation, 1951.



DANGER
DAMPNESS AT WORK
in your
Home, Office, Store, Plant

Rust, rot, mold, mildew cause great losses in property, equipment, stock, furnishings and other valuables.

AQUA-SORBER automatically removes excess moisture from the air (by the gallon) ... and helps maintain safe humidity levels.



Aqua-Sorber
DEHUMIDIFIER

SINCE 1938

- Portable
- Simple plug-in installation
- No Chemicals
- Pays for itself over and over

Write for booklet, and nearest dealer.

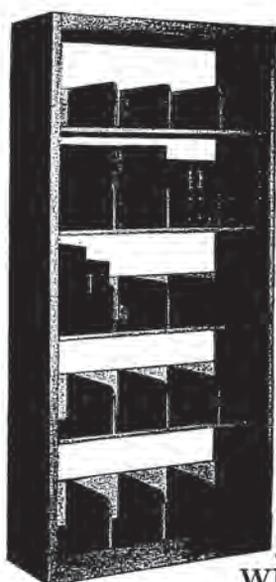
AQUA-SORB CORPORATION
East Orange New Jersey

Aqua Sorb Corporation. "Danger dampness at work in your home, office, store, plant". *LJ* 76, no. 14 (1951): 1249.

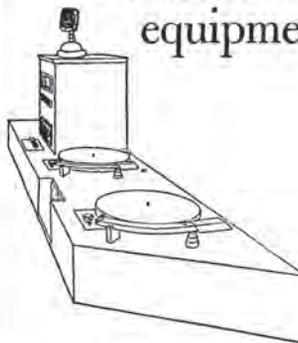
1951

Music hath charms but needs modern equipment too(La música tiene encanto, pero también
necesita equipo moderno)

Sin duda, su biblioteca está planeando incrementar las instalaciones para escuchar música y literatura grabada. Los estantes para discos que se muestran están diseñados y contruidos para aumentar el placer del oyente y armonizar con el resto de los muebles. Library Bureau, 1951.



Music hath charms
but needs modern
equipment too



LB meets that need
with these record shelves

Your library doubtless is planning to increase facilities for listening to recordings of music and literature. In libraries everywhere, from the smaller cities to Harvard's great Lamont Library, with its "vocarium" rooms, this service is rapidly becoming a widely used feature.

Library Bureau, as always, is ready to help you with equipment appropriate, beautiful, and long-lasting. The record shelves shown are designed and built to add greatly to the listener's pleasure, and to harmonize with your other fine library furniture. (Since the record shelves are adjustable in height, this shelving can be used for other purposes at any time you wish.)

These record shelves are available in 3 sizes, as follows:

- Shelving, 5-shelf height (illustrated), Catalog No. 7737, with 7700-119P record shelf installed.
- Shelving, 3-shelf height, Catalog No. 7746, with No. 7700-119P record shelf installed.
- Shelving, 2-shelf height, Catalog No. 7722J, with No. 7700-119P record shelf installed.
- All are made of high quality Birch, available in standard finishes.

For full information, phone us locally, or write Library Bureau, Room 1353, 315 Fourth Ave., New York 10.

*Library Bureau – Originator of
Specialized Library Equipment*



1274

LIBRARY JOURNAL

Library Bureau. "Music hath charms but needs modern equipment too". *LJ* 76, no. 15 (1951): 1274.

1951

Over 6 miles of film a day for libraries, historical societies, newspapers, makes Micro-Photo the nation's fastest-growing microfilm service (Más de 6 millas de película al día para bibliotecas, sociedades históricas y periódicos, hacen de *Micro-Photo* el servicio de microfilmación de mayor crecimiento en el país)

Las técnicas más avanzadas y los equipos de procesamiento más novedosos le brindan a *Micro-Photo* la capacidad de servirle si requiere microfilmar 50 o cinco millones de páginas. Micro-Photo Service Bureau, 1951.

OVER 6 MILES OF FILM A DAY FOR LIBRARIES, HISTORICAL SOCIETIES, NEWSPAPERS

Makes
MICRO-PHOTO
THE NATION'S
FASTEST-GROWING
MICROFILM SERVICE

The most advanced techniques and the newest in processing equipment give Micro-Photo the capacity to serve you whether your requirements call for microfilming fifty or five million pages. You'll like the razor sharp images, too...the direct result of years of specialized experience.

A Complete Library Service:

- 1—Valuable documents, books, newspapers microfilmed in our laboratories or "on location".
- 2—Your own films processed and duplicated to permanency limits exceeding those set by U.S. Bureau of Standards.
- 3—Factory distributors for microfilming equipment and supplies (Eastman-Kodak, Gracombe, Microtronics, etc.).
- 4—A qualified technical staff to consult with you on your microfilming problems.

★ Write today for booklet on modern microfilming methods

MICRO-PHOTO SERVICE BUREAU
4614 Prospect Ave.
Cleveland 3, Ohio

1577

Micro Photo Service Bureau. "Over 6 miles of film a day for libraries, historical societies, newspapers makes Micro-Photo the nation's fastest-growing microfilm service". *LJ* 76, no. 17 (1951): 1577.

1951

Book-Saver a revolutionary new technique in book repair (Book-Saver una nueva técnica revolucionaria en la reparación de libros)

Reduce drásticamente los costos de reparación y mantenimiento. *Book-Saver* es diferente a cualquier otro material para reparación de libros disponible. Realiza en minutos trabajos que antes representaban horas, y también ahorra costos porque no se necesita de agujas y pegamentos. Se trata de un adhesivo plástico líquido para encuadernación y reparación de libros. Delkote, Inc., 1951.

BOOK-SAVER
a revolutionary new technique in book repair

Drastically reduces repair and maintenance costs. Book-Saver is different from any other book repair material available. It does in minutes jobs that before would have taken hours—and saves costs of all the other materials, too—no need for needle and thread, tapes, glues, book hinges, book-press, tissue, etc. Book-Saver is a liquid plastic, brush applied, completely transparent and flexible when dry. It has been specifically developed for book repair. Exhaustive tests prove it withstands hard, day-after-day wear which library books receive. Versatile—effectively repairs ripped bindings, loose pages, tears, etc.—even binds magazines together! Enthusiastically endorsed by thousands of public, school, and university libraries throughout the country. So safe, so easy to use—you can get professional results with inexperienced help. The Book-Saver system of book maintenance assures large savings in repairs and replacements. For FREE Technique Booklet and sources of supply write Dept. LJ-11.

DELKOTE, INC. WILMINGTON 99, DELAWARE

Delkote, Inc. "Book-Saver a revolutionary new technique in book repair". *LJ* 76, no. 19 (1951): 1740.

1951

Interlibrary loan request forms

(Formularios de solicitud de préstamo interbibliotecario)

Aprobados por la ACRL, estos formularios de cuatro páginas ahorran tiempo y reducen los costos administrativos. Cada forma de 5 x 8 pulgadas consta de cuatro copias, cada una de un color diferente, intercaladas con carbonos de "una sola vez" cortados a la izquierda. Disponible como se muestra, o con el nombre de su biblioteca impreso en el panel superior. Gaylord Bros., Inc., 1951.

INTERLIBRARY LOAN REQUEST FORMS

Approved by the Association of College and Research Libraries, these 4-page forms save time and cut clerical costs.

Each form, 5 x 8 inches, consists of four copies — each a different color — interleaved with "one time" carbons stubbed at the left. Furnished as shown — or imprinted with your library's name in the top panel.

Immediate shipment. Transportation paid at the following prices:

No. 485	Plain	Imprinted
100	\$ 2.75	500 \$17.00
500	12.50	1,000 29.00
1,000	23.00	

Lower prices on larger quantities.

Gaylord Bros. Inc.
SYRACUSE, N. Y. STOCKTON, CALIF.

LIBRARY SUPPLIES
Standard Library Furniture

DECEMBER 15, 1951 2099

Gaylord Bros., Inc. "Interlibrary loan request forms". *LJ* 76, no. 22 (1951): 2099.

1952

Reasons why Jiffy Book Bags are ideal for inter-library shipments(Razones por las que las bolsas para libros *Jiffy* son ideales para envíos entre bibliotecas)

REASONS WHY JIFFY BOOK BAGS are ideal for INTER-LIBRARY SHIPMENTS

2 SIMPLE PACKING STEPS

EFFECTIVE PROTECTION
JIFFY BOOK BAGS protect covers and corners of books during transit. No matter how rough the handling—the built-in cushioning absorbs all the shocks. Books come through in perfect condition—free from damage or the effects of moisture.

EASY TO USE
Anyone on the library staff can pack a book in a JIFFY BOOK BAG. Slip the book into the bag—fold down top of bag—staple or seal with gummed tape. That's all there is to it!

CLEAN
The cushioning of a JIFFY BOOK BAG is sealed in. The open top of the bag is serrated to eliminate paper nicks and cuts to fingers, so common when using wrapping paper and twine.

TAKE UP LITTLE STORAGE SPACE
You can keep JIFFY BOOK BAGS under the counter, on a shelf, or in a cabinet. A few different sizes of JIFFY BOOK BAGS take care of most of the needs of any library. No need to keep large stock. Conveniently located jobbers will gladly fill your order from their warehouse stocks.

ECONOMICAL
JIFFY BOOK BAGS are inexpensive. Considering the saving in wrapping material and time—the cost of JIFFY BOOK BAGS compares favorably with whatever packing method you are now using.

Available in 7 standard sizes

READING PUBLISHERS AND BOOK DEALERS ARE NOW USING JIFFY BOOK BAGS OR THEIR SINGLE BOOK SHIPMENTS. WRITE IN FOR YOUR FREE SAMPLES NOW!

JIFFY MANUFACTURING COMPANY
360 FLORENCE AVENUE • HILLSIDE, N. J.

Las bolsas para libros *Jiffy* protegen eficazmente, son fáciles de usar, son limpias, económicas, y ocupan poco espacio de almacenamiento. *Jiffy* Manufacturing Company, 1952.

Jiffy Manufacturing Company. "Reasons why *Jiffy* Book Bags are ideal for inter-library shipments". *LJ* 77, no. 4 (1952): 368.

1952

Slyd-In shelf partitions
(Particiones para estantería *Slyd-In*)

Slyd-In SHELF PARTITIONS

Designed by a librarian—tested for 10 years

For public, college & school libraries. Solves the problem of shelving unbound pamphlets & periodicals, phonograph records & albums, and those large or small flat juveniles that slide so easily.

THE UNIT ITSELF
Slides into standard shelving. Sturdily built of birch plywood, in light, dark or soft-tone oak finishes. Light oak furnished unless otherwise specified.

THE UNIT IN USE
9 1/2" deep x 7 1/2" tall x 33" long
11 1/2" deep x 7 1/2" tall x 33" long
(Please specify depth)
\$7.95 F.O.B. Greensboro
Appt. W.L. B. Inc.

SLYD-IN SHELVING
550 WOODLAWN AVE.
GREENSBORO, N. C.

418 LIBRARY JOURNAL

Resuelve el problema de guardar folletos y publicaciones periódicas sin encuadernar, discos y álbumes fonográficos, y esos planos juveniles grandes o pequeños que se deslizan fácilmente. Slyd-In Shelving, 1952.

Slyd-In Shelving. "Slyd-In shelf partitions". *LJ* 77, no. 5 (1952): 416.

1952

Decrease overdues increase patronage with Drive-up Book Return
(Disminuye los retrasos y aumenta el patrocinio con *Drive-up Book Return*)

Este artefacto destinado al depósito automático de libros, que se coloca en la acera de la biblioteca, ofrece a los usuarios un servicio de devolución de libros de día y de noche; se paga a sí mismo al aumentar tanto el volumen de préstamos como el de las devoluciones de libros. The Boardman, Co., 1952.

**DECREASE OVERDUES
INCREASE PATRONAGE**
—with

DRIVE-UP BOOK RETURN
OKLAHOMA CITY LIBRARIES

- Provides 24-hr. curbside service
- Eliminates parking problem
- Encourages prompt book return
- Helps recover lost books
- Rentable poster space on sides

The AUTO-PAGE curbside book depository automatically gives library patrons night-and-day book return service—pays for itself by increasing both your lending volume and book returns. Its all-steel welded construction is waterproof, theft-proof and durable. Inner design prevents book abuse. Easy to operate. 30x30x60 in.

Proven in Use Throughout U. S. and Canada
List of Satisfied Customers Upon Request

THE BOARDMAN CO.
P.O. Box 1152 ★ Oklahoma City, Okla.

The Boardman, Co. "Decrease overdues increase patronage". *LJ* 77, no. 9 (1952): 801.

801

1952

Plasti-Lac book spray
(Spray para libros *Plasti-Lac*)

Hace que el cepillado sea obsoleto. *Plasti-Lac*, que ahorra mucho tiempo, ofrece un revestimiento de plástico transparente, flexible y lavable para proteger números de clasificación, lomos de libros, mapas, impresiones, documentos, carteles, etcétera. No es inflamable y no se decolora con el tiempo. Bro-Dart Industries, 1952.

Bro-Dart Industries. "Plasti-Lac book spray". *LJ* 77, no. 10 (1952): 868.

PLASTI-LAC BOOK SPRAY
Makes Messy Brushing Obsolete



A tremendous time saver, Plasti-Lac gives a glass-clear, flexible, washable plastic coating for protecting call numbers, book spines, maps, prints, documents, posters, etc. Is non-inflammable, and DOES NOT DISCOLOR WITH AGE.

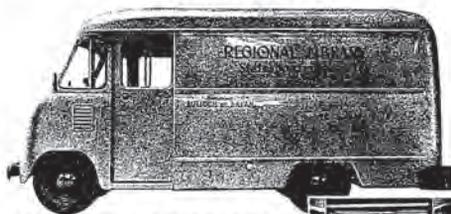
Write For Prices

LIBRARY SERVICE DIVISION
BRO-DART INDUSTRIES
65 E. Alpine Street
Newark 5, N. J.



868

EXTEND YOUR SERVICE
economically



Keep "Traveling Branch" costs at an absolute minimum with **VANETTE BOOKMOBILES**

The Vanette Bookmobile features steel shelving for 1000-1100 books, removable charging table, cocoa mats in stepwells, heavy-duty linoleum floor covering and two storage closets. Adjustable steel shelves have 3-inch upward tilt at front to prevent spillage; no straps or bars required. Adjustable book retainer. In addition, Vanette offers superior quality construction throughout—fibre glass roof insulation, undercoating of metal underbody and inside of outer panels, alamelastik-filled body joints, heavy steel wrap-around rear bumper and tubular rubber door seals. Mounted on Ford panel delivery type chassis. For complete specifications and prices, see your local Ford dealer or mail coupon below.



Note removable charging table. (Slide like swivel seat, heater, fans, etc.)



Plenty of headroom here... 70 inches from floor to ceiling.



Adjustable book retainers, a real convenience.

VANETTE
Division of Universal Sales, Inc., Dept. LI-1 Delaware, Ohio

Please send me complete information on the VANETTE BOOKMOBILE. Dept. LI-1

NAME _____
NAME OF LIBRARY _____
ADDRESS _____
CITY _____ STATE _____

JULY 1952

1119

1952

Extend your service economically
(Amplíe su servicio de forma económica)

Mantenga los costos de la biblioteca itinerante al mínimo absoluto con *Vanette Bookmobiles*. Los *Bookmobiles* de *Vanette* cuentan con estantes de acero para 1 000-1 100 libros, mesa de préstamo extraíble, alfombras en los escalones, revestimiento de piso de linóleo de alta resistencia y dos armarios para almacenamiento. *Vanette*, Division of Universal Sales, Inc., 1952.

Vanette, Division of Universal Sales, Inc. "Extend your service economically". *LJ* 77, no. 13 (1952): 1119.

1953

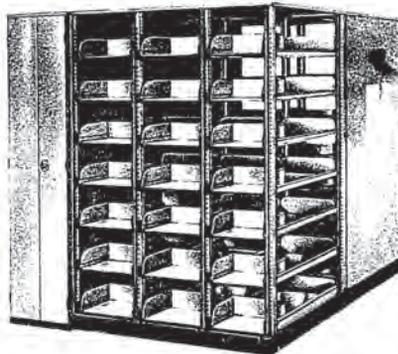
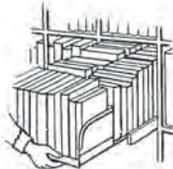
*Revolutionary new Hamilton Compo Stack
doubles library capacity*

(La revolucionaria nueva Hamilton Compo Stack duplica la capacidad de la biblioteca)

La *Hamilton Compo Stack* duplica la capacidad de la biblioteca. ¿Cómo? Reemplazando las estanterías convencionales con estantes deslizantes que funcionan suavemente y tienen mucha mayor capacidad. Este concepto completamente diferente de almacenamiento de libros elimina mucho espacio de pasillo innecesario y aporta eficiencias completamente nuevas a la operación de la biblioteca. Hamilton Manufacturing Company, 1953.

REVOLUTIONARY NEW
Hamilton COMPO Stack
DOUBLES LIBRARY CAPACITY

Single tier height Compo Stack with closed compartment for locked control of valuable collections, at left, closed end panel at rear right.



IT'S TRUE— the Hamilton Compo Stack doubles the normal capacity of the library. How? By replacing conventional shelves with smooth-operating sliding shelves of far greater capacity. This completely different concept of book storage eliminates much unnecessary aisle space and brings entirely new efficiencies to library operation.

If you are planning or erecting library projects, be sure to get full information on Hamilton Compo Stacks and on other Hamilton library stacks. Use the coupon below to get free help from Hamilton.

LIBRARY EQUIPMENT
DIVISION
**Hamilton
Manufacturing
Company**
TWO RIVERS, WISCONSIN

Hamilton Manufacturing Company Two Rivers, Wisconsin
Please send my copy of "Bookstacks by Hamilton," AH-2
Send Drawings, AH-3, and Specifications, AH-4
Send information to Hamilton's FREE Library Planning
Service
Name _____ Position _____
Firm _____
Address _____
City _____ State _____

Hamilton Manufacturing Company. "Revolutionary new Hamilton Compo Stack". *LJ* 78, no. 10 (1953): 843.

1954

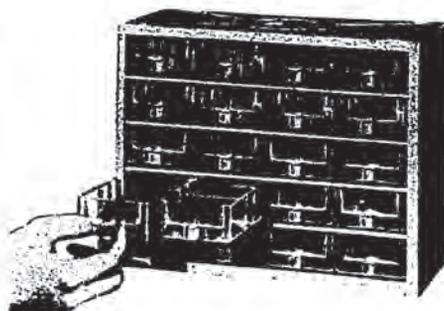
Small-drawer Lucite cabinets
(Armarios *Lucite* de cajones pequeños)

A menudo hemos pensado que un gabinete *Lucite* de cajones pequeños sería un artilugio útil para casi cualquier biblioteca pública o escolar. Está tan ingeniosamente dispuesto que un cajón se puede dividir horizontal o verticalmente en tres compartimentos separados con divisores que se incluyen en el precio de compra. Es la solución ideal para todas esas pequeñas cosas que desordenan los cajones de los escritorios. General Industrial Company, 1954.

Small-drawer lucite cabinets

WE HAVE often thought that one of these small-drawer lucite cabinets would be a handy gadget for almost any size public or school library to have tucked away in some corner of the librarian's office. They are so ingeniously arranged that a drawer can be divided either horizontally or vertically into three separate compartments with dividers that are included in the purchase price. It's the ideal solution for supplies and all those little things that clutter up desk drawers.

One of the best looking we've seen in terms of fitting into the general library decor is made by General Industrial Company, 5738 N. Elston Avenue, Chicago 30. It is a silver-gray hammer finish. It has twenty drawers, as pictured above, rubber feet, sturdy construction, and costs only \$7.95 postpaid—a real bargain. The overall size is 10½" high x 12½" wide x 6" deep. The drawers are heavy plastic and spillproof. There are many combinations, from 8 to 128 drawers, to fit almost any requirement.



The easy way to keep all of the little gadgets which help to keep a library in good condition

General Industrial Company. "Small-drawer Lucite cabinets". *LJ* 79, no. 3 (1954): 197.

1954

We give you an assistant for less than \$1.00 a week!
 (¡Le damos un asistente por menos de \$1.00 a la semana!)

Usted puede arrendar una *Gaylord Electric Book Charging Machine* por sólo \$50 al año. Encontrará un asistente confiable para su mostrador de préstamo que garantiza precisión, velocidad y pulcritud. Es la forma moderna y eficiente de manejar las horas pico, pero cuesta mucho menos que un asistente de medio tiempo. ¡Su personal apreciará este asistente mecánico que da prueba del préstamo impreso en la tarjeta! Gaylord Bros., 1954.

We Give You an Assistant
 for less than \$1.00 a Week!

You can lease a Gaylord Electric Book Charging Machine for only \$50 a year. Here is a reliable assistant for your charging desk that guarantees accuracy, speed and neatness. It's the modern efficient way to handle rush periods, yet costs much less than a part time assistant. Your staff will appreciate this mechanical assistant which gives proof of the charge PRINTED on the card!

Write today for your FREE copy of this illustrated booklet on the Gaylord Electric Book Charging Machine.

Gaylord Bros.
 SYRACUSE, N. Y. • STOCKTON, CALIF.

LIBRARY SUPPLIES
 Standard Library Furniture

Gaylord Bros. "We give you an assistant for less than \$1.00 a week!". *LJ* 79, no. 4 (1954): 293.

1954

Here's why... libraries specify Micro Photo's new 2-page method of newspaper microfilming
 (He aquí por qué... las bibliotecas ordenan el nuevo método de microfilmación de periódicos de 2 páginas de *Micro Photo*)

HERE'S WHY... LIBRARIES SPECIFY MICRO PHOTO'S NEW 2-PAGE METHOD of NEWSPAPER microfilming

bomb process already known, he said, it was only a theoretical step further. ... a continuing, non-explosive reaction. ... those directed like a bomb whose enormous release would propel a rocket.

Greatly improved camera techniques now give you BIGGER-THAN-EVER, sharper reading plus all the savings in 2-page newspaper microfilming. Shown above is the scanning size (using a standard reader) of newsprint filmed Micro Photo's new, 2-page way. Note the letters are much larger than "life size" ... larger than any other 2-page method! Just mail us a few newspapers from your files ... and we'll send microfilm samples for comparison.

- Over 400 of the nation's leading newspapers and libraries now use our service. Send for booklet "Newspapers on Microfilm."
- Full selection of library microfilming equipment and supplies.
- Complete facilities for film processing and printing.
- Microfilm copies of Official Gazette, U. S. Patent Office, available from 1930.

MICRO PHOTO INC.
 4614 Prospect Ave.
 Cleveland 3, Ohio

Las técnicas de cámara enormemente mejoradas ahora le brindan una lectura más grande y nítida, además del ahorro en microfilmación de dos páginas de periódicos. Se muestra arriba el tamaño de escaneo de periódicos de dos páginas (usando un lector estándar) filmado con el nuevo *Micro Photo*. Micro Photo, Inc., 1954.

Micro Photo, Inc. "Here's why... libraries specify Micro Photo's new 2-page method of newspaper microfilming". *LJ* 79, no. 4 (1954): 295.

1954

Here it is! The new improved Readex Microprint Reader
 (¡Aquí está! El nuevo y mejorado Readex Microprint Reader)

Lector de microimpresiones *Readex Model B*. Mayor aumento; imagen más brillante y sin reflejos; mayor versatilidad; construcción más compacta, y exclusivo. Readex Microprint Corporation, 1954.

Here It Is!

THE NEW
 IMPROVED
**READEX
 MICROPRINT
 READER**

Model "B"
\$175.00
 F.O.B. Factory



INCREASED MAGNIFICATION (20x): The new READEX MICROPRINT Reader now shows a crisp, clear image 400 times the size of the original microtext.

BRIGHTER, GLARE-FREE IMAGE: Notwithstanding the increase to three times the former illumination, the color-filler screen assures a glare-free image. Eye-strain and fatigue are thus eliminated.

GREATER VERSATILITY: The new READEX MICROPRINT Reader can now be used for Microcards, positive microfilm sheets and microfilm strips.

MORE COMPACT CONSTRUCTION: The new READEX MICROPRINT Reader weighs only 23 pounds, measures only 12" wide, 18" high and 19" deep, yet its screen is the largest ever! 8 1/2" x 11 1/2".

EXCLUSIVE: The glass-cover tray protects Microprint and other microtext from abrasion and other injury. The controls of the new Reader are engineered for easier, smoother and more precise movement.

LOWER PRICE: \$175.00 (a.b. Factory)

For list of publications, write to:

READEX MICROPRINT CORPORATION
 100 Fifth Avenue, New York 11, N. Y.
 Visit us at the A. L. A. Convention, in Booth C-32.

Readex Microprint Corporation. "Here it is! The new improved Readex Microprint Reader". *LJ* 79, no. 12 (1954): 1080.

1954

Monroe folding banquet tables
 (Mesas plegables para banquetes
Monroe)

Las mesas de pedestal plegable *Monroe* son ideales para uso ocasional en la biblioteca, cuando se necesitan mesas adicionales. Aunque son extremadamente livianas y altamente portátiles, estas mesas están diseñadas para soportar un uso intensivo. The Monroe Company, 1954.

Monroe FOLDING BANQUET TABLES

Monroe Folding Pedestal Tables are ideally suited for occasional use wherever extra tables are needed in the Library. Even though Monroe Folding Tables are extremely light in weight and highly portable, these tables are designed to withstand heavy institutional usage.

WRITE FOR CATALOG PRICES & DISCOUNTS
 Send today for free 1954 Catalog No. 250 showing 58 different sizes and types of Folding Tables from 30x30 inches to 4x8 ft. Ask, too, for Library Discount Sheet No. 10.

Complete Line of Folding Chairs

THE Monroe COMPANY
 236 CHURCH STREET COLFAX, IOWA

The Monroe Company. "Monroe folding banquet tables". *LJ* 79, no. 12 (1954): 1143.

1955

Removable shelves on book truck

(Estantes extraíbles en el carrito de biblioteca)

**Removable shelves
on book truck**

A NEW steel book truck, called "a book-stack on wheels" is being manufactured by W. R. Ames Company, 150 Hooper Street, San Francisco, Calif. The truck is equipped with six 8-inch bracket-type shelves, each 36 inches long. The shelves are readily removable from the slotted supporting uprights, and are adjustable to any desired vertical spacing at 1-inch intervals. Able to

accommodate any standard bracket-type shelves, the truck has two fixed casters and two swivel casters, with 5-inch rubber tires.



W. R. Ames Company. "Removable shelves on book truck". *LJ* 80, no. 9 (1955): 1100.

W. R. Ames Company está fabricando un nuevo carrito de acero, llamado "estante de libros sobre ruedas" el carrito está equipado con seis estantes tipo soporte de 8 pulgadas, cada uno de ellos de 36 pulgadas de largo. Los estantes se pueden quitar fácilmente de los soportes verticales ranurados y se pueden ajustar a cualquier espacio vertical deseado a intervalos de 1 pulgada. Capaz de acomodar cualquier estante estándar tipo soporte, el carrito tiene dos ruedas fijas y dos ruedas giratorias, con neumáticos de goma de 5 pulgadas. W. R. Ames Company, 1955.

1955

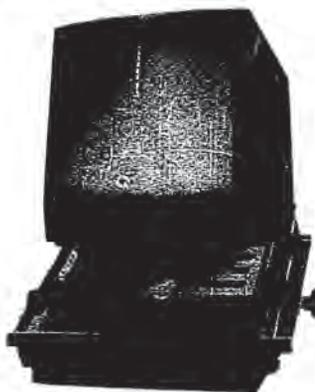
*Microfilm reader doubles
as enlarger and printer*

(El lector de microfilms
también funciona como ampliadora
e impresora)

Se encuentra disponible un lector de microfilm de escritorio, que también funciona como fotocopidora, para realizar impresiones ampliadas directamente desde el microfilm, sin el uso de accesorios especiales. Conocido como el *Inspector "200"*, la unidad hace posible la inserción simple de tarjetas al nivel del escritorio, con un sistema de ventilación para eliminar la posibilidad de que el calor dañe la película y las tarjetas. Filmsort Division of Dexter Folder Company, 1955.

**Microfilm reader doubles
as enlarger and printer**

A DESK-TOP microfilm reader, which doubles as a photo copier to make enlarged prints directly from the microfilm without the use of special attachments, is available from the Filmsort Division of Dexter Folder Company, Pearl River, N.Y. Known as the Inspector "200" the unit makes possible simple, convenient insertion of cards at desk level, with a ventilating system to eliminate possibility of heat damage to film and cards. It is available from the manufacturer with 16x, 24x, and 30x standard magnifications. The dimensions of the unit are: 22½ inches high, 18 inches wide, and 19 inches deep.



Filmsort Inspector "200"

The Filmsort Division of Dexter Folder Company. "Microfilm reader doubles as enlarger and printer". *LJ* 80, no. 22 (1955): 2850.

1956

Interchangeable typewriter type face
(Máquina de escribir de tipos intercambiables)

Interchangeable typewriter type face

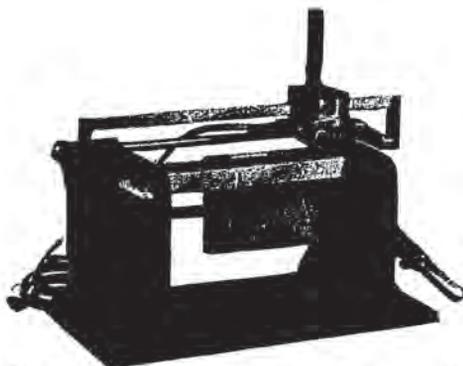
THE 1956 Remington typewriter permits the typist to change one or all of the characters on the machine, has section and paragraph marks, a plus and equal sign, and comes in six colors. All current and old model Remington standard and electric can be re-equipped with special type-bars to receive the interchangeable type faces. For more information, write to Remington Rand, Division of Sperry Rand Corporation, 315 Fourth Avenue, New York 10, N.Y.

La máquina de escribir *Remington* de 1956 permite al mecanógrafo cambiar uno o todos los caracteres de la máquina, tiene marcas de sección y párrafo, un signo más [=] e igual [=] y viene en seis colores. Todos los modelos eléctricos y estándares de *Remington* actuales y antiguos se pueden volver a equipar con barras tipográficas especiales para adicionar las caras tipográficas intercambiables. Remington Rand, 1956.

Remington Rand. "Interchangeable typewriter type face". *LJ* 81, no. 10 (1956): 1255.

1956

Altair call number stamping machine
(Máquina de estampado de signatura topográfica Altair)



**Altair Call Number
Stamping Machine**

for speedy and accurate stamping up to three lines of catalog numbers and characters.

Our machine is widely used by libraries.

PLEASE WRITE FOR DETAILED
QUOTATION

ALTAIR MACHINERY CORPORATION
55 Vandam Street New York 13, N.Y.

Máquina para estampado de signatura topográfica *Altair*, para un estampado rápido y preciso de hasta tres líneas de números y caracteres. Nuestra máquina es ampliamente utilizada por bibliotecas. Altair Machinery Corporation, 1956.

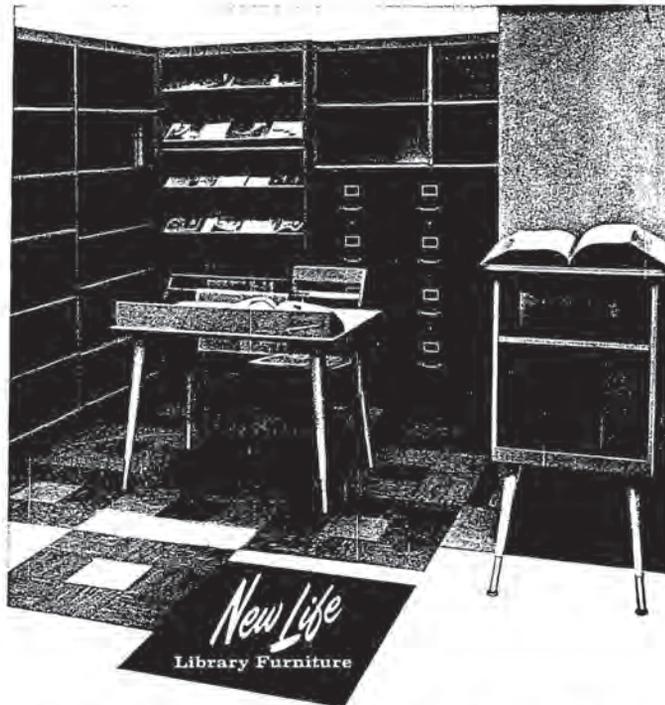
Altair Machinery Corporation. "Altair call number stamping machine". *LJ* 81, no. 11 (1956): 1393.

1957

New Life library furniture: a "point of reference" for your future library

(Mobiliario de biblioteca *New Life*: un "punto de referencia" para su futura biblioteca)

Con los hechos al alcance de la mano, en un entorno agradable, la investigación adquiere un interés adicional. Aquí, en esta sección de referencia, lo último en diseño funcional se combina con el estilo de mobiliario de biblioteca *New Life* anterior. John E. Sjöström. Company, Inc., 1957.



a "point of reference" for your future library

With facts at your finger tips, in pleasant surroundings, research takes an added interest. Here, in this reference section, the ultimate in functional design is combined with precedent setting "New Life" library furniture styling. It invites use—like all "New Life" units!



JOHN E. SJÖSTRÖM COMPANY, INC.

1717 NORTH TENTH STREET, PHILADELPHIA 22, PA.

FEBRUARY 1, 1957

341

John E. Sjöström Company, Inc. "New Life library furniture: a 'point of reference' for your future library". *LJ* 82, no. 3 (1957): 341.

1957

Time to stop stretching!
(¡Es tiempo de dejar de estirarse!)

TIME TO STOP STRETCHING!

Shelving is easier with Bro-Dart's 12" stool!

- Stand on it . . . to reach high shelves
- Sit on it . . . for low shelves and drawers
- For children's room . . . ideal for "Story Hour"

Sturdy enough to stand on . . . light enough to carry easily, this "all purpose" stool has a "hand hole" for convenient transporting. Splayed legs prevent tipping . . . 12" high and 12" square . . . light finish only.

only \$16.95 each
(price delivered in continental U.S.A.)
Order Several Today!

Bro-Dart INDUSTRIES
88 East Alpine Street, Newark 5, N. J.
1883 So. Sepulveda Blvd., Los Angeles 25, Calif.

Send for Catalog FE55 . . . Containing A Complete Line of Library Furniture & Equipment!



MARCH 15, 1957

723

Acomodar libros en el estante es más fácil con el banquillo de 12" de Bro-Dart. Párese sobre él ... para alcanzar estantes altos; siéntese en él ... para estantes bajos y cajones; en la sala infantil... ideal para la hora del cuento. Bro-Dart Industries, 1957.

Bro-Dart Industries. "Time to stop stretching!". *LJ* 82, no. 6 (1957): 723.

1957

New... new... Mylar catalog card protectors
(Nuevos... nuevos... protectores de tarjetas de catálogo de Mylar)

Proteja las tarjetas del catálogo con los nuevos protectores que ahorran espacio, fabricados con película de poliéster Mylar excepcionalmente duradera. Bro-Dart Industries, 1957.

Bro-Dart Industries. "New... new... Mylar catalog card protectors". *LJ* 82, no. 15 (1957): 1987.

new... new... MYLAR® CATALOG CARD PROTECTORS



Protect catalog cards with new—space saving protectors made with exceptionally durable Mylar Polyester Film*. Mylar Micro-Card Protectors also available.

BRO-DART CATALOG CARDS

The finest methods of manufacturing . . . utilizing the highest quality stock . . . assure you of the best when you order Bro-Dart Catalog Cards. Exceptional tear strength . . . good typing and erasable surface . . . proper 'snap' . . . and long life. A complete selection of weights and styles.

*Reg'd Trade Mark . . . E. I. duPont de Nemours & Co.

Bro-Dart INDUSTRIES
SETTING THE PACE FOR PROGRESS

88 E. Alpine Street, Newark 5, New Jersey 1883 So. Sepulveda Blvd., Los Angeles 25, California

SEPTEMBER 1, 1957 1987

1957

Air-conditioned exhibit cases protect rare books

(Las estanterías con aire acondicionado protegen libros raros)

Se trata de una nota en la que se comparte la experiencia de la *Free Library of Philadelphia* en la exhibición de algunos de sus libros raros y manuscritos. La Biblioteca estudió las condiciones ambientales a las que se someterían sus materiales al ser exhibidos en el lobby de su edificio central, para garantizar que no sufrieran ningún deterioro. 1957.



A picture of the very handsome and now air-conditioned exhibit cases in the Free Library of Philadelphia

Air-conditioned exhibit cases protect rare books

The exhibit cases in the lobby of the Central building at the Free Library of Philadelphia were recently air-conditioned in order to assure the safe exhibition of library materials and especially rare books and manuscripts.

In 1951, subsequent to the redecoration of the Central Library thirty-four custom-built vertical exhibit cases were installed in the main lobby and adjoining corridor. In the short time these exhibit cases have been in use many different kinds of material have been shown and each has presented its own problem of display: books which will not stay open, pages which curl, maps which refuse to lie flat. None however has been more difficult than the problem of rare books on vellum. The Free Library has many of this type in its Rare Book Department which is air-conditioned. Ordinarily rare books are housed and displayed there where the temperature is held at 70 degrees and the humidity at 50 per cent. Their display is always popular in the Rare Book Department and the Library decided soon after the new exhibit cases were installed to show them from time to time in the lobby where traffic is heavy.

Before the first rare material was placed into the cases however the Rare Book librarian placed a page of vellum in the cases to determine the effect of the heat and humidity. Quickly the vellum curled in ridges. With the advice of experts a makeshift solution was devised utilizing water jars and cigar-store humidifiers to increase

the moisture in the air while some of the lights in the cases were extinguished, reducing the temperature. When, after experimentation it was found that the heat was still too high, the heat in the lobby was lowered. After all these measures had been taken the library was able to exhibit some of its treasures with safety, but only under dim lights and in a chilly atmosphere.

The only effective answer was to air-condition the cases and by early 1957 the money was made available and work began. Lighting fixtures in the tops of the cases were moved and holes cut for air ducts, which passed from behind the cases to stack areas on either side of the lobby. In these stack areas as close as possible to the cases, are two air-conditioning units, one for each side.

Although vellum books have been preserved through the centuries, and can stand almost any weather condition, they cannot withstand the dry heat of modern buildings. Thanks to air-conditioned cases the outstanding collections of the Free Library will be preserved for the future.

1958

Printing... for pennies!
(¡Impresión... por centavos!)

Ahora... el más simple y económico de todos los métodos de duplicación... estencil... se ha modernizado como una imprenta. Las plantillas se pueden preparar tanto fotográficamente como manualmente. Su oficinista puede convertir sus formularios, boletines, literatura publicitaria e incluso páginas de catálogos ilustrados... ¡también a color! Gestetner no cuesta más que el mimeo antiguo. Gestetner Duplicador Corporation, 1958.

Gestetner Duplicator Corporation.
"Printing...for pennies!" *LJ* 83, no. 1
(1958): 51.



PRINTING...for Pennies!

Now... the simplest and most economical of all duplicating methods... stencil... has been modernized like a printing press. Stencils can be prepared photographically as well as manually. Your office girl can turn out your forms, bulletins, advertising literature, and even illustrated catalog pages... in color, too! Gestetner costs no more than the old-fashioned mimeo.

Gestetner
Since 1912... the World's First and Finest Manufacturer of Duplicating Equipment.

STENCIL DUPLICATING WITH A PRINTED LOOK
Dual Cylinders • Printer's Style Paste Ink • Silk Screen

Undreamed of economies are possible by producing your own, every-day, printed material... the kind you used to buy on the outside. Where you once spent dollars you now spend pennies... with convenience, speed and privacy as extra dividends.

GESTETNER DUPLICATOR CORPORATION
218-222 Lake Ave., Dept. ATG, Yonkers, N.Y.

Please send descriptive literature and specimens:

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

JANUARY 7, 1958 51

1958

New projector
(Proyector nuevo)

New projector

The New Eastman 16mm Projector, Model 25B, is now available in a model which is said to offer 20 per cent more illumination. Included as standard equipment is the newly-developed Eastman Optical-Magnetic Pre-amplifier which will accommodate the signal output of a magnetic sound head as well as the standard optical system.

Reproduction of magnetic sound with the projector may be accomplished by field installation of another new device, the Eastman Magnetic Playback Kit, offered as accessory equipment. Installed in an adjustable mount on the projector, the kit converts Model 25B for interchangeable or simultaneously mixed handling of either magnetic or optical sound tracks. For prices and additional information inquire at local dealers or write to Cine-Kodak Equipment Sales, Eastman Kodak Co., Rochester 4, N. Y.

573

El nuevo proyector *Eastman* de 16 mm Modelo 25B ya está disponible en un modelo que, según se dice, ofrece un 20% más de iluminación. Se incluye como equipo estándar el Preamplificador Magnético Óptico *Eastman* recientemente desarrollado que se adapta a la salida de la señal de un cabezal de sonido magnético, así como al sistema óptico estándar. Eastman Kodak Co., 1958.

Eastman Kodak Co. "New projector". *LJ* 83, no. 4 (1958): 573.

1958

New easy... way to handle CBI's
(Nueva manera fácil... de manejar los CBI's.)

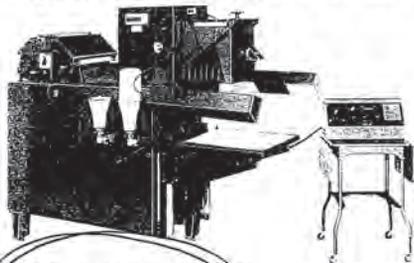
Ahora puede consultar el *Cumulative Book Index* (CBI) sentado y con un mínimo de esfuerzo. Los CBI se almacenan en estantes deslizantes de fácil manejo. Simplemente saque el estante que contiene un volumen particular y pase a la página que desee. La mesa se suministra en tamaños de nueve y seis volúmenes. Disponible en acabados estándar o personalizados. Bro-Dart Industries, 1958.

APRIL 1, 1958

1047

Bro-Dart Industries. "New easy... way to handle CBI's". *LJ* 83, no. 7 (1958): 1047.

See the Junior Continuous Models of
PHOTOSTAT® PHOTOGRAPHIC COPYING APPARATUS



Designed especially
for location at
POINT OF USE!

Photostat Photographic
Copying Apparatus Model A
Junior Continuous.
Floor space required 3' x 5' 1/2"

The Model A Junior Continuous is especially suitable for "point of use" library copying requirements. In addition to supplying copies of information wanted by the general public, it provides added economy and convenience when integrated into library index and ordering service.

If you are not using Photostat Photographic Copying Equipment, it will be worth your while to find out the many advantages it can offer you. Your inquiries are invited and will receive our prompt attention.

PHOTOSTAT CORPORATION
P. O. BOX 1970
ROCHESTER 2, NEW YORK



See the Junior Continuous Model A exhibited at the 77th Annual Conference, San Francisco, California July 13-19.

1474

LIBRARY JOURNAL

1958

See the Junior Continuous models of Photostat® photographic copying apparatus
(Vea los modelos *Junior Continuous* de copia fotográfica *Photostat®*)

El modelo *Junior Continuous A* es especialmente adecuado para las necesidades de copiado de bibliotecas de "punto de uso". Además de proporcionar copias de la información deseada por el público en general, proporciona mayor economía y conveniencia cuando se integra a la elaboración de índices y al servicio de adquisiciones. Photostat Corporation, 1958.

Photostat Corporation. "See the Junior Continuous models of Photostat photographic copying apparatus". *LJ* 83, no. 10 (1958): 1474.

1958

*Versatile Globe-Wernicke study carrels
put all your space to work*

(Los versátiles cubículos de estudio *Globe-Wernicke*
ponen todo su espacio a trabajar)

Más estudiantes pueden trabajar mejor en un área pequeña con los cubículos de estudio independientes *Globe-Wernicke*. Los cubículos proporcionan privacidad para un estudio sin distracciones; se ensamblan fácilmente con componentes estándar que permiten varios arreglos para adaptarse a cualquier espacio. Ofrecen las condiciones de trabajo más favorables en un mínimo de superficie. The Globe-Wernicke, Co., 1958.



versatile
GLOBE-WERNICKE
study carrels
put all your
space to work



More students can work better in a smaller area with Globe-Wernicke free-standing study carrels. Providing ample privacy for distraction-free study, carrels are easily assembled with standard components into various arrangements, to fit any space. They offer the most favorable working conditions in a minimum of floor area. Designed for smart appearance and efficiency, Globe-Wernicke study carrels may be wired to provide electrical outlets for fluorescent lighting.

You'll find G/W study carrels easy to disassemble and rearrange to meet expansion or reorganization demands. Modular equipment gives unlimited flexibility to suit your personal requirements. For information, write for Catalog No. 1357-A.

Globe-Wernicke
makes
business a pleasure



The Globe-Wernicke Co. • Cincinnati 12, Ohio

JUNE 15, 1958

1815

The Globe-Wernicke, Co. "Versatile Globe-Wernicke study carrels put all your space to work". *LJ* 83, no. 12 (1958): 1815.

1958

Simplify "Overdue Routines" with this Multi-copy Form!
 (¡Simplifique las 'rutinas de avisos de libros vencidos'
 con este formulario de copias múltiples!)

A continuación, presentamos una nueva forma de ahorrar tiempo para controlar los avisos de libros vencidos. Una vez mecanografiado, tendrá tres formularios completados: 1. Blanco, aviso de recordatorio; 2. Amarillo, segundo aviso; 3. Rosa, tercer aviso: éste también se puede utilizar para el registro de la biblioteca. Ahorra tiempo de mecanografía y de comprobación. No es necesario volver a los archivos u otros registros de libros cuando se envían avisos más allá del primero. Sin repetición, sin duplicación. Gaylord Bros., Inc., 1958.

**Simplify "Overdue Routines"
 with this Multi-copy Form!**

Here's a new, timesaving way to control Overdue Book Notices. One typing and you have three completed forms —

1. White, reminder notice
2. Yellow, second notice
3. Pink, third notice — may also be used for your library record

You save typing time and checking time. No need to go back to the registration files or other book records when notices beyond the first are sent. No repetition — no duplication.

No. 673 Overdue Notices may be ordered with or without library imprint.

Please write for samples and prices!



No. 671 White Window Envelopes for mailing Overdue Notices. Size — 5½ x 3¼ inches. May be ordered with or without library imprint.

Gaylord Bros., Inc.
 library supplies
 SYRACUSE, N. Y. STOCKTON, CALIF.
"the house of prompt, friendly, personal service"

AUGUST 1958

2099

Gaylord Bros., Inc. "Simplify 'Overdue Routines' with this Multi-copy Form!". *LJ* 83, no. 14 (1958): 2099.

1959

You'll find things easier with Hol-Dex
 (Encontrará las cosas más fácilmente con *Hol-Dex*)

¡Utilice portaetiquetas insertables transparentes *Hol-Dex* en todas partes y ahorre tiempo y energía para todos! En entrepaños de estantes, en estantes abiertos en la Sala de Referencia, en gabinetes de tarjetas, carpetas, cajas, cubos, bandejas de escritorio. Cel-U-Dex Corporation, 1959.

Cel-U-Dex Corporation. "You'll find things easier with Hol-Dex". *LJ* 84, no. 7 (1959): 1099.

You'll find things easier with HOL-DEX

CLASSIFIES — IDENTIFIES — CODIFIES

Use Hol-Dex transparent, insertable Label Holders everywhere and save time and energy for everybody! On shelves in stacks, on open shelves, in the Reference Room, on card cabinets, binders, boxes, bins, desk trays.

- Label clean and quick.
- Just press on.
- Mars nothing, no holes.
- Inserts slip in or out.
- A seamless plastic tube.
- Lengths to 36" available.

Color code with 8 transparent colors. Made in 24", 12", 6", and 1" widths. Standard six-inch length usually cut into 3 two-inch or 6 one-inch labels. Tested by use in hundreds of libraries.

Write for sample, for folder, and more facts. Ask about NEW 2" WIDTH

CEL-U-DEX CORPORATION NEW WINDSOR, NEWBURGH, N. Y.

APRIL 1, 1959

1099

1959

Introducing the new Recordak Portable Microfilmer
 (Presentamos el nuevo *Recordak Portable Microfilmer*)

Introducing the new Recordak Portable Microfilmer

SO TRIM... SO MODERN... SO EFFICIENT!

Just drop back cards, bottom's cards, and done they load into Recordak—and another load is slotted out!

MAIL ORDER TODAY
 RECORDAK CORPORATION, 443 Madison Avenue, New York 17, N.Y.
 Customers find no further trouble on the new Recordak Portable Microfilmer and the library savings it makes possible.

Recordak Corporation, 1959.

A primera vista es el nuevo *Recordak Portable* que estaba esperando... uno que fue diseñado teniendo en cuenta la operación del préstamo de libros. Sus dimensiones de moldura y silueta baja lo hacen ideal para uso en escritorio o encimera. ¡También es ideal para bibliotecas móviles! Recordak Corporation, 1959.

Recordak Corporation. "Introducing the new Recordak Portable Microfilmer". *LJ* 84, no. 9 (1959): 1358-1359.

1959

New... Bro-Dart "paste-pen" a "pen" that dispenses dots of rubber-base paste!
 (Nuevo... Bro-Dart "bolígrafo adhesivo" ¡un "bolígrafo" que dispensa puntos de pegamento a base de goma!)

**NEW... BRO-DART
 "Paste-Pen"**

A "Pen" that dispenses dots of rubber-base paste!

Clean—Efficient—Handy! Takes the mess out of pasting book pockets, date slips and other library materials. Simply push down to dispense a neat little spot of adhesive—just the right amount to hold securely. Special latex adhesive will never gum up or dry out in the pen.

Cat. No. 55 064

\$1.70/set
 (Paste-Pen & Refill)

Price applies to continental U.S.A. only.



Four quick 'dots' paste a book pocket in a book. With one "Paste-Pen" and a 4-load Refill, you can paste 5,000 pockets!

Bro-Dart INDUSTRIES Dept. L52

56 East Street, Newark 5, New Jersey 1888 So. Sepulveda Blvd., Los Angeles 25, Calif.
 Bro-Dart Industries (Canada) Ltd., 909 Pope Ave., Toronto 6, Ontario

1426

LIBRARY JOURNAL

Limpio - Eficiente - ¡Práctico! Elimina el desorden de pegar los bolsillos de los libros, las hojas de fecha y otros materiales. Simplemente presione hacia abajo para dispensar una pequeña y limpia mancha de adhesivo, la cantidad justa para sujetar de forma segura. El adhesivo de látex especial nunca se pegará ni se secará en el bolígrafo. Bro-Dart Industries, 1959.

Bro-Dart Industries. "New... Bro-Dart 'paste-pen'". *LJ* 84, no. 9 (1959): 1426.

1959

New... Paperback reinforcing method
 (Nuevo... método para reforzar encuadernaciones rústicas)

Ahora puede lograr que sus libros encuadernados en rústica tengan una mayor circulación mejorando su apariencia y reforzándolos para resistir el desgaste ocasionado por el uso. Bro-Dart Industries, 1959.

**New...
 PAPERBACK REINFORCING
 METHOD**



Now you can get greater circulation from paperback editions by enhancing their appearance and reinforcing them to withstand the wear and tear of many library circulations.

BRO-DART STAPLE-REINFORCER

This new stapling mechanism holds covers, signatures and pages intact through hardest use. Specially designed, the staple-reinforcer takes paperbacks up to 1 1/4" thick, yet operates with just slight pressure.

PLASTI-KLEER MYLAR® REINFORCING TAPE

Durable, tear-resistant tape made from Mylar Polyester Film, is used on the spine of the paperback, before stapling, to prevent the staples from working their way through the covers. The tape will not dry out, discolor or abrade and is completely transparent so that imprint on spine can be easily seen.

PLASTI-KLEER® UNIVERSAL COVERS

Universal Covers provide a sparkling showcase for paperback covers while they protect against curl, dog-eating and damage from liquids and perspiration. Tough, transparent Plasti-Kleer Mylar Polyester Film is glued to a sturdy critical backing and reinforced on three sides with abrasion-resistant fibre tape. The resulting bright, attractive, "always-new" look is appealing to borrowers and increases circulation. Supplied in two pieces to take any thickness of book, the Universal Covers are joined at the spine with the new Mylar Reinforcing Tape.

WRITE FOR MORE INFORMATION and PRICES
 Department 193

**Bro-Dart
 INDUSTRIES**

P. O. Box 1130, 88 East St., Newark 5, N. J.
 1888 So. Sepulveda Blvd., Los Angeles 25, Calif.
 IN CANADA: Bro-Dart Industries (Canada) Limited
 909 Pope Avenue, Toronto 6, Ontario

*Mylar Polyester Film, reg'd trade mark
 E. I. duPont de Nemours & Co.
 SEPTEMBER 15, 1959

2587

Bro-Dart Industries. "New... paperback reinforcing method". *LJ* 84, no. 16 (1959): 2587.

1959

New marking pencil
(Nuevo lápiz marcador)

Se acaba de introducir un lápiz de marcar para todo uso. Fabricado en Alemania, llamado *Mars-Omnichrom*, es tan delgado como un lápiz de escritura ordinario y se puede afilar en cualquier sacapuntas sin tapar los cortadores. Dado que puede escribir con una línea fina o gruesa, los bibliotecarios pueden encontrarlo útil para cosas como hacer anotaciones en películas, marcar en cinta adhesiva o para dibujar o rotular en superficies brillantes. El lápiz funciona bien en vidrio, papel de porcelana, metal, película fotográfica, hojas brillantes o cinta adhesiva. J. S. Staedtler, Inc., 1959.

New marking pencil

AN all-purpose marking pencil has just been introduced by J. S. Staedtler, Inc., importers of Mars pencils. Made in Germany and called the Mars-Omnichrom, it is as slim as an ordinary writing pencil and can be sharpened in any pencil sharpener without clogging the cutters. Since it can write in either a fine line or a heavy one, librarians might find it useful for such things as making notations on films, marking on mending tape or for drawing or lettering on glossy surfaces in displays. The pencil performs equally well on glass, china, paper, metal, phot film, glossy sheets or Scotch tape. Markings will wipe off with a damp cloth. Mars-Omnichrom is available in seven colors, including black and white, at drawing and art material dealers and at stationers. For sample and further information, write to J. S. Staedtler, Inc., 529 DiCarolus Court, Hackensack, New Jersey.

J. S. Staedtler, Inc. "New marking pencil". *LJ* 84, no. 18 (1959): 3102.

1959

A "two-faced" sticky tape
(Una cinta adhesiva de "dos caras")

Una nueva ayuda para los bibliotecarios que desean colocar material en paredes o paneles de exhibición sin dañar el material o el soporte, es la cinta adhesiva de papel de doble cara *Kleen-Stik* de *Demco*. Recubierta por ambos lados con adhesivo sensible a la presión, el rollo de cinta se empaqueta en un dispensador con filo para un fácil desprendimiento. Demco, 1959.

A "two-faced" sticky tape

A NEW AID to librarians who wish to place material on walls or display boards without damaging either material or support is Demco's "Kleen-Stik" double-faced adhesive paper tape. Coated on both sides with pressure sensitive adhesive, the roll of tape is packed in a dispenser with cutting edge for easy detachment. When the size needed is cut off the roll, it is applied to the item to be mounted and the protective backing on the tape is then peeled off.

3102

This exposes another adhesive surface which is pressed to the support and the job is done.

The tape will peel off any hard, smooth surface. With care, it can be detached from paper after use, thus preventing damage to posters, announcements, maps or anything which needs to be preserved. The tape has greater holding power than the adhesive discs such as Demco's own "Stik-tack" (which works on a similar principle) since it can easily be applied to a larger area and uses a stronger adhesive. A roll of one half-inch tape 198 feet long costs \$3.50.

Demco. "A 'two-faced' sticky tape". *LJ* 84, no. 18 (1959): 3102.

1959

Foster Rewind for film libraries

(El *Foster Rewind*, rebobinador de películas para bibliotecas)

Los bibliotecarios familiarizados con el manejo de películas saben lo que es rebobinar la película de un carrete a otro y que se rompa la película, o que un carrete se detenga mientras el otro continúa girando. La película suelta se apila rápidamente y con frecuencia se enreda y, a veces, resulta en una película arruinada. El *Foster Rewind* está diseñado para resolver este problema y, al mismo tiempo, acelerar el tiempo de inspección cuando las películas llegan del préstamo. International Film Bureau, 1959.

Foster Rewind for film libraries

LIBRARIANS familiar with film handling know what it's like to be rewinding film from one reel to another and have the film break, or one reel stop while the other continues to rotate. Loose film quickly piles up and frequently snarls and sometimes results in ruined film. The Foster Rewind is designed to solve this problem and at the same time speed up inspection time when films come in from loan. Both wheels are synchronized so that when one wheel stops the other does also. Slack for splicing is obtained simply by turning the reels by hand.

Foster Rewind is unusual in that it winds both to the left and right under motor power. A foot pedal controls both direction and speed of the reels, leaving both hands free for touch inspection or for quick splicing. The machine winds 8, 16, or 35 mm film on reel, core or flange, as needed. The reel shafts are inclined slightly so that no locking device is needed to secure the reels and therefore mounting can be done with one hand.

Spindles project 4 inches from the cabinet to allow sufficient room for any type of splicer to be used in the film path. The price is \$495. For information write to International Film Bureau, Inc., 57 E. Jackson Blvd., Chicago 4, Illinois.



International Film Bureau, Inc. "Foster Rewind for film libraries".
LJ 84, no. 18 (1959): 3102-3103.

1959

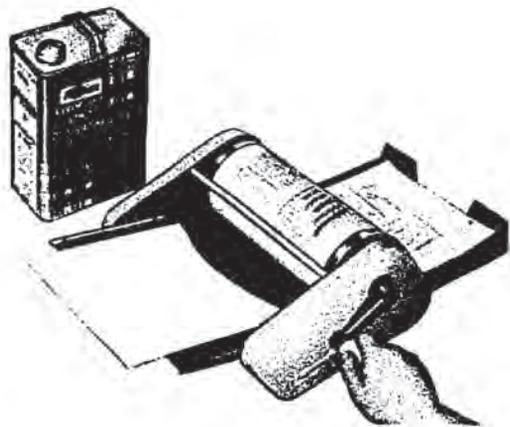
Portable spirit duplicator
(Duplicadora de alcohol
portátil)

La *Division Faymus de Bankers & Merchants, Inc.* anunció una nueva duplicadora de alcohol pequeña y de bajo costo. Con control automático de impresión, una vuelta de la manija operativa de la duplicadora *Faymus Model D1 Spirit* produce una copia a la vez. Si se usa con cuidado, la máquina producirá un trabajo de calidad similar a las máquinas más grandes. Se pueden lograr variaciones de color en la misma hoja mediante el uso de diferentes unidades maestras de alcohol. Bankers & Merchants, Inc., 1959.

Portable spirit duplicator

A new, low cost, small size spirit duplicator has been announced by the Faymus Division of Bankers & Merchants, Inc. Featuring automatic impression control, one turn of the Faymus Model D1 Spirit Duplicator's operating handle produces one copy at a time. Used with care, the machine will produce work similar in quality to larger machines. Variations in color can be achieved on the same sheet through the use of different color spirit master units. The duplicator has a light alloy stainless printing drum; moistening device with cast metal felt holders; a slanting feed tray; adjustable paper receiving tray; and elastic printing pressure.

Designed to handle any brand spirit master units, the Faymus D1 Spirit Duplicator is furnished complete with a starting supply of masters, duplicator fluid, and duplicator paper. While certainly not a production machine, its low cost makes it a good bet for occasional or short-run use. Priced at \$79.95 plus Federal Excise Tax. F.O.B. Chicago, Illinois. Literature will be sent on request by writing Bankers & Merchants, Inc., 3229 N. Sheffield Ave., Chicago 13, Ill.



3544

Bankers & Merchants, Inc. "Portable spirit duplicator". *LJ* 84, no. 20 (1959): 3544.

1959

Chart typewriter

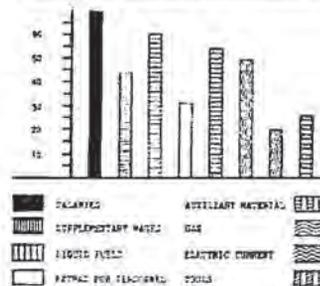
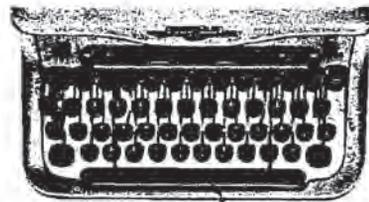
(Máquina de escribir de gráficos)

De Alemania Occidental llega un nuevo desarrollo en las máquinas de escribir llamado *Chart-typed*, que permite a cualquier mecanógrafo telear material gráfico complejo. Ciertamente no es una máquina que tenga uso en todas las bibliotecas; para las bibliotecas especiales, o de otro tipo, en que la producción de gráficos o el uso de símbolos en informes, resúmenes, etcétera, es importante bien se podría considerar como una máquina de escribir única. El teclado tiene un alfabeto y cifras en mayúsculas normales. En lugar de letras minúsculas, la máquina tiene 27 símbolos gráficos diferentes. El alfabeto y las letras se han diseñado especialmente para armonizar con los símbolos del carro. Continental Office Machines, Inc., 1959.

Chart typewriter

From West Germany comes a new development in typewriters called the Chart-typer which enables any typist to type complex chart material. While certainly not a machine which has use among all libraries, special or other libraries where the production of charts or the use of symbols in reports, abstracts, etc. is important might well consider this unique typewriter. The keyboard has a normal upper case alphabet and figures. In place of lower case letters the machine has 27 different chart symbols. The alphabet and letters have been especially designed to harmonize with the chart symbols. All chart symbols are in shift position so that no shifting is required when either "chart-typing" or "regular-typing." An attachment permits the typing of charts on any kind of chart paper, aligned and scaled at all times. With a carbon ribbon attachment, the material typed on this machine is ready for offset printing production.

Priced moderately above standard typewriters, the Chart-Typer made by Siemag Feinmechanische Werke GMBH in West Germany is distributed exclusively by Continental Office Machines, Inc., 500 Fifth Ave., New York 36, N.Y.



Continental Office Machines, Inc. "Chart typewriter". *LJ* 84, no. 20 (1959): 3544.

1960

Telephone aid for reference work

(Ayuda telefónica para el trabajo de referencia)

Fone Master es un dispositivo que puede ayudar a los bibliotecarios que deben consultar textos de referencia, enciclopedias, etcétera, para responder preguntas telefónicas. El dispositivo consta de una base y un pequeño altavoz. Si el bibliotecario que recibe la llamada considera necesario dejar el teléfono pero aún desea continuar la conversación, simplemente coloca el teléfono en la base *Fone-Master* sin que se corte la llamada. *Fone-Master*, 1960.

Telephone aid for reference work

A DEVICE that should be of help to librarians who must consult reference texts, encyclopedias, etc., to answer telephone questions is *Fone-Master*. The device consists of a cradle, similar in appearance to a desk telephone cradle, together with a small loudspeaker. If the librarian receiving the call finds it necessary to leave the telephone but still wishes to continue the conversation, he simply lays the telephone receiver into the *Fone-Master* cradle. The unit will then pick up and amplify the incoming voice to the extent determined by the volume control. It will also transmit the librarian's voice, picking it up and feeding it into the telephone. It should be added, however, that this device is not meant for answering telephone questions in a quiet reading area.

Since there is nothing to install, connect or attach, the telephone can always be used in the usual manner. Since *Fone-Master* is not connected to the telephone, the manufacturer says that there is no objection to its use from the telephone company.

It is also useful, according to the manufacturer, in permitting several persons to participate in a telephone conversation at the same time, is helpful to persons with defective hearing, and makes it easier to take dictation or write down material received over the telephone.

The unit is portable and comes in a cabinet, ready for use. It runs on ordinary batteries for 1,000 hours of continuous use. Price is \$39.95, plus \$1.50 for postage and handling. Further information available from *Fone-Master*, 156 Fifth Ave., New York 10, N. Y.



Fone-Master. "Telephone aid for reference work". *LJ* 85, no. 14 (1960): 2760-2761.

Electric hand dryers

Electric hand dryers for library washrooms, particularly those used by the public, have much to recommend them. Their primary value lies in their economy and their help in keeping washrooms neat. Savings occur in several ways. First, there is the saving in paper towels. While individually inexpensive, paper towels when used in quantity, particularly by careless and wasteful patrons, can become a consider-



able item in the budget. There is also the hidden cost of purchasing, storing, and installing the towels and removing the waste paper, small tasks that use up the valuable time of the janitor. Finally, there is the problem of neatness. No matter how many warning signs, towels will be deposited on the floor or even in the plumbing, causing an occasional stoppage.

Electric hand dryers are not without their faults. They break down, and while repairs are not costly, they do require a skilled repairman. They don't dry as rapidly as a good paper towel, but their hot air blast does the job in surprisingly little time.

A well designed and efficient dryer currently in use at the Free Library is the

American Dryer, manufactured by the American Dryer Corporation, 1405 Locust St., Philadelphia 2, Pa. Two models are available: the standard single nozzle unit and the dual nozzle unit which enables two people to dry simultaneously. The units contain built in ozonating systems which help keep the washroom air odor clean. American Dryers are sold by janitor and institutional supply firms in every state. Single nozzle units, 110-volt model, are \$129.50; 220-volt model, \$139.50.

The American Dryer Corporation. "Electric hand dryers". *LJ* 85, no. 14 (1960): 2761.

1960

Gaylord "Space-Master" sloping shelf stands

(Estantes inclinados *Space-master* de *Gaylord*)

Listo para rodar... versátil como exhibidor, carrito o estantería. Biblioteca... los estantes inclinados facilitan la lectura de los títulos. Hospital... de doble cara y silencioso para uso en sala. Escuela, oficina... como estantería adicional, encaja perfectamente debajo de la ventana, frente al radiador. Gaylord Bros. Inc., 1960.

Gaylord Bros., Inc. "Gaylord 'Space-Master' sloping shelf stands". *LJ* 85, no. 18 (1960): 3603.

1960

Electric hand dryers
(Secadores de manos eléctricos)

Los secadores de manos eléctricos para los baños, en particular los utilizados por el público, son muy recomendables. Su valor principal está en su economía y su contribución en mantener los baños ordenados. El ahorro se produce de varias formas. En primer lugar está el ahorro en toallas de papel; aunque individualmente son económicas, las toallas de papel cuando se usan en gran cantidad, particularmente por usuarios descuidados y despilfarradores, pueden convertirse en un tema considerable en el presupuesto. American Dryer Corporation, 1960.

GAYLORD
"Space-Master"
SLOPING SHELF STANDS



Ready to Roll... as Versatile Display, Truck or Shelving

LIBRARY ... sloping shelves make titles easy to read.
HOSPITAL ... double-faced and quiet for ward use.
SCHOOL OFFICE ... an extra shelving; fits neatly under windows, in front of radiator.
• All steel construction in durable Desert Sand finish.
• Write today for complete information and price list.

Library - School - Office - Hospital ... will all find uses aplenty for Gaylord's versatile new sloping-shelf stands. Compact, sturdy and light-weight, in 3- or 6-shelf models, each makes a handsome display for new or selected titles, or reference works (see above) ... also time-saving as work room stand that puts files at slanted easy-to-read angle for cataloging and processing.
Equipped with 4" ball-bearing, swivel casters, they maneuver smoothly and silently with loads up to 55 and 112 books.
"SPACE-MASTER" DIMENSIONS - "No. 173 (3-Shelf)" - 42" high, 28" long, 15" deep, Clearance - min. 11 1/2", bottom 14 1/2"; "No. 174 (6-Shelf)" - 60" high, 38" long, 20" deep, Clearance - same as No. 173.

LIBRARY SUPPLIES | **Gaylord Bros., Inc.**
SYRACUSE, N. Y.
STOCKTON, CALIF.

1960

Pictures from mimeo stencils

(Imágenes a partir de plantillas de mimeo)

El mimeógrafo, el caballo de batalla de muchas bibliotecas, ha recibido recientemente una valiosa ayuda con un nuevo dispositivo electrónico. El llamado *Gestefax*, está diseñado para reproducir cualquier tema dado, es decir, fotografías, formularios de oficina, dibujos, cartas, etcétera, directamente de una plantilla mimeo o estencil. La plantilla está lista para reproducir tantas copias como se hayan diseñado. Se elimina la corrección de pruebas, porque la plantilla es una copia exacta del original. Gestetner Duplicator, Corp., 1960.

Pictures from mimeo stencils

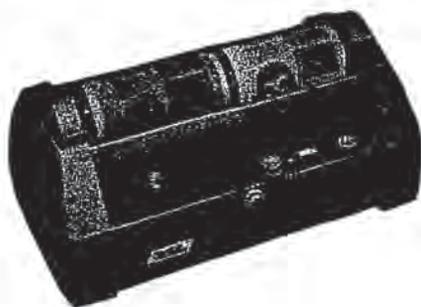
THE MIMEOGRAPH, the work horse duplicating machine of many libraries, has recently received a valuable assist with a new electronic device. Called Gestefax, it is designed to reproduce any given subject, i.e., photographs, office forms, drawings, letters, etc. directly onto a mimeo stencil. The stencil is then ready to reproduce as many copies as are desired. Proofreading is eliminated, because the stencil is an exact copy of the original.

In the past, illustrations on mimeo stencils had to be cut directly on the stencil, a difficult, time-consuming job limited to line drawings, and requiring considerable skill. Now book lists, annual reports, etc., can be illustrated with all types of photographs and half tones (both must have good contrast), drawings, etc. The paste-up technique of preparing layouts can now be done for the mimeo process, a long cherished, but hitherto impossible dream.

Unlike the preparation of illustrations on photo offset masters, this electronic

process uses no camera, no darkroom, no chemicals or trays. The unit fits on a regular office desk and does the job automatically.

The price of Gestefax — \$1995 — is such that only large users will wish to own their own machine. However, most cities have Gestetner Mimeograph dealers (400 in the US) who are usually equipped to make stencils from paste-ups for around \$3.50 each. Stencils can also be made by this process for use on other makes of mimeograph machines. Gestefax is manufactured by the Gestetner Duplicator Corp, 216-222 Lake Ave., Yonkers, New York.



The Gestetner Duplicator, Corp. "Pictures from mimeo stencils". *LJ* 85, no. 20 (1960): 4126.

1961

*Fiction, biography, religion, microfilm
labeled... on the spot-for just pennies*
(Ficción, biografía, religión, microfilm,
etiquetado... en el acto, por sólo unos centavos)

Library Embossing Machine diseñada para grabar a mano lo que requiera, con etiquetas en plástico blanco o de color. Las letras o los números se marcan en la máquina y luego se presionan en la cinta. Letras en relieve blancas atractivas y nítidas; ideal para etiquetar gabinetes de microfilms, catálogos de tarjetas, tablonés de anuncios, material audiovisual, discos fonográficos, áreas de apilamiento, y etiquetado del lomo de libros... se utiliza popularmente en la biblioteca ambulante. Fordham Equipment Company, 1961.

LIBRARY EMBOSSEING MACHINE
designed to hand emboss all your label requirements . . .
in white or colored plastic.
Letters or numbers are dialed on the machine and then pressed
out on the tape. Attractive, crisp white raised letters; ideal
for labelling microfilm cabinets, card catalogs, bulletin boards,
audio visual material, phonograph records, stack areas,
book spine labelling . . . and popularly used in the
bookmobile. *Excellent for color coding.*
Tape is backed with a pressure sensitive adhesive for adhering
to any surface. Choice of glossy modern color tapes, red,
blue, black, brown, green, yellow, grey, and clear. **\$1.65 \$34.95**
12' roll of glossy tape, white and colored, \$1.65
Send for free sample and literature.

See
Library
Journal
Feb. 1st issue,
Products &
Equipment.

FORDHAM EQUIPMENT COMPANY
2377-79 Hoffman Street, New York 58, N. Y. • SEdwick 3-4131

MARCH 1, 1961 971

Fordham Equipment Company. "Fiction, biography, religion, microfilm labeled... on the spot-for just pennies". *LJ* 86, no. 5 (1961): 971.

1961

New paper fastener
(Nuevo sujetador de papel)

New paper fastener

ACCORDING to the filing experts, paper clips should be removed before papers are filed, especially if the papers are going to be kept a long time, such as in archives. The reason is that clips take up valuable space, and, unless they are stainless steel (recently developed, thanks to the Library Technology Project) they are likely to rust and mar the paper. Staples, which are often used for this purpose don't waste space, but they too may rust.

The Paper Welder is an alternate way of fastening sheets together. It has particular value for filing, but it can be used for other paper fastening purposes as well. According to the manufacturer, it will weld up to six sheets of 18#, and in some cases more. The welding is accomplished by pressing the handle of the Paper Welder which causes a set of dies to press the sheets to-



1124

gether creating an interlocking corrugation which holds the paper. The paper can be separated without mutilation by pressing the thumb nail or a smooth object over the corrugations.

Since it costs nothing to press the handle, the manufacturer claims that the Paper Welder will soon pay for itself as there are no metallic fasteners to buy. The price is \$13.95. Manufactured by Paper Welder, Inc., Medina, New York.

Paper Welder, Inc. "New paper fastener". *LJ* 86, no. 6 (1961): 1124.

Según los expertos en archivo, los sujetapapeles deben quitarse antes de archivar el papel, especialmente si los documentos se van a guardar por mucho tiempo. La razón radica en que los clips ocupan un espacio valioso y es probable que se oxiden y estropeen el papel. Las grapas, que se utilizan a menudo, no desperdician espacio, pero también pueden oxidarse. La unión del papel con esta herramienta se logra presionando el mango sobre el papel, lo que hace que las hojas se junten al crearse una corrugación entrelazada. Paper Welder, 1961.

1961

Exit lock improves security
(La cerradura de salida mejora la seguridad)

Exit lock improves security

ALL LIBRARIES are constantly faced with the serious problem of preventing books and other material from being illegally removed from stacks, offices or other spaces within the building, or from the building itself. Much of this theft occurs because exits, required by fire regulations, are unsupervised. Because the cost of supervising such exits is prohibitive, much of the loss continues.

An effective way of meeting this problem is through the installation of emergency Exit Locks. At the Free Library of Philadelphia an outside exit which accounted for a large amount of unauthorized traffic in the past has been closed by an Exit Lock for the past two years. During this time, only one person has broken the glass and left through this door, the psychological barrier of having to break the glass and ring the bell, has proved an effective deterrent.

The Exit Lock is equipped with a thin glass panel covered by a metal clapper. In case of fire or emergency, the clapper is struck by hand, or, in other models, by pushing a panic bar. This automatically breaks the glass and releases a latch bolt, rings the alarm bell and permits opening of the door. While the door is normally locked in this fashion, it may be opened by authorized persons with a key. The door may be left in an unlocked position for loading, deliveries, etc., and then re-locked. The lock can be used on single and double doors. It is also possible to tie all Exit Locks to the

1572

building into a security indicator board which flashes a light when any door is opened. Locks are approved by Fire Underwriters and most fire and building regulations.

Individual Exit Locks are priced at approximately \$70. Manufactured by Best Universal Lock Co., Inc., Box 103, Indianapolis 6, Indiana.

Best Universal Lock Co., Inc. "Exit lock improves security". *LJ* 86, no. 8 (1961): 1572.

Las bibliotecas se enfrentan al grave problema de evitar que los libros y otros materiales sean retirados ilegalmente de estanterías, oficinas u otros espacios dentro del edificio, o del edificio mismo. Gran parte de este robo ocurre porque las salidas, requeridas por las regulaciones contra incendios, no están supervisadas. Una forma eficaz de resolver este problema es mediante la instalación de cerraduras de salida de emergencia. Best Universal Lock Co., Inc., 1961.

1961

Written messages by wire
(Mensajes escritos por cable)

Written messages by wire

LIBRARIES requiring rapid, written communication between stacks and reading rooms, branches and central libraries, and to material centers, union catalogs, etc., may wish to investigate the new Comptometer Electrowriter instruments.

The transmitting party writes with a ball point pen on plain or form paper. As the pen is moved, the remote receiver or receivers reproduce the copy as it has been written. Any number of Electrowriter instruments, in any desired combination, any distance apart, can be interconnected. No extraneous power supplies are required; only an electrical outlet and circuit connection are needed. The instruments are self-contained and fully transistorized.



The written messages (or sketches) are transmitted to any point, however distant, over telephone or radio circuit. Multiple copies of messages can be provided with manifold transmitter forms. On private telephone systems, alternate written message and voice service can be provided. The instruments can also be used in any combination over leased or customer-owned lines of any distance, without associated telephone sets.

The instruments are available at a monthly rental of \$25 per transmitter, \$20 per re-

ceiver, which includes all maintenance. If outside telephone circuits are leased, this would, of course, represent an additional cost for the system. For complete information, write Comptometer Corp., Communications and Electronics Division, 5600 Jarvis Ave., Chicago 48, Ill.

Comptometer, Corp. "Written messages by wire". *LJ* 86, no. 8 (1961): 1572-1573.

LIBRARY JOURNAL

Las bibliotecas que requieren una comunicación escrita y rápida entre estanterías y salas de lectura, suscursales y bibliotecas centrales, y centros de materiales, catálogos colectivos, etcétera, pueden desear investigar los nuevos instrumentos *Comptometer Electrowriter*.

La parte transmisora escribe con un bolígrafo en papel normal o formulario. A medida que se mueve el lápiz, el receptor o los receptores remotos reproducen la copia tal como se ha escrito.

Los mensajes escritos se transmiten a cualquier punto, por distante que sea, en un circuito telefónico o de radio. Comptometer, Corp., 1961.

1961

Typewriter correction paper
(Papel corrector para máquina de escribir)

Se ha introducido otro método nuevo para corregir errores de mecanografía, llamado *Perfectype*. Para corregir un error, la mecanógrafa retrocede hasta el error, inserta una de las tiras entre la cinta y el error, y vuelve a escribir la misma letra. Perry Sherwood, Corporation, 1961.

Perry Sherwood, Corporation. "Typewriter correction paper". *LJ* 86, no. 11 (1961): 2080.

Typewriter correction paper

ANOTHER new method of correcting typewriter mistakes, called *Perfectype*, has been introduced by the Perry-Sherwood Corporation, 255 Park Avenue South, New York 10, N. Y. *Perfectype* consists of specially treated strips of paper. To correct a mistake, the typist back-spaces to the mistake, inserts one of the strips between the ribbon and the mistake, then types the same letter again. The special coating on the *Perfectype* strip is transferred to the paper only where the key strikes, "whiting out" the error.

Our test — three of our stenographers tried it — gave on the whole favorable results. One of the typists was enthusiastic, another favorable, the third unfavorable. The difference in opinion seems to turn primarily on typing habits; the kind of paper used and the character struck in error are contributing factors. The manufacturer will furnish free samples of the product so that libraries can determine its value in specific library applications.

One advantage which is not open to much question is that typewriter maintenance is reduced because use of the correction paper eliminates eraser debris. An envelope containing 308 square inches of perforated tabs, enough to correct more than 3,000 mistakes, sells for \$1.98.

LIBRARY JOURNAL

1961

*Mark VII: The most
"comfortable" reader**(Mark VII, el lector más "cómodo")*

Combina la artesanía y la ingeniería de precisión de los lectores de *Microcard* con una gran cantidad de innovaciones cómodas para el usuario. Está equipado con un ajuste de "control de comodidad" que permite equilibrar la luz del lector con la luz de la habitación, lo que minimiza la fatiga visual. Microcard Reader Corporation, 1961.

Microcard Reader Corporation. "Mark VII: The most 'comfortable' reader". *LJ* 86, no. 12 (1961): 2211.

*The Most "Comfortable" Reader*

This is the Microcard Mark VII Reader, combining the craftsmanship and precision engineering of Microcard readers with a host of new comfort innovations for the user. For example, the Mark VII is equipped with a "comfort-control" setting which allows a balancing of reader light with existing room light, minimizing eye strain and reading fatigue. The Mark VII contains a built-in blower displacing 100 cubic feet of air per minute. Coupled with the double heat-absorbing glass in the optical system and a new condenser lens, it assures cool, comfortable operation, even when used for long periods of time.

Readily portable and simple to use, the Mark VII opens the world of research and knowledge on Microcards to even the smallest library or firm. For a brochure on the new Mark VII, stop at our ALA Convention booth (#126) or write to:

m MICROCARD
microcard READER
CORPORATION
MANUFACTURERS OF MICROCARD READERS AND COPIES / WEST SALEM, WISCONSIN

JUNE 15, 1961

2211

*Won't Smudge*

Microcards will not smear or smudge even when subjected to constant handling and repeated use. The images, which are reductions of full-size documents, as well as the large identification and cataloging type on the top of each Microcard, are photographically reproduced. This guarantees the clearness and sharpness of the images as well as the durability of the cards themselves.

With up to 160 full page reductions on a single Microcard, researchers in science, education, government and industry can have an entire library (including rare and out-of-print documents) at their fingertips, stored in a minimum of space. For further information about the Microcard system and how it can simplify your storage and retrieval problems, stop at our ALA Convention booth (#126) or write to:

m MICROCARD
microcard CORPORATION
MANUFACTURERS OF MICROCARDS / WEST SALEM, WISCONSIN

JUNE 15, 1961

2283

1961

*Won't smudge
(No mancha)*

Las microtarjetas no se mancharán, ni mancharán, incluso cuando estén sujetas a una manipulación constante y un uso repetido. Las imágenes, que son reducciones de documentos a tamaño completo, así como la identificación y catalogación en la parte superior de cada *Microcard*, se reproducen fotográficamente. Esto garantiza la claridad y nitidez de las imágenes, así como la durabilidad de las propias tarjetas. Microcard Reader Corporation, 1961.

Microcard Reader Corporation. "Won't smudge". *LJ* 86, no. 12 (1961): 2283.

1961

Odd type faces for typewriters

(Tipos inusuales para máquinas de escribir)

Odd type faces for typewriters

LIBRARIANS who prepare catalog cards or bibliographies of scientific, foreign language or other books which require non-standard typewriter type faces such as square root symbols, exponent and subscript numbers, fractions, foreign language accents, etc., may be interested in Typit.

The manufacturer claims that the system is adaptable to any typewriter — manual or electric, old or new. A modified type guide at 54 is installed on your typewriter (identified in the photo as the part with the two prongs or guide posts). When you need an odd symbol, select the appropriate Typit bar, slip it on the guide posts and strike any of the regular type keys. The rising bar strikes the type slide in the Typit bar, and the face on the slide prints in the spot desired. The Typit bar is then removed and normal typing continued. The manufacturer says that the Typit slide is designed so that contact is made between the type faces, and no damage can occur to your typewriter.

Stock Typit symbols, of which there are a large number cost \$3 each, special symbols on application. Typit is manufactured by Mechanical Enterprises, Inc., 3158 Jeff Davis Hwy., Arlington 2, Va.



A los bibliotecarios que preparan catálogos o bibliografías científicas en lengua extranjera les puede interesar.

El fabricante afirma que el sistema se adapta a cualquier máquina de escribir —manual o eléctrica, vieja o nueva—. En su máquina de escribir se instala una guía tipográfica modificada (identificada en la foto como la parte con las dos puntas o postes guía). Cuando necesite un símbolo extraño, seleccione la barra adecuada, deslícela en los postes de guía y presione cualquiera de las teclas de tipo normal. Mechanical Enterprises, Inc., 1961.

Mechanical Enterprises, Inc. "Odd type faces for typewriters". *LJ* 86, no. 14 (1961): 2633.

1961

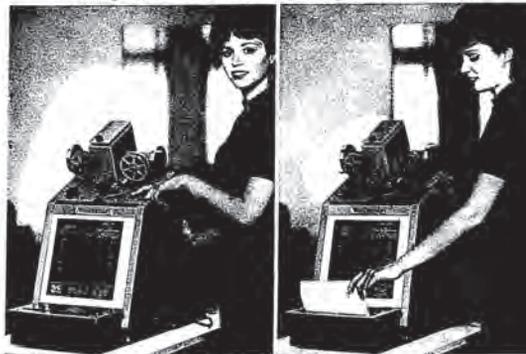
*Just push the button...
get a print in seconds*

(Simplemente presione el botón...
obtenga una impresión
en segundos)

Anunciando el lector-impresora *Recordak*, para una referencia rápida al microfilm y a la impresora. En segundos, el versátil *Recordak Reader Printer*, le ofrece una copia nítida y exacta en papel de cualquier documento en microfilm de 16 mm o 35 mm, ya sea en forma de rollo, de acetato o tarjeta. La operación es completamente automática desde el instante en que se presiona el botón Imprimir. Recordak Corporation, 1961.

Recordak Corporation. "Just push the button... get a print in seconds". *LJ* 86, no. 14 (1961): 2903.

Just push the button... get a print in seconds



Announcing...

the RECORDAK READER-PRINTER

For fast, convenient reference to microfilm and printmaking whenever needed

In seconds the versatile RECORDAK Reader-Printer gives you a sharp and photo-exact paper copy of any document on 16mm or 35mm microfilm, whether in roll form, acetate jacket, or aperture card.

Operation is completely automatic from the instant Print Button is pushed. Nothing further to do but pick up the trimmed, ready-to-use print of the projected microfilm image. Cost is about 9¢ for photographic paper and chemical used.

Special features include:

- Microfilm images can be viewed right side up regardless of how they are positioned on the film, thanks to Reader Head which can be rotated full 360°.

- Full line of accessory lenses of magnifications between 11x and 34x—interchangeable in seconds—is available. The RECORDAK Reader-Printer comes equipped with one lens of your choice.

- One-year service at no extra charge... an important Recordak extra that's backed up by a skilled, nationwide service organization.

Write to Recordak Corporation, 415 Madison Ave., New York 17, N. Y.

RECORDAK®

(Subsidiary of Eastman Kodak Company)

originator of modern microfilming—
now in its 34th year

BY CANADA control Recordak of Canada Ltd., Toronto

1961

RemRand interchangeable type heads
(Cabezales de tipo intercambiable RemRand)

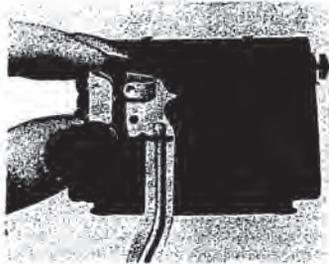
Un enfoque diferente al problema de proporcionar símbolos especiales intercambiables para máquinas de escribir es el utilizado por *Remington Rand*. Ahora, una o varias barras tipográficas en las máquinas de escribir *Remington Standard*, *Electric* o *Statesman* pueden equiparse con cabezales tipográficos intercambiables. Sólo se cambia el tipo de letra, no toda la barra de texto. Remington Rand, 1961.

RemRand interchangeable type heads

A DIFFERENT approach to the problem of providing special, interchangeable symbols for typewriters is that used by Remington Rand. Now, one or several type bars on Remington Standard, Electric or Statesman typewriters can be equipped with interchangeable type heads. Only the type face is changed, not the entire type bar. With a magnetized tweezers, a typist holds the head with the special symbols over the end of the interchangeable type bar. The type face snaps into place in one operation. No fitting with the fingers or mechanical adjustments are necessary, and the manufacturer claims that characters are always in alignment.

Hundreds of symbols are available in such fields as astronomy, biology, chemistry, commerce, electricity, engineering, languages, law, mathematics, phonetics, etc. Specially designed symbols can be ordered, including library trade marks in some cases. For many of the above fields Remington Rand has available a three-color catalog describing and illustrating the symbols currently on hand.

Full information, including the above catalogs, may be obtained from Remington Rand branch offices, or by writing the company at 315 Park Avenue South, New York 10, N.Y.



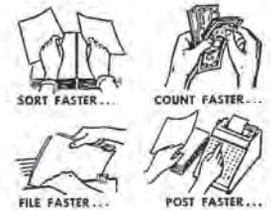
2633

Remington Rand. "RemRand interchangeable type heads". *LJ* 86, no. 14 (1961): 2633.

1961

You can do it faster with Sortkwik® the invisible fingertip magic
(Puedes hacerlo más rápido con *Sortkwik®*, la magia de la yema del dedo invisible)

No más dedos de goma... No más esponjas sucias. Simplemente aplique *Sortkwik®* en las yemas de los dedos para obtener una película pegajosa, inoxidable y sin grasa. Recoja papeles de forma fácil y rápida. La acción higroscópica atrae la humedad a los dedos, hace que una aplicación sea duradera. Lee Products Company, 1961.



you can do it **FASTER**
with **SORTKWIK®**
THE INVISIBLE FINGERTIP MAGIC



NO MORE ~~RUBBER FINGERS~~ RUBBER FINGERS...

NO MORE MESSY ~~SPONGES~~ SPONGES

Just apply SORTKWIK to fingertips for greaseless, stainless, tacky film. Pick up papers easily, quickly. Hygroscopic action attracts moisture to fingers, makes one application long lasting. Contains no drying alcohol. Washes off easily. Widely used throughout the country wherever paper handling is a problem.



ONLY 50¢ EACH

AT YOUR STATIONERS
SPECIAL OFFER: Write on your letterhead for full size container to test on the job.

© June 1961

LEE PRODUCTS COMPANY
DEPT. L-11, 2725 Lyndale Avenue South • Minneapolis 4, Minn.

3772

Lee Products Company. "You can do it faster with Sortkwik® the invisible fingertip magic". *LJ* 86, no. 19 (1961): 3772.

1962

Headphone phonograph Newcomb
(Fonógrafo de auriculares Newcomb)

for listening
to records
without
disturbing
others

STEREOPHONIC
MONOPHONIC
**HEADPHONE
PHONOGRAPH**

NEWCOMB

For record reviewing, and for any research or study involving the use of phonograph records, the Newcomb Model AVS-1 Headphone Phonograph is an ideal piece of equipment. Listening is comfortable and the sound, generally, more detailed and distinct than can be achieved with loudspeakers. The AVS-1 plays any speed, any size record up to 12"; has a 2-channel amplifier; turnover-type, dual-needle, plug-in, fully compatible ceramic cartridge; blend, tone, and volume controls. One set of the finest quality crystal high fidelity headphones is supplied; jacks for 4 sets provided. The AVS-1 is easily carried, weighs but 12 pounds; is easily stored, measures just 6 1/2" x 9 1/2" x 14 1/2". Ask your Audio Visual dealer for details, or write for your free copy of Bulletin AV-15.



NEWCOMB AUDIO PRODUCTS CO., Dept. LJ-1, 6824 Lexington Avenue, Hollywood 38, California

Newcomb Audio Products, Co. "Headphone phonograph Newcomb". *LJ* 87, no. 1 (1962): 82.

Para la revisión de grabaciones y para cualquier investigación o estudio que implique el uso de discos fonográficos, el fonógrafo para auriculares modelo AVS-1 de Newcomb es un equipo ideal. Escuchar resulta cómodo y el sonido, en general, más detallado y distinto de lo que se puede lograr con altavoces. Newcomb Audio Products, Co., 1962.

1962

Wireless intercom
(Intercomunicador inalámbrico)

Recientemente se ha anunciado un intercomunicador portátil que no necesita un sistema de cableado independiente. Según el fabricante, este sistema de intercomunicación proporciona comunicación bidireccional instantánea sin cableado. Todo lo que se necesita es conectar la unidad al sistema de cableado normal y hablar. Los sistemas de intercomunicación tienen valor en las bibliotecas para facilitar la comunicación entre las salas de trabajo, los mostradores de préstamo y servicio, y las áreas de oficina. Precision Equipment, Co., 1962.

Wireless intercom

A PORTABLE INTERCOM that does not need a separate wiring system has recently been announced. According to the manufacturer, this intercom system provides instant two-way communication without wiring. All that is necessary is to plug in the unit to the regular wiring system and talk over it.

Intercom systems have value in libraries for easy communication between workrooms, service and charging desks, and office areas. The manufacturer claims that up to eight additional units may be used and all stations will be heard with the same clarity at the same volume. This is, however, a two-station system; it is not possible to shift from station to station. As the stations are portable, they can be moved from place to place in the library as needs arise. They are operated by pressing the lever to talk, releasing it to listen. For extended talking, such as dictating or conferences, the lever

can be locked in position. The unit has an Alnico V Speaker-microphone, which it is claimed picks up normal conversation within a range of 20 feet.

As a special introductory offer, the manufacturer will fill orders at \$69.50 per set of two stations F.O.B. their California factory (regular price \$89.50). The manufacturer says the units are guaranteed and may be returned after ten days with transportation costs paid both ways. The LIBRARY JOURNAL must be mentioned to obtain the special price. For further information write to: Precision Equipment Co., 4409 Ravenswood Ave., Chicago 40, Ill.



Precision Equipment, Co. "Wireless intercom". *LJ* 87, no. 2 (1962): 202-203.

1962

Now switch your existing files to roll out Conserv-a-File
 (Ahora cambie sus archivos existentes para implementar Conserv-a-File)

¡Obtenga más del 100% de espacio de archivo adicional! Incremente la eficiencia del archivo en un 37%. No es necesario crear nuevas carpetas con pestañas laterales. Es rápido, fácil y conveniente. El único sistema de archivo de estantes disponible que le envía los archivos, coloca todos los registros al alcance de su mano y... ¡candados colectivos! Se despliega a menos de la mitad de la distancia que ahora se necesita para archivos de cajones antiguos. Supreme Steel Equipment Corporation, 1962.

Supreme Steel Equipment Corporation. "Now switch your existing files to roll out Conserv-a-File". *LJ* 87, no. 7 (1962): 1423.

now switch your existing files to

ROLL OUT Conserv-a-File

get over **100%** additional filing space!

Increase filing efficiency 37%! No need to make up new side tab folders. It's fast—easy and convenient.

The only shelf filing system available that rolls the files to you, places every record at your fingertips and... goes back! Rolls out less than 1/2 distance now needed for old-fashioned drawer files. Simply transfer your old files. Put 214 drawers of conventional drawer file records in ONE new ROLL-OUT CONSERV-A-FILE* and gain over 100% additional filing space.

Savings in floor space alone will more than justify the cost of switching to ROLL-OUT CONSERV-A-FILE.*

Units are available with or without doors, in a variety of heights, finest furniture grade, double wall construction and all doors retractable. Built-in adjustable file supports and retractable reference shelf, all welded, shipped set-up O.K. on special orders only.

Send particulars for quotation to Department LJ or write for name of nearest dealer.

ROLL OUT Conserv-a-File
 by

SUPREME STEEL EQUIPMENT CORPORATION
 2828 STREET and SECOND AVENUE, BOPPOLY 32, N. Y. • TELEPHONE AREA CODE 212 • ST 8 1840

1962

New! shelving unit for paperbacks... especially designed to give your paperbacks the display value of your hard cover books

(Nueva estantería para libros de bolsillo... especialmente diseñada para dar a sus libros de bolsillo el valor de exhibición de sus libros de tapa dura)

Bro-Dart presenta una estantería de diseño elegante para libros de bolsillo que ofrece un alojamiento valioso y atractivo para el número cada vez mayor de ediciones de bolsillo. La nueva estantería está diseñada para la mayor economía de espacio. Bro-Dart Industries, 1962.

Bro-Dart Industries. "New shelving unit for paperbacks". *LJ* 87, no. 10 (1962): 1863.

new! Shelving Unit for Paperbacks

... especially designed to give your paperbacks the display value of your hard cover books

more books in less space with better display value

Bro-Dart presents a gracefully designed shelving unit for paperbacks offering both valuable and attractive accommodations for the ever increasing number of paperback editions. The new shelving unit is architected for the greatest economy in space. It fits flat against the wall or the units can be placed back to back in an aisle without becoming bulky.

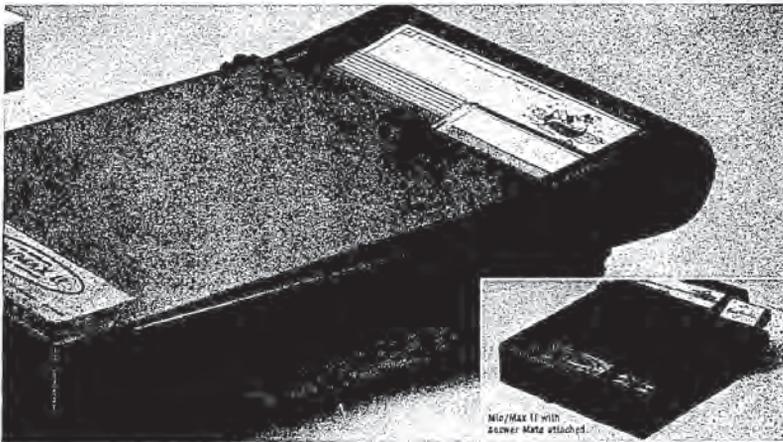
Send for your copy of the Bro-Dart Furniture Catalog.

Dolph, 4055 - 59 Earl St., Newark 14, N. J.
 1882 S. Sepulveda Blvd., Los Angeles 25, Calif.
 In Canada: Bro-Dart Industries (Canada) Ltd.,
 520 King St., West, Toronto 28, Ontario

1962

Programed courses re-usable with designed for the classroom, the new MIN/MAX II teaching machine
 (Cursos programados reutilizables diseñados para el aula, la nueva máquina de enseñanza MIN/MAX II)

Esta es la única máquina de enseñanza desarrollada específicamente para satisfacer las necesidades de las aulas y con un precio conveniente para que las escuelas la utilicen ampliamente. Aprendizaje programado. Teaching Materials Corporation, 1962.



Min/Max II with Answer Mate attached.

programed courses re-usable with designed for the classroom—the new MIN/MAX II teaching machine

Now available for immediate delivery—here is the only teaching machine specifically developed to meet classroom needs, and priced low enough for schools to use in meaningful numbers. And—an important consideration for school administrators—MIN/MAX II can be ordered with an optional ANSWER MATE attachment that allows programs to be used over and over.

Remarkably easy both to operate and administer—the new machine was designed in cooperation with leading educators, and incorporates suggestions from administrators and teachers who have had actual

classroom experience with programed learning. With the practical MIN/MAX II—and TMI-GROLIER courses in a wide range of grades and subjects (see opposite page)—you can now begin to develop the full potential of programed learning in your instructional program.

The price of MIN/MAX II is \$25.00 (\$5.00 more with Answer Mate)—less a 20% educational discount to schools. On quantities of 25 or more, your discount increases to 33 1/3%. An order form is provided at the right. (Note: Our Regional Educational Managers are available for consultations: East—New U. Bidderer, Midland—William A. Shannon, West—Edith R. Wayne.)

ADVANCED FEATURES OF THE TMI-GROLIER MIN/MAX II

- **PROGRAM RE-USABILITY.** Program sheets preserved for repeated use with new Answer Mate attachment. This paper-tape unit for recording answers also provides automatic, synchronized concealment of previous answers. Uses standard 3-inch adding machine rolls. (Optional: \$5.00).
- **CONTROL OF LEARNING SEQUENCE.** Irreversible knob holds student to step-by-step progression, prevents "peeking" ahead. Window design reduces distraction.
- **AUTOMATIC FEED.** Foolproof, trouble-free, automatic advancement of sheets. All advantages of continuous strip or fan-fold printing without nuisance of re-rolling or refolding partially completed programs. Simple rollers advance program sheets (8 1/2" x 11") in proper order.
- **AUTOMATIC COLLATION.** Completed pages fall as originally presented, eliminating time-consuming re-sorting and making it easy for teacher to manage. Sheets lie flat in the housing, lid is snapped shut; no further manipulation required except turning of knob. Review and re-use facilitated.
- **PORTABILITY.** Attractive, "high impact" plastic construction, combining toughness and light weight with durable, anti-resistant surfaces. Easy portability and storage.
- **EASY MAINTENANCE.** Requires no maintenance other than an occasional wiping with damp cloth. Self-lubricating nylon gears assure perfect functioning of internal mechanism and ease of operation. No servicing or adjustments over long usage.

T M

TEACHING MATERIALS CORPORATION, Bldg. 93
 A Division of Gruller Incorporated (publishers of
 Encyclopaedia Americana, The Book of Knowl-
 edge, and other basic educational materials.)
 578 Lexington Avenue, New York 22, N. Y.

Ship to _____
 Street _____
 City _____ Zone _____ State _____

IMPORTANT NOTICE: Price of each course is the same in either machine or programed text format. To order programed texts, simply add the letter "T" to your number indicating quantity desired. Otherwise, we shall assume you want machine format.

ITEMS	@ list	No.	Cost
Min/Max Teaching Machine	\$25.00		
Answer Mate Attachment	5.00		
Spelling	12.50		
Punctuation	7.50		
Addition and Subtraction	10.00		
Multiplication and Division	10.00		
Decimal Numbers	12.50		
Fundamentals of Algebra	10.00		
Fundamentals of Algebra II	15.00		
*Commercial Unit (over \$200.00)			
Introductory Statistics	10.00		
Basic German Reading	10.00		
Basic Spanish Reading	10.00		
Basic Russian Reading	10.00		
Western History: Basic Reading	7.50		
Fundamentals of Music	10.00		
Fundamentals of Electricity, DC	10.00		
Fundamentals of Physiology	10.00		
Stenogram, an ABC Shorthand	12.50		
The Bible	7.50		
TOTALS			
Subtotal			
20% or 33 1/3% off (over \$25 or \$50)			
NET TOTAL			

Payment enclosed. T.M.C. pays shipping and handling.
 Bill later. School pays shipping and handling.

SIGNATURE _____
© 1962 Teaching Materials Corporation

Teaching Materials Corporation. "Programed courses re-usable with designed for the classroom the new MIN/MAX II teaching machine". En Children's & Young People's Libraries, special issue. LJ 87, no. 10 (1962): 1941.

1962

The Regiscope Circulation Control System, The only photographic system that completely eliminates book cards!

(El *Regiscope Circulation Control System*, ¡El único sistema fotográfico que elimina por completo las tarjetas del libro!)

Es el más compacto y económico: el menos costoso de comprar y mantener. Al eliminar la tarjeta del libro, se ahorran costos de impresión y manejo, a la vez que se aceleran las transacciones. Se adapta fácilmente al nuevo sistema que eliminará las tarjetas de transacción preimpresas y prefechadas. Regiscope Corporation of America, 1962.



The Only Photographic System That Completely Eliminates Book Cards!

Independent surveys have given the Regiscope Bookcharging System top rating in every category important to a smooth-functioning and economical circulation control system. ■ It is the most compact and the least expensive to purchase and maintain. By eliminating the book card it saves printing and handling costs while speeding the transactions. It is easily adapted to the new system that will eliminate pre-printed and pre-dated transaction cards, effecting even further economies. ■ Send for your copy of our free booklet and proof that Regiscope can reduce your costs while improving your charging system. ■ See us at the convention, Booth 720.

Fifty servicing offices throughout the U. S. and Canada

REGISCOPE CORPORATION OF AMERICA
150 Fifth Avenue • New York 11, N. Y.

I am interested in additional information regarding the Regiscope Bookcharging System. I would appreciate
 further details a demonstration without obligation

NAME TITLE

LIBRARY

ADDRESS

CITY ZONE STATE

PHONE NUMBER

Regiscope Corporation of America. "The Regiscope Circulation Control System, The only photographic system that completely eliminates book cards!". *LJ* 87, no. 12 (1962): 2271.

1962

Introducing discabinets for LP albums
(Presentamos gabinetes para álbumes LP)

Introducing
DISCABINETS FOR LP ALBUMS

All metal Stacking Sectional DISCABINET with complete CATALOGING SYSTEM. CAPACITY 60 LP ALBUMS 7", 10" & 12".



LP-12

Low Cost Microfilm Cabinets

M-59

Stacking Cabinets, Capacity 69 MICROFILM BOXES.

WRITE FOR FREE BROCHURE & PRICES
WALLACH & ASSOCIATES INC. 1589 Addison Rd. Cleveland 3, Ohio.

Film Separator Racks
8 MM. 16 MM. & 35 MM.
Designed to fit standard book shelves.

Todos los gabinetes de metal para discos con sistema de catalogación completo. Capacidad 60 álbumes LP de 7", 10" y 12".

Armarios para microfilm de bajo costo, armarios apilables, capacidad para 69 cajas de microfilm.

Racks separadores de película de 8 mm, 16 mm y 35 mm. Diseñado para adaptarse a estantes de libros estándar. Wallach & Associates, Inc., 1962.

Wallach & Associates, Inc. "Introducing discabinets for LP albums". *LJ* 87, no. 12 (1962): 2344.

1962

Coin-operated copying machine
(Fotocopiadora que funciona con monedas)

Coin-operated Copying Machine

A COIN-OPERATED photocopy machine, which the manufacturer claims is the world's first, is now available for library use.

Called Docustat, the machine enables readers to make copies of books, reports, documents, etc. for 25 cents a page. It photographs any material placed on its top surface and delivers an 8½ x 11 inch copy in 30 seconds.

The manufacturer claims that the Docustat can reproduce any type of printed or written material of letter or legal size. He further claims that no harm can be done to

the original document or book, because it does not pass through the machine. There is no paper or liquid to handle, no dials to turn, no knob to set. The process is completely automatic. Privacy is assured as no one can see either the original or the copy, and no negative is left in the machine.

For full information contact Documat, Inc., 84 Fourth Avenue, Waltham 54, Mass.



Una fotocopiadora que funciona con monedas, y que, según el fabricante, es la primera del mundo en su tipo, está ahora disponible para uso de la biblioteca. Denominada *Docustat* la máquina permite a los lectores hacer copias de libros, informes, documentos, etcétera, por 25 centavos la página. El fabricante afirma que la *Docustat* puede reproducir cualquier tipo de material impreso o escrito en tamaño carta o legal. Además, afirma que no se puede dañar el documento o libro original, porque no pasa a través de la máquina. Documat, Inc., 1962.

Documat, Inc. "Coin-operated copying machine". *LJ* 87, no. 19 (1962): 3996.

1962

Now available for Libraries... 3M's new economical, time-saving coin-operated microfilm service!
 (Ahora disponible para bibliotecas... ¡El nuevo servicio de microfilm que funciona con monedas, económico y que ahorra tiempo de 3M!)

La nueva lectora-impresora *Filmac 100C* fácil de usar, ofrece autoservicio al usuario para obtener copias rápidas y a bajo costo. Ahora 3M ofrece al bibliotecario y a los usuarios lo último en servicios de microfilm, rápido, conveniente y a bajo costo. La versátil lectora-impresora *Filmac* está diseñada especialmente para bibliotecas públicas y educativas como una unidad de autoservicio que funciona con monedas. Los usuarios ocupados, los estudiantes y los investigadores ahora pueden disfrutar en segundos del servicio de copia instantánea con sólo tocar un botón, ¡sin supervisión! 3M Microfilm Products, 1962.

Now available for libraries ...3M's New economical, time-saving coin-operated microfilm service!

*New Easy-to-Use "Filmac 100C"
 Reader-Printer Offers Patrons
 Self-Service for Fast
 Low-Cost Copies*

Now 3M gives librarians and patrons the ultimate in fast, convenient, low-cost microfilm service. The versatile "Filmac" Reader-Printer is now designed especially for public and educational libraries as a *coin-operated self-service* unit.

Busy patrons, students and researchers can now enjoy the seconds-fast convenience of instant copy service at the touch of a button, *without supervision!* Proved by field testing to encourage and promote wider use of library microfilm services. Your staff will save time... patrons will welcome the fast service.



*The New "Filmac 100C"
 Reader-Printer Gives Your
 Library These Valuable Benefits:*

- Produces seconds-fast "controlled" copies from your microfilm files—at the touch of a button—on clean white paper.
- Gives library patrons instant, no-waiting, low-cost copy service that eliminates tedious transcribing. No need for notes.
- Requires no supervision other than routine check-out and return of microfilm reels. Machine located near microfilm collection saves many steps, encourages frequent use. Simple operating instructions attached to "Filmac 100C" make it push-button easy for patron to have instant copies.
- Saves valuable staff servicing time. Frees librarian from petty cash control of microfilm copying.
- Gives your library the most modern, trouble-free, self-sustaining microfilm copying service.

■ Your coin-operated "Filmac 100C" Reader-Printer gives patrons, in addition to copies, a convenient reader for rapid viewing of large volumes of microfilm materials.

■ Coin-changer in the "Filmac 100C" can be set for your predetermined copy charge.

For information on attractive "placement" plans for your library, call your local 3M Microfilm Products dealer (he's in the yellow pages), or write the 3M Company for details and literature.

3M Microfilm Products, Dept. FC9-11152
 2501 Hudson Road, St. Paul 18, Minn.
 Send me more information on how our library can use and benefit from the new coin-operated "Filmac 100C" Reader-Printer.

Name _____
 Title _____
 Library _____
 Address _____
 City _____
 State _____

NOVEMBER 15, 1962

4331

3M Microfilm Products. "Now available for libraries... 3M's new economical, time-saving coin-operated microfilm service!". *LJ* 87, no. 20 (1962): 4110-4111.

1963

Vertical and roll map files
(Archivadores de mapas
verticales y en rollo)

Dos innovaciones recientes en archivadores de mapas o planos son los archivadores de rollo vertical *Plan Hold*. Estos archivadores se han desarrollado para hacer que los mapas y planos sean más accesibles que cuando se apilan horizontalmente. Se afirma que el sistema vertical ahorra espacio ya que se pueden archivar hasta 1 200 hojas en 24 pulgadas lineales. En ambos sistemas de archivo no hay problema de arrugas ya que las hojas cuelgan planas. Plan Hold Corp., 1963.

Vertical and Roll Map Files

TWO RECENT INNOVATIONS in map or plan files are the Plan Hold vertical and roll files. These files have been developed to make maps and plans more accessible than when they are piled horizontally. It is claimed that the vertical filing system saves space since up to 1,200 sheets can be filed in 24 lineal inches. In both filing systems there is no need to punch holes or mutilate sheets, and in the vertical system there is no wrinkle problem since the sheets hang flat.

In the vertical file a friction binder clamps the edge of from one to 100 sheets, without mutilation. Maps are identified by a plastic window at the end of the binder. To consult the maps, the binder is taken out of the cabinet and the specific map consulted without removing from the binder; or, if desired, the binder can be snapped open removing the maps. The Plan Hold filing cabinet shown comes in two sizes, 34" wide x 36" deep x 52" high for sheets up to 30" x 48" or in the larger size 34" wide x 48" deep x 64" high for sheets up to 42" x 60". Prices range from about \$125 to \$175, depending upon size, number of binders, quantities, etc. Doors have cylinder locks. Each cabinet holds 20 binders for 2,000 maps. Also available are wall racks which support binders hung from a wall, and mobile racks.

LIBRARY JOURNAL

Roll files are designed to accommodate rolls of maps or plans. The small tubes have an inside diameter of 2 3/4", while the larger tubes are 4 3/8" across. Spring latched doors may be purchased separately (right of illustration), and may be attached to roll file housing without tools. Tube lengths come in 6-inch increments from 23 1/2" to 59 1/2", accommodating material from 24" to 60" wide. Thus the filed material projects one-half inch for easy removal. Doors are designed to cover this projection. Tube ends are reinforced with an aluminum ring which also serves to hold the tube firmly in the housing. Tube length reduction units are furnished with each unit. Of pressboard, cut to the proper length, they are inserted in the end of tubes to prevent shorter maps from becoming lost in the tube.



Shown in the illustration are the small tube unit (four tubes) and the large tube unit, together with separate base and top. All units can be stacked on top of each other or clipped together laterally to form a single, rigid bank of files. Price of four small tubes runs from about \$6 to \$8 per unit, depending upon size. Larger units run from about \$12 to \$19. Quantity discounts. All units are steel, finished in baked enamel. Available through engineering, blueprint or office supply dealers or from Plan Hold Corp., South Gate, Calif.

Plan Hold Corp. "Vertical and roll map files". *LJ* 88, no. 1 (1963): 80-81.

1963

This is a reader and a revolution!
(¡Esto es un lector y una revolución!)



**THIS IS A READER
AND A REVOLUTION!**

This reader is the greatest single advance in the use of microforms. It is the portable Micro III. Folded into its own self-enclosing case, it weighs only 6 1/2 lbs., goes where you go, yet offers large screen reading (8" x 9 1/2"), and has room inside for over 8,000 pages of Microcarded material. In addition, this versatile little compact will read other opaque microforms up to 5" x 8" in size and, with its film illuminator attachment, will read microfiche and jacketed microfilm as well. Handsomely designed for use in home, office, or laboratory, the Micro III's precision lens and screen produce a clear, sharp image in normal room light. And the low price makes it available for purchase by individuals as well as institutions and industries. Write for a free brochure today!

m MICROCARD
READER
CORPORATION
MANUFACTURERS OF MICROCARD READERS AND COPIERS WEST SALEM, WISCONSIN

Este lector es el mayor avance en el uso de microformas. Es el *Micro III* portátil. Doblado en su propio estuche autocerrable, pesa sólo 6 1/2 libras, va donde usted vaya, pero ofrece una lectura de pantalla grande y tiene espacio en el interior para más de 8 000 páginas de material en micro tarjetas. Además, este pequeño compacto versátil leerá otras microformas opacas. Microcard Reader Corporation, 1963.

202

LIBRARY JOURNAL

Microcard Reader Corporation. "This is a reader and a revolution!". *LJ* 88, no. 2 (1963): 202.

1963

Recordak microfilming in libraries, whatever happened to the old rubber stamp?

(Microfilmación de *Recordak* en bibliotecas
¿Qué pasó con el viejo sello de goma?)

Muchas bibliotecas vanguardistas se han cambiado al microfilm. ¿Los usuarios siguen esperando, a veces pacientemente, cada vez que solicitan un libro en su biblioteca? ¿Todavía escuchan el plunk-plunk-plunk cuando sella la tarjeta del libro, la tarjeta del usuario, y la tarjeta de fecha de vencimiento? En las bibliotecas modernas, utilizando el microfilm *Recordak*, el bibliotecario inserta la tarjeta del libro, la tarjeta del usuario y la tarjeta con la fecha de vencimiento en el microfilmador, todo al mismo tiempo. Unos segundos y el trabajo está hecho... ahorrando 26 segundos con respecto al antiguo método de sello de goma. Cuando se devuelve un libro, vuelve a las estanterías inmediatamente. Recordak Corporation, 1963.

**RECORDAK MICROFILMING
IN
LIBRARIES**

Whatever happened to the old rubber stamp?

So many progressive libraries have switched to microfilm

Are book borrowers still waiting sometimes patiently, whenever they charge out a book at your library? Do they still hear the plunk-plunk-plunk as you stamp out book card, borrower's card, date-due card?

In up-to-date libraries, using Recordak microfilm, the librarian inserts book card, borrower's card and date-due card into the microfilmer—all at the same time. A few seconds and the job is done... saving up to 26 seconds over the old rubber-stamp method. When a book is returned, it goes back to the shelves immediately. Microfilm lets the book card *travel* with the book—no "slipping." Furthermore, it takes far less time to spot overdues when they're so easily picked up on the Recordak Film Reader... and Recordak saves the library about 26 on each book handled!

Write today for additional information on Recordak photographic book charging. Ideal for libraries and bookmobiles.

RECORDAK
A Division of Eastman-Kodak Company
First and foremost
in microfilming since 1928
IN CANADA: Division of Canadian Kodak Limited

MAIL COUPON TODAY

RECORDAK CORPORATION Z-3
Dept. A-4, 770 Broadway, New York 3, N. Y.

Gentlemen: Please send more information on Recordak photographic book-charging; also free folder on Recordak Portable microfilmer.

Name _____
Library _____
Street _____
City _____ Zone _____ State _____

Recordak Corporation. "Recordak microfilming in libraries, whatever happened to the old rubber stamp?". *LJ* 88, no. 6 (1963): 1125.

1963

Battery powered adding machine
(Máquina sumadora de baterías)

Recientemente, *National Cash Register* ha introducido una máquina sumadora estándar que se opera con una fuente de energía normal pero que también es portátil y lleva su propia energía. La máquina puede ser útil en bibliotecas, en habitaciones donde no hay un enchufe eléctrico, o en bibliotecas móviles donde no hay energía eléctrica disponible. *National Cash Register*, 1963.

National Cash Register. "Battery powered adding machine". *LJ* 88, no. 7 (1963): 1506.

Battery Powered Adding Machine

A STANDARD ADDING MACHINE which is operated from a regular power source but is also portable and carries its own power has recently been introduced by *National Cash Register*. The machine may be of value in libraries in rooms where there is no handy electrical outlet or in bookmobiles where there is no suitable power available. A ten key machine weighing 21 pounds, it is, according to the manufacturer, strongly built and easily moved from place to place.

In the photo, the girl is holding the small rechargeable power unit which delivers energy for an average day's work. To recharge the battery, the cord is simply plugged into a conventional electric outlet. Further information from *National Cash Register Co.*, Dayton 9, Ohio.



1506

1963

Brew-it-yourself coffee maker
(Prepáralo tú mismo, cafetera)

Brew-It-Yourself Coffee Maker

PARTICULARLY APPROPRIATE for medium size libraries with coffee-loving staffs of 20 or more is this new coin-operated coffee percolator. Unlike conventional coffee vending machines, this one is under the control of the library, and can be bought outright or by installments. The coffee is made by library personnel, which may — or may not — assure its quality; but if properly prepared, this percolator produces good coffee, as your editor can testify. The coffee is brewed fresh daily and real, not instant, coffee is used. Coffee, plastic cups, individual packets of creamers, sugar and stirrers are all sold by the distributor, but can be obtained from other sources if desired.

The machine assures that each cup of coffee is paid for by a coin mechanism that dispenses one paper cup and allows seven

ounces of coffee to be drawn for 10 cents deposited in the machine. If the volume is at least 25 cups a day, there will be enough revenue to pay for the coffee and the machine.

The unit is all metal and has a locked storage compartment. Colors are beige and gold. A meter counts coins and cups, and the machine has a timer which starts the percolator in the morning so that fresh coffee is ready when the library opens. No water connection or drain is required; unit operates on a 115 volt AC wall outlet.

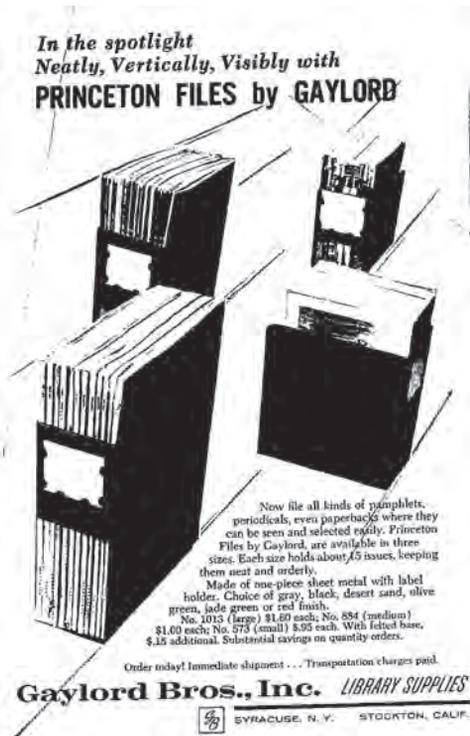
The percolator makes up to 60 seven-ounce cups, two ounces larger than the standard restaurant cup, and can be refilled as often during the day as desired. The unit, which costs \$390, can be purchased outright or by a 20 percent down payment and payments of \$15 a month for 24 months; or no down payment and \$15 a month for 30 months. Further information is available from *Coffee Chef Corporation*, 125 Coulter Avenue, Ardmore, Penna.

Particularmente apropiado para bibliotecas de tamaño mediano, con 20 o más empleados amantes del café, es el nuevo percolador de café que funciona con monedas. A diferencia de las máquinas expendedoras de café convencionales, ésta está bajo el control de la biblioteca y se puede comprar a plazos o en cuotas. *Coffee Chef Corporation*, 1963.



Coffee Chef Corporation. "Brew-it-yourself coffee maker". *LJ* 88, no. 14 (1963): 2873.

**In the spotlight
Neatly, Vertically, Visibly with
PRINCETON FILES by GAYLORD**



New file all kinds of pamphlets, periodicals, even paperbacks where they can be seen and selected easily. Princeton Files by Gaylord, are available in three sizes. Each size holds about 15 issues, keeping them neat and orderly.

Made of one-piece sheet metal with label holder. Choice of gray, black, desert sand, olive green, jade green or red finish.

No. 1013 (large) \$1.60 each; No. 894 (medium) \$1.00 each; No. 573 (small) \$.95 each. With felt base, \$.15 additional. Substantial savings on quantity orders.

Order today! Immediate shipment . . . Transportation charges paid.

Gaylord Bros., Inc. LIBRARY SUPPLIES
SYRACUSE, N. Y. STOCKTON, CALIF.

1963

*In the spotlight neatly, vertically,
visibly with Princeton files
by Gaylord*

(En el centro de atención de forma ordenada, vertical y visible, los revisteros *Princeton* de *Gaylord*)

Ahora archiva todo tipo de folletos, publicaciones periódicas, incluso libros de bolsillo, donde se pueden ver y seleccionar con tranquilidad. Los revisteros *Princeton* de *Gaylord* están disponibles en tres tamaños. Cada tamaño da cabida a alrededor de 15 números, manteniéndolos prolijos y ordenados. *Gaylord Bros., Inc.*, 1963.

Gaylord Bros., Inc. "In the spotlight neatly, vertically, visibly with Princeton files by Gaylord". *LJ* 88, no. 15 (1963): 3134.

1964

*Portable overhead projector
(Retroproyector portátil)*

Portable Overhead Projector

A PORTABLE OVERHEAD PROJECTOR that combines, according to the manufacturer, low cost, ease of use, and precision construction to produce a bright image in fully lighted rooms is now available. The Travel-Graph Model 21000 has a 10" x 10" aperture designed to accept standard transparencies. Focusing is accomplished via a permanent pressure-fixed friction drive system which permits positioning of the projection head on the upright metal post. No secondary adjustments are necessary.

From a 10" x 10" slide or transparency, Model 21000 projects a screen image ranging in size from 35" x 35" to 80" x 80" (at selected distances from 5½ ft. to 10 ft).

The lens-holding portion of the projection head can be tilted as much as 30 degrees for screen image elevation, with no tilting of base. Styled to achieve a functional look, the Travel-Graph is constructed of steel throughout, weighs 17 lbs., and is engineered, it is claimed, for long use. The unit is designed to accept acetate or cellophane writing rolls to project writing as it is being written.

Price: \$185; carrying case: \$25. Manufactured by Projection Optics Co., Inc., 271 Eleventh Ave., East Orange, New Jersey.



Ahora está disponible un retroproyector portátil que combina, según el fabricante, bajo costo, facilidad de uso y construcción de precisión para producir una imagen brillante en habitaciones completamente iluminadas. El *Travel-Graph* Modelo 21000 tiene una apertura de 10" x 10" diseñada para aceptar transparencias estándar. El enfoque se logra a través de un sistema que permite colocar el cabezal en el poste de metal vertical. No son necesarios ajustes secundarios. *Projection Optics Co., Inc.*, 1964.

Projection Optics Co., Inc. "Portable overhead projector". *LJ* 89, no. 1 (1964): 86.

1964

Lettering machine
(Máquina rotuladora)

Lettering Machine

A LETTERING MACHINE which makes it possible for an amateur to produce a wide variety of professionally drawn letters is the Varigraph. The unit should prove useful in the production of posters, signs, and silk screen, multilith and printing layouts for reading lists, title pages, or other library printing. A precision machine, it will be most useful for libraries which have a considerable amount of such work. The Varigraph is designed to draw letters in the 4 to 72 point range and a wide variety of type styles are available, including such faces as gothic, roman, script, and novelty.

After determining the location for the lettering, the Varigraph is placed over the area to be lettered, resting on a straight edge which is used to guide the machine across the drawing board. An alphabet template is placed under the unit. Two dials on the face of the machine are set for the height and width of the letters desired. Using the stylus in the lower right-hand corner of the machine, the letters in the template are traced. The pen attached to the top of the unit then outlines the letters in the size and width previously determined.



Since the work is in full view of the operator, spelling and spacing errors are minimized. About 600 variations in height, width, slant (forward or backward) of a single type style are possible (italic model required for slanting). The outline letters can be filled in as required by ink, paint, or benday patterns. Where creative lettering is required, effects such as curved, shadow, perspective, reversed, and overlapping lettering can be executed.

The instrument is 7" x 7" x 1 3/8" and weighs 1 1/2 lbs. There are several models in various price ranges; the italic model, which can convert all alphabets to italics, is priced at \$159.50. The unit can also be rented and is available on a 30-day free trial. Manufactured by Varigraph, Inc., 863 Martin Street, Madison 1, Wisconsin.

La *Varigraph* es una máquina rotuladora que hace posible que un aficionado produzca una amplia variedad de letras dibujadas profesionalmente. La unidad es útil en la producción de carteles, letreros y serigrafías, diseños de impresión y páginas múltiples para listas de lectura, portadas u otras impresiones. Varigraph, Inc., 1964.

Varigraph, Inc. "Lettering machine". *LJ* 89, no. 1 (1964): 86-87.

1964

Do you card catalog units have these features?

(¿Sus unidades de catálogo de tarjetas tienen estas características?)

Lo hacen si son de *Standard Library Furniture*, para obtener guías de planificación gratuitas y para conocer otras características sobresalientes de la biblioteca estándar. Standard Wood Products Corp., 1964.

Standard Wood Products Corp. "Do you card catalog units have these features?". *LJ* 89, no. 3 (1964): 589.

FEBRUARY 1, 1964

589

1964

Introducing RCA Victrola®
(Presentamos la *RCA Victrola®*)

RCA Victrola: grandes artistas, gran sonido, gran valor. Este nuevo sello presenta reconocidas interpretaciones de los "clásicos" fundamentales, grabados y fabricados según los modernos y exigentes estándares de *Red Seal*. Las cubiertas, en un embalaje sellado que las protege, cuentan con anotaciones minuciosas y obras de arte de maestros como Rubens, Leonardo, Corot, etcétera. Ahora disponible: 48 obras en 23 magníficos álbumes. Los lanzamientos futuros continuarán presentando a los artistas más destacados. RCA Victor Educational Sales, 1964.

INTRODUCING RCA VICTROLA®



Distinguished classical recordings every library can afford.

\$1.67*/\$2.00*
MONO STEREO

RCA "Victrola": great artists, great sound, great value. This new label presents renowned performances of basic "classics," recorded and manufactured to exacting, modern "Red Seal" standards. Sturdy covers, sealed in protective wrapping, feature thorough annotation and art masterpieces by Rubens, Leonardo, Corot, etc. Now available: 48 works in 23 superb albums. Future releases will continue to present foremost artists in outstanding up-to-date recordings.

*RCA's special, low price to Library Customers — Federal Excise Tax included. Transportation extra.



For brochure and complete information, write RCA Victor Educational Sales, Dept. LJ-24 155 East 24th Street, New York City or any Gram & Company office.

RCA Victor Educational Sales. "Introducing RCA Victrola". LJ 89, no. 4 (1964): 785.

1964

To search a file is push-button easy... to find a record takes less than 15 seconds with the new Recordak MIRACODE system

(Buscar un archivo es fácil con sólo pulsar un botón... encontrar un registro lleva menos de 15 segundos con el nuevo sistema Recordak MIRACODE)

La promesa de la recuperación de información automatizada, con la velocidad y precisión de la era de las computadoras, se cumple con el nuevo concepto Recordak MIRACODE. Un operador sentado en una estación de recuperación MIRACODE puede controlar un archivo central de hasta un millón de registros... todo al alcance de la mano. Cada documento en microfilm está indizado y codificado por un número asignado o por descriptores de contenido de materia. Los registros se pueden microfilmear en orden aleatorio. La búsqueda de archivos MIRACODE es rápida y segura. Recordak Corporation, 1964.

To **SEARCH** a file is push-button easy...



Sketch of 16mm microfilm illustrates index code pattern used in the Recordak Miracode System to identify a single document or group of document images.

to **FIND** a record takes less than 15 seconds

with this new Recordak MIRACODE system

The promise of automated information retrieval with computer-age speed and precision is fulfilled by the new Recordak MIRACODE concept.

An operator seated at a MIRACODE Retrieval Station can command a central file of up to a million records... all within arm's reach. Each document-on-microfilm is index-coded by its assigned number or by subject content descriptors. Records can be microfilmed in random order. MIRACODE file search is swift and sure.

From the finger-tip access file of 16mm microfilm magazines, the subject-indexed category file is selected, slipped into the electronically controlled Recordak Lodestar Reader-Printer.

Retrieval commands are triggered by push-button keying of search descriptors into the MIRACODE keyboards. Press the search button. Within seconds the needed record, or the first of a series, is displayed on the screen for inspection. Need a copy? Press a button. In seconds, a photo-enlarged print is in hand.

The MIRACODE concept is highly versatile, provides for a range in depth of search and in file-browsing capabilities... is widely adaptable to library, technical, and business applications and budgets.

And the Recordak MIRACODE System is easy to evaluate, to justify, and to install. For the whole story, write Recordak Corporation, Dept. A-4, 770 Broadway, New York, New York 10008.



Recordak Corporation. "To search a file is push-button easy... to find a record takes less than 15 seconds with this new Recordak Miracode System". *LJ* 89, no. 6 (1964): 1176-1177.

1964

Karbon free transmit
(Transmisión libre de carbón)

No es sólo una copia múltiple sino un sistema completamente rediseñado. Simplemente escriba en la primera forma [A], y obtendrá una orden de pedido; automáticamente estará preparando el formulario [B], un comprobante del pedido para el proveedor de libros; formulario [C], una copia para archivo; [D] una copia de facturación y finalmente el formulario [E], una tarjeta temporal para el catálogo, con la inscripción "Este libro está pedido-consulte al bibliotecario". Fordham Equipment Company, 1964.

Karbon Free Transmit

No. 1818 is not just a multiple copy form but a completely redesigned system. By just typing the first form [A], an L.C. Order Slip — you will automatically be preparing form [B]; a Book Dealers Order Slip; form [C], a File Copy; [D] a Billing Copy and finally form [E], a new style Temporary Catalog Card, with the inscription "THIS BOOK IS ON ORDER — CONSULT A LIBRARIAN," printed in red ink. All this has been achieved without the use of messy, hard to control carbon paper. And this modern miracle chemical process, gives clear, sharp impressions from [A], all the way through [E]. Five snap sets is another time saver inherent in Fordham's "KFT 1818 SYSTEM." Send now for sample. For prices see Page 13 of our new catalog⁹ Volume 420.

*Send for the FREE new general Catalog, Volume 420 with 7 additional pages of great new items and 6 full color pages. (Dept. L1-4)

Another unique item from the developers of **KON-TACE** Book Spines
Marking: **KRACK-A-JAC** Book Jackets and **KOLOR-KOVER**

FORDHAM EQUIPMENT COMPANY
2377 Hoffman Street, Bronx, N. Y. 10458 • 212 SE 3-4131

Fordham Equipment Company. "Karbon free transmit". *LJ* 89, no. 7 (1964): 1532.

1964

*New space saving storage system:
extra shelf storage and/or floor space*
(Nuevo sistema de almacenamiento que ahorra espacio: almacenamiento adicional en estantes y/o espacio en el piso)

FULLSPACE *Lundia*
PREFABRICATED
MOVABLE
WOOD SHELVING

NEW SPACE SAVING STORAGE

EXTRA Shelf Storage and/or Floor Space

FULLSPACE is a patented arrangement of economical carriage-mounted units of rail-riding prefabricated wood shelving that save up to almost 50% of any floor space reserved or used for vertical storage. Fully loaded FULLSPACE sections are easily moved, left or right, by hand. A real space-saver and cost-cutter. Write or call for specifications and free descriptive literature.

Lundia FULLSPACE is manufactured by:
LUNDIA, SWAIN and MYERS, Inc.
P. O. BOX 309 • DECATUR, ILLINOIS

Compare FULLSPACE floor plan vs. typical shelving arrangement. Same amount of storage with both but with FULLSPACE, you still have the full amount of floor space.

Fullspace es una disposición patentada de estanterías prefabricadas en madera, y económicas, montadas en carriles que ahorran hasta casi el 50% de cualquier espacio reservado o utilizado para almacenamiento vertical. Las secciones *Fullspace* cargadas completamente se mueven con facilidad, hacia la izquierda o hacia la derecha, a mano. Un verdadero ahorro de espacio y reducción de costos. Lundia, Swain and Myers Inc., 1964.

Lundia, Swain and Myers, Inc. "New space saving storage: extra shelf storage and/or floor space". *LJ* 89, no. 7 (1964): 1554.

1964

Royal-McBee keysort cards
(Tarjetas perforadas *Royal-McBee*)

En esta era de equipos de clasificación automática, las tarjetas perforadas para clasificar a mano todavía son valiosas para las bibliotecas. De hecho, debido a que la mayoría de las bibliotecas no son grandes, sus problemas de clasificación de datos se manejan particularmente bien mediante un sistema relativamente simple operado manualmente como *McBee*. Las tarjetas con perforaciones marginales son útiles porque permiten identificar varios números o claves mediante un proceso de clasificación simple. Las claves que deben identificarse se marcan en orificios específicos en la tarjeta mediante un punzón especial, de modo que cuando la varilla de clasificación se introduce, las tarjetas en las que se ha colocado el orificio clave se deslizan hacia abajo y se separan del resto. Royal-McBee Corporation, 1964.

Royal-McBee Keysort Cards

IN THIS ERA of automatic sorting equipment, hand-sorted punched cards still have considerable value for libraries. In fact, because most libraries are not large, their data sorting problems are particularly well handled by a manually operated, relatively simple sorting system like *McBee*. Marginally punched cards are useful because they make it possible to identify various numbers (or characteristics which have been reduced to numerical symbols) by a simple sorting process. The numbers which are to be identified are notched out from specific holes in the card by a special notching punch, so that when the sorting rod (resembling a blunt ice pick) is pushed through a hole, the cards in which the hole has been notched slide down and separate from the deck.

Research projects, book ordering, and personnel analysis are three areas of library operation in which marginal punched cards are especially useful. Numerically coded responses to questionnaires completed by library users could be punched on *Keysort* cards and various "sorts" made to determine number, education, or residence of readers. In the preparation of consolidated book or periodical orders for libraries in county or metropolitan systems, titles and number of copies wanted for each library could be coded on cards, thus reducing an almost unmanageable mass of statistical data to easily used proportions. In personnel work, by notching out significant information such as specialized book knowledge, fields of academic study, foreign languages, special abilities, etc., for all or specific employees, it is possible for the library personnel officer to quickly locate individuals for tasks as needed.

One of the most valuable uses of *McBee* cards is their use as transaction cards in circulation control. In this application they are used as permanent transaction cards in a photo-charging system. This type of system employs a microfilm camera to take a picture of the borrower's registration card, the book card, and the transaction card. The transaction cards are serially numbered *McBee* cards which bear the due date. One transaction card is photographed for each book that is being borrowed. After being photographed, the card is placed in the book pocket (along with the book card). In this way the *McBee* cards provide a numerical sequence covering all books borrowed

during a given period of time, usually one day. When books are returned, the *McBee* transaction cards are removed from the books and, using *Keysort* sorting equipment, are placed in numerical sequence again. About a week or so following the due date, the transaction cards are checked. Those cards which are missing represent books that have not been returned. Since the missing transaction cards were photographed with the book card and the borrower's card when originally charged out, the next step is to run the microfilm through a viewer to find out the titles of the missing books and the names and addresses of the borrowers.

The operation which takes the most time in the above sequence is putting the transaction cards in numbered sequence so that missing cards can be located. In a library with a large circulation this may be done at a central location by means of automatic



sorting equipment. A centralized installation, however, has the disadvantage that it requires the transaction cards to be sent in daily from the various libraries to the centralized sorting section. Several years ago the Free Library of Philadelphia changed from a centralized sorting system using automatic sorting equipment to a decentralized system using *McBee* cards manually sorted in the branches. This work is carried on by clerical personnel, and has proved to be as efficient as the centralized system while being less expensive and providing an excellent filler for unused charging desk time. A daily list of missing numbers is forwarded to the Central Circulation Department in the Central Library to be checked against the microfilm photos which were taken when the books were charged out. Overdue notices are then sent out from the Central Circulation Department.

The cost of a *McBee* installation depends upon its size and complexity. Small cards which accommodate a limited amount of data are less costly than larger ones. Some applications require specialized cards while others can use standard cards at a considerable savings. *Royal-McBee* representatives are available in principal cities and are willing to discuss sorting problems at no charge. Address inquiries to *Royal-McBee Corporation*, 839 Third Ave., N.Y., N.Y. 10022.

Royal-McBee Corporation. "Royal-McBee keysort cards". *LJ* 89, no. 7 (1964): 1581-1582.

Transparency Maker

A PORTABLE UNIT called the 3M Brand Transparency Maker Model 70, capable of making 8" x 10" transparencies or bond weight black on white copy from virtually any document of any color in any place, has just been announced.

As the illustration shows, first, the carrying case which also doubles as the exposure unit is lifted from the base which serves as the developer unit (top left), then the original and an intermediate sheet are placed beneath a glass plate which is contained in a compartment in the base. The exposure unit is fitted over the plate (top right), and original and intermediate are exposed to light for several seconds. Next, the intermediate and a sheet of transparency film or copy paper are placed together in the developer unit (lower left). After a few seconds the image forms. The operator can check it visually to see when it has reached the proper stage of development (lower right), stopping the process when he is satisfied.

The company claims that there are almost no moving parts involved, and no chemicals or solutions are necessary. For use at any location where 120 volt current is available, it is claimed that it is simple to operate. The unit measures 12½" long by 9½" wide by 10" high and weighs 16 pounds. It will, according to 3M, copy or make transparencies from magazines, books or bound volumes of any thickness, as well as from single sheets. Price: \$149. Further information is available from Dept. L-677, 3M Co., 2501 Hudson Rd., St. Paul 19, Minn or "Thermo-Fax" dealers in leading cities.

1964

Transparency maker
(Creador de transparencias)

Se acaba de anunciar una unidad portátil llamada 3M Brand Transparency Maker Modelo 70, capaz de hacer transparencias de 8" x 10" o copias en blanco y negro, de prácticamente cualquier documento, de cualquier color, y en cualquier lugar. 3M Co., 1964.

3M Co. "Transparency maker". *LJ* 89, no. 9 (1964): 1939.

1964

Battery powered projector
(Proyector a pilas)

Originalmente diseñado para su uso por el Cuerpo de Paz, Viewlex anunció un proyector de tiras de película/diapositivas a baterías. La unidad cuenta con su propio estuche de transporte que sirve como pantalla de proyección. La unidad se puede configurar en segundos y usar en cualquier lugar. Además de funcionar con su propia batería, la unidad también se puede operar desde cualquier tomacorriente estándar, incluida una batería de automóvil o una fuente de alimentación en la biblioteca móvil. Viewlex (AMEX) of Holbrook, 1964.

Battery Powered Projector

ORIGINALLY DESIGNED for use by the Peace Corps, a battery-powered filmstrip/slide projector which can be used independently of any outside power source has been announced by Viewlex (AMEX) of Holbrook, Long Island, New York. Light enough (25 lbs.) to be carried, the unit is enclosed in its own dispatch-type carrying case which serves as a projection screen.

According to the manufacturer, the unit can be set up in seconds and used anywhere. In addition to being powered by its own battery, the unit can also be operated from any standard power outlet, including a car battery, or bookmobile power supply.

The Viewlex Battery Powered Filmstrip/Slide Projector can be used either with filmstrips or conventional color slides. It receives its energy from a six-volt wet cell spillproof battery. A built-in recharger will rejuvenate the battery at least 500 times, taking 12 hours or less for the opera-

tion. Each charge is good for a full hour's projection. The Projector can be used with a variety of lamps and lenses, from small-screen projections to long throws filling large screens. Size of the unit, encased, is 17" x 17" x 5". Price: less than \$150.



Viewlex (AMEX) of Holbrook. "Battery powered projector". *LJ* 89, no. 17 (1964): 3722.

1965

Plastic borrower's card

(Tarjeta de plástico para prestatario)

Bro-Dart ha introducido un nuevo tipo de tarjeta de prestatario hecha de plástico de alto impacto para su uso con los sistemas de préstamo *Sysdac* y *Dickman-500*. En el Sistema *Sysdac*, la tarjeta plástica está grabada con el nombre completo y la dirección del prestatario. Con el sistema *Dickman-500*, el número de identificación del prestatario está grabado. En cualquier caso, el nombre de la biblioteca u otra información, si es necesaria, estará preimpresa en uno o ambos lados de la tarjeta en cualquier color. Bro-Dart Industries, 1965.

Plastic Borrower's Card

A NEW TYPE of borrower's card made of high impact plastic has been introduced by Bro-Dart for use with the Sysdac and Dickman-500 Charging Systems.

In the Sysdac System, the plastic card is embossed with the borrower's complete name and address. With the Dickman-500 System, the identification number of the borrower is embossed. In either case, the library name and other information, if required, is preprinted on one or both sides of the card in any one of a selection of ink

colors. Bro-Dart supplies the cards already embossed using the library's registration list. Cards can also be obtained with a depressed "frame" to hold a photograph of the borrower or student.

The new card can be used with current Sysdac machines concurrently with the older cards by means of a simple adaptor. In this way, the new plastic card can be introduced gradually, replacing the older cards as necessary. Further information can be obtained from Bro-Dart Industries, Dept. P9, 56 Earl Street, Newark, New Jersey 07114.

Bro-Dart Industries. "Plastic borrower's card". *LJ* 90, no. 1 (1965): 95.

1965

We'll duplicate all your catalog cards...

(Duplicaremos todas sus fichas de catálogo...)

... y se las devolveremos en un plazo de 72 horas. Cualquier número de tarjetas de catálogo, copia idéntica de su original. Material del mismo tamaño, duradero, de primera calidad, perforado y recortado con precisión, devuelto en el mismo orden en que se envió el archivo. Xerox Corporation, 1965.

Xerox Corporation. "We'll duplicate all your catalog cards...". *LJ* 90, no. 7 (1965): 1631.



**we'll duplicate
all your catalog cards...**

... and return them to you within 72 hours. Any number of duplicate catalog cards, copied photo-exact from your original. Same size, durable, top-grade stock, precision-punched and trimmed, returned to you in the same order as the file you submit. . . Samples and prices on request; special mailers and in-

structions for your convenience . . . Xerox branch offices in principal U.S. and Canadian cities. Call the one nearest you—or write Xerox Corporation, Rochester, New York 14603. In Canada, Xerox of Canada Limited, Toronto.

XEROX

1965

Mirrors and TV for security
(Espejos y TV por seguridad)

El robo y la mutilación de libros se encuentran entre los problemas bibliotecarios más urgentes de la actualidad. Dos enfoques relativamente nuevos del problema son el uso de espejos y circuito cerrado de televisión. Como ocurre con la mayoría de los equipos de seguridad, su contribución es menor en la captura real de ladrones y vándalos que en servir como disuasión y recordatorio para los lectores de que, mientras están en la biblioteca, están bajo observación constante. Como indican la experiencia y varios estudios, si los usuarios están constantemente conscientes del interés de la biblioteca en proteger su colección, se reducirán los robos y mutilaciones de libros.

Products & Equipment

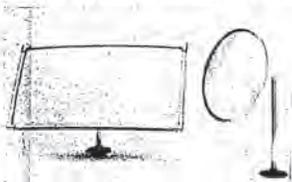
The Editor makes every effort to evaluate carefully the products which appear in this Department. However, mention here is not to be taken as a guarantee or endorsement. Prices quoted are subject to change without notice, and may vary slightly in different geographical areas.—*Thomas W. McConkey, Chief, Administrative Service, Free Library of Philadelphia, Editor*

Mirrors and TV for Security

THEFT AND MUTILATION of books are among the most pressing of library problems today. Two relatively new approaches to the problem are the use of mirrors and closed circuit television. As with most security equipment, the contribution of these devices is less in the actual catching of thieves and vandals than in serving as a deterrent and a reminder to readers that, while in the library, they are under constant observation. As experience and several studies have indicated, if patrons are constantly made aware of the library's interest in protecting its collection, theft and mutilation of books will be reduced.

Detector Mirrors

Widely used in stores and supermarkets, detector mirrors are particularly useful in libraries in monitoring blind spots such as the space between shelf ranges, alcoves, and window bays. Mirrors are obvious; they advertise their existence and make patrons aware of the library's concern. They save



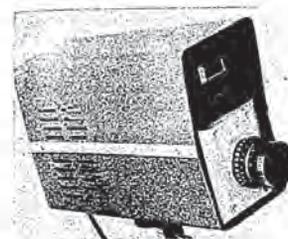
staff time and steps, and also have a limited safety value in helping to prevent accidents in blind aisles and traffic areas.

Mirrors are available in a variety of shapes and sizes, but two of the most widely used are the circular convex and the rectangular contour. The circular convex — the kind found in supermarkets — comes in seven diameters ranging from 6" to 36". Prices range from \$10 to \$50. Units weigh from 12 to 30 lbs. and are available with a friction ball joint. On larger sizes, ratchet swivels make it possible to orient the mirror in any direction. The rectangular contour shape mirror can be used with low ceilings where space is limited. Rectangular mirrors come in several sizes ranging from 9" x 17" to 20" x 36", and cost from \$20 to \$55. Mirrors manufactured by the Long Island Plate Glass and Mirror Co. (63-17 Metropolitan Avenue, Middle Village, New York) are protected by a shock absorbing vinyl channel mounted in 24-gauge steel, backed up with a protecting metal lip. Each unit comes with a kit ready for mounting on walls, ceilings, or other support.

Closed Circuit Television

Closed circuit television is a recent contribution from the family of electronic detection devices being adapted for library use. A television camera makes possible constant viewing of a reading area or exit, and if monitored by a staff member should provide an effective way of detecting illegal activity. Constant monitoring, however, is monotonous and costly in staff time unless combined with another activity. A better method is periodic observation plus advertisement of the fact that the room or exit is under TV control. A TV receiver placed near an entrance, where the reader can see himself on the screen as he goes by, is an effective reminder. A small TV camera (measuring 6" high x 14" long x 3" wide and weighing only 8 lbs.) can easily be concealed.

According to the manufacturer, the system's size (the monitor is 16" square with an 11" screen, and weighs 30 lbs.) permits placement of the unit in different locations in the library as the security situation requires. The unit can also be used for remote viewing of library events, with overflow crowds being accommodated in a different location from the main event.



Any number of receiving sets can be used with one camera, making monitoring possible at several points throughout the library. An existing TV receiving set can, it is claimed, be easily adapted for this purpose.

Wide angle lens, which cover more of the room, and telephoto lens, which make possible better observation of distant events, are available as accessories at extra cost. Remote control zoom lens which make close-ups possible, will be available in the near future. Also operated by remote control and now sold as accessories, are pan and tilt controls.

The Filmdex Corp., distributors of Regiscope Charging Cameras, handle the Filmdex Closed Circuit TV. The system is fully transistorized (except for the vidicon and picture tubes) and is designed for continuous operation. Guarantees are provided, as are servicing arrangements. The system consists of one 11" monitor, equipped for VHF and UHF reception, one camera (25mm with f 1.9 lens), 100 feet of coaxial cable and normal installation. Price for this basic unit is \$699. From Filmdex Corp., P. O. Box 219, Fairfax, Va.

McConkey, Thomas W. "Mirrors and TV for security". En *Products & Equipment*. L/ 90, no. 7 (1965): 1692-1693.

Sound Filmstrip Projector

DUKANE CORP. has recently unveiled its newly designed Mite-E-Lite projector which features "lever-action" filmstrip advance. A flip of the lever and the picture changes — accurately framed and in perfect focus — as quickly as an automatic. A cooling system protects film from heat damage and provides life for both amplifier and tube.

Mite-E-Lite comes in a vinyl covered carrying case. A built-in screen inside the cover permits quick table top projection. The pre-focused high intensity lamp assures brilliant pictures on conventional size screens, even without room darkening, according to the manufacturer.

This portable projector is simple to operate, with one knob controlling the lamp, fan motor, phono-motor, and sound level. This feature, plus easy filmstrip threading and the "lever-action" make it ideal for inexperienced operators to use. Available from DuKane Corp., Audio-Visual Division, St. Charles, Ill. 60174



1965

Sound filmstrip projector
(Proyector de tira de película
con sonido)

Dukane Corp. ha mostrado recientemente su proyector Mite-E-Lite de nuevo diseño que presenta una palanca de avance para la tira de película. Un movimiento rápido de la palanca y la imagen cambia —encuadrada con precisión y con un enfoque perfecto— tan rápido como una automática. Un sistema de enfriamiento protege la película del daño por calor y proporciona vida tanto al amplificador como al tubo. Dukane Corp., 1965.

Dukane Corp. "Sound filmstrip projector". *LJ* 90, no. 14 (1965): 3257.

1965

The keynote is "speed" at Library Journal Cards, Inc.
 (La clave es la "velocidad" en *Library Journal Cards, Inc.*)

LJ Cards es el servicio más nuevo de *Bowker* que proporciona, para las ediciones encuadernadas de algunas editoriales, kits de procesamiento de libros que ahorran tiempo y que pueden significar un servicio más rápido y eficiente en su biblioteca. *Library Journal Cards, Inc.*, 1965.

The keynote is "speed" — at Library Journal Cards, Inc.



Kits are stocked in specially designed module units to facilitate "picking" and shipping. Colored markers serve as inventory control to alert staff to dwindling stock and prevent kits going out of stock.

48 hours to fill your orders for kits...

LJ Cards is *Bowker's* newest send to the profession, providing, for publishers, time-saving book processing kits that can mean more prompt efficient service in your library.

Kits for the 11,000 titles listed in the *Bowker* catalog, PUBLISHERS' LIBRARY BINDINGS IN PRINT, are now available and ready to be shipped to you immediately. Special equipment which has been installed on its premises makes it possible to repair orders which cannot be completed the same day get filled and shipped within a few days.



Members of the staff "pick" kits directly from the customer's orders. Kits are arranged by publisher, and alphabetically by title, allowing orders submitted in this sequence to be filled more quickly.

... so that you can process books in minutes!

Mrs. Merrie C. Cohen, librarian at the Swarthmore-Fitledge Elementary Library in Swarthmore, Pa., put a book into circulation in a total of "one and one-half minutes from box to shelf!" using an *LJ* kit. This is possible because *LJ* Book Processing Kits contain not only catalog cards . . . not only the basic supplies provided by other services . . . but, in addition, important "extras" to help simplify the work of every librarian. Each 11-part kit contains: 8 catalog cards (five headed, three unheaded), reinforced book pocket on tear-resistant stock, book card, and post-proof vinyl spine label, imprinted with call number in sharp black ink, and guaranteed to adhere once allowed to "set."

Give these new kits a "trial run"...

Why not place a trial order for a few kits and test our claim that *LJ* Book Processing Kits can help you catalog and shelve your books in minutes! Kits cost only 29¢ each and may be paid for by check, money-order, or Scrip—with each coupon worth 2¢. Kits may be ordered along with books from many wholesalers; check with yours. Or, they may be ordered direct from *LJ Cards, Inc.* Write to us for a free sample kit, and a copy of our descriptive brochure.



*Kits are reprinted on special machinery at *LJ Cards, Inc.*, so that if a large order depletes our supply of kits for a title, new stock can be printed sub-overnight. Plates can be made in minutes on the new ink-machine to the right, and in the foreground is the Davidson offset machine where emergency reprint jobs are handled.*

Cards, Inc. P. O. Box 27 • Cooper Station Post Office • New York, N. Y. 10003

Library Journal Cards, Inc. "The keynote is 'speed' at Library Journal Cards, Inc." *LJ* 90, no. 16 (1965): 3654-3655.

1966

Desk-size electrostatic copier

(Fotocopiadora electrostática del tamaño de un escritorio)

Desk-Size Electrostatic Copier

WHAT IS CLAIMED to be a first in desk-top dry electrostatic copiers, the Bruning 3000, has been introduced by the Charles Bruning Co. The machine can copy all originals, letters, business forms, and pages from bound books with ease and fidelity. The machine also has the capability of reducing legal-size materials to letter-size copies.

Bruning, a division of Addressograph Multigraph Corp., points out that its new unit copies legal-sized or letter-sized documents at the same cost. There is no need to change copy paper; it's all one size — 8½" x 11". A flip of the switch changes the copier from a letter-size copy machine to a 20 percent reduction unit. This makes for ease of filing and handling of legal size (8½" x 14") documents.

The Bruning 3000 features a dial selector which allows the operator to make one to 20 copies automatically by setting the proper quantity. It operates on standard 110-volt

electricity and no warm-up time is required. The machine has a capacity of six copies per minute.

The machine is priced at \$1,875 and is also available on a rental or lease-purchase basis. It is 31¼" long x 23" deep x 21" high. The Bruning 3000 is distributed through local offices of Addressograph Multigraph, located in principal cities. Further information is available from Charles Bruning Co., Div. of Addressograph Multigraph Corporation, Mount Prospect, Ill.

La *Bruning 3000*, que se dice, es la primera en hacer copias electrostáticas secas, ha sido presentada por *Charles Bruning Co.* La máquina puede copiar todos los originales, cartas, formularios comerciales y páginas de libros encuadernados con facilidad y fidelidad. La máquina también tiene la capacidad de reducir la copia de materiales de tamaño legal a carta. Addressograph Multigraph Corporation, 1966.



Addressograph Multigraph Corporation. "Desk-size electrostatic copier". *LJ* 91, no. 3 (1966): 670.

1966

Trio-Phonic for silent listening, silent learning, where silence is golden
(*Trio-Phonic* para escuchar en silencio, aprender en silencio, donde el silencio es oro)

Los sistemas de sonido *Trio-Phonic* permiten que el aula de la escuela, la sala de estudio o la biblioteca cuenten con instalaciones de audición y estudio personalizadas, diseñadas para adaptarse a su aplicación sin costo adicional. The Perry Company, 1966.

The Perry Company. "Trio-Phonic". *LJ* 91, no. 7 (1966): 1825.

1966

Heating panel
(Panel calefactor)

3M Company ha desarrollado un panel calefactor portátil para los lugares con corrientes de aire y difíciles de calentar en bibliotecas y oficinas. El panel eléctrico de calefacción radiante, diseñado para un fácil montaje en los paneles interiores de escritorios o mostradores, y en las paredes, eliminará el frío de las corrientes de aire de puertas y ventanas abiertas, aire acondicionado o simplemente áreas con corrientes de aire. Un calentador "personal" proporciona un aura de calidez para el usuario individual, y se recomienda especialmente para su uso por parte del personal del mostrador de préstamo que debe trabajar cerca de entradas con corrientes de aire, así como el personal que ocupa escritorios en áreas públicas abiertas. 3M Company, 1966.

Heating Panel

A PORTABLE heating panel for those drafty, hard-to-heat niches in libraries and offices has been developed by the 3M Company. The electric radiant heating panel, designed for easy mounting on the inner panels of desks or counters, and on walls, will take the chill out of drafts from open doors and windows, air conditioning, or just plain drafty areas. A "personal" heater, it provides an aura of warmth for the individual user only, and is especially recommended for use by charging desk personnel who must work near drafty entrances, and staff who occupy desks in open public areas.

The panel measures 12 by 20 inches in area, and is one-inch thick. A six-foot cord

allows easy connection to any 110-volt outlet. A pressure-sensitive mounting bracket is furnished for mounting to nearly any flat surface. Since there are no moving parts or exposed electrical elements, the panel provides a "safe-to-touch" radiant heat across its entire surface. The cost of operation is about 5 cents per day. The unit, which has a wood grain finish, is priced at about \$19.95 per panel. Available in hardware, variety, and other stores. For additional information write to Dept. D5-661, 3M Company, 2501 Hudson Rd., St. Paul, Minn. 55119.



3M Company. "Heating panel". *LJ* 91, no. 7 (1966): 1864.

1966

Computer produced book catalog
(Catálogo producido por computadora)

Los primeros catálogos de libros totalmente computarizados, producidos comercialmente, adaptados para cumplir con los requisitos de los sistemas de bibliotecas individuales, están ahora disponibles. Documentation, Inc., 1966.

Computer Produced Book Catalog

THE FIRST commercially produced, fully computerized book catalogs, adapted to meet the requirements of individual library systems, are now available from Documentation Incorporated, Bethesda, Maryland. The initial set of computer produced catalogs is now in use in the Baltimore County, Maryland, Public Library, a system of 17 libraries serving a population of 550,000 residents of suburban Baltimore.

Producing the Catalog

The library shelflist cards are used as input. Each unique data element for a particular title is coded and keypunched onto IBM cards. Each title is keyed only once. The data is then transferred onto magnetic tape in machine-readable form. The computer generates all catalog entries for each section of the divided catalog — Title, Subject, and Author — and puts the catalog pages in the required format. The catalog pages are then printed on a high speed computer printer using a specially designed, 120 char-

acter, upper/lower case print chain. In their "camera ready" form, the pages consist of two columns, each containing 85 lines of data. The pages are then photo-reduced, printed, and bound into catalog volumes.

Doc. Inc. is currently offering this service based on the use of standardized Library of Congress cataloging which, according to the company, results in substantial cost savings to libraries. Since a single magnetic tape record can be used an infinite number of times, libraries can share the standardized Library of Congress titles. Catalog entries can be tailored to the requirements of individual libraries by giving as full or brief an entry as desired. For example, the Author citation may contain the full Library of Congress entry while giving more abbreviated entries in the Title and Subject catalogs. Entries can also be modified to show the library's own shelf number, and symbols can be added to indicate the holdings of branch libraries.

Documentation, Inc. points out the usual advantages of the book catalog for librarians: portability, saving in staff time, easier use, savings in money.

Advantages of Computer Book Catalogs

While there are several methods of producing book catalogs, Doc. Inc. claims that the electronic computer process has the most advantages, as follows:

1) Greater flexibility: The page layout and/or catalog entry format can be revised more easily and quickly. LC cataloging data can be printed in full, or in short form, or in both formats in different parts of the catalog. Classification conversion — from LC to Dewey, for example — can be greatly simplified by letting the computer handle much of the routine detail involved in looking up proper numbers, producing labels, etc. Children's, historical, and other special collections can be listed in a separate catalog and in the main catalog, yet the cataloging need only be "keyboarded" once. Changes and improvements can be made to a computer system without affecting the cataloging information on file.

2) Computers are accurate and consistent: Misfiling is eliminated. The computer can be programmed to detect major errors and return them for correction. Once entered into the computer system, data may be filed, refiled, rearranged, or otherwise manipulated without affecting accuracy.

3) Computers can aid in editing, review-

ing, and correcting data: The computer has a supervised editing program — only unacceptable entries require human editing. The computer may be programmed to adjust minor cataloging inconsistencies. For example, "U.S." may be filed as spelled, "United States."

4) Computers can provide attractive type faces, readable formats: Computers now offer upper- and lower-case type faces. Entry headings can be in upper case for emphasis, although the cataloging data is "keyboarded" only once in both upper- and lower-case.

5) Computers are more economical: They can process a higher volume of information faster than any other method, with a resulting lower cost. As a result, supplements and annual sets are cumulated less expensively by a computer than by other methods. Because each character on a catalog card is "keyboarded" only once to put it on the computer file, keyboarding for a computer is the least expensive method of data input.

Further information is available from Documentation, Inc., 4833 Rugby Ave., Bethesda 14, Md.



APRIL 1, 1966

1865

Documentation, Inc. "Computer produced book catalog". *LJ* 91, no. 7 (1966): 1864-1865.

1966

Punching and binding machine
(Máquina de punzado y encuadernado)

Punching and Binding Machine

GENERAL BINDING CORPORATION's newly improved Combo punching and binding machine may be of interest to libraries wishing to bind operating and procedure manuals, research or annual reports, or other types of booklets. The Combo is designed to punch sheets for two rings, 21 rings, or any number in between in widths of 2" to 12" in length on the binding side, and in thicknesses of from 3/16" to 2".

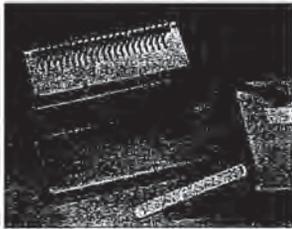
The punching operation is accomplished by inserting the pages to be punched in groups of from 12 to 20 sheets at one time under the punching dies at the front of the machine, and by pulling the lever arm down and releasing it.

The binding operation is carried out by laying the proper size plastic binding in place at the back of the machine, pushing back on the lever arm, placing the punched sheet over the machine's fingers, and pulling down the arm. The result, according to the

manufacturer, is a professionally bound booklet, produced in the library by its staff.

The machine is 15 3/4" in height, 13 11/16" in depth, and 16 11/16" in width; weight is 19 3/4 lbs.; finish is two-tone green and stainless steel. Price is about \$300. Plastic binding strips cost about 9¢ each for a standard size booklet. Offices of the General Binding Corp. are in principal cities or write to GBC, 1101 Skokie Blvd., Northbrook, Ill. 60062.

La máquina de encuadernación y punzado, mejorada recientemente, de *General Binding Corporation* puede ser de interés para las bibliotecas que deseen encuadernar manuales de operación y procedimientos, informes anuales o de investigación u otro tipo de folletos. The General Binding Corp., 1966.



The General Binding Corp. "Punching and binding machine". *LJ* 91, no. 11 (1966): 2806.

1966

Carpet conditioner
(Acondicionador de alfombras)

American Cleaning Equipment Corp. ha anunciado un nuevo concepto en "cuidado automatizado de alfombras". Su nueva unidad *All American Carpet Conditioner* es una máquina autopropulsada que ha sido desarrollada para rejuvenecer las alfombras: levantando el pelo, cepillando, peinando, pasando la aspiradora y, finalmente, emitiendo un spray de niebla química invisible que limpia, refresca e ilumina las fibras individuales de la alfombra, eliminando la necesidad de lavarse con champú. *American Cleaning Equipment, Corp.*, 1966.

Carpet Conditioner

A NEW CONCEPT of "automated carpet care" has been announced by the American Cleaning Equipment Corp. Their new All American Carpet Conditioner unit is a self-propelled machine that has been developed to rejuvenate carpeting by: lifting the pile, brushing, combing, vacuuming and, finally, emitting an invisible chemical fog spray which cleans, freshens, and brightens the individual fibers in the carpeting, eliminating the need for shampooing.

A special cylindrical fiber brush in the unit gently yet efficiently cleans out embedded dirt, grit, and sand through the most heavily matted carpeting, while a powerful vacuum carries it away. A trap catches tacks, hair pins, and other foreign objects thereby protecting the motor.

An exclusive feature of the new carpet conditioner is the built-in "Luster Fog Spray." Utilizing a newly developed chemical, the invisible fog is emitted from two jets located at the front of the unit. The company claims that the fog safely and effectively

freshens and brightens all types of carpeting fabrics without foam, suds, dampness, or sticky residue, and it dries instantly.

For further information write to the American Cleaning Equipment Corp., 5024 Rose Street, Schiller Park, Ill.



American Cleaning Equipment, Corp. "Carpet conditioner". *LJ* 91, no. 11 (1966): 2806-2807.

Telephone Emergency Alarm

The cost of leased telephone wires has deterred many libraries from installing burglar or fire alarms. Now available is an electronic alarm system that makes use of ordinary telephone facilities rather than leased wires connected to private protection companies, the police or fire departments, or a central security unit.

The new Tel-Guard unit consists of a cradle-like stand for a telephone (generally placed in an inconspicuous, out-of-the-way location), and a number of sensing devices which, in case of emergency, trigger the system. When the system is activated, the telephone receiver lifts automatically and a mechanical arm dials "0" for the operator. A prerecorded tape reports the necessary information in a calm, professional voice, repeating the message continuously for three minutes so there can be no errors concerning the location or nature of the emergency. By means of two tapes, the system can report either fire or burglary, depending upon the sensing device which has been activated.

The system works with many different kinds of sensing devices. Door switches, foot mats, and electric eyes can be installed to detect break-ins or tampering. Other sensing devices can be installed to detect fire, smoke, fumes, changes in temperature and water. The system is also useful in detecting utility failures, gas accumulation, or refrigeration breakdowns.

Full information is available from Tel-Guard, Benedict Productions Inc., 506 State St., Schenectady, N.Y. 12305.



1966

Telephone emergency alarm (Alarma de emergencia telefónica)

El costo de los cables telefónicos arrendados ha disuadido a muchas bibliotecas de instalar alarmas contra robo o incendio. Ahora está disponible un sistema de alarma electrónico que hace uso de las instalaciones telefónicas ordinarias en lugar de los cables arrendados conectados a las empresas de protección privada, los departamentos de policía o bomberos o la unidad central de seguridad. La nueva unidad *Tel-Guard* consta de un soporte para teléfono en forma de cuna y una serie de dispositivos de detección que, en caso de emergencia, activan el sistema. Tel-Guard, Benedict Productions, Inc., 1966.

Tel-Guard, Benedict Productions, Inc. "Telephone emergency alarm". *LJ* 91, no. 11 (1966): 2807.

1966

"Do your specs cover these points?"
(¿Sus especificaciones cubren estos puntos?)

Los soportes de estante *Estey* tienen bordes que están completamente sujetos... arriba, adelante y abajo. Esta construcción redondeada y ajustada no sólo realza la belleza de los estantes *Estey*, sino que también elimina todos los bordes afilados en los que se pueden cortar las manos o rasgar la ropa y el libro. Estey Corporation, 1966.

Estey Corporation. "Do your specs cover these points?". *LJ* 91, no. 14 (1966): 3583.

"DO YOUR SPECS COVER THESE POINTS?"

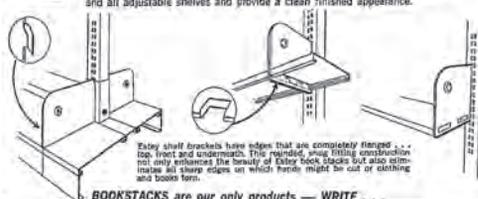
BOOKSTACKS

SAFETY

- All exposed edges of bookstack surfaces shall be fully rounded to eliminate any corners or sharp edges that might injure persons or damage books. This shall include both top and bottom front edges of shelf brackets.
- All edges of shelves, uprights, and other parts of the bookstack section shall be completely and smoothly deburred before painting.
- All adjustable shelf brackets and base shelf brackets shall be designed to eliminate damage to books caused by knifing. Where shelf brackets and base brackets come together, not less than $\frac{1}{8}$ " in thickness shall be permitted.

UTILITY AND APPEARANCE

- Usable shelf length shall be not less than 35% for bookstack sections 36" on centers.
- Base brackets of all free-standing sections shall extend continuously from one face of the range to the other face of the range.
- When end panels are not used at range ends, base brackets shall have finish plates to cover all unfinished edges.
- Bookstacks and end panels shall be properly designed so that shelves can be perfectly aligned on a horizontal level regardless of the unevenness of the floor.
- End panels shall be fabricated from pattern rolled steel. End panel return flanges shall be not less than 2 1/2" so as to close the space between the flanges and all adjustable shelves and provide a clean finished appearance.



Estey shelf brackets have edges that are completely flanged... top, front and underneath. This rounded, snug fitting construction not only enhances the beauty of Estey book stacks but also eliminates all sharp edges on which hands might be cut or clothing and books torn.

BOOKSTACKS are our only products — WRITE . . .

ESTEY CORPORATION

One Catherine Street, Red Bank, N. J.

1967

Two minutes ago Keith Lightfoot began searching for one patent out of 67 000 (suddenly he has his own microfilm copy)
(Hace dos minutos, Keith Lightfoot empezó a buscar una patente entre 67 000) (de repente tiene su propia copia en microfilm))

Keith Lightfoot quería encontrar una patente entre un pajar de 67 000. Podría haberle llevado horas. Pero tuvo una copia en sólo dos minutos. ¿Cómo? Su empresa tiene todas las patentes estadounidenses de 1966 en microfilm de 3M IM/PRESS, la 3M International Microfilm Press, un nuevo y notable servicio editorial. El microfilm está indizado para su recuperación inmediata. Simplemente coloca la película en una Lectora-Impresora de Microfilmes 400 distintiva de 3M. Luego revisa la imagen en la pantalla grande. O hace una copia fácil de leer en seis segundos presionando un botón. 3M IM/PRESS, 1967.

Two minutes ago Keith Lightfoot began searching for one patent out of 67,000.
(Suddenly he has his own microfilm copy.)

Keith Lightfoot wanted to find one patent out of a haystack of 67,000. It could have taken him hours. But he had a copy of the patent in only two minutes. How? His firm has all of the 1966 U.S. patents on microfilm from 3M IM/PRESS—the 3M International Microfilm Press—a remarkable new publishing service.

Microfilm is indexed for immediate retrieval. He simply puts the film into a distinctive 3M "400" Microfilm Reader-Printer. Then re-

views the image on the large screen. Or makes an easy-to-read copy in six seconds by pressing a button.

Of course, U.S. patents aren't the only records your library can order. Now 3M IM/PRESS offers corporation annual reports, the U.S. Patent Office Official Gazette, the U. S. Federal Register, the New York Law Journal, chemical abstracts, drugs-in-use reports, clinical literature, legal medicine reports, and periodicals such as Newsweek.

And 3M IM/PRESS is continually searching the world for new and important business and technical publications and other sources of information.

Let us help you design a microfilm information center. See your 3M Business Products Center or write for more information to: 3M IM/PRESS, Dept. FCU-37, St. Paul, Minnesota 55119.

LOOK TO 3M FOR IMAGINATION IN IMAGE-MAKING!

3M IM/PRESS. "Two minutes ago Keith Lightfoot began searching for one patent out of 67 000 (suddenly he has his own microfilm copy)". LJ 92, no. 5 (1967): 938.

1967

Pushbutton door lock

(Cerradura de puerta con pulsador)

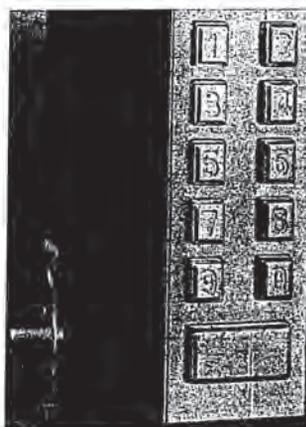
Pushbutton Door Lock

The Presto-Matic, an automatic pushbutton combination door lock which requires only a push of the correct four-number combination to unlock the door, can now be obtained from the Presto-Matic Lock Co. With this lock, key control systems are not necessary, since as many locks as desired can have the same combination.

The combinations may be easily changed in minutes and as often as desired simply by replacing the combination slides with a different pair, which costs just a little more than the price of a key. The locks are guaranteed to be pick-proof, since there are no tumblers in the locks, and the combinations can't be found by sound, or feel of the pushbuttons.

One library application is for frequently-used doors that must be kept locked at all times, such as work room doors. The pushbutton feature saves the time required to open the door by a key and eliminates the necessity of making keys for all the staff.

The lock comes in a variety of styles and finishes, and is priced in the \$15 to \$20 range. For further information, write to Presto-Matic Lock Co., Inc., 8228 West 47th St., Lyons, Ill. 60534.



LOCK WITHOUT A KEY

Presto-Matic, una cerradura de puerta con combinación automática de botones que requiere sólo presionar la combinación correcta de cuatro números para desbloquearla, ahora se puede obtener de *Presto-Matic Lock Co.* Con esta cerradura, los sistemas de llave no son necesarios, ya que tantas cerraduras como se desee pueden tener la misma combinación. Presto-Matic Lock Co., Inc., 1967.

Presto-Matic Lock Co., Inc. "Pushbutton door lock". *LJ* 92, no. 13 (1967): 2545.

1967

The automated library is here

(La biblioteca automatizada está aquí)

El nuevo sistema de almacenamiento compacto *RANDTRIEVER™* ubica y entrega libros en segundos, automáticamente. Desarrollado por *Remington Rand*, el nuevo y extraordinario sistema *RANDTRIEVER™* representa la primera forma estándar de recuperar los libros de las estanterías. Porque aquí, de hecho, está la biblioteca automatizada. El único contacto humano es un operador, que introduce las instrucciones electrónicas, y la consola de la estación de control. A continuación, los libros se entregan automáticamente, en el lugar de uso. Library Bureau, 1967.



Library Bureau. "The automated library is here". *LJ* 92, no. 16 (1967): 2984-2985.

1967

Book theft control
(Control de robo de libros)

Metal Edge Industries ha introducido recientemente un sistema electrónico de detección diseñado para minimizar el robo de libros.

Es un sistema de puntos de control que funciona de la siguiente manera: en primer lugar, en los libros de la biblioteca se ocultan tarjetas electrónicamente sensibles. La tarjeta puede tener la forma de láminas para libros, bolsillos para tarjetas o piezas de refuerzo en blanco. Una vez instalado, el libro está permanentemente protegido. A continuación, se instalan pantallas y equipos de detección electrónica. Son a prueba de manipulaciones y automáticas. Las pantallas están hechas a medida para combinar con la decoración de la biblioteca. Cuando un lector lleva un libro correctamente en préstamo, no pasa nada. Sin embargo, si alguien intenta sacar un libro ilegalmente, el material sensible del libro activa el sistema y suena una alarma, y el torniquete o la puerta se bloquean automáticamente. *Metal Edge Industries*, 1967.

Book Theft Control

An electronic detection system designed to minimize the theft of books has recently been introduced by Metal Edge Industries. The system has been experimentally installed at the Frankford Branch of the Free Library of Philadelphia and, on the basis of results to date, has been characterized by the library's director, Emerson Greenaway, as "... less expensive and more efficient per book protected than any other system we have examined."

The Checkpoint system works as follows: first, electronically sensitive card stock is concealed in books in the library. (Tests show that unskilled clerical workers can treat an average of four books a minute.) The card stock can be in the form of book plates, card pockets, or blank reinforcing pieces. Once installed, books are permanently protected. Electronic sensing equipment and screens are then installed. They are tamperproof and automatic. The screens are custom-made to blend with the decor of the library. The control equipment requires 15" of single shelf space and is hidden by the loan desk.

When a reader charges out a book properly, nothing happens. However, if someone tries to remove a book illegally, the sensitive material in the book activates the system, an alarm

sounds, and a turnstile or door is automatically locked. The system works even if the book is concealed.

When the alarm goes off, the desk attendant can tactfully treat the incident as an accident and offer to charge out the book. This approach eliminates the need for an embarrassing confrontation or personal search.

Signs throughout the library call attention to the electronic security system and act as an effective deterrent to the removal of books.

Full information on the operation and cost of the Checkpoint system may be obtained by writing to Peter Stern, Vice President, Research and Development, Metal Edge Industries, Barrington, N.J. 08007.



DETECTION SYSTEM

Metal Edge Industries. "Book theft control". *LJ* 92, no. 17 (1967): 3397.

1968

Slide projector from Kodak
(Proyector de diapositivas de Kodak)

Eastman Kodak ha lanzado recientemente un nuevo proyector de diapositivas diseñado para uso individual y de grupos pequeños, con un valor menor a \$100. Tiene un obturador de taquistoscopio que oscurece la pantalla temporalmente sin hacer avanzar la diapositiva, una característica que permite al usuario apagar el programa temporalmente para propósitos de discusión, o proyectar una diapositiva en particular en la pantalla por un instante para probar. El proyector permite el control de avance y retroceso, tiene un receptáculo para control remoto y control de disolución. Eastman Kodak, 1968.

out the screen temporarily without advancing the slide, a feature that enables the user to shut off the program temporarily for purposes of discussion, or to project a particular slide on the screen for an instant for testing—and other purposes (e.g., word recognition, in speed reading and remedial reading courses). The projector allows for forward and reverse control, has a receptacle for remote control and dissolve control; constructed of die-cast metal, it weighs about 11 lbs., measures 4" x 11" x 11" without the tray. The projector is available with a choice of projection lenses.

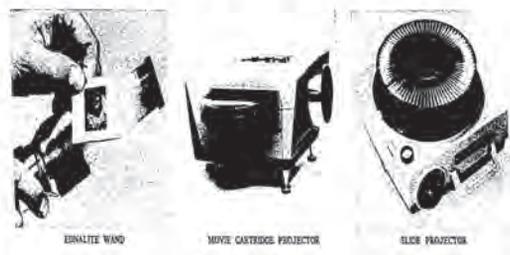
Kodak Carousel Universal Slide Tray, which has a capacity of 80 slides in cardboard and thin plastic (measuring up to 1/8" in thickness) and will also hold most thick glass mounts). The model accepts such accessories as the Kodak Carousel Sound Synchronizer and Slack Loader.

For details on the Ektagraphic Slide Projector, Model E, contact the regional offices of the Motion Picture and Education Markets Division of Eastman Kodak: in the East, 200 Park Ave., New York, N.Y. 10017; for the Midwest area, 1901 W. 22 St., Oak Brook, Ill. 60521; and, for the Pacific Southern Branch, 6706 Santa Monica Blvd., Hollywood, Cal. 90038.

Slide Projector from Kodak

Eastman Kodak has recently put out a new slide projector designed for individual and small group use, and selling at less than \$100. It has a tachistoscopic shutter which blackens

The new model comes with the



Eastman Kodak. "Slide projector from Kodak". *LJ* 93, no. 10 (1968): 2103.

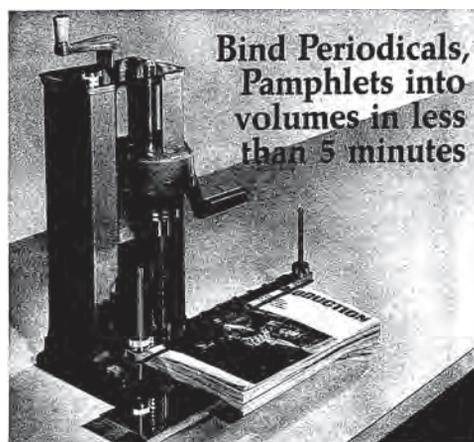
1969

*Bind periodicals, pamphlets
into volumes in less than 5 minutes*

(Encuadración en volúmenes de publicaciones periódicas
y folletos en menos de 5 minutos)

El nuevo sistema de encuadración *Bro-Dart 800* es simple, profesional y económico. Asistentes no especializados pueden aprender rápidamente a utilizarla. Alinea instantáneamente una pila de publicaciones periódicas (de hasta 4" de grosor); perfora el número deseado de agujeros con precisión; y asegura las publicaciones de forma permanente con pilas de plástico flexible o "remaches", todo en menos de cinco minutos y por sólo unos centavos por encuadración. ¡No más largas y frustrantes semanas de espera mientras las publicaciones están en la encuadración, no disponibles! Brodart, 1969.

Brodart. "Bind periodicals, pamphlets into volumes in less than 5 minutes". *LJ* 94, no. 1 (1969): 19.



The new Bro-Dart 800-Binding System is simple, professional, inexpensive. Non-skilled help can quickly learn to use it. It aligns a stack of periodicals (up to 4" thick) instantly; drills the desired number of holes accurately; and secures the publications permanently with flexible plastic tacks or "rivets"—all in less than five minutes, and for just pennies per binding. No more long, frustrating weeks of waiting while

the publications are at the bindery, unavailable! The equipment easily accommodates hinged or flexible covers, and a spine can be added for reinforcement, shelf identification, and appearance. All four components (Holder, Aligner, Drill and Binder) fit without special installation on an ordinary table or desktop. Cost is \$495. FOB Newark, N.J. For more information, write: Dept. LJ-1b



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LJ/JANUARY 1, 1969 19

1969

Facsimile transmitter
(Transmisor facsímil)

Datafax Corp. ha introducido una nueva herramienta de comunicación llamada *Electronic Mailbox*, que puede transmitir cualquier página, informe, fotografía o dibujo que mida 8½" x 11" dentro de la biblioteca o entre bibliotecas de todo el país en 4½ minutos. La unidad utiliza líneas telefónicas regulares—locales o de larga distancia— para transmitir o recibir copias facsímiles exactas de cualquier material que pueda producirse con una fotocopiadora estándar de oficina. El transmisor también es receptor; siempre está en la "posición de encendido" para enviar o recibir copias por fax y está equipado para una operación sin supervisión. *Datafax Corp.*, 1969.

Facsimile Transmitter

The *Datafax Corp.* has introduced a new communications tool called the *Electronic Mailbox*, which can transmit any page, report, photograph or drawing measuring 8½" x 11" within the library or between libraries across the country in 4½ minutes. The unit uses regular telephone lines—local or long distance—to transmit or receive exact facsimile copies of any material which can be produced by a standard office copier. The unit can be run by any member of the office staff.

The transmitter is also a transceiver; it is always on the "on position" to either send or receive facsimile copies and is equipped for unattended operation. An accessory document loader will automatically transmit up to 50 documents and an "automatic answer" feature enables the machine to receive transmissions when no one is in the library. The machine contains enough paper to receive almost 150 8½"x11" documents without reloading.

The unit can be purchased or leased, and each customer is provided with an exclusive "dial *Datafax* directory" updated quarterly, which lists the telephone numbers of all other *Datafax* users. For further information, contact *Datafax Corp.*, a subsidiary of *Stewart-Warner Corp.*, 1300 N. Kostner Avenue, Chicago, Ill. 60651.



ELECTRONIC MAILBOX

Datafax Corp. "Facsimile transmitter". *LJ* 94, no. 1 (1969): 53.

1969

Your library becomes a new knowledge center with exclusive EFI Wireless Cartridge System!
 (¡Su biblioteca se convierte en un nuevo centro de conocimientos con el exclusivo *EFI Wireless Cartridge System!*)

El nuevo sistema *EFI Wireless 4 Stack Cartridge* cumple con los principales objetivos educativos de las bibliotecas modernas al motivar el enriquecimiento del grupo y estimular el aprendizaje individual. La eficacia del bibliotecario se multiplica por la capacidad dual de brindar instrucción en grupo o individual... simultáneamente. Este exclusivo sistema de cartucho inalámbrico ofrece a los estudiantes y al bibliotecario muchos beneficios. Electronic Futures, Inc., 1969.



Your Library Becomes a New Knowledge Center with Exclusive *efi* Wireless Cartridge System!

The new *EFI Wireless 4-Stack Cartridge System* meets the primary educational goals of modern libraries by motivating group enrichment as well as stimulating individual learning. Librarian effectiveness is multiplied by the dual capability of providing group or individual instruction . . . simultaneously. This unique *Wireless Cartridge System* offers students as well as the librarian many benefits:

- Easy cartridge load**—Completely enclosed cartridge is inserted into *EFI Audio Programmer* to operate — no unnecessary handling or broken tapes.
- Eliminates special listening rooms**—Expensive wired listening rooms are unnecessary because students receive programs through compact wireless receivers at any location within the library.

- Four-hour cartridge**—Each eight-track cartridge stores four hours of program material. Utilized with the eight-channel wireless system, it provides 32 hours of continuous play without changing a single cartridge.
- Program flexibility**— Librarians can publish a schedule for group enrichment on four channels while leaving the additional four channels open or "on call" for individual student learning.
- Program materials**— *EFI* offers a wide selection of pre-recorded programs such as the *Caedmon Series*, *Imperial Series*, and other subjects. Commercial musical cartridges may be played through the *EFI Audio Programmer*.

Discover now how this unique *EFI Wireless Cartridge System* can bring new excitement to your *Instructional Resources Center*. Complete and mail the attached coupon now.

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LJ/JANUARY 1969 133

Electronic Futures, Inc. "Your library becomes a new knowledge center with exclusive *EFI Wireless Cartridge System!*". *LJ* 94, no. 2 (1969): 133.

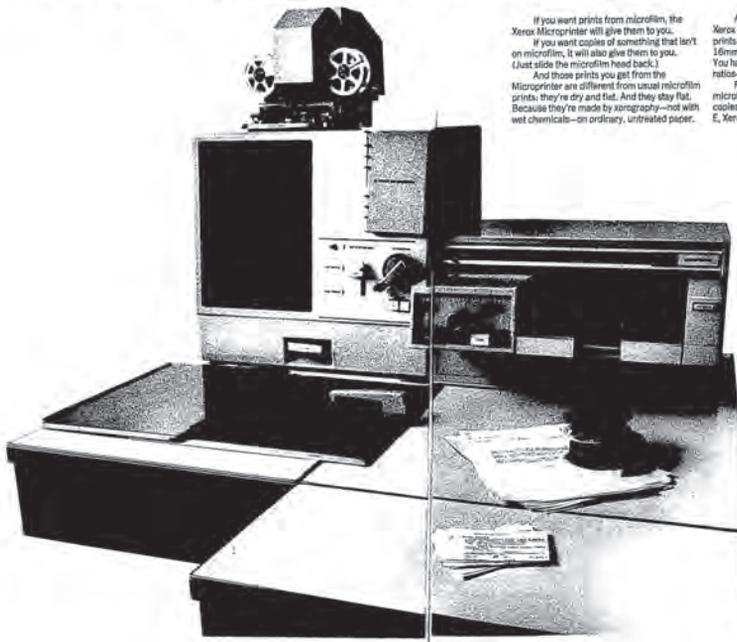
1969

*When you're not using the new Xerox Microprinter
as a microfilm printer, use it as a copier*

(Cuando no esté utilizando la nueva microimpresora Xerox
como impresora de microfilm, úsela como fotocopiadora)

Si desea impresiones de microfilm, la microimpresora Xerox se las proporcionará. Si quiere copias de algo que no esté en microfilm, también te las dará. (Simplemente deslice el cabezal del microfilm hacia atrás). Las impresiones que obtiene de la Microimpresora son diferentes de las impresiones de microfilm habituales: son secas y planas. Xerox Corporation, 1969.

When you're not using the new Xerox Microprinter as a microfilm printer, use it as a copier.



If you want prints from microfilm, the Xerox Microprinter will give them to you. If you want copies of something that isn't on microfilm, it will also give them to you. (Just slide the microfilm head back.)

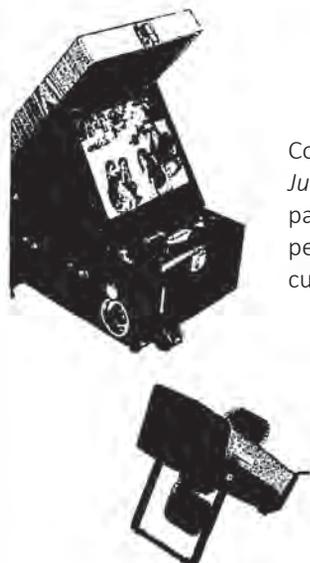
And those prints you get from the Microprinter are different from usual microfilm prints. They're dry and flat. And they stay flat. Because they're made by xerography—not with wet chemicals—on ordinary, untreated paper.

As either microfilm printer or copier, the Xerox Microprinter gives you as many as 420 prints an hour. It can handle roll film—either 16mm or 35mm—aperture cards, or microfiche. You have a choice of different magnification ratios—16X, 20X and 24X.

For more on the copier that prints from microfilm (or is it the microfilm printer that copies?) write Microprinter, Xerox, Department E, Xerox Square, Rochester, New York 14603.

XEROX

Xerox Corporation. "When you're not using the new Xerox Microprinter as a microfilm printer, use it as a copier". *LJ* 94, no. 4 (1969): 702-703.



father & son team

Meet Previewer Senior and Previewer Junior, the Viewlex father and son team for pre-viewing 35mm filmstrips.

Dad is portable and has a 7" x 9" rear projection screen that pops into position. He's very positive about framing, and always sharp about focus.

Junior is growing up in the quality image of his father. But he's small, so you can hold him in your hand. He also has legs that double as a handle. Great kid.

Between them, you get all of the filmstrip previewing versatility you want. For your use, or for study carrels.

Get them both. It's not nice to break-up a father and son team, you know.

At your AV dealer along with the projector side of the family, or write:

 **Viewlex** inc.

64 Broadway, Holbrook, N.Y. 11741
in Canada: Audio-Visual Systems (Division
of Anglphoto) Toronto, Montreal, Vancouver

LJ/MARCH 15, 1969 1309

1969

Father & son team
(Equipo padre e hijo)

Conozca los *Previewer Senior* y *Previewer Junior*, el equipo de padre e hijo de *Viewlex* para obtener una vista previa de las tiras de película de 35 mm. Para su uso o para cubículos de estudio. Viewlex, Inc., 1969.

1969

Optical scanning
(Escaneo óptico)

Tarjetas catálográficas convertidas a cinta magnética mediante un escáner óptico de páginas. Cintas de salida escritas en Formato MARC II L.C. Input Services, 1969

OPTICAL SCANNING

- LIBRARY CATALOG CARDS CONVERTED TO MAGNETIC TAPE BY OPTICAL PAGE SCANNER
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SPECIALISTS IN THE CONVERSION OF
LIBRARY CATALOG CARDS TO MAGNETIC TAPE

Viewlex, Inc. "Father & son team".
LJ 94, no. 6 (1969): 1309.

Input Services. "Optical scanning". LJ 94, no. 8 (1969): 1569.

1969

Filmstrip projector
(Proyector de tira de película)

Filmstrip Projector

A 35mm projector, model TT-30, which can be used in the standard manner or as a special tachistoscopic projector is available from Teaching Technology Corporation. The unit, capable of infinitely variable flashing speeds from 1/50 up to one second, is useful in presenting reading programs. Features include: a 3-inch coated f/3.0 anastigmatic lens, aluminum case, cooling fan for longer lamp life, elevation adjustment, rapid film advance, and slip-screw lens for focusing. The TT-30 weighs 6½ pounds and measures 6¾" x 7½" x 5." Price: \$129.50. For further information contact nearest TTC representative or write: TTC, 5520 Cleon Ave., North Hollywood, California 91601.



TTC PROJECTOR UNIT

Un proyector de 35 mm, modelo TT-30, que se puede utilizar de forma estándar o como un proyector taquistoscópico especial, está disponible en *Teaching Technology Corporation*. La unidad, capaz de velocidades de parpadeo infinitamente variables desde 1/50 hasta un segundo, es útil para presentar programas de lectura. TTC Representative, 1969.

TTC Representative. "Filmstrip projector". *LJ* 94, no. 6 (1969): 1315.

1969

Library listening system
(Sistema de sonido de biblioteca)

Library Listening System

Library-craft, a distribution system for stereo tape and/or disc assignments, has been introduced by Switchcraft. A desk console houses the components for the system, including the library lesson programmer, six transistorized stereo amplifiers, and six lesson sources which may include stereo turntables or stereo tape transports. The lesson programmer distributes lesson sources to as many as 48 student positions, and permits the instructor to monitor any lesson without interrupting the class. The tape transport unit is designed for speeds of 7½, 3¾, or 1½ ips. A magnetic cartridge, automatic record cueing, and automatic shut-off are features of the turntable unit.

Each student position includes headphone and jack, tone control, and separate volume control for each channel.

For details contact Switchcraft, 5555 North Elston Avenue, Chicago, Illinois 60630.



LISTENING SYSTEM

Library-craft, un sistema de distribución para cintas estéreo y/o discos, ha sido introducido por *Switchcraft*. Una consola de escritorio alberga los componentes del sistema, incluido el programador de lecciones, seis amplificadores transistorizados estéreo y seis fuentes de lecciones que pueden incluir tocadiscos o casetes. *Switchcraft*, 1969.

Switchcraft. "Library listening system". *LJ* 94, no. 6 (1969): 1315.

1969

*Library of Congress
catalog on microfiche*
(Catálogo de *Library of
Congress* en microfichas)

Una fuente de referencia invaluable, ahora al alcance de todas las bibliotecas a través de la economía de las microfichas. Las primeras tres secciones del Catálogo de la *Library of Congress*, probablemente la fuente de referencia más completa para información bibliográfica, ahora están disponibles en microfichas a una fracción del costo de la publicación en tamaño completo. Microcard Editions, 1969.

Microcard Editions. "Library of Congress catalog on microfiche". *LJ* 94, no. 8 (1969): 1567.



Library of Congress Catalog on Microfiche

An invaluable reference source,
now within the reach of every library
through the economy of microfiche.

The first three sections of the Library of Congress Catalog, probably the most complete single reference source for bibliographic information, are now available on microfiche at a fraction of the cost of the full size publication.

The Microcard Editions collection includes all Library of Congress author and main-entry cards issued between 1898 and 1952, covering books, periodicals, maps, atlases, and related material. Information is accurate and detailed. Most entries include extensive notations on contents, history and the file, as well as complete bibliographic data.

Three separate sets are available:
The Main Catalog, 167 volumes, includes all cards printed from 1898 through July 31, 1942.
The Supplement, 42 volumes, includes those cards issued from Aug. 1, 1942 to Dec. 31, 1947.
The Author Catalog, 24 volumes, covers the period from 1948 to 1952. (Entries are more abbreviated, since the method of cataloging was revised beginning in 1948.)

Each section is available on 105 x 148mm (4" x 6") positive microfiche, negative microfiche, or micro-opaque cards.

Please send leaflet on the Library of Congress catalog, 1898-1952.
This is an order for the Library of Congress catalog on
 positive microfiche; negative microfiche; micro-opaque cards.
 Main Catalog (\$699); Suppl. (\$199); Author Catalog (\$119).

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NCR MICROCARD EDITIONS
101 MARKET STREET, NEW YORK, NEW YORK 10038
INDUSTRIAL PRODUCTS DIVISION, THE NATIONAL CASH REGISTER COMPANY

LJ/APRIL 15, 1969 1567

1969

Arithmetic learning machine
(Máquina de aprendizaje aritmético)

Arithmetic Learning Machine

Arkay has come out with a computer type learning machine to teach fundamental arithmetic to children between ages five and ten. The 4-lb. Computrainer can teach division without having the child employ the principles of multiplication, multiplication before he knows "times" tables, subtraction to a child who has not yet learned to add, and addition to a child who has not yet learned to count beyond ten. The machine and children's workbooks cost \$14.95 from Arkay International, 2372 Linden Boulevard, Brooklyn, New York 11208.

Arkay ha presentado una máquina de aprendizaje tipo computadora para enseñar aritmética fundamental a niños de entre cinco y 10 años. El 4-lb. *Computrainer* puede enseñar división sin que el niño emplee los principios de multiplicación, multiplicación antes de que sepa las tablas de multiplicar, resta a un niño que aún no ha aprendido a sumar y suma a un niño que aún no ha aprendido a contar más allá de 10. Arkay International, 1969.

Arkay International. "Arithmetic learning machine". *LJ* 94, no. 6 (1969): 1315.

1969

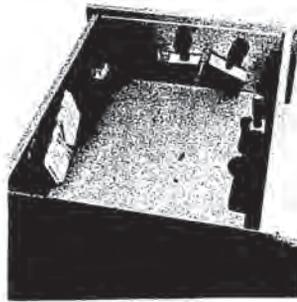
Magnetic holding tape
(Cinta de sujeción magnetizada)

Magnetic Holding Tape

A flexible magnetic tape which serves as a temporary holding device is now available from Office Devices. Called Magna-Strip, the tape can be used to keep rubber stamps and other small office tools handy, to hold moveable shelf labels, and to mount visual displays.

The tape is 1/2" wide and can be cut with a scissors or knife. It is self-adhesive on one side so that it can be permanently affixed to rubber stamps, labels, etc. The magnetic side is in this way exposed so that these items can be hung on the metal surface desired.

The tape is available from most office supply stores. For further information and a free sample, write to Office Devices, Inc., 844 Kingsland Avenue, St. Louis, Mo. 63130.



MAGNETIC TAPE

Office Devises ofrece ahora una cinta magnetizada flexible que sirve como dispositivo de sujeción temporal. Llamada *Magna-Strip*, la cinta se puede utilizar para tener a mano sellos de goma y otras herramientas pequeñas de oficina, para sujetar etiquetas de estantes móviles y para montar pantallas. Se puede cortar con unas tijeras o un cuchillo. Es autoadhesiva por una cara para que pueda ser pegada permanentemente a sellos de goma, etiquetas, etcétera. El lado magnetizado queda expuesto para que estos elementos puedan colgarse en la superficie metálica. Office Devices, Inc., 1969.

Office Devices, Inc. "Magnetic holding tape". *LJ* 94, no. 17 (1969): 3425.

1969

Learning is easier with an automatic!
(¡Aprender es más fácil con un automático!)

Proyector de tira de película sonora *Super Micromatic*. Cambia la imagen automáticamente y pone al instructor en control total del programa. El sonido y las imágenes se pueden detener o iniciar instantáneamente para la discusión en grupo y la toma de notas. También muestra diapositivas de 2 x 2. Dukane Corporation, 1969.

Dukane Corporation. "Learning is easier with an automatic!". *LJ* 94, no. 18 (1969): 3802.

Learning is easier with an automatic!

DUKANE "SUPER MICROMATIC" SOUND FILMSTRIP PROJECTOR

Changes picture *automatically* and puts the instructor in complete control of the program. Sound and pictures can be stopped or started instantly for group discussion and note taking. Also shows 2 x 2 slides.

New long life, 500 Watt, quartz halogen lamp projects brilliant images, even in hard-to-darken rooms.

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AUDIO VISUAL DIVISION
DEPT. SL-109A / ST. CHARLES, ILL. 60174
PHONE 312-504-2300

175 R

1969
Ice remover
 (Removedor de hielo)

El removedor de hielo X-73 de *Monroe Co.* es útil para bibliotecas que desean proteger pisos alfombrados y pasillos, escalones de concreto, o aquellas que tienen problemas de remoción de nieve y hielo. Debido a su acción "exotérmica" que dura hasta 24 horas, el compuesto es 30 veces más efectivo que la sal de roca, que no funciona a temperaturas por debajo de los 15°F, el removedor de hielo irradia calor para derretir la nieve y el hielo incluso a 20°-30° bajo cero. The Monroe Co., Inc., 1969.

The Monroe Co., Inc. "Ice remover". *LJ* 94, no. 19 (1969): 3985.

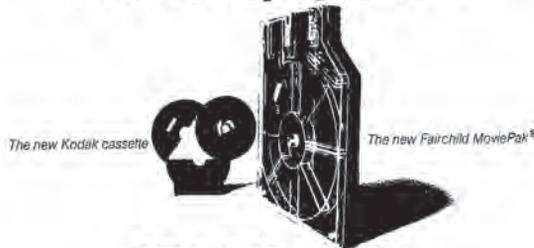
Ice Remover

The Monroe Co.'s X-73 Ice Remover is useful for libraries that want to protect carpeted floors and concrete walks and steps or those that have snow and ice removal problems. Because of its "exothermic" (heat-generating) action that lasts up to 24 hours, the compound is 30 times more effective than rock salt, which does not work at temperatures below 15°F. The ice remover radiates heat to melt snow and ice even at 20°-30° below zero.

Harmless to humans, animals, asphalt, vegetation, and clothing, the remover leaves no residue to be tracked onto carpets or floors and will not damage concrete. Packaged in an airtight, moisture-proof container, the compound can be stored from season to season without weakening its effectiveness.

The pellets can be used for sidewalks, stairways, loading docks, driveways, and parking lots and also for de-icing frozen gutters and drains. Available in containers of varying quantities from the Monroe Co., Inc., 1073 Quebec Avenue, Cleveland, Ohio 44106.

We finally standardized 8mm movie equipment.



(Didn't we?)

To everybody who has been holding off the decision on 8mm sound movie equipment until the industry started manufacturing compatible, interchangeable systems, we're happy to be able to report that those systems are here right now! Maybe.

Would you like to see the standards?



The newly standardized film

Here they are. This is a piece of Super 8 film with magnetic sound striping and a picture-to-sound separation of +18 frames.

Standardized film. You can put it in a Fairchild MoviePak and play it on the newly introduced line of Fairchild automatic, cartridge loading projectors.

Or, you can load it into a new Kodak cassette. And play it on Kodak projectors. Or Fairchild-Eumig projectors. They have different capabilities for different markets, but they use the same interchangeable cartridge.

Now that we have them, are they meaningful?

What do you think? For the first time in the history of our industry, a single piece of film can be used interchangeably in the projectors of a number of manufacturers. Without threading any of them.

Who subscribes to these standards?

So far, Eastman Kodak (in one system we all use their cassette, by the way), Eumig of Austria, an international giant in the industry. Us, Fairchild Camera & Instrument Corporation. (We have a cartridge-loading system of our own, as well as a cassette system).

And the leading professional organization, the Society of Motion Picture and Television Engineers.

So far. Right now, we're awaiting approval from ANSI (the American National Standards Institute).

Who says we haven't standardized?

The only major manufacturer of 8mm projectors who uses optical sound, rather than magnetic. He says that all we've done is standardize magnetic sound, and that we should all switch to his way of thinking. Which is an understandable attitude, even if it is a bit shortsighted.

Anybody else?

A number of people already in the market with cartridge systems that have never quite caught on. And a couple of manufacturers who haven't quite gotten the film handling out of their equipment yet, but who still dream of making the market all their own. They want us to wait for another non-interchangeable cassette.

To which we say "Is another non-interchangeable cassette worth waiting for?"

Will other 8mm manufacturers try to introduce other "standards" in the future?

That's up to you. You have to decide if you think they're necessary. Because the rest of us feel that we've already standardized. Because whenever new equipment we introduce in the future will call for Super 8 film. Magnetic sound. And a +18 picture-to-sound separation.

We say the waiting is over. That standardization is now!

For full information or a demonstration on the new projectors that are our contribution to making the concept of standardization a reality, just get in touch.

**Did we or didn't we?
 Only you know for sure.**

FAIRCHILD Fairchild Camera & Instrument Corporation, Industrial Products Division
 224 Fairchild Avenue, Plainville, NY 11803, (516) WE 8-9601

1969
*We finally standardized
 8mm movie equipment*
 (Finalmente
 estandarizamos el equipo
 de películas de 8 mm)

Para todos los que han estado postergando la decisión sobre los equipos de películas con sonido de 8 mm hasta que se empezaran a fabricar sistemas compatibles e intercambiables, ¡Nos complace poder informarles que esos sistemas están aquí ahora mismo! Fairchild Camera & Instrument Corporation, 1969.

Fairchild Camera & Instrument Corporation. "We finally standardized 8mm movie equipment". *LJ* 94, no. 22 (1969): 4500.

1970

Sound slide system

(Sistema de diapositivas de sonido)

Sound Slide System

New from the Kalart Company is a sound slide system called Kalavox. Featured in the unit is the Kalart Audio Slide Cassette, which combines sound and picture in one unit, thus assuring sound synchronization. The cassette combines any conventional 2" x 2" slide with a reel-to-reel sound tape, which allows up to one minute of recording time per cassette.

Information regarding the picture, audio message, and programming can be written on the surface of the cassette, thus providing convenience in editing. Because each audio slide cassette can be individually arranged for editing, a professional presentation can be tailored to match any particular audience.

All controls are located on a convenient panel. Included are power, lamp, play, volume, repeat slide, reject slide, hold slide, record, cue, recording level indicator, and recording time light. The remote control accessory allows remote focus, repeat, reject, or hold for any slide in the tray.

For further information, write the Kalart Company, Inc., Plainville, Conn. 06062.



AUDIO SLIDE SYSTEM

La novedad de *Kalart Company* es un sistema de diapositivas con sonido llamado *Kalavox*. En la unidad se incluye el casete de diapositivas de audio *Kalart*, que combina sonido e imagen en una sola unidad, asegurando así la sincronización del sonido. El casete combina cualquier diapositiva convencional de 2" x 2" con una cinta de sonido de carrete para leer, lo que permite hasta un minuto de tiempo de grabación por casete. *Kalart Company, Inc.*, 1970.

Kalart Company, Inc. "Sound slide system". *LJ* 95, no. 1 (1970): 53.

1970

IBM selectric type heads

(Cabezales tipo *IBM Selectric*)

Los catalogadores que requieren símbolos de tipo especial pueden estar interesados en la modificación personalizada de los cabezales de *Camil Inc.* para la máquina de escribir *IBM Selectric*. *Camil* también moldea nuevos tipos de cabezales según los formatos que especifica el cliente. El cliente puede elegir entre un stock de cabezales de tipo moldeado que incluyen códigos de biblioteca, computadora y teletipo, idiomas extranjeros y formatos químicos. *Camil Inc.*, 1970.

IBM Selectric Type Heads

Catalogers who require special type symbols may be interested in *Camil Inc.*'s custom modification of *IBM Selectric* typewriter type heads. *Camil* also molds new type heads to customer specified formats. The customer may choose from a stock of molded type heads which include library, computer, and teletype codes, foreign languages, and chemical formats.

Contact *Camil Inc.*, 835 Keeamoku Street, Honolulu, Hawaii 96814.



CATALOGER'S TYPE SYMBOLS

Camil Inc. "IBM selectric type heads". *LJ* 95, no. 5 (1970): 877.

1970

Compact cassettes
(Casetes compactos)

Audio Magnetics ha anunciado una línea de casetes compactos llamados *A/V Educator*, que cuentan con cinta de grabación magnética, almohadillas de presión de cobre de berilio, protectores de metal MU, rodillos, y ventanas de plástico. Disponibles en blanco y negro, con configuraciones de limpiador de cabezales, tienen garantía de por vida. Audio Magnetics, Corp., 1970.

Compact Cassettes

Audio Magnetics has announced a line of compact cassettes designated the *A/V Educator* and featuring magnetic recording tape, beryllium copper pressure pads, MU metal shields, and plastic rollers and windows. Available in black and white, with head cleaner configurations, they have a lifetime guarantee. Details are available from Ray Allen, Vice President of Sales, Audio Magnetics Corp., 14600 S. Broadway, Gardena, Calif. 90257.



AUDIO MAGNETICS CASSETTE

Audio Magnetics, Corp. "Compact cassettes". *LJ* 95, no. 8 (1970): 1581

1970

A/V cassette recorders
(Grabadoras de casete A/V)**A/V Cassette Recorders**

A family of cassette recorders offering audiovisual performance capabilities ranging from playback only to slide-narration synchronization is being introduced by 3M Wollensak. The system's basic unit is the Wollensak model 2520 a/v cassette recorder, designed to set the heavy-duty, reliable performance requirements of the classroom and media center. The other models have been designed to serve in many teaching/learning situations.

The recorders consist of: playback-

only, model 2505 (\$159.95), and record-playback, model 2520 (\$179.95), decks; playback-only, model 2510 (\$169.95), and record-playback, model 2520 (\$199.95), portables, housed in attache-style cases. And three specialized-performance models: audio-active, model 2530, to be announced in August; remote controlled, model 2540 (\$289.95), with three types of accessories; and slide synchronization, model 2550 (\$299.95). For further information write: 3M Department of Communications, 2501, Hudson Road, St. Paul, Minnesota; or 135 West 50th Street, New York City.

3M Wollensak está introduciendo una familia de grabadoras de casete que ofrecen capacidades de interpretación audiovisual que van desde sólo la reproducción hasta la sincronización de narración de diapositivas. La unidad básica del sistema es la grabadora de casetes Wollensak modelo 2520 A/V, diseñada para cumplir con los requisitos de rendimiento y de trabajo pesado del aula y del centro multimedia. 3M Department of Communications, 1970.

3M Department of Communications. "A/V cassette recorders". *LJ* 95, no. 8 (1970): 1581.

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and A-V Centers**
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1970

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(Para bibliotecas y centros de A-V...
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El *Embosograf* de 4" hace letreros de calidad profesional de hasta 4" x 4". Sólo *Embosograf* hace hermosos letreros en relieve para interiores/exteriores en cartón, y letreros permanentes en plástico y aluminio en relieve multicolor en una operación. Sólo *Embosograf* no usa tinta. Embosograf Corp. of America, 1970.

1970

Phase IV automatic retrieving
(Fase IV Recuperación automática)

La investigación de *Estey* está ahora en el diseño de la recuperación y colocación automática. Esto incorpora todas las ventajas y convierte a las estanterías móviles de alta densidad operadas eléctricamente de fase III a fase IV, método único de resolver sus problemas de almacenamiento. *Estey Corporation*, 1970.

PHASE IV

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ESTEY CORPORATION
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Embosograf Corp. of America. "For libraries and A-V centers... the only sign-making machine... that does it all!". *LJ* 95, no. 8 (1970): 1607.

Estey Corporation. "Phase IV automatic retrieving". *LJ* 95, no. 14 (1970): 2609.

1970

The Center for Cassette Studies Inc. has turned the cassette into the most significant new resource for independent inquiry since the book

(El Center for Cassette Studies Inc. ha convertido al casete en el nuevo recurso más importante para la investigación independiente desde el libro)

El banco de memoria computarizado de información oral más grande del mundo –actualizado diariamente–. En todo el Centro, académicos, editores, investigadores y educadores –con la ayuda de computadoras– buscan constantemente materias, temáticas, eventos, conceptos, problemas, hechos y personalidades para crear cientos de nuevos programas de casetes mensualmente en Arquitectura y Ciencias Ambientales, las Artes, Economía y Negocios, Filosofía y Religión... The Center for Cassette Studies, Inc., 1970.



Through scholarship and technology

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LJ/ARL 1, 1970

The Center for Cassette Studies, Inc. "The Center for Cassette Studies Inc. has turned the cassette into the most significant new resource for independent inquiry since the book". LJ 95, no. 11 (1970): 2054-2055.

1970

Cat card correction fluid

(Líquido corrector de tarjetas catalográficas)

Cat Card Correction Fluid

Liquid Paper is a correction fluid especially prepared to correct catalog cards without using an electric eraser or removing the card from the typewriter. Unnecessary information or errors are blotted out with a few dabs of fluid, and, after a few seconds for drying, the area can be typed over.

Liquid paper comes in two shades to properly blend with the catalog cards on which it is used. LC shade is designed to blend unnoticeably into the background of Library of Congress cards, while pale cream performs similarly with Wilson and LJ cards. Standard white is also available for use on stationery and is recommended for use on Polaroid prints.

The correction fluid comes in a spillproof bottle designed to keep it at its original consistency. A red, gourd-shaped correction compact holder is also available, which holds a bottle of Liquid Paper and a bottle of thinner, plus a handy transfer tube.

Catalog card shades of Liquid Paper are priced at \$1.50, standard white at \$1, and thinner at 35¢ per bottle. The correction compact holder is priced at 69¢. Order from American Library Line, Inc., Box 93603, Atlanta, Ga. 30318.



CORRECTION FLUID

American Library Line, Inc. "Cat card correction fluid". LJ 95, no. 14 (1970): 2645.

Liquid Paper es un líquido corrector especialmente preparado para corregir fichas de catálogo sin necesidad de borrado eléctrico, ni de retirar la ficha de la máquina de escribir. La información innecesaria o los errores se borran con unos toques de líquido y, después de unos segundos de secado, se puede mecanografiar el área. *Liquid Paper* viene en dos tonos para combinar correctamente con las tarjetas de catálogo en las que se utiliza. American Library Line, Inc., 1970.

1970

From Scanfax™-world leader in library cassettes systems

(De *Scanfax™*, líder mundial en sistemas de casetes para bibliotecas)

Scanfax™ Cassette Copier 500 la máquina de botón que resuelve el problema de las copias múltiples en casete. La *Scanfax Copier 500* es la única copiadora de casetes de alta velocidad de varias unidades completamente automática que tiene la capacidad de servir a toda una biblioteca o sistema escolar. Hace hasta cinco copias profesionales, simultáneamente, de cualquier programa de casete a un costo de 60c por copia. Borra programas automáticamente. Rebobina automáticamente los casetes a la posición inicial para su reutilización. Cuenta automáticamente el número de copias realizadas. *Scanfax Systems Corporation*, 1970.

From Scanfax™-world leader in library cassettes systems



Scanfax™ Cassette Copier 500
the push-button machine that solves the problem of multiple cassette copies.

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is the only fully automatic button-actuated high-speed Cassette Copier that has the capacity to solve the problem of multiple copies. Makes up to 5 copies of any program in 10 to 15 seconds. Copies up to 15 minutes of any program. Copies up to 15 minutes of any program. Copies up to 15 minutes of any program. Copies up to 15 minutes of any program.

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SCANFAX
For more information, write to Scanfax Systems Corporation, 10000 Wilshire Blvd., Los Angeles, CA 90024.



Scanfax Systems Corporation. "From Scanfax™-world leader in library cassettes systems". LJ 95, no. 11 (1970): 2036-2037.

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Viewlex, Inc. "The everything machine". *LJ* 95, no. 16 (1970): 2992.

1970

The everything machine (La máquina de todo)

Viewfax es como tener una plantilla extra de personas. Imagínese... una pequeña máquina que le hace sentir que tiene personal adicional trabajando para usted en su centro de materiales de instrucción, departamento audiovisual, escuela u oficina. *Viewfax* hace transparencias para retroproyección, copias de oficina, laminaciones, y mucho, mucho más. Viewlex, Inc., 1970.

1970

If the problem of providing change for coin-operated copy machines is disturbing your library...

(Si el problema de proporcionar cambio para las fotocopadoras que funcionan con monedas está perturbando su biblioteca...)

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Standard Change-Makers. "If the problem of providing change for coin-operated copy machines is disturbing your library...". *LJ* 95, no. 18 (1970): 3419.

1970

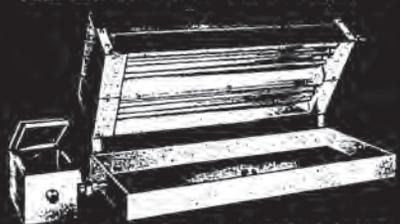
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Hamilton Humidity Inc. "Build pure, uncontaminated humidity into your environmental control system". *LJ* 95, no. 15 (1970): 2755.

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1970

For the multi-media library
(Para la biblioteca multimedia)

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Radio Matic of America, Inc. "For the multi-media library". *LJ* 95, no. 20 (1970): 4021.

JUST A MINUTE!

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Infonics, Inc. "Just a minute!". *LJ* 96, no. 2 (1971): 253.

1971

Just a minute!
(¡Sólo un minuto!)

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1971

Plan to reduce book losses!
(¡Planifique reducir las pérdidas de libros!)

Con los torniquetes *Perey* especialmente diseñados para el uso de la biblioteca: en la entrada-salida; a la salida del área de préstamo; en estantería. Ingeniería de aplicación disponible. *Perey Turnstiles*, 1971.

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For Information, Circle 179 on Post Card

Perey Turnstiles. "Plan to reduce book losses!". *LJ* 96, no. 7 (1971): 1229.

1971

How do you read a Microbook volume?
(¿Cómo se lee un volumen de *Microbook*?)

Cómodamente. Como debe leerse un libro. En un sillón. En una mesa o escritorio. Casi en cualquier lugar que le convenga. ¿La razón? Un nuevo lector. El *Microbook 710*. Ha sido especialmente diseñado para leer bibliotecas *Microbook*, como la Biblioteca de 20 000 volúmenes de la civilización americana. Toma una ficha de *Microbook* de 3" x 5" con hasta 1 000 páginas y proyecta claramente una página a la vez en un tamaño de 7" x 10". Puede leer con la luz normal de la habitación. Encontrar páginas o escanear todo un libro es más fácil que con un libro normal. Library Resources, Inc., 1971.

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an ENCYCLOPAEDIA BRITANNICA Company,
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Library Resources, Inc. "How do you read a Microbook volume?". *LJ* 96, no. 6 (1971): 1015.



**simple,
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This high impact plastic Gaylorl I/D Microfilm Cartridge replaces the film storage reel... provides a better way to handle 16mm and 35mm microfilm. In use, the film is fed from the cartridge to the take-up reel automatically. No handling. No scratching, twisting, tearing or other physical damage.

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1971

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(Almacenamiento sencillo y seguro...)

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Gaylorl Bros., Inc. "Simple, safe storage...". *LJ* 96, no. 7 (1971): 1174.

1971

Prevent book worms
(Evita la pérdida de libros)

Aplique el nuevo sistema *Book-Mark™* para evitar la pérdida y el robo de los libros que más circulan y más necesitan. Este nuevo sistema electrónico permite una flexibilidad total en el diseño de la biblioteca, reduce las confrontaciones desagradables y casi elimina el robo de libros (hasta en un 98%). Puede elegir una alarma silenciosa o una advertencia de alerta sonora o luminosa. *Library Bureau*, 1971.



PREVENT book worms

Apply the new *Book-Mark™* System to prevent loss and theft of your most circulated, most needed library books. This new electronic system permits full library design flexibility, reduces unpleasant confrontations, nearly eliminates book pilferage (up to 98% per year). You choose a silent alarm or sound or light alert warning. Adapts to public and specialized libraries; provides permanent book protection at low cost.

Send for new free *Library Bureau* book theft protection analysis chart which permits you to analyze your library's individualized requirements, and estimate potential savings over present budget. Prevent book-worms' theft of your most needed assets!

LIBRARY BUREAU MEMBER OF KANSAS CITY BOARD OF TRADE AND LIBRARY BUREAU ASSOCIATION

Library Bureau Systems for prevention of book theft

LIBRARY BUREAU
 Name _____
 Address _____
 City _____
 State _____
 Zip _____

1000 North Main Street, Kansas City, MO 64108

Library Bureau. "Prevent book worms". *LJ* 96, no. 4 (1971): 721.

1971

Illuminated magnifier
(Lupa Iluminada)

Illuminated Magnifier

A self-illuminated magnifying lens unit that makes reading easier for the visually handicapped is now being marketed by Gaylord. With its 2-1 magnification, the device makes every page equivalent to large type.

Called the EdnaLite MasterLens, the unit consists of a 44.5 sq. in. plano-convex magnifying lens mounted on legs, the height of which automatically positions the lens for correct viewing distance above the book or magazine page. The lens may be tilted in a complete 300° arc, so that any adjustment is possible to suit the user. A self-contained twin-element lighting unit, which shines through an intensifier increasing the illumination 25-40 percent, provides an even field of bright illumination. The unit does not get hot.

MasterLens, which weighs only 9 lbs. and measures 9" x 9", is easily dismounted and may be kept in its suitcase-type storage and carrying case when not in use. Price is \$140, shipping paid. From Gaylord Bros., Inc., P. O. Box 61, Syracuse, N.Y. 13201 or P.O. Box 710, Stockton, Calif. 95201.



Gaylord comercializa ahora una unidad de lente de aumento autoiluminada que facilita la lectura a los discapacitados visuales. Con su aumento de dos a uno, el dispositivo convierte cada página en una página de letra grande. Lente maestra EdnaLite. Gaylord Bros., Inc., 1971.

Gaylord Bros., Inc. "Illuminated magnifier". *LJ* 96, no. 13 (1971): 2286.

1971

RH/temperature recorder
(Medidor de HR/Temperatura)

RH/Temperature Recorder

A small relative humidity/temperature recorder has been designed with library applications in mind. So small it can be hidden in a display case, the Model 225 recorder provides a continuous read-out of humidity and temperature on a strip chart. With this record constantly available, operating personnel can maintain close control over air-conditioning equipment in exhibits and in buildings where precious books and documents are housed.

Only 3½" wide x 5½" high x 6" deep and 4 lbs. in weight, the recorder features a 63' long chart paper that takes continuous readings for a full nine weeks before rolls must be changed. Each day's readings are printed on 12 inches of chart paper, which can either be kept within the recorder or torn off after each day. The paper has straight-line grids (rectilinear) for easier reading than with curved or round grids. Pressure-sensitive paper eliminates inking or changing ball pen cartridges.

The recorder comes complete with electro-humidity and thermistor sensors. Temperature readings range from 60° to 90°F (±1°F). Relative humidity measurements are from 10 to 90 percent (±4 percent RH at 77°F). Each parameter (RH and temperature) is sampled and printed every eight seconds. Readings can be made on location or can be taken remotely with an optional extension cable up to 200' long.

Price is \$255, complete with sensors. Chart paper, Style P, is \$2.25 a roll (63 day supply) or \$13.50 for six rolls (one year supply). Contact Rustrak Instrument Division, Gulton Industries, Inc., Municipal Airport, Manchester, N.H. 03103. (603) 623-3591.



Se ha diseñado un pequeño medidor de humedad relativa/temperatura teniendo en cuenta las necesidades de la biblioteca. Tan pequeño que se puede ocultar en una vitrina, el medidor Modelo 225 proporciona una lectura continua de la humedad y la temperatura en un gráfico. Con este registro constantemente disponible, el personal puede mantener un estrecho control sobre los equipos de aire acondicionado en las exhibiciones y en los edificios donde se guardan libros y documentos valiosos. Gulton Industries, Inc., 1971.

Gulton Industries, Inc. "RH/temperature recorder". *LJ* 96, no. 14 (1971): 2475.

1971

Braille type head
(Cabezal tipo braille)

Camwil, Inc. de Honolulu ha desarrollado un nuevo cabezal tipográfico que puede transformar fácilmente cualquier máquina de escribir *IBM Selectric* en una que imprima en braille. El nuevo elemento intercambiable se utiliza simplemente insertándolo en la máquina de escribir. Hasta ahora, las personas que imprimían en Braille se limitaban a la impresora braille o a las máquinas de escribir braille, pero ahora se puede utilizar cualquier máquina de escribir *IBM Selectric*. No es necesaria ninguna modificación para la máquina de escribir. *Camwil, Inc.*, 1971.

Braille Type Head

A new type head which can easily transform any IBM Selectric typewriter into one which prints in Braille has been developed by Camwil, Inc. of Honolulu. The new interchangeable element is utilized by simply inserting it into the typewriter.

Heretofore, people printing Braille were limited either to the Braille printer or to Braille typewriters, but now any IBM Selectric typewriter can be used. No modification is necessary for the typewriter.

Both Grade I Braille, which requires spelling out each word in full, and Grade II Braille, which makes use of many contractions, can be typed with the Braille typing element. Instruction sheets and keyboard charts which accompany the typing element are printed, for convenience, in both Braille and in regular printing.

Camwil, Inc. manufactures custom typing elements for a variety of purposes, including library cataloging, mathematics, linguistics, and computer symbols. For further information about these products, contact Camwil, Inc., 835 Keeaumoku St., Honolulu, Hawaii 96814.



BRaille TYPING ELEMENT

Camwil, Inc. "Braille type head". *LJ* 96, no. 15 (1971): 2613.

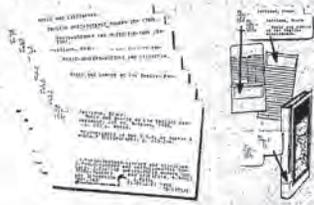
1972

*3C/LC cards from MARC tapes are fast, customized,
easy to order and only 25¢ per title*

(Las tarjetas 3C/LC de las cintas MARC son rápidas, personalizadas,
fáciles de pedir y sólo cuestan 25¢ por título)

Catalog Card Corporation, el proveedor de tarjetas de catálogo impresas por computadora más grande y experimentado del mundo, ahora puede suministrar tarjetas para todas las publicaciones no gubernamentales de E.U. En MARC, con prefijos de número de tarjeta LC de 69 y superiores. Más de 150 000 títulos actuales están listos para su pedido. Todos los viernes se reciben entre 1 500 y 3 000 nuevas incorporaciones a MARC y se ingresan en la computadora durante el fin de semana para que estén disponibles el lunes. Josten's, 1972.

3C/LC CARDS FROM MARC TAPES ARE FAST, CUSTOMIZED, EASY TO ORDER AND ONLY 25¢ PER TITLE



THE 3C/LC SYSTEM

Catalog Card Corporation, the world's largest and most experienced supplier of computer printed catalog cards, now can supply cards for all U. S. non-government publications on MARC with LC card number prefixes of 69 and higher. Over 150,000 current titles are ready for order. Between 1500 and 3000 new additions to MARC are received every Friday and entered into the computer over the weekend so that they are available to you on Monday. RECON data will be added as the Library of Congress makes it available. We will also add basic collections for high schools, junior colleges and public libraries as time goes on.

A "CUSTOMIZED" SYSTEM

The 3C/LC system provides a complete set of cards, headed or not, with either LC or Dewey classification numbers in place. An infinite variety of call number options has been provided for. Dewey users may choose either full or abbreviated call numbers. LC users can select a call number format identical to their present format. You may also indicate fiction, juvenile and biography call number options to suit your special needs. For fastest processing, labels are provided for book card, book pocket and spine.

FAST SERVICE

Your order is entered the day it is received and shipped back to you within 3 days. We ship prepaid from a central U. S. location so that service is extra fast to all parts of the country.

BEST DESIGNED CARDS

The data on 3C/LC cards is hyphenated to reduce the number of two card sets. Indentations are all proper. The cards are printed eight lines to the inch in an extremely clear type face on Permal acid-free stock.

EASY TO ORDER

Just send us LC card numbers. No special forms or slips are required. Use multi-copy forms,

LC's form, typed or hand written lists, or Western Union Telex (our number is 29-0385). Large users can come on-line and transmit direct to the computer.

Cards will come back to you in any of three sequences — alphabetical (if you give us the author's last name), numerical, or same as ordered.

FREE SAMPLE KIT

Send in the coupon today for a free kit containing actual samples of 3C/LC cards and labels, a brochure explaining the 3C/LC system in detail and a coupon for five free 3C/LC card-and-label sets of your choice. Sets will be printed with the custom options you select on the convenient computer card we also supply with the kit.


LIBRARY SERVICES DIV., CATALOG CARD CORP.
888 East 60th Street, Minneapolis, Minn. 55420

NAME _____ TITLE _____
LIBRARY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

FREE
3C/LC
SAMPLE
KIT

Josten's. "3C/LC cards from MARC tapes are fast, customized, easy to order and only 25¢ per title". *LJ* 97, no. 1 (1972): 47.

1972

Audio-visual control center
(Centro de control audiovisual)

Mantenga todos sus medios audiovisuales juntos... seguros, ordenados, disponibles al instante... en esta nueva y colorida unidad de almacenamiento de acero. Es un centro de A/V completo, diseñado para las necesidades especiales de almacenamiento y contabilidad de A/V. Las cajoneras seccionales entrelazadas y de suave rodadura están compartimentadas para aprovechar al máximo el espacio disponible. Gaylord Bros., Inc. 1972.



- discs
- filmstrips, transparencies
- 8 and 16mm films
- cassettes, cartridges, reel tapes
- video tapes
- 16 and 35mm microfilms
- projectors, players
- record keeping system

Audio-visual control center

Keep all of your audio-visual media together . . . safe, orderly, instantly available . . . in this colorful new all-steel storage unit. It's a complete A/V center, designed and engineered for the special needs of A/V storage and accounting. Smooth rolling, interlocking sectional drawer units are compartmented to make best use of available space. Roomy base cabinets hold projectors and other equipment. Steel case has a durable, attractive baked enamel charcoal finish. Drawer fronts are in lively shades of tangerine, blue, gold and gray, to brighten your media center. Functional. Attractive. You'll like it!

Please write for further information.

GAYLORD *where new things are happening*

GAYLORD BROS., INC. LIBRARY SUPPLIES AND EQUIPMENT • SYRACUSE, NY 13201 • STOCKTON, CA 95201

Gaylord Bros., Inc. "Audio-visual control center". *LJ* 97, no. 2 (1972): 226.

1972

Records or cassettes...
(Discos o casetes ...)

Ahora hay un *DuKane A-V Matic* para ambos. De cualquier manera, es el mejor visor de tira de película con sonido automático para uso individual o de grupos pequeños. Tan fácil de usar que un niño de cinco años puede hacerlo. Aprenda rápidamente con imágenes brillantes y sonido claro y de alta fidelidad. El Control de retención de programa detiene y pone en marcha al espectador con un toque del dedo. DuKane Corporation, 1972.

**Records or
Cassettes...**



Now there's a DuKane A-V Matic for either.

Either way, it's the best automatic sound filmstrip viewer for individuals or small groups. So easy to use a 5-year-old can do it. Learn quickly with brilliant pictures and clear, high-fidelity sound. The Program Hold Control stops and starts the viewer with a touch of the finger. Send for free literature and directory of over 6,000 educational sound filmstrips.

DuKANE CORPORATION
AUDIO-VISUAL DIVISION
Dept. LJ-22, St. Charles, Illinois 60174

Name _____
Title _____
School _____
Address _____
City _____ State _____ Zip _____

DuKane Corporation. "Records or cassettes...". *LJ 97*, no. 3 (1972): 449.

1972

Meet the finest sound filmstrip equipment in the world
(Conozca los mejores equipos de tira de película con sonido del mundo)

Viewlex produce el mejor equipo de proyección de tiras de película del mundo. Así que durante más de un cuarto de siglo, más escuelas han comprado equipos de tira de película *Viewlex* que de cualquier otro. *Viewlex, Inc.*, 1972.

Viewlex produces the finest filmstrip projection equipment in the world. So for over a quarter of a century, more schools have bought Viewlex filmstrip equipment than any other.

Now that sound filmstrips are so popular, it is only logical that Viewlex should also bring you the finest cassette and record sound filmstrip equipment in the world.

We do, with models for study carrel, classroom, auditorium . . . automatic or manual models with cassette or record player.

Meet the finest sound filmstrip equipment in the world:

VIEWTALK
For large audience presentations
Big screen projection. Wide choice of projection wallages. Sound system may be used separately. Compact and portable.

SIGHT & SOUND TEACHING STATIONS
For individual or small group instruction
Built-in rear projection screen. Speaker or headphone listening. Ideal for study carrel use.

SNOWTALK
For small group instruction
Built-in screen or conventional screen projection. Speaker or headphone listening. Compact and portable.

Contact your AV Dealer or write for free catalog.

iewlex, Inc.
40 Broadway, Holbrook, New York 11741
In Canada: Audio-Visual Systems (Division of Angiophoto) Toronto, Montreal, Vancouver

Viewlex, Inc. "Meet the finest sound filmstrip equipment in the world". *LJ 97*, no. 4 (1972): 727.

1972

Addressing machine

(Máquina direccionadora de correspondencia)

Una máquina direccionadora de correspondencia económica, adecuada para proyectos de envío de correspondencia de bibliotecas, funciona manualmente y direcciona de 1 000 a 2 000 piezas por hora. La máquina de sobremesa, conocida como Modelo 32, usa la tarjeta *Scriptamaster* (similar a una tarjeta de procesamiento de datos), que puede ser preparada por un mecanógrafo por menos de 5 centavos la pieza en una máquina de escribir de oficina estándar. Se pueden cargar hasta 200 patrones (masters) de forma continua. Scriptomatic, Inc. 1972.

Addressing Machine

An economical addressing machine suitable for library mailing projects operates manually and addresses from 1000 to 2000 pieces per hour. The tabletop machine, known as Model 32, uses the Scriptamaster card (similar to a data processing card), which can be prepared by a typist for less than 5 cents a piece on a standard office typewriter. Up to 200 masters can be loaded continuously.

The master cards are filed 120 to the inch and facilitate addressing of any type of mailing. Addresses are printed cleanly and clearly on labels, card and envelope stock up to 1/16" thick.

The machine operates quietly and features an exclusive address position dial. A simple turn of the dial changes the address position left or right so the address will be printed in the proper location. Copy guides are also adjusted in seconds for various sizes of stock.

Copy sizes for the Model 32 range from a minimum of 3" wide by 3" long. Addresses are printed at distances of 2 3/4" to 8 1/4" from the right edge. Maximum printing distance from the top edge is 4 3/4".

Attractively styled, the addressing machine is a light gray color with blue side covers. The machine weighs only 34 lbs. and is 10 1/2" high, 14 1/2" wide, and 16" long. It sells for \$325.

Another manually operated Scriptomatic addressing machine, the Model 34 has an automatic copy feed and prints 2000 pieces per hour. It sells for \$525.

Further information is available from Scriptomatic, Inc., 2030 Upland Way, Philadelphia, Pa. 19131.



MAIL ADDRESSER

Scriptomatic, Inc. "Addressing machine". *LJ* 97, no. 3 (1972): 479.

"ROLL-SHELF" has ONE Aisle HERE



and HERE, HERE, HERE... HERE, even HERE

That's the nice thing about "ROLL-SHELF". It doesn't eat up space by loading you down with lots of aisles. "ROLL-SHELF" comes with only **one** very versatile aisle. And you can put it where you want it... with just a slight push.

"ROLL-SHELF" is generous, too. Gives you over 40% more storage capacity in the same floor space than fixed, multi-aisle shelving gives you.

Or look at it another way. "ROLL-SHELF" reduces your storage floor space by more than 40%, turning storage area into productive area.

Either way, "ROLL-SHELF" puts dollars in your pocket. And that's another nice thing about "ROLL-SHELF".

Send for Descriptive Literature

Kidde **MERCHANDISING EQUIPMENT GROUP** 100 Bidwell Road, P. O. Box 325
South Windsor, Connecticut 06074
Phone (203) 289-8267

Merchandising Equipment Group. "Roll-Shelf" has one aisle here". *LJ* 97, no. 2 (1972): 147.

1972

"Roll-Shelf" has one aisle here
(*"Roll-Shelf" tiene un pasillo aquí*)

Eso es lo bueno de *Roll-Shelf*. No aumenta el espacio con muchos pasillos al colocarlo. *Roll-Shelf* viene con un sólo pasillo muy versátil. Y puede ponerlo donde quiera... con sólo un ligero empujón. *Roll-Shelf* también es generoso. Le brinda más de un 40% de capacidad de almacenamiento en el mismo espacio que las estanterías fijas de varios pasillos. Merchandising Equipment Group, 1972.

1972

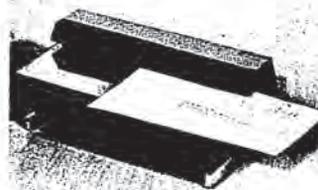
Letter opener
(Abrecartas)

Abrir el correo diario puede ser fácil y ordenado con el nuevo abrecartas eléctrico inalámbrico Modelo 8020, que reduce una fracción de pulgada de la parte superior de un sobre en una operación automática. Una vez que se ha insertado el sobre debajo de la guía para activar el interruptor, la rueda de corte continúa atravesando el sobre rápidamente mientras recorta el borde. Park Sherman, a Division of Ketcham & McDougall, Inc., 1972.

Letter Opener

Opening the daily mail can be neat and easy with the new Cordless Electric Letter Opener model 8020, which shaves a fraction of an inch off the top of an envelope in one automatic operation. Once the envelope has been inserted under the guide to trip the small switch, the cutting wheel continues to draw the envelope quickly through while trimming off the edge. Power is provided by two "C" cell batteries.

The opener is available in a black, beige, or avocado Cyclolac base with walnut grain trim and accents of chrome and Lucite. It is 8" long x 4" wide x 2 3/4" high and sells for \$7. Available from Park Sherman, a division of Ketcham & McDougall, Inc., 465 Eagle Rock Ave., Roseland, N. J. 07068.



ENVELOPE CUTTER

Park Sherman, a Division of Ketcham & McDougall, Inc. "Letter opener". *LJ* 97, no. 13 (1972): 2368.

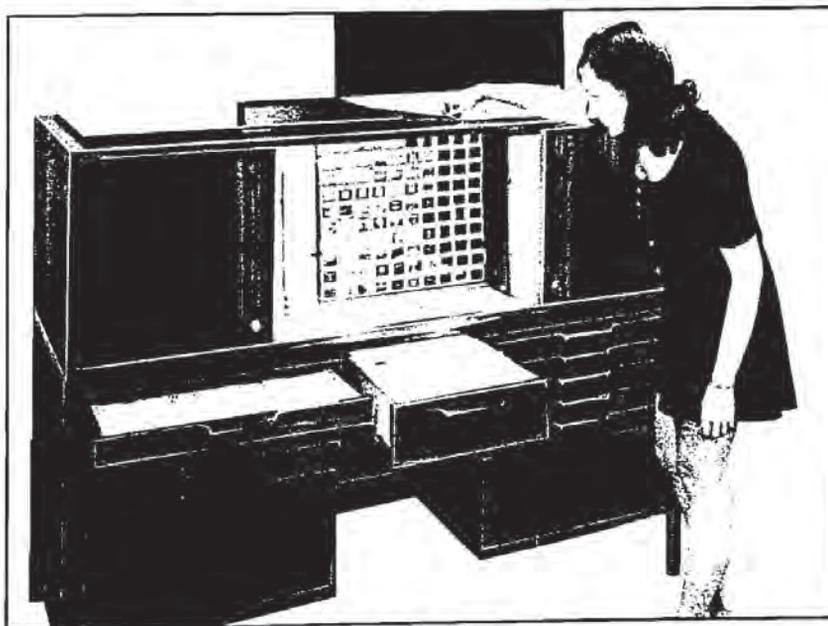
1972

Slide storage problem?

(¿Problema de almacenamiento de diapositivas?)

Armarios deslizantes *Abodia*. Para archivar, almacenar y editar transparencias y negativos. La iluminación incorporada hace que cada diapositiva de una gran colección sea fácilmente accesible. Disponible para cualquier tamaño de transparencia en cualquier tipo de montaje, tamaños para contener de 1 500 a 10 000 portaobjetos. Para las diapositivas vistas por muchas personas, la serie *Visual* presenta un panel transparente deslizante que se bloquea en el frente. Las diapositivas se pueden mover y ver, pero no tocar. Elden Enterprises, Inc., 1972.

Slide Storage Problem?



abodia slide cabinets

For filing, storing, and editing transparencies and negatives. Built-in illumination makes each slide of a large collection readily accessible. Available for any size transparency in any type mounting, sizes to hold from 1500 to 10,000 slides. For slides viewed by many people, Visual series features a sliding transparent panel which locks in front. Slides may be moved and viewed, but not touched. Write for descriptive folder and prices.

ELDEN ENTERPRISES, INC.

P.O. BOX 3201, CHARLESTON, WEST VIRGINIA 25332

For Information, Circle 120 on Post Card

Elden Enterprises, Inc. "Slide storage problem?". *LJ* 97, no. 8 (1972): 1575.

1972

Self-correcting typewriter ribbon
(Cinta de máquina de escribir autocorregible)

¡El mayor avance desde que se inventó la máquina de escribir! No más borrado de manchas: ¡cubre los errores al instante, de forma permanente!

No más borrado, ¡nunca! La mitad inferior de la cinta milagrosa es como una varita mágica que hace que los errores desaparezcan ante tus ojos. Mail Order Mart, 1972.

Mail Order Mart. "Self-correcting typewriter ribbon". *LJ* 97, no. 19 (1972): 3526.

**Greatest Advance Since the Typewriter was Invented!
No More Smeary Erasing—
Covers Mistakes Instantly,
Permanently!**

**SELF-CORRECTING
TYPEWRITER RIBBON!**

Most exciting, needed advance since the typewriter was invented! As of this moment, every messy, smudgy, smeary typewriter eraser in the world hits the scrap heap for good. No more erasing—ever! Bottom half of miracle ribbon is like a magic wand that makes errors disappear before your eyes. To make corrections, just back space, shift ribbon selector and retype error. Presto! White ink makes error completely invisible. Order extra ribbons for friends. This is one gift they'll love you for! No CODs.

MAIL ORDER MART, Dept. 14
2701 Sterlington Road, Suite 132
Monroe, Louisiana 71201

Please send me the quantity of ribbons checked below. If not satisfied, I will return ribbons within 10 days for full refund.

1 ribbon \$3.50 2 ribbons \$6.00

Brand Name of Typewriter—Check Model Below
 Standard Electric Portable

Name _____
Address _____
City _____ State _____ Zip _____

1973

BIBNET is now and yomorrow!
(¡BIBNET es ahora y mañana!)

BIBNET fue diseñado especialmente para las necesidades de la biblioteca, fue diseñado por expertos en bibliotecas, se instala y usa directamente en la biblioteca... Information Dynamics Corporation, 1973.

BIBNET was designed especially for library applications.
BIBNET was designed by library system experts.
BIBNET is installed and used right in the library.
BIBNET lets you specify your own automated library system.
BIBNET gives highest yield from bibliographic sources.
BIBNET includes MARC and all LC cataloging since 1957.
BIBNET uses interactive on-line mini-computers.
BIBNET can operate in batch or on-line mode.
BIBNET makes ready-to-file catalog card sets in minutes.
BIBNET individually prints 200 finished cards per hour.
BIBNET can communicate on-line to other libraries.
BIBNET can communicate on-line to centralized computers.
BIBNET lets you hook-on to other library networks.
BIBNET lets you keep your autonomy when you do.
BIBNET servicing is done by the people who build it.

BIBNET IS NOW AND TOMORROW!

Call 617-944-2224 or write to: Dept. B-411
INFORMATION DYNAMICS CORPORATION
 80 Main Street, Reading, Massachusetts 01867

Information Dynamics Corporation. "BIBNET is now and tomorrow!". *LJ* 98, no. 1 (1973): 12.

1973

Automatic tape dispenser
(Dispensador automático de cinta)

Automatic Tape Dispenser

The Cordless Electric Tape Dispenser, Model 220, provides pressure-sensitive tapes at a touch of the control bar. When the tape is at the desired length, the control bar on top of the dispenser is released and the tape is automatically cut.

Powered by two "C" cell batteries, the dispenser takes a standard 1296" roll of pressure-sensitive tape up to 3/4" wide. A spare roll of tape can be stored in an inner compartment.

Made of rugged Cyclocac plastic, the case comes in black, beige, or avocado with a walnut-grained front panel. The dispenser is 6 3/4" long, 3 1/4" wide, and 3 1/4" high. Retail price without batteries or tape is \$12. Available from Pat Products, 465 Eagle Rock Ave., Roseland, N.J. 07068.



TAPE AT A TOUCH

El dispensador de cinta eléctrico inalámbrico, Modelo 220, proporciona cintas con sólo tocar la barra de control. Cuando la cinta tiene la longitud deseada, la barra de control en la parte superior del dispensador se suelta y la cinta se corta automáticamente. Pat Products, 1973.

Pat Products. "Automatic tape dispenser". *LJ* 98, no. 3 (1973): 402.

1973

Solar control
(Control solar)

Los bibliotecarios preocupados por el efecto de la luz solar en los materiales de la biblioteca, las cortinas y la tapicería, y por el resplandor y el calor sobre los lectores, pueden estar interesados en investigar la película de control solar *Scotchint*. Diseñada para proporcionar una barrera solar para áreas de lectura y estanterías, oficinas, salas de trabajo y otras áreas de la biblioteca, reduce la carga de calor solar, el deslumbramiento y la luz ultravioleta que causa la decoloración. Lo hace deteniendo hasta el 75 por ciento del calor del sol, el 81 por ciento de los rayos ultravioleta y el 82 por ciento del resplandor, llenando la habitación sólo con una luz suave y utilizable. Industrial Special Products. 1973.

Industrial Special Products. "Solar control". *LJ* 98, no. 3 (1973): 402.

Solar Control

Librarians concerned with the effect of sunlight on library materials, drapes, and upholstery, and of glare and heat upon readers may be interested in investigating Scotchint solar control film. Designed to provide a sun barrier for reading and stack areas, offices, workrooms, and other library areas, it reduces the solar heat load, glare, and fade-causing ultraviolet light. It does this by stopping up to 75 percent of the sun's heat, 81 percent of the ultraviolet rays, and 82 percent of the glare, filling the room with only a soft, usable light.

Solar control film is applied by one of the more than 130 3M authorized solar control dealers across the country. The rolls of film are cut oversize for the windows and trimmed to the edge of the mullions. The pressure-sensitive, water-activated adhesive backing insures uniform application. The film has an aluminum coating on one side which acts as a one-way mirror for added privacy since it enables occupants to see outside, but prevents passersby from seeing inside during the day. After a 30-day period following installation, the film can be washed and needs no special care.

Contact Industrial Special Products Dept., Box 3686, 3M Co., St. Paul, Minn. 55101.



MICROFILM STORAGE CABINETS

- 3 different models to choose from
- Priced from \$55.00 for one modular drawer to \$835.00 for the Spacesaver pictured:
 - holds 2,013 reels of 16mm or 1,192 reels of 35mm microfilm
 - available in 11 colors at no additional cost
 - quantity discounts on 10 or more units
- Microfiche cabinets also available

Write or call for complete details

Xerox University Microfilms
 Dept. E-6
 300 N. Zeeb Road, Ann Arbor, Michigan 48106
 (313) 761-4700

XEROX

XEROX is a trademark of XEROX CORPORATION

1973

Microfilm storage cabinets
 (Gabinetes de almacenamiento de microfilms)

Tres modelos diferentes para elegir; aloja 2 013 carretes de 16 mm o 1 192 carretes de microfilm de 35 mm. Xerox University Microfilms, 1973.

Xerox University Microfilms. "Microfilm storage cabinets". *LJ* 98, no. 10 (1973): 1535.

1973

What should a book detection system offer you?
 (¿Qué debería ofrecerle un sistema de detección de libros?)

Un sistema de detección de libros le ofrece una forma económica de ayudar a evitar que los libros desaparezcan accidental o ilegalmente de su biblioteca. La pérdida de libros es cara. Y la pérdida en el servicio, mientras faltan materiales clave, puede ser incluso más importante que los costos en dólares. Los sistemas deben ofrecerle una selección de equipos que se adapten a su biblioteca y sus necesidades. Detection Systems, 3M Company, 1973.

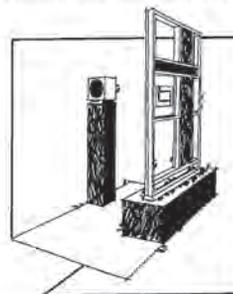
What should a book detection system offer you?

A book detection system offers you an economical way to help stop books from accidentally or illegally disappearing from your library. Book loss is expensive. And loss in service while key materials are missing may be even more important than dollar costs.

Systems should offer you a selection of equipment which is adaptable to your library and its needs. The exit control should require little, if any, bothersome procedures for patrons or library staff. It should reliably detect unchecked library materials with a minimum of false alarms so that your desk personnel can question patrons with confidence.

Concealment of sensitive markers on books, records, periodicals and other materials should involve reasonable cost, time and effort. Although any system can be compromised, even a determined thief can't remove or mutilate an element he can't find.

Call (612) 733-2851, or send a copy of the coupon for our comprehensive brochure on detection systems in general and on 3M's "Tattle-Tape" Brand Book Detection System.



Detection Systems,
 3M Company,
 Bldg. 551, 3M Center,
 St. Paul, Minn. 55101

Please send me more information.

Give me a call and we'll talk about it.

Minnesota Mining and Manufacturing, 1973
 "Tattle-Tape" is a registered trademark of 3M Co.

NAME _____
 POSITION _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 LIBRARY _____

Detection Systems, 3M Company. "What should a book detection system offer you?". *LJ* 98, no. 10 (1973): 1717.

Document Fumigator

A new compact fumigator system for documents, records, and manuscripts consists of a vacuum chamber and controls for injecting a gas which, under vacuum, effectively fumigates bookworms, silverfish, termites, moths, larvae, fungus, and mold in materials placed within the chamber.

The system is easy to operate without specially trained personnel, and is completely safe. Books or manuscripts are placed within the chamber loosely or on a book cart. The chamber is locked and controls are set to evacuate the chamber and inject the gas mixture. The gas (safe to humans as used) under vacuum conditions completely penetrates every square inch of the chamber and every page of the materials being treated. A typical process will take four hours, and the company recommends a twice-yearly treatment of especially valuable or delicate manuscripts or books.

The Vacudyne Document Fumigator can be supplied with optional vacuum-drying cycle capability to facilitate safe, rapid, and effective drying of materials that have been water-soaked by floods, fire-control water damage, or excess washing procedures.

A special feature of this steel fumigator is its compact size. Measuring 5'0" high x 3'5" deep x 2'7" wide (external dimensions), the unit occupies only 13 sq. ft. of floor space and has 18 cu. ft. of usable chamber capacity. It operates on standard 110 v. power.

Priced at \$2,895, the fumigator is available from Vacudyne Corp., 375 E. Joe Orr Rd., Chicago Heights, Ill. 60411. (312) 374-2200.



FUMIGATION CHAMBER

Vacudyne Corp. "Document fumigator". *LJ* 98, no. 11 (1973): 1799

1973**Document fumigator**
(Fumigador de documentos)

Un nuevo sistema fumigador compacto para documentos, registros y manuscritos. Consta de una cámara de vacío y controles para inyectar un gas que, al vacío, fumiga eficazmente gusanos de biblioteca, lepismas, termitas, polillas, larvas, hongos y moho en materiales colocados dentro de la cámara. El sistema es fácil de operar sin personal especialmente capacitado y es completamente seguro. Los libros o manuscritos se colocan dentro de la cámara sin apretar. Vacudyne Corp., 1973.

1973**Automatic postal scale**
(Balanza postal automática)

Un nuevo tipo de báscula automática, presenta una visualización óptica casi instantánea de los cargos del paquete y una "capacidad de toma de decisiones" sobre pesos límite. Esta nueva báscula de plataforma, *Pitney-Bowes Modelo 3770*, muestra la carga inmediatamente después de presionar el botón de zona, lo que acelera el manejo de paquetes. Se puede utilizar tanto con paquetes postales como con *United Parcel Service*. Pitney-Bowes, Inc., 1973.

Pitney-Bowes, Inc. "Automatic postal scale". *LJ* 98, no. 13 (1973): 2063.

Automatic Postal Scale

A new type of computing scale features almost instantaneous optical display of package charges and a "decision-making capability" on borderline weights. This new platform scale, Pitney-Bowes Model 3770, displays the charge immediately after the zone button is pushed, thereby speeding up the handling of parcels. It can be used with both parcel post and United Parcel Service.

The correct charge is computed and displayed by an exclusive optical-electronic system and is based on weight, zone, and type of service. The scale automatically makes the decision between two charges whenever the weight is at the break point, a feature that eliminates the chance of human error occurring in the reading of ordinary, hairline scales.

In operation, a temperature compensated weighing system displaces a microchart through which a beam of light passes. The light projects a magnified, digital display of the charge onto a rear-projection screen on the control panel. A similar system displays the weight.

The scale accommodates the full 70 lb. parcel post range and 50 lb. UPS range. Size is 8³/₈" high with a 12¹/₄" x 10³/₄" platform.

For purchase or lease from Pitney-Bowes sales offices throughout the United States or from Pitney-Bowes, Inc., Stamford, Conn. 06904. (203) 356-6862.



ELECTRONIC PARCEL SCALE

1973

Laser pointer
(Puntero láser)

Un puntero liviano de proyección brillante. Proyecta un rayo de luz circular colimado en una habitación completamente iluminada o al aire libre, y no requiere enfoque para uso cercano o distante. Bergen Expo Systems, 1973.

Bergen Expo Systems. "Laser pointer". *LJ* 98, no. 14 (1973): 2257.

Laser Pointer

A brilliant and lightweight projection pointer features a laser beam which projects a colimated circular red beam in a fully lighted room or outdoors, and does not require focusing for either close or distant use.

Weighing only 8 ounces, the 14" long pointer has a tapered thickness of 2 1/2" to 1 3/8" diameter, an ideal grip for all size hands. The light from the laser is as safe (conforms to federal regulations) as the light from an arc lamp projector. However, it should not be viewed directly or by mirrored reflection. Otherwise, it is as safe as any household electrical equipment. The remote power supply unit weighs 3 1/2 lbs.

Contact Bergen Expo Systems, Rt. 46, Lodi, N.J. 07644, (201) 472-1154.

1973

Library Pen System automated circulation 'at a stroke'
(*Library Pen System* circulación automatizada "de un plumazo")

Diseñado específicamente para bibliotecas por *Checkpoint Systems, Inc.* y *Plessey Communications Ltd.*, el *Library Pen System* puede interactuar con el sistema que proporciona capacidades fuera de línea, en línea, o híbridas, a partir de una computadora existente o con nuestra mini computadora. The Checkpoint Systems, Inc., 1973.

the **CHECKPOINT** **PLESSEY**
Library Pen System
automated circulation 'at a stroke'

Designed specifically for libraries by Checkpoint Systems, Inc. and Plessey Communications, Ltd., the Library Pen System may interface to an existing computer or to our system-contained mini-computer to provide off-line, hybrid or on-line capabilities

- Low-cost Processing and Conversion.** Small, bar-coded, pressure sensitive Labels uniquely identify materials and users. Any item may circulate when labeled. No longer needed are pockets, book cards, transaction cards or punched cards.
- Silent, Fast, Error-Free.** The hand-held Pen lightly drawn across the Label scans the bar code, "recognizes" and captures the data instantly. "Reads" accurately through dirt, ink or stains and cannot record incorrectly.
- No Circulation Desk Delays or Clutter.** Flat, flush mounted Pen terminals handle up to 500 transactions per hour per terminal. Gone are charging machines, cameras and desk top files.
- Control Processor Memory.** Instant flagging of reserves and delinquent borrowers. Print-outs of the circulation record, overdue and reserve notices and library statistics.
- Inventory Taking.** Portable Data Capture Unit "reads" the shelf and assures the accuracy of missing-in-inventory list.
- Reliability.** Installation training and service via CHECKPOINT regional offices guarantee continuing trouble-free performance.

call: /609/ 424-3035



The Checkpoint Systems, Inc. "Library Pen System automated circulation 'at a stroke'". *LJ* 98, no. 18 (1973): 2943.

1973

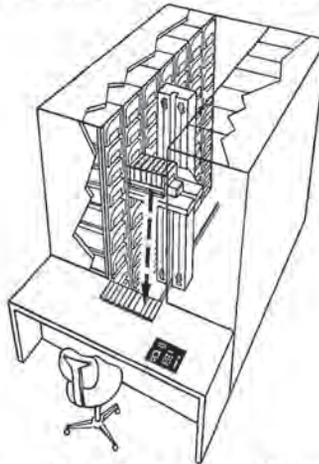
How long does it take to get a book out of your stacks into the hands of the librarian and then back into storage again?

This can do it for you in 30 seconds

(¿Cuánto tiempo toma sacar un libro de sus estanterías y ponerlo en manos del bibliotecario y luego volver a guardarlo? Esto puede hacerlo en 30 segundos)

Este es *Booktrieve™* de *Supreme*, un sistema de almacenamiento y recuperación totalmente automatizado para bibliotecas. Es un módulo de aspecto elegante que ocupa sorprendentemente poco espacio en el piso y puede aprovechar toda la altura de su área de estantes. Supreme, Equipment & Systems Corp., 1973.

How long does it take to get a book out of your stacks into the hands of the librarian and then back into storage again?



This can do it for you in 30 seconds.

This is *Booktrieve®* by *Supreme*, a totally automated storage and retrieval system for libraries.

It's a sleek-looking module that uses surprisingly little floor space and can take advantage of the full height of your stacking area.

It's pushbutton fast—locates and delivers a specified book to the librarian in seconds. And returns it with the same speed.

That means much less wasted time for the librarian, much more time to do what he or she was trained for.

Booktrieve is incredibly accurate—misplacement is virtually impossible.

Booktrieve is secure—the module can be locked against pilferage.

Booktrieve works with anything a library needs to store: not just books but periodicals, brochures, technical reports and specifications.

There's no costly installation needed, no complex wiring problems, no necessity to replace your current stacks.

How much does it cost to make your library more efficient and more helpful than you ever dreamed possible?

The initial investment for *Booktrieve* can be as low as \$1 per volume. That's what we call book value. Automated charge-out systems are available, too.

Booktrieve®
by *Supreme.*

Finders. Keepers.



Supreme 3048
Equipment & Systems Corp.
110 53rd Street
Brooklyn, New York 11232

Please send me further details on *Booktrieve*.

I have paid representative visit and would like to see you in person to explain *Booktrieve* fully.

Name _____

Library _____

Address _____

City _____ State _____ Zip _____

Supreme, Equipment & Systems Corp. "How long does it take to get a book out of your stacks into the hands of the librarian and then back into storage again? This can do it for you in 30 seconds". *LJ* 98, no. 21 (1973): 3505.

1974

Phone call forwarder

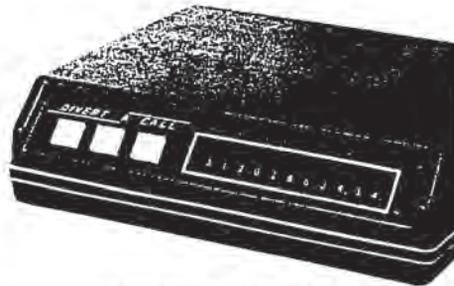
(Redireccionador de llamadas telefónicas)

El *Divert-A-Call* de escritorio transfiere automáticamente las llamadas entrantes desde un teléfono que está temporalmente desatendido a uno que está atendido; recibe las llamadas entrantes y marca un número que ha sido preestablecido en los interruptores de rueda de la consola. Las llamadas entrantes también se pueden reenviar manualmente llamando a otro número y conectando la llamada entrante a ese número al presionar el interruptor en el *Divert-A-Call*. El dispositivo se puede utilizar para realizar conferencias telefónicas a tres bandas sin la ayuda de un operador. Com-U-Trol Div., Dasa Corp., 1974.

Phone Call Forwarder

The desk-top *Divert-A-Call* automatically transfers incoming calls from a telephone which is temporarily uncovered to one that is manned; it picks up incoming calls and dials a number which has been pre-set on the console's thumbwheel switches. Incoming calls can also be forwarded manually by calling another number and bridging the incoming call to that number by pushing the patch switch on the *Divert-A-Call*. The device may be used to make three-way conference calls without operator assistance.

Available from: Com-U-Trol Div., Dasa Corp., 4825 Scott St., Schiller Park, Ill. 60176. (312)678-6313.



DESK-TOP PHONE CONSOLE

Com-U-Trol Div., Dasa Corp. "Phone call forwarder". *LJ* 99, no. 7 (1974): 974.

Meet the reading room record maker.



The Minoltafax 1114 is the table-top copier that could have helped Dewey get organized. It takes about the same space as an office typewriter. But it gives you the kind of dependable, versatile performance you don't expect from a small machine.

The 1114 makes copies on both roll and sheet-fed paper at the lowest possible cost. Any size from 2 $\frac{3}{4}$ x 6 to 11 x 14 inches, from flat or multi-dimensional material. Copies come out at 11 per minute, up to 500 continuously without reloading paper. And you can make single offset masters or copies on sheets of colored paper without removing the roll.

Copy quality? Minolta camera optics at the heart of the 1114 mean you get sharp, distortion-free reproductions every time.

Want to know more about the 1114? See your office equipment dealer or send in the coupon.

MINOLTAFAX 1114 Your kind of copier

Send to: Minolta Corporation, Business Equipment Division, Dept. J
101 Williams Drive, Ramsey, N.J. 07446

Gentlemen: I'd like more information about
the Minoltafax 1114.

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____



Minolta Corporation. "Meet the reading room record maker". *LJ*
99, no. 8 (1974): 1087.

1974

*Meet the reading
room record maker*
(Conoce al grabador
de la sala de lectura)

La *Minoltafax 1114* es la fotocopidora de escritorio que podría haber ayudado a Dewey a organizarse. Ocupa aproximadamente el mismo espacio que una máquina de escribir de oficina. Pero le brinda el tipo de rendimiento confiable y versátil que no espera de una máquina pequeña. El *1114* realiza copias tanto en papel en rollo como en hojas al menor costo posible. Minolta Corporation, 1974.

1975

Computer produced book catalog

(Catálogo de libros producidos por computadora)

En *General Research Corporation* queremos que sepa que el año pasado produjimos más de 40 000 volúmenes de catálogos para bibliotecas grandes y pequeñas. Los produjimos utilizando nuestro versátil sistema computarizado y nuestra moderna planta de impresión. *General Research Corporation*, 1975.

General Research Corporation. "Computer produced book catalog". *LJ* 100, no. 2 (1975): 89.

COMPUTER PRODUCED BOOK CATALOG

We at *General Research Corporation* want you to know that last year we produced over 40,000 volumes of book catalogs for large and small libraries. We produced these using our versatile computerized book catalog system and modern printing plant.

Your library can benefit from our book catalog experience. An experienced team of Library Science and Data Processing professionals helps ensure a successful book catalog. We have the Library of Congress MARC and Los Angeles County machine-readable data bases covering over 550,000 books, as well as machine-readable data on thousands of non-print titles. Any library may use these data bases for its own catalogs, and expand them to include other holdings. Entries can be modified according to your specifications.

In addition to printed photocomposed catalogs, we can supply microfilm, microfiche and ultramicrofiche catalogs.

If you're considering a book catalog or an index or directory, or are having problems with the one you already have, write or call us today. At *General Research* we're always glad to help.

For more information write or call:
Don Gill, Systems Librarian.

GENERAL RESEARCH CORPORATION

5383 Hollister Avenue • Santa Barbara, CA 93111 • Phone: (805) 964-7724

Reading device for the blind

Optacon is an electronic device that converts printed images into readable, vibrating representations that can be felt and read by blind persons. It provides access not only to books and magazines, but also to correspondence, memos, labels, directories, charts, cathode ray tubes, and other sources of information normally closed to the blind.

To use the *Optacon*, the miniature camera (about the size of a pocket knife) is held in the hand and moved along a line of print. The camera contains two tiny lamps plus phototransistors that register the intensity of light and produce signals which are converted into a pattern of vibrating reeds. If the camera is held over the letter "o," the reeds respond by forming a pattern like a crater with a vibrating rim; other letters produce tactile patterns corresponding to their shapes.

The reeds produce an image on a "tactile screen" which is about 1" x 1/2". A blind person can feel the entire array with one finger. The unit is about 2" x 6" x 8", weighs four pounds, is battery operated, and comes in a leather carrying case with adjustable shoulder strap.

Controls adjust 1) the magnification of the image to compensate for type sizes, and 2) the intensity of the vibrating reeds; and 3) determine what light intensity will cause the reeds to vibrate, compensating for differences in reflectivity of inks and papers. The circuitry can be changed by switch so that white letters can be read on a black background or on a luminous display such as on electronic calculators.

Optacon is guaranteed against defects for a period of one year and service contracts are available after this period. Price is \$3,450 from *Telesensory Systems, Inc.*, 1888 Page Mill Rd., Palo Alto, Calif. 94304, (415) 493-2626.



1975

Reading device for the blind

(Dispositivo de lectura para ciegos)

Optacon es un dispositivo electrónico que convierte imágenes impresas en representaciones legibles y vibrantes que las personas ciegas pueden sentir y leer. Proporciona acceso no sólo a libros y revistas, sino también a correspondencia, notas, etiquetas, directorios, gráficos, tubos de rayos catódicos y otras fuentes de información normalmente cerradas para los ciegos. *Telesensory Systems, Inc.*, 1975.

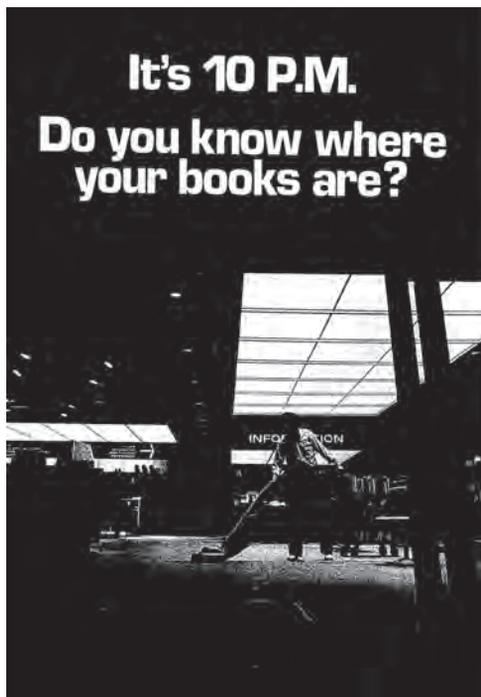
Telesensory Systems, Inc. "Reading device for the blind". *LJ* 100, no. 5 (1975): 463.

1975

It's 10 P.M. Do you know where your books are?
(Son las 10 de la noche ¿Sabe dónde están tus libros?)

Con *LIBS 100* lo hace. Porque *LIBS 100* crea un registro inmediato de cada transacción de libros. Lo archiva para su recuperación inmediata. Y crea un informe actualizado al minuto de toda la actividad del libro durante el último día, la semana pasada o incluso los últimos minutos.

Primero, *LIBS 100* acelera el préstamo. La información del libro y del usuario se lee rápidamente con un bolígrafo electrónico. Tarda unos dos segundos. Luego, crea un registro, haciendo coincidir al usuario con los libros prestados. Puede preguntar al sistema sobre un usuario y obtener una lista de todos los libros que ya tiene. O puede preguntar sobre el libro y saber qué usuario lo tiene. CLSI, 1975



With *LIBS 100* you do. Because *LIBS 100* creates an immediate record of every book transaction. Files it for immediate recall. And creates an up-to-the-minute report of all book activity during the past day, the past week, or even the last few minutes.



First, *LIBS 100* speeds check-out. The book and patron information is quickly read with an electronic pen. It takes about two seconds.

Then, it creates a record, matching the patron with the books borrowed. You can ask the system about the patron, and get a listing of all the books he already has. Or, you can ask about the book and learn which patron has it. *LIBS 100* assigns a due date to each book. Even prints reminder notices for books that are overdue or on hold.

And finally, *LIBS 100* compiles circulation data, activity reports by titles and classifications, and shelf clearance reports. Along with other information you always wanted, but was simply too difficult, too costly to assemble.

LIBS 100 is a total library circulation control system. Packaged for easy operation in any library.

Best of all, it comes from CLSI. Library people dedicated to solving library problems. With systems for circulation control, book acquisition, materials booking and payroll installed and running in scores of community and academic libraries across the country. We didn't just come in at the very last hour.



CLSI, 81 Norwood Avenue, Norwood, MA 02160 (617) 766-4150

CLSI
The Library Systems People

LIBRARY TECHNOLOGY 1975

CLSI. "It's 10 P.M. Do you know where your books are?". *LJ* 100, no. 13 (1975): 1268-1269.

1975

*Last year, a tabletop microfiche duplicator
this good would have cost you twice as much*
(El año pasado, una duplicadora de microfichas
de mesa tan buena le habría costado el doble)

El año pasado no tenía el duplicador de fichas *OP 10* de *Bruning*. Este año lo tiene. Es portátil, compacto, fácil de operar y le ofrece lo que la mayoría de los duplicadores de alto precio. Eso sólo la convierte en la fotocopidora de bajo volumen más emocionante del mercado. *Bruning*, 1975.

**Last year,
a tabletop
microfiche
duplicator
this good would
have cost you twice as much.**



Last year, you didn't have Bruning's OP 10 fiche duplicator. This year you do. It's portable, compact, easy to operate, and delivers up to 200 fiche an hour. With the quality of most high price duplicators. That alone makes it the most exciting low-volume copier on the market.

But at \$1,700, it's also the best value.

Contact your local Bruning office for more information. Or write Bruning, 1834 Walden Office Square, Schaumburg, Illinois 60172.

The bold force in micrographics.



BRUNING

DIVISION OF
ADDRESSOGRAPH MULTIGRAPH

Bruning. "Last year, a tabletop microfiche duplicator this good would have cost you twice as much". *LJ* 100, no. 13 (1975): 1273.

1976-1991



1977
Stays put
(Se queda)

Protectores transparentes de etiquetas... evitan la pérdida de etiquetas y las protegen de las manchas. Protectores individuales en dos tamaños, o nuevo Mylar en rollos con dispensador que ahorra tiempo. Highsmith Co., Inc., 1977.

Highsmith Co., Inc. "Stays put". *LJ* 102, no. 1 (1977): 20.

1977
The computer industry reports "distributed processing" is the future
(La industria informática informa que el "procesamiento distribuido" es el futuro)

El sistema de circulación de *Gaylord* es el único para biblioteca que ofrece las ventajas del procesamiento distribuido. A través del sistema, único de *Gaylord*, su biblioteca compartirá el poder de una computadora central sin el costo de poseer una. Gaylord, 1977.

Gaylord. "The computer industry reports 'distributed processing' is the future". *LJ* 102, no. 3 (1977): 318.



In the words of a leading computer industry spokesman, "there isn't a person in the data processing industry who isn't staking his future on distributed intelligence".

With the recent rapid advances in computer technology and systems design, the cost of computer power can be drastically reduced, while the benefits to users are increased.

Through distributed processing, many tasks that were formerly the exclusive responsibility of central computers can now be handled economically by mini-computers and terminals placed where the data originates and is used. Supported by one central computer, all mini-computers enjoy the capability of super power. The benefits: substantial savings on hardware, reduced costs, elimination of on-site computer-trained personnel and more computer power for the dollar . . . all located "where the action is."

No wonder the market for "distributed processing" is expected to triple between 1977 and 1980.

The Gaylord Circulation Control System:
The only library system today provides the advantages of distributed processing.

Only Gaylord offers your library a complete circulation control system using distributed processing. Through Gaylord's unique system, your library will share the power of a central computer without the cost of owning one.

Lease only the equipment you need

In the Gaylord System you can lease only the minimal equipment necessary to serve your library's requirements. And you can add or delete equipment based on your growth and changing needs.

That could be one or more terminals—depending on your library's circulation activity—and a small mini-computer that can fit in most any corner.

1977

Slide sets

(Juegos de diapositivas)

Slide sets

Slide captions can be prepared quickly without photography or chemicals by means of a special clear acetate and a permanent felt tip marker. Mounted in thin plastic, they will work in all projector trays. Price is \$8 for 80 Write-On Slides.

Four slide sets of professionally photographed models are also available. Each Model Slide set contains 30 full color 35mm slides of one model with different expressions and gestures. Price is \$24.95 per set. For further information, contact Visual Horizons, 208 Westfall Rd., Rochester, N.Y. 14620. (716) 442-3600.

Las leyendas o títulos de diapositivas se pueden preparar rápidamente, sin fotografías ni productos químicos, por medio de un acetato transparente especial y un marcador permanente de punta de fieltro. Montados en plástico fino, funcionarán en todas las bandejas de proyectores. Visual Horizons, 1977.

Visual Horizons. "Slide sets". *LJ* 102, no. 3 (1977): 347.

1977

Handwritten messages by wire

(Mensajes escritos a mano por cable)

Handwritten messages by wire

The transmission of handwritten messages by wire to a selected station or group of stations is made possible by the Telescriber system from Telautograph. Transmitters and receivers are connected by internal wire pairs (telephone circuits or other); messages are written with an electronic pen and are received without operator assistance on plain roll paper or preprinted forms, and duplicate or triplicate copies can be provided. Library applications utilize a transmitter at a service desk and receivers in the stacks. Requests for materials can be transmitted instantly without errors or delays inherent in verbal communications, busy telephones, lack of pages, etc.

Additional standard and optional features include message receipt acknowledgement, out of paper signal, ballpoint pen refills, automatic paper advance, etc. Units have solid state electronics and pull-out circuit boards. The transmitter is 12" x 12" x 5¾" and weighs 20 lbs., while the receiver is 13¾" x 8" x 11¾" and weighs 46 lbs.



SCRIPT TRANSMITTER
Each piece of equipment is available on lease at about \$35 per month or outright purchase at about \$1250 from Telautograph Corp., 8700 Bellanca Ave., Los Angeles, Calif. 90045. (213) 641-3690.

La transmisión por cable de mensajes escritos a mano a una estación seleccionada es posible gracias al sistema *Telescriber* de *Telautograph*. Los transmisores y receptores están conectados por pares de cables internos (circuitos telefónicos u otros); los mensajes se escriben con un bolígrafo electrónico y se reciben sin la ayuda del operador. Se emplea un rollo de papel normal o formularios preimpresos, y se pueden proporcionar copias por duplicado o triplicado. *Telautograph Corp.*, 1977.

Telautograph, Corp. "Handwritten messages by wire". *LJ* 102, no. 3 (1977): 347.

1977

Facsimile transceiver
(Transceptor de facsímil)

Un accesorio, que utiliza el teléfono como dispositivo de envío y recepción de documentos sin modificaciones o alteraciones, ahora hace posible la transmisión de material impreso, dibujos, recortes de periódicos, etcétera. Llamado *Qwip* el accesorio se puede utilizar en cualquier teléfono y no requiere una línea especial. Los costos, tanto locales como de larga distancia, son los mismos que para las llamadas regulares. Qwip Systems, 1977.

Facsimile transceiver

An accessory which allows the telephone to be used as a sending and receiving device without any modifications or alterations now makes possible the transmission of printed material, drawings, newspaper clippings, etc. Called Qwip, the accessory can be used on any telephone and does not require a permanently leased line. Tolls, both local and long distance, are the same as for regular calls.

To operate, the telephone handset is placed in the coupler and the material to be copied on the copying cylinder. The sending machine scans the graphic material to be sent, converts what is on the paper into electronic signals, sends the signals over the telephone lines, and reproduces the graphic original on the receiving machine. Nearly any page of text up to 8½" x 11" can be received four minutes after it is sent almost anywhere in the U.S., with smaller documents taking even less time. Operating on 105-125 volts at 60 cycles, Qwip can be plugged into any ordinary wall outlet. Copy paper, designed especially for Qwip machines, is available for use with the device.

Qwip can send to or receive from nearly all facsimile transceivers. Some library applications include sending messages between departments and stacks; and transmitting pages from books, pamphlets, or periodicals for interlibrary loans. Pictures, maps, photographs, and drawings—either originals (if 8½" x 11" or smaller) or copies—can also be sent.

Monthly rental averages about \$1 a day and copy paper 9¢ a sheet. In the event of mechanical failure, the entire machine is replaced. For further information, contact Qwip Systems, Div. of Exxon Enterprises, Inc., 60 E. 42nd St., New York, N.Y. 10017 (212) 682-3076.

Qwip Systems. "Facsimile transceiver". *LJ* 102, no. 3 (1977): 347.

1977

Announcing the era of the \$5 search: New rates and discounts make Dialog at virtually every level the lowest cost retrieval service

(Se anuncia la era de la búsqueda de \$5: las nuevas tarifas y descuentos hacen que *Dialog*, en prácticamente todos los niveles, sea el servicio de recuperación de menor costo)



Now Dialog costs less to use than ever before, as low as \$5 for a 10 minute search among a number of major data bases such as Chemical Abstracts, ERIC, NTIS and Agricola.

Here are some of the price cuts made possible by Dialog's new dual computer operation:

1. Discounts of \$5 to \$15 per hour depending on usage. These discounts are automatic for all Dialog usage over five hours per month.
2. A contract discount plan that provides savings as much as \$15 per hour for heavy users. Contracts can be as short as six months.
3. New group discount plan that allows groups to combine usage and quantity for discounts ranging from \$5 to \$15 per hour.
4. BIOSIS Previews reduced from \$65 to \$45 per hour; Chemical Abstracts CONDENSATES

from \$45 to \$35 per hour.

5. Communication costs for Telenet access down from \$8 to \$5 per hour; TYMSHARE TYMNET down from \$10 to \$8 per hour.

But some things haven't been cut. Dialog still offers the most data bases of any retrieval service... the longest operational week... data bases for all years available continuously... and no minimum service charge.

Here are three easy ways to get more information about Dialog's new low prices: 1. Drop us a note at Lockheed Information Systems, Dept. 50-20-1, Bldg. 201, 3251 Hanover Street, Palo Alto, CA 94304. 2. Call us toll-free at (800) 227-1460 in the continental U.S. except California; (800) 982-5838 in California; (415) 493-4411, Ext. 45635 from elsewhere. 3. If you're a Dialog user, just type "? Discount" on your terminal.

Lockheed Dialog®

Ahora usar *Dialog* cuesta menos que nunca, tan económico como \$5 por una búsqueda de diez minutos entre una serie de bases de datos importantes como *Chemical Abstracts*, *ERIC*, *NTIS* y *Agricola*. Lockheed Information Systems, 1977.

Lockheed Information Systems. "Announcing the era of the \$5 search: New rates and discounts make Dialog at virtually every level the lowest cost retrieval service". *LJ* 102, no. 4 (1977): 436.

1977

*Money is a good reason to convert your card catalog
by Cardcam instead of computer*

(El dinero es una buena razón para convertir su catálogo de tarjetas por *Cardcam* en lugar de por computadora)

Probablemente esté considerando convertir, o incluso congelar, el catálogo en tarjetas ¿No lo está todo el mundo? Y probablemente, también, sus nuevos títulos irán a una computadora. Pero, ¿qué pasa con las miles de tarjetas que tiene ahora? Considere los nuevos servicios *Cardcam* de *University Microfilms*. *Cardcam* bien podría ser su solución al alto costo de la conversión retrospectiva. Para ponerlo en números: convertir a través de *Cardcam* cuesta alrededor de tres centavos por tarjeta. La conversión a un formato legible por máquina cuesta mucho más, hasta diez veces más. *University Microfilms International*, 1977.

Money is a good reason to convert your card catalog by Cardcam instead of computer.



You're probably considering converting, or possibly freezing, your card file. Isn't everyone. And probably, too, your new titles will go into a computer. But what about the thousands of cards you have now? Consider *University Microfilms*' new *Cardcam* services. *Cardcam* could very well be your solution to the high cost of retrospective conversion. To put it in numbers: converting via *Cardcam* costs about three cents per card. Converting into machine readable form costs a lot more—up to ten times more. And converting by *Cardcam* is so convenient you'll hardly know we're in the library. We'll film each drawer in minutes. And put two drawers (that's 1,980 cards) on a single, clearly indexed microfiche. (Or, if you prefer, your catalog can be duplicated on card stock and microfilm.) If you'd like to hear more about *Cardcam*'s economies for your library, call or write *Griff McDonald*, our General Manager of *Cardcam* Services. We'd like to work with you. And get in our three cents.

**CC
AR
M
I** A way to keep your card file. And share it.

University Microfilms International
Dept. D, 300 N. Zeeb Rd., Ann Arbor, Mich. 48106
Phone: (313) 761-4700

University Microfilms International. "Money is a good reason to convert your card catalog by *Cardcam* instead of computer". *LJ* 102, no. 6 (1977): 669.

1977

Sunlight filter
(Filtro de luz solar)

Los filtros de luz solar permanentes se pueden instalar en ventanas de vidrio liso y plano con una película de vinilo tintado llamada *No Glare*. Los rayos del sol se filtran a través de un vinilo de .008 de espesor que admite una luz suave dentro de la habitación y evita el resplandor que causa fatiga ocular, entrecerrar los ojos y malestar. Plastic Window Products, Co., 1977.

Sunlight filter

Permanent sunlight filters can be installed on existing smooth, flat, glass windows with a tinted vinyl film called No Glare. Sun rays are filtered through a .008 thickness of vinyl which admits soft light inside the room and keeps out glare that causes eye fatigue, squinting, and discomfort. No Glare costs less than paint, is guaranteed not to chip, craze, or peel, and is easily washed. It provides insulation against heat and cold and acts as a safety shield in the event glass is broken. Installation is made from either inside or outside by

cutting the vinyl with a scissor to the approximate size of the glass, washing the window, and pressing the vinyl on the wet glass with a squeegee. It is then trimmed to the glass size with a single edge razor. No Glare is available in four colors that include light, medium, and opaque color density. Sample swatches can be installed on sun exposed windows to help in the selection of the density and color best suited to the purpose. Cost estimates and sample swatches are available without charge by writing to Plastic Window Products Co., 701 Pleasant Ave., Highland Park, Ill. 60035, (312) 432-6575.



VINYL SUN SCREEN

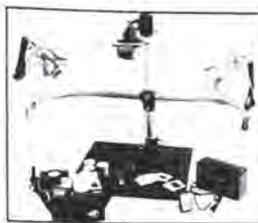
Plastic Window Products, Co. "Sunlight filter". *LJ* 102, no. 11 (1977): 1261.

1977

Filmstrip production
(Producción de tiras de película)

Filmstrip production

Personalized filmstrips can be produced without specialized training by means of a new filmstrip set which consists of four basic components, three photographic and one electronic. Filmstrips can be produced inexpensively from slides, other filmstrips, live photography, and artwork. The primary piece of equipment in the set is the Filmstrip Maker which allows the user to make a filmstrip from slides using amateur film and processing for low operating cost. Another component is the Copy Stand which uses the Olympus Pen EES-2 camera for photography of artwork and small objects. Since the camera is transferred back and forth among units, frames shot with the Copy Stand and those shot from live subjects can be intermixed with those made from slides and filmstrips. The Copy Stand aligns the camera with the artwork copy through a new, more accurate technique and can be adapted to allow photography of larger wall-mounted copy. Complete set is \$425; individual components may be purchased separately. From Radmar, Inc., Box 425, Northbrook, Ill. 60062. (312) 831-9000.



PHOTOGRAPHY COMPOSITOR

Se pueden producir tiras de película personalizadas, sin formación especializada, mediante un nuevo conjunto de tiras de película que consta de cuatro componentes básicos, tres fotográficos y uno electrónico. Las tiras de película se pueden reproducir de forma económica a partir de diapositivas, otras tiras de película, fotografías y obras de arte. Radmar, Inc., 1977.

Radmar, Inc. "Filmstrip production". *LJ* 102, no. 11 (1977): 1261.

Pencil sharpener

A self-feeding pencil sharpener features a spring chuck which grasps the pencil and automatically feeds it into the sharpener by a self-aligning mechanism. The Dahle Model 122 offers several other innovative features, including an automatic cutting stop which prevents the unnecessary consumption of lead, prolonging pencil life by at least 25 percent. The unit employs a single cutterhead which shaves the pencil with the grain, unlike other sharpeners that use two cutterheads which can get out of alignment and cause tearing of the wood and breaking of the lead. The case is durable high-impact plastic in a choice of red, orange, blue, or grey. A clear plastic shaving drawer facilitates emptying. The unit may be used free-standing or it may be clamped or screw-mounted on

a desk or tabletop. A clamp is included at no extra cost. The unit is unconditionally warranted for one year. Further information from Dahle USA, Commerce Dr., Danbury, Conn. 06810. (203) 792-9100.



LEAD SHAVER

Dahle USA. "Pencil sharpener". *LJ* 102, no. 17 (1977): 2021.

1977

Pencil sharpener (Sacapuntas)

Sacapuntas automático que cuenta con un mandril de resorte que agarra el lápiz y se alimenta automáticamente en el sacapuntas mediante un mecanismo de autoalineación. El modelo 122 de Dahle ofrece otras características innovadoras, incluida una parada de corte automático que evita el consumo innecesario de mina y prolonga la vida útil del lápiz por lo menos el 25 por ciento. Dahle USA, 1977

1977

Telephone receiver (Receptor telefónico)

Superphone es un teléfono de botones diseñado para ahorrar tiempo a las personas que llaman con frecuencia. Con esta unidad de manos libres, no es necesario descolgar el receptor hasta que la otra persona esté en la línea. Si se recibe una señal de ocupado, el *Superphone* colgará y volverá a llamar hasta 18 veces, cuando se complete la llamada, la persona que llama puede escuchar el timbre del teléfono y la persona que responde también, antes de levantar el auricular. El teléfono además proporciona una memoria electrónica fácilmente programable para los 10 números más utilizados. Phone Control Systems, 1977.

Telephone receiver

Superphone is a push button phone designed to save time for the frequent caller. With this hands-free unit, it is not necessary to pick up the receiver until the other party is on the line. If a busy signal is received, the *Superphone* will hang up and call again up to 18 times. When the call goes through, the caller can hear the phone ringing and the party answering before picking up the receiver. The phone also provides an easily programmed electronic memory for the ten most used numbers. By merely touching a button, the number desired is dialed automatically. The phone will operate on rotary dial as well as touchtone lines. It meets Federal Communications Commission requirements; can be legally connected to local telephone lines; and does not require couplers or a monthly charge from the local telephone company. Price is \$199.95 from Phone Control Systems, 92 Marcus Ave., New Hyde Park, N.Y. 11040. (516) 248-3636.



DIALING AIDE

Phone Control Systems. "Telephone receiver". *LJ* 102, no. 17 (1977): 2021.

1977

Periodical filing

(Almacenamiento de publicaciones periódicas)

El sistema de archivo *Oblique*, que se originó en Francia, suspende periódicos (doblados), revistas y documentos gubernamentales en carpetas montadas sobre rieles. Este método de almacenamiento suspendido resuelve varios problemas básicos al archivar y recuperar publicaciones periódicas: 1) recuperar una publicación periódica que no está en la parte superior; 2) espacio de almacenamiento perdido debido al área que se ha dejado entre los estantes y las pilas adyacentes; y 3) índices que no se adjuntan permanentemente a una pila de periódicos o revistas y que se pueden mover fácilmente cada vez que se reubican. Robert P. Gillote & Co., Inc., 1977.

Periodical filing

The Oblique filing system, which originated in France, suspends newspapers (folded), magazines, and government documents in folders mounted on rails. This method of suspended storage alleviates several basic problems in filing and finding periodicals: 1) retrieving a periodical that is not on top; 2) storage space lost because of the area that has to be left between shelves and adjacent stacks; and 3) indexes that are not permanently attached to a stack of newspapers or magazines and that can be easily moved whenever they are relocated.

Consisting of standard 35" wide steel sections, the Oblique folders with their steel hooks move laterally on rods. A typical installation with six levels of folders to a section can save up to 50 percent or more of the space required by conventional flat storage. Folders are identified by vertical labels attached to the edges, and can be snapped together for ease of handling. Folder sizes range from 11 13/16" x 9 7/8" high to 23 1/2" x 29" high. Folders will accommodate, in addition to periodicals, computer reports, offset plates and negatives, correspondence, pamphlets, sheet music, forms, and phonograph records. Further information from Robert P. Gillote & Co., Inc., 2230 Commerce Dr., Columbia, S.C. 29250. (803) 799-5158.



FILE SUSPENDERS

Robert P. Gillote & Co., Inc. "Periodical filing". *LJ* 102, no. 17 (1977): 2021.

1977

Exposure control: the Planatrol, automatic exposure control for microfilm cameras

(Control de exposición: el *Planatrol*, control automático de exposición para cámaras de microfilm)



**The PLANATROL
Automatic Exposure Control
for Microfilm Cameras**

Planatrol controls automatically set the proper lighting to compensate for variations in surface brightness caused by different shades, colors and textures of documents . . . even correct for line voltage changes. Every exposure is correct. Every negative has correct density. No more manual light measurements, no more setting light intensities or shutter speeds. No wiring necessary. Just plug it in. For incandescent-lighted planetary cameras up to 2000 watts, including Recordak MRD-1 and MRD-2 cameras.

\$633.00 F.O.B. Indianapolis

ALSO Automatic exposure control kits available for rotary cameras.

See your dealer or write . . .

F C FOTOMATIC CORPORATION

4030 West 10th Street • Indianapolis, Indiana 46222

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Los controles *Planatrol* configuran automáticamente la iluminación adecuada para compensar las variaciones en el brillo de la superficie —causadas por diferentes tonos, colores y texturas de los documentos—. Fotomatic Corporation, 1977.

Fotomatic Corporation. "Exposure control: the Planatrol, automatic exposure control for microfilm cameras". *LJ* 102, no. 18 (1977): 2120.

Record washer

The Spin and Clean Record Washer eliminates dirt and grit that settle in record grooves, thus reducing wear and abrasion and prolonging the life of the phono record collection. The unit, which takes only 6" x 15" of desk or table space, uses a special antistatic wash solution added to enough water to reach the bottom of the guide rollers in the reservoir. The record is inserted between two soft fabric washing pads that press gently against it while the edge rides against guide rollers as the record is turned. After washing, the records are patted dry with the lint-free towels provided. The guide rollers are adjustable to fit 45's, LP's, and 78's. A cover prevents evaporation of the fluid when the washer is not in use. Price is \$19.95 postpaid, which includes a bottle of record wash solution. Available from Cassette House, Inc., 530 W. Northwest Highway, Mount Prospect, Ill. 60056. (312) 398-3838.



DISC CLEANSER

1978

Record Washer (Lavadora de discos)

La lavadora de discos *Spin and Clean* elimina la suciedad y el polvo que se asientan en las ranuras de los discos, lo que reduce el desgaste y la abrasión y prolonga la vida útil de la colección de discos fonográficos. La unidad usa una solución de lavado antiestática especial que se agrega a suficiente agua para llegar al fondo de los rodillos guía en el depósito. Cassette House, Inc., 1978.

Cassette House, Inc. "Record washer". *LJ* 103, no. 1 (1978): 83.

1978

Automated acquisitions: the 100% solution (Adquisiciones automatizadas: la solución al 100%)

Por fin... un servicio de adquisiciones que elimina todo el trabajo costoso y lento que implica el pedido de libros. Ahora puede seleccionar cualquiera de las principales revistas de reseñas de libros y pedir sus libros marcando simplemente sus selecciones en el formulario de pedido especial de Adquisiciones Automatizadas. La solución al 100% hace todo el resto del trabajo. Charles W. Clark Company, Incorporated, 1978

Charles W. Clark Company, Incorporated. "Automated acquisitions: the 100% solution". *LJ* 103, no. 9 (1978): 919.

Automated Acquisitions

The 100% Solution

At last ... an acquisitions service that does away with all the costly, time-consuming labor involved in book ordering. Now you can select from any of the major library book review journals and order your books simply by marking your selections on the special *Automated Acquisitions* order form. The 100% solution does all the rest of the work.

- ✓ All the paperwork is prepared for you. By return mail you receive standard 4-part 3" x 5" order slips for each book you order, imprinted with your library's name and showing up to 19 separate items of bibliographic information for each title ordered.
- ✓ Order duplication resulting from multiple reviews is eliminated. The service maintains your open order file and immediately alerts you if you have duplicated an order.
- ✓ Encumbrance control is easily and efficiently handled. A summary card supplied with each order gives you the estimated dollar total for the entire order and your order slips show the estimated list and net price for each book.

Automated Acquisitions is an idea and a service whose time has come. It is available completely free of charge to any public library ordering books from the Charles W. Clark Company. Now you can order your books at competitive discounts from one of America's oldest and most reliable full-service wholesalers and enjoy the dramatic savings in time and money that only *Automated Acquisitions* offers. Find out about it today by returning the coupon below, or call Mr. Wesley Clark collect at 516 694-4666. Don't wait another moment to get all the facts and arrange to try it in your library.



Mr. Wesley Clark
Charles W. Clark Co., Inc.
564 Smith Street
Farmingdale, NY 11735

Please call me with details about how *Automated Acquisitions* can help my library.

Please mail full details about *Automated Acquisitions*.

Please have your area representative call me.

Name _____ Phone _____

Library _____

Address _____

City _____ State _____ Zip _____

Signature _____ Title _____

Charles W. Clark

Company, Incorporated

564 Smith Street, Farmingdale, New York 11735

1978

Winsor dial-a-story
(Marca una historia)

Winsor Dial-A-Story is an uncomplicated and completely automated system installed by the library that enables children to call from any phone to hear a story.

For as little as .007c per call, your library puts out some of the most effective advertising and PR work that can be done.

\$833.00 buys: Complete Winsor Dial-A-Story system

- tape player
- promotional packet & manual
- 52 tapes

Winsor DIAL-a-STORY

For more information write: Winsor Enterprises
Box 568, Canton, Illinois 61520
or call: 309-647-3417

For Information, Circle 101 on Inquiry Card

Winsor Dial-A-Story es un sistema sencillo y completamente automatizado instalado por la biblioteca que permite a los niños llamar desde cualquier teléfono para escuchar una historia.

Por tan sólo .007c por llamada, su biblioteca hace uno de los trabajos de publicidad y relaciones públicas más efectivos que se pueden realizar. Winsor Enterprises, 1978.

Winsor Enterprises. "Winsor dial-a-story". *LJ* 103, no. 15 (1978): 1585.

1978

Informatics introduces MINI MARC a totally new library resource system to help you catalog books faster and better than before
(Informatics presenta MINI MARC, un sistema de recursos bibliotecarios totalmente nuevo para ayudarlo a catalogar libros más rápido y mejor que antes)

Con el sistema *MINI MARC* en su biblioteca, tendrá el registro MARC completo de *Library of Congress* a su alcance, MÁS la capacidad de modificar, eliminar y agregar a ese registro, cuando lo desee. Informatics Inc., 1978.

Informatics, Inc. "Informatics introduces MINI MARC a totally new library resource system to help you catalog books faster and better than before". *LJ* 103, no. 11 (1978): 1105.

Informatics Introduces MINI MARC A Totally New Library Resource System To Help You Catalog Books Faster and Better Than Before



With the MINI MARC system in your library, you'll have the complete Library of Congress MARC cataloging record at your fingertips, PLUS the ability to modify, delete or add it that record whenever you want.

MINI MARC gives you:

- Access to any record in the Library of Congress MARC data base in less than one second.
- Indexes to the MARC data base by author and title.
- A working file of selected MARC records.

MINI MARC lets you:

- Change any record to conform to your library's specific needs.
- Add local data to that record.
- Enter original records into the working file.

What's more, the system can handle all MARC formats — monographs, serials, film, maps, manuscripts, even music. And with the addition of another component, you'll be able to produce catalog cardsets and other materials on the spot.

The whole system won't take up any more space than an ordinary desk. And best of all, though MINI MARC delivers a lot in terms of capabilities, it doesn't require an equal amount of electronic data processing savvy to operate. You can learn the basics in an hour. Master the entire system in a week.

Is MINI MARC for You?

If your library is now using microcomputers — or is thinking about it — MINI MARC belongs in your library. But find out for yourself. Just fill out the coupon below and mail it today. We'll send you more information about the system and how it can save you time, effort, and money.

Send MINI MARC to you!
A special offer of \$1000 (value \$1500) when you request the MINI MARC Working in Chicago. One to 10, 1978.

Informatics Inc., Library Information Services
801 Executive Blvd., Rockville, Maryland 20850
Send me information about MINI MARC and how it can be used in my library cataloging system.

Name: _____ Title: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____

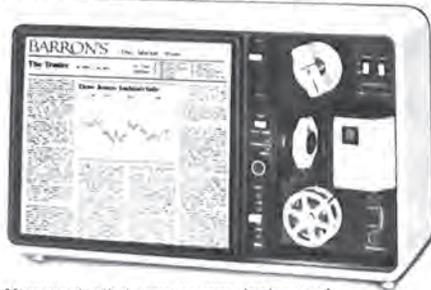
LIBRARY JOURNAL/VOLUME 1, 1978 1105

1978

MMR 16+35 by Dukane
(MMR 16 + 35 de Dukane)

Un microlector que responde a sus necesidades de visualización. MMR 16 + 35 está hábilmente diseñado para asegurar lo último en facilidad de visualización. Sólidamente diseñado para un desempeño superior y durabilidad. Elegantemente diseñado para complementar la decoración de la biblioteca u oficina. Ofrecido por Dukane, líder reconocido en microlectores. Dukane Corporation, 1978.

MMR 16+35 by DUKANE



A Microreader that answers your viewing needs.

MMR 16 + 35 . . . skillfully designed to assure the ultimate in viewing ease . . . soundly engineered for superior performance and durability . . . smartly styled to complement the decor of library or office. Offered by Dukane, recognized leader in Microreaders.



- Adjustable viewing**
 - Large non - glare screen can be angled to suit the user, assuring comfortable viewing
- Convenient control panel**
 - Controls are up front in a well - organized, easy-to-read, easy-to-reach panel
- 360° Optical image rotation**
 - Handy knob provides smooth 360° image rotation
- Easy loading**
 - Film or cartridge can be loaded with ease from a sitting position



- Film/cartridge versatility**
 - Accepts 35mm film and 16mm film or standard cartridge with adapter. Available with 18x, 24x, 32x, 37x and 42x interchangeable lenses

- Controlled illumination**
 - 2-position switch for the 1,000-plus hours lamp offers viewer adjustable illumination of the high-resolution image.
- Warranty**
 - Each Microreader carries a one-year warranty on labor and parts
 - Write for free information.



Dukane Corporation. "MMR 16+35 by Dukane".
LJ 103, no. 11 (1978): 1106.

1978

1-2-3, You've just automated
your library's most time consuming jobs
(1-2-3, acaba de automatizar
los trabajos que más tiempo
consumen en su biblioteca)

Con el sistema de biblioteca Decicom, las transacciones diarias se realizan rápidamente en los mostradores de préstamo/devolución. Al mismo tiempo, automatiza el trabajo de compilar listas de libros vencidos y enviar avisos de vencimiento. Automatiza el control de los libros de reserva, los prestatarios morosos y el estado de los libros. Y automatiza la tarea de compilar análisis de circulación para un control de inventario adecuado. Decicom, 1978.

1-2-3, you've just
automated your
library's most time
consuming jobs.



With the Decicom Library System daily transactions are made quickly at the borrow/return desks. At the same time, you automate the job of compiling overdue book lists and sending out late notices. You automate control of reserve books, delinquent borrowers and book status. And you automate the task of compiling circulation analyses for proper inventory control.

To make all this possible, Decicom has developed a practical data collection system for libraries which takes advantage of library owned centralized computers. Or you can have your own stand-alone system with capability for additional functions like book ordering, etc. Your programs are written in easily understood and widely used English-like language permitting you to add other functions.

Reserved books and delinquent borrowers are indicated instantly by the system's audio/visual signal as books are returned and borrowed. Computerized lists of

overdue books, late notices and circulation analyses are obtained using the stored data. In addition the system gives you capability to inquire for book status by author, title, subject, L.C. number or special indices.

But it's not just simple to operate . . . the Decicom System is affordable. Through reductions in operating costs, it can pay for itself in two years. And it's proving itself in daily library use.

Returned books are getting put back on shelves faster. Overdue books are being returned sooner. Delinquent borrowers are finally being stopped. And with more accurate circulation analyses, libraries are stocking more popular books.

For complete information, write us

Decicom
250 Adams Blvd., Farmingdale
N.Y. 11735 (516) 293-9270

Decicom. "1-2-3, you've just automated your library's most time consuming jobs". LJ 103, no. 11 (1978): 1104.



Instant Slides

Write on, draw on, even type on these matte-surface slides. A fast economical way to create title and planning slides for a do-it-yourself presentation. Reusable, in 2"x2" mounts that fit any projector or viewer. Order 78-344 for a box of 100 at \$10.00 plus postage. Among the thousands of AV, library and office items in the 1978 Highsmith Catalog. Send for your free copy.

The Highsmith Co.
P.O. 25/0800 Fort Atkinson, WI 53538

For information, Circle 115 on Inquiry Card

1978
Instant slides
(Diapositivas instantáneas)

Escriba a mano, dibuje e incluso escriba a máquina en estas diapositivas de superficie mate. Una forma rápida y económica de crear diapositivas de título y planificación para presentaciones. Reutilizables, en soportes de 2" x 2" que se adaptan a cualquier proyector o visor. The Highsmith, Co., 1978.

The Highsmith, Co. "Instant slides". *LJ* 103, no. 15 (1978): 1596.

1978
When you convert your bibliographic data to a computer generated microfilm file...
(Cuando convierte sus datos bibliográficos a un archivo de microfilm generado por computadora ...)

Muéstrelo de la mejor manera con la terminal ROM 3 COM, el estándar de excelencia en lectores de catálogos COM. Information Design, 1978.

Information Design. "When you convert your bibliographic data to a computer generated microfilm file...". *LJ* 103, no. 15 (1978): 1599.

When you convert your bibliographic data to a computer generated microfilm file.....



CHOSEN BY PUBLIC AND ACADEMIC LIBRARIES SERVING MORE THAN 12 MILLION PEOPLE IN THE UNITED STATES AND CANADA.

Display it to best advantage with the ROM 3 COM Terminal – the standard of excellence in COM catalog readers

- The ROM is a dedicated machine specifically designed for catalog display.
- The ROM is preloaded with the film catalog. The user has no access to the film, providing complete file security.
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- The ROM has an alpha index which is always available, and which relates directly to organization of the catalog file.
- The ROM combines fast motorized scan with manual scan for final entry selection. These features make the ROM a convenient browsing tool as well as providing rapid access to specific entries.
- The ROM is a robust unit designed for heavy unattended use by library patrons, and is simple to maintain.

A full range of accessories is available to complement the ROM catalog reader, including a hard copy printer.

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(415) 369-2962

Humidity checker

Rare book collections which require constant relative humidity or collections stored below ground or in attics can be protected with an all-electronic relative humidity indicator. The Humi-Check II unit makes quick, reliable measurements, with no warm-up time, over the range of 15 to 95 percent relative humidity, with an accuracy of 2 percent r.h. and repeatability within 1 percent r.h. in the span of 20 to 90 percent r.h. The Humi-Check II uses an extra low mass sensing element, doing away with such sources of error as dry or clogged wicks or fatigued hair filaments or membranes. Since no "swinging" is necessary, the instrument can be used conveniently in confined quarters. No calculations, charts, or graphs are needed since the r.h. percent can be read directly from a calibrated thumbwheel. To test or reset the calibration, the sensor is enshrouded with the calibration unit and the instrument is balanced following equilibration. Calibration, as required, consists of a single screwdriver adjustment.

Humi-Check II consists of a plug-in, solid state humidity sensor, electronic circuitry and read-out, and battery (standard 9-volt transistor type). It comes with a calibration standard of nominal value 53 percent r.h. and adjustment screwdriver in a hard plastic carrying case. Price is \$238 from Beckman Instruments, Inc., Cedar Grove Operations, 89 Commerce Rd., Cedar Grove, N.J. 07009. (201) 239-6200.



MOISTURE FINDER

1978

Humidity checker (Comprobador de humedad)

Las colecciones de libros raros que requieren humedad relativa constante, o las colecciones almacenadas bajo tierra o en áticos, pueden protegerse con un indicador de humedad relativa totalmente electrónico. La unidad *Humi-Check II* realiza mediciones rápidas y confiables, sin tiempo de calentamiento, con una humedad relativa del 15 al 95 por ciento. Beckman Instruments, Inc., 1978.

Beckman Instruments, Inc. "Humidity checker". *LJ* 103, no. 17 (1978): 1935.

Electronic typewriters

Two new electronic typewriters, employing built-in microprocessors, combine two IBM innovations—the single element typehead and the error correcting feature—with computer electronics to bring a new dimension of efficiency and convenience to the office typewriter. Common features of IBM Models 50 and 60 are automatic error correction, automatic word and continuous line underscoring and erasing, centering, electronic margins and tabs, column layout, and indenting. Each model also has line memory, the capability of storing characters as they are typed to assist in automating the typing functions.

Features of Model 50 are number alignment which simplifies the typing of statistical columns; and triple-pitch which provides the traditional ten- and 12-pitch (characters per inch) of the IBM Selectric II as well as the proportional spacing similar to the IBM Executive typewriter. Features of Model 60 are phrase storage, which permits automatic recall of frequently used words, phrases, sentences, and short, repetitive letters; and automatic carrier return, by which the typewriter senses the line ending and returns the carriage without operator intervention. Other features of these typewriters are an electronic diagnostic aid that helps the IBM customer engineer identify and locate typewriter malfunction; and a pull-out operator instruction tray attached to the bottom of the typewriter case.

Both models use the IBM Correcting Selectric II Typewriter ribbon mechanism including the Film Ribbon, the Tech III, and the Correctable Film Ribbon, all in cartridge form. Typing elements are similar to the Selectric elements, but are not interchangeable. More than 25 type styles are available.

Models 50 and 60 are available under a time payment contract based on 12-, 24-, or 36-month term; a 48-month lease is \$80 per month; or purchase for \$1,675. From IBM offices in principal cities or from Parson's Pond Drive, Franklin Lakes, N.J. 07417. (201) 848-3454.



COMPUTER TYPE R

1978

Electronic typewriters (Máquinas de escribir electrónicas)

Dos nuevas máquinas de escribir electrónicas, que emplean microprocesadores integrados, combinan dos innovaciones de IBM —el cabezal de mecanografía de elemento único y la función de corrección de errores— con la electrónica de la computadora para brindar una nueva dimensión de eficiencia y conveniencia a la máquina de escribir de oficina. Las características comunes de los modelos 50 y 60 de IBM son la corrección automática de errores, el subrayado y borrado automático de palabras y líneas continuas, el centrado, los márgenes electrónicos y las pestañas, el diseño de columnas y la sangría. IBM, 1978.

IBM. "Electronic typewriters". *LJ* 103, no. 21 (1978): 2403.

Microfilm cleaners

Libraries with large microfilm collections which receive heavy use may be interested in what is claimed to be the first completely automatic microfilm cleaners. Intended for use with silver, diazo, or vesicular film, the units will accommodate film sizes from 16mm through 105mm. The Extex Automatic Microfilm Cleaner 6065 is a compact, portable unit intended for use with 16mm and 35mm film only, while the Model 6105 accommodates film sizes from 16mm through 105mm. To operate the unit, the film is inserted between velvet tapes; the rest is entirely automatic. Dirt and debris are removed through a lifting action that eliminates scratches while leaving no residual on the film. The regulated solvent wetting helps to remove even greasy fingerprints. Designed for table top installation, the cleaners are only 12" high x 12" deep x 34" long. Further information available from Extex Microsystems, Inc., 6955 Hayvenhurst Ave., Van Nuys, Calif. 91406. (213) 989-2630.



FILM DUSTER

1978

Microfilm cleaners (Limpiadores de microfilm)

Las bibliotecas con grandes colecciones de microfilms que reciben un uso intensivo pueden estar interesadas en lo que se dice que son los primeros limpiadores de microfilmes completamente automáticos. Diseñadas para su uso con película de plata, diazo o vesicular, las unidades se adaptan a tamaños de película de 16 mm a 105 mm. El limpiador automático de microfilmes 6065 de Extex es una unidad compacta y portátil diseñada para usarse sólo con películas de 16 mm y 35 mm, mientras que el modelo 6105 admite tamaños de película de 16 mm a 105 mm. Extex Microsystems, Inc., 1978.

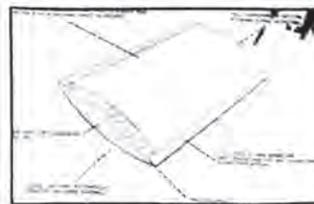
Extex Microsystems, Inc. "Microfilm cleaners". *LJ* 103, no. 21 (1978): 2403.

1978

Bubble bags (Bolsas de burbujas)

Bubble bags

Cushioned with plastic bubbles, Bubble-Lite book shipping bags are lighter than conventional paper-padded bags, and designed to cut mailing costs. The bag consists of a 50 lb. natural kraft outer bag laminated to an inner bag containing the plastic bubbles. Seams are heat sealed, then folded over $\frac{1}{2}$ " on either side and hot melt glued for double protection. The absence of a bottom seam eliminates chance of failure in this critical area. Lintfree because of their filling, the bags are also noncorrosive. The bags can be sealed with tape or staples, but heat sealing is preferred and makes the bags more water-resistant. Available in standard sizes from 4' x 7' to 14 $\frac{1}{4}$ ' x 18" from Sealed Air Corp., 19-01 State Highway 208, Fair Lawn, N.J. 07410. (201) 791-7600.



MAILING SACKS

Acolchadas con burbujas de plástico, las bolsas de envío de libros *Bubble-Lite* son más livianas que las bolsas acolchadas de papel convencionales y están diseñadas para reducir los costos de envío. Consta de una bolsa exterior, kraft natural de 50 libras, laminada y una bolsa interior que contiene las burbujas de plástico. Sealed Air, Corp., 1978.

Sealed Air, Corp. "Bubble bags". *LJ* 103, no. 21 (1978): 2403.

1979

*Sony now makes it possible to tiptoe into the world
of video communications*
(Ahora Sony hace posible entrar de puntillas en el mundo
de las comunicaciones por vídeo)

En Sony nos damos cuenta de que, si bien el genio de la ingeniería de Sony puede extenderse a los límites externos de la tecnología de vídeo, es posible que sus necesidades particulares no. Con esta aleccionadora sabiduría en mente, ofrecemos *Basic Betamax*. Un sistema de vídeo casete de ½", de precio bajo diseñado para satisfacer las necesidades algo más modestas del vídeo neófito, el médico, el abogado, el minorista, el educador y la empresa de tamaño inferior a Fortune 500.

Imagínese haciendo una investigación con una cinta de vídeo, enseñando, aprendiendo y demostrando lo que ha aprendido de la manera más convincente posible. Sony Video Products Company, 1979.

SONY NOW MAKES IT POSSIBLE TO TIPTOE INTO THE WORLD OF VIDEO COMMUNICATIONS

We at Sony realize that while the genius of Sony engineering may extend to the outer limits of video technology, your particular needs may not. With this sobering bit of wisdom in mind, we offer the Basic Betamax. A modestly priced ½" video cassette system designed to fulfill the somewhat more modest needs of the video neophyte, the doctor, the lawyer, the retailer, the educator and the less-than-Fortune-500-size company.

Imagine your company's annual report on the Betamax—your marketing studies, your training programs, your speeches, letters, even movies presented through the dramatic, convincing medium of television. Imagine doing research with video tape—teaching, learning and demonstrating what you've learned in the most compelling way possible.

The Basic Betamax is as easy to operate as an audio tape recorder. The one-hour capacity of the Basic Betamax cassette is the ideal length. And what you record on one Betamax can be played back on any other Basic Betamax.

And, surprisingly enough, when you consider production and distribution costs, the Basic Betamax is extraordinarily cost efficient.

AND NOW, AN IRRESISTIBLE OFFER.

If you're still wavering, we offer one final, compelling inducement. Depending on whether you buy the Basic Betamax SLP100 player or the Basic Betamax SLQ200 recorder, we will give you either \$25 or \$50 (respectively) in cash or \$200 (retail value) worth of Sony video tape.

If you'd like to know more about the Basic Betamax or have a Sony video system can be tailored to your particular needs—please visit us at (212) 371-0800. Or write to: Sony Video Products Company, 3300 8th St., 9 West 57th Street, New York, NY 10019. Sony and Betamax are registered trademarks of Sony Ltd.



THE BASIC BETAMAX.

Sony Video Products Company. "Sony now makes it possible to tiptoe into the world of video communications". *LJ* 104, no. 1 (1979): 6-7.

1979

Spacesaver high-density mobile filling & storage systems: how Lauringer Library stores 186 000 volumes in 8 600 sq. ft.

(*Spacesaver sistemas móviles de almacenamiento de alta densidad: cómo la Lauringer Library almacena 186 000 volúmenes en 8 600 pies cuadrados*)

Spacesaver puede colocar los libros, estantes y estanterías de su biblioteca -cualquier cosa que desee consolidar- en sistemas móviles de alta resistencia que concentran sus materiales en el espacio que ahora ocupan los pasillos no productivos. Abre un pasillo sólo cuando lo necesita, sólo donde lo necesita. Grande o pequeño, existe un sistema Spacesaver para resolver el problema de almacenamiento de su biblioteca. Spacesaver Corporation, 1979.

Spacesaver Corporation. "Spacesaver high-density mobile filling & storage systems: how Lauringer Library stores 186 000 volumes in 8 600 sq. ft." *LJ* 104, no. 6 (1979): 667.

Spacesaver

How Lauringer Library stores 186,000 volumes in 8600 sq.ft.

Has Georgetown University discovered the fourth dimension? No. They simply stored the 152,000 volume Woodstock Theological Collection in a Spacesaver System—each aisle for another 20,000 volumes to come—all in only 8600 sq. feet of space.

Spacesaver can put your library books, stacks, shelves—anything you want to store—on heavy-duty mobile systems that condense your materials into the space not occupied by non-productive aisles. You open up an aisle only when you need it, only where you need it. Large or small, there's a Spacesaver System to solve your library storage problem.

Best of all, with the cost of floor space today, Spacesaver doesn't cost money—it saves money. It could be a solution to your problem—whether you want to double your storage capacity or just squeeze what you have into half the area. Send the coupon for a free copy of our brochure, "THE GREAT AMERICAN SPACE GAME AND HOW TO BEAT IT." Or phone collect to Customer Services for the name of your nearest Spacesaver Space Engineer.

The Spacesaver Group.
Space efficiency is our business.

Spacesaver Corporation
1400 Janssenville Avenue
Ft. Atkinson, WISCONSIN
Telephone: 414/565-1582

Send this coupon to your nearest Spacesaver Space Engineer and you will receive a free copy of our brochure on Spacesaver Systems.
Please send me your Spacesaver Systems literature.
Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Date: _____

TV scheduler

Libraries that feature TV programs may be interested in this micro computer which can schedule all the programs patrons may watch for a seven-day period. Programs are entered into the TV Scheduler, which automatically turns on each desired program and turns it off when finished. The TV Scheduler limits viewing to worthwhile programs that might otherwise be missed, but makes it possible to avoid those of limited value. By minimizing TV use, the Scheduler saves on electric power and wear and tear on the set.

The Scheduler is simple to operate: the TV set is simply plugged into the Scheduler, which in turn is plugged into a wall socket. The dates and times of desired programs over the next seven days are set and the TV comes on one to four minutes (this time is entered in advance) before the program is scheduled to start. Price is \$157.95, plus \$3.50 postage and handling; 30-day, money back, guarantee and 90-day warranty on parts and labor. Available from TV Scheduler, 715 G. St., NW, 4th floor, Washington, D.C. 20001. (800) 824-7888 or (202) 737-0349.



VIDEO PROGRAMMER

1979

TV scheduler (Programador de TV)

Las bibliotecas que ofrecen programas de televisión pueden estar interesadas en esta microcomputadora que puede programar todos los programas que los usuarios pueden ver durante un período de varios días. Los programas se ingresan en el Programador de TV, que automáticamente enciende cada programa deseado y lo apaga cuando termina. El Programador de TV limita la visualización a programas valiosos que de otro modo podrían perderse, pero permite evitar los de valor limitado. TV Scheduler, 1979.

TV Scheduler. "tv scheduler." *LJ* 104, no. 7 (1979): 811.

1979

Sharp has something for your library that's long overdue:

The SF-810CN copy-vending machine

*(Sharp tiene algo para su biblioteca, modernicese:
la máquina expendedora de copias SF-810CN)*

SHARP HAS SOMETHING FOR YOUR LIBRARY THAT'S LONG OVERDUE.

THE SF-810CN COPY-VENDING MACHINE.

The Sharp SF-810CN copies on any paper. You don't have to handle special "bond" paper or require specially treated stock. This makes use of paper a big help in these days of tight library budgets.

The SF-810CN has a secondary paper, so all copy pages from books will not break their backs.

In dry laser system areas, many liquids will even melt your or your library floor.

And speaking about your floor, this compact desktop copier will take up very little space. And better not know how you feel about space, we're not a very quiet.

As for reliability, there is an integrated maintenance program for trouble-free operation. But in case something does go wrong, the SF-810CN will diagnose the problem with you when it is. In fact, the SF-810CN is so reliable, you'll probably make more money on this machine before than you ever could on another book.

For a free demonstration, or for more information, send in this coupon or call your authorized Sharp Copier professional. He's listed in the Yellow Pages.

Send no money. Your library really needs this machine in circulation.

Sharp Electronics Corp.
17777 E. Harvard Ave., Suite 100
Denver, Colorado 80232
Tel: (303) 751-1000

Name _____
Address _____
City _____
State _____
Zip _____

Send no money. Your library really needs this machine in circulation.

Sharp Electronics, Corp. "Sharp has something for your library that's long overdue". *LJ* 104, no. 8 (1979): 862-863.

La Sharp SF-810CN copia en cualquier papel. No tendrá que preocuparse por papeles "bond" especiales ni por almacenar existencias costosas tratadas especialmente. Esta función de ahorro de dinero es de gran ayuda en estos días de presupuestos ajustados. La SF-810CN tiene una platina estacionaria, por lo que copiará las páginas de los libros sin romper el lomo. Sharp Electronics, Corp., 1979.

1979

The End™, a new concept in book support systems

(The End™, un nuevo concepto en los sistemas de soporte de libros)

Es duradero... hecho de poliestireno de alto impacto, es prácticamente irrompible. Es económico... un tamaño admite libros, discos, etcétera, de gran y pequeño formato... Trademark Industries, 1979.

the end™ Patent Pending

a new concept in book support systems

It's durable ... Made from high-impact polystyrene, it is virtually unbreakable.

It's economical ... One size supports large and small format books, records, etc. Will not get lost between books. Unique clip design fits wood, metal or plastic shelving up to 3/4" thick.

It's slip-proof ... Clips securely to shelf—no urethane, cork or rubber base is needed—will not slide or fall off when books fall against it, yet is easily relocated on the shelf.

It's versatile ... Can be used as a book support, section marker, range finder or book dummy. Ideal for bookmobiles.

It's attractive ... Contemporary design complements bookshelves in today's library, office or home. Available in a variety of colors: Sand, Black, Orange and Green.

It's safe ... Prevents page damage through "knifing".

It's **the end!**

Available at better library supply houses.

Manufactured by: **Trademark Industries**
5604 Kendall Ct. Arvada, Colorado 80002

Trademark Industries. "The End™ a new concept in book support systems". *LJ* 104, no. 13 (1979): 1402.

Lettering system

Titles for charts, slides, filmstrips, TV and other AV media as well as door, directional, bulletin board, vehicle, name plates and other signs can be created with the Leteron Tapesign System. Automatically spaced and aligned pressure-sensitive letters, words, and sentences can be produced in a variety of type faces and colors. The process operates without inks, chemicals, or transfer letters; required characters are simply inserted in the lettering unit in sequence and the handle is turned once per character to die-cut the words in the tape. After tape separation, the wordstrip is temporarily held in alignment by a transparent carrier, then transferred to the lettering surface, and the carrier removed.

Type is available in sizes from 1/16" to 1 1/2" in a variety of modern styles; the tape comes in eight colors for indoor or outdoor use plus matte-finish black and white for photographic applications. Available in a deluxe Model C, \$299.50 and an economy Model B, \$229.50; both include a type set, tape, etc. Also available in electric models. From Reynolds/Leteron Co., 13425 Wyandotte St., N. Hollywood, Calif. 91605. (213) 982-2630.



MINI LETTERER

1979

Popular GAVI Beacon: top of the class and only \$39.00 GAVI-Beacon FS-100
(El popular GAVI Beacon: el mejor de la clase y sólo a \$ 39.00, GAVI-Beacon FS-100)

GAVI-Beacon es el visor de películas que los profesores estaban buscando. Su bajo precio está diseñado para cumplir con los presupuestos escolares. Y es a prueba de niños. General Audio Visual, Inc., 1979.

General Audio Visual, Inc. "Popular GAVI Beacon: top of the class and only \$39.00 GAVI-Beacon FS-100". *LJ* 104, no. 15 (1979): 1658.

1979

Lettering system
(Sistema de rotulación)

Con el sistema *Leteron Tapesign* se pueden crear títulos para gráficos, diapositivas, tiras de película, TV y otros medios audiovisuales, así como puertas, direcciones, pizarrones de anuncios, vehículos, placas de identificación y otros letreros. Reynolds/Leteron, Co., 1979.

Reynolds/Leteron, Co. "Lettering system". *LJ* 104, no. 13 (1979): 1437.



GAVI-Beacon FS-100

The GAVI Beacon is the filmstrip viewer teachers have been looking for. Its low, low price is designed to meet school budgets. And it's kid proof! The tough "Cycloc" case takes knocks and bumps. The metered film advance keeps the film on track even when yanked. And the BLC lamp is bright and dependable. The GAVI Beacon is easy to carry, easy to use... left and right hand operation... pre-focused at the factory for a really sharp picture. With features of more expensive viewers... and a \$39.00 price tag for the model FS-100... the GAVI Beacon is tops in any class. Or choose the heavy duty long-life lamp model FS-105 for just a few dollars more. Call or write for the name of your nearest dealer.



333 W Merrick Road, Valley Stream, N.Y. 11580
(516) 825-8500
For information, Circle 125 on Inquiry Card

This is a blind man. Reading.



In a public Library.

He's a musician, an organist. His book — off the shelf — is a history of jazz. Not only is he reading history, he's making it. He is among the first to have the opportunity to use the Kurzweil Reading Machine (KRM) for the blind.

Already acquired by over 145 institutions, including 30 public and university libraries, the KRM is helping visually impaired persons throughout the country.

The KRM offers immediate access to all the riches of the library through its unique computer system which automatically scans the printed page and converts it directly to easily understood, synthetic spoken English.

For details about its rapidly widening use please write or call:

KURZWEIL COMPUTER PRODUCTS

Reading Machine Department
Kurzweil Computer Products
13 Cambridge Parkway
Cambridge, MA 02142
(617) 864-4700

For information, Circle 128 on Inquiry Card
LIBRARY JOURNAL/SEPTEMBER 1, 1979 1459

1979

This is a blind man, reading in a public library
(Este es un ciego, leyendo en una biblioteca pública)

Máquina de lectura *Kurzweil* (KRM) para ciegos. Adquirida ya por más de 145 instituciones, incluidas 30 bibliotecas públicas y universitarias, el KRM está ayudando a las personas con discapacidad visual en todo el país. Kurzweil Computer Products, 1979.

Kurzweil Computer Products. "This is a blind man, reading in a public library". *LJ* 104, no. 15 (1979): 1659.

1979

BRS... The online search service that is first with the new ideas!
(BRS... ¡el servicio de búsqueda en línea que es el primero en contar con nuevas ideas!)

BRS fue el primer servicio de base de datos en línea que ofreció: descuentos por volumen; acceso por suscripción; plan de membresía grupal; base de datos *Cross* para búsqueda de múltiples archivos; sistema de contabilidad de usuarios en línea; edición de SDI en línea; grupos formales de usuarios; servicio integral de base de datos privada. Bibliographic Retrieval Services, Inc., 1979.

Bibliographic Retrieval Services, Inc. "BRS... the online search service that is first with the new ideas!". *LJ* 104, no. 16 (1979): 1750.

BRS . . . the online search service that is first with new ideas!

BRS was the first online database service to offer:

- volume discounts
- subscription access
- group membership plan
- CROSS database for multiple searching
- online user accounting system
- online SDI editing
- formal user groups
- comprehensive private database service

Watch for more innovative firsts from BRS, coming soon!

Bibliographic Retrieval Services, Inc. (BRS), 702 Corporation Park, Scotia, N.Y. 12302 Telephone: (800) 833-4707 or (518) 374-5011

1979

Telex breaks the price barrier
(El télex rompe la barrera de los precios)

Ahora Telex hace que la copia en casete sea asequible con Copyette 1&1. Aunque tiene un precio económico hace copias en casete de alta velocidad de sus programas de capacitación u orientación, conferencias e incluso programas audiovisuales con tonos de señal de sincronización de diapositivas. Telex Communications, Inc., 1979.

Telex breaks the price barrier

COPYETTE 1&1
Cassette copier

Now Telex makes cassette copying affordable with the Copyette 1&1. Through economically priced it makes high speed cassette copies of your training or orientation programs, lectures, speech audio visual programs with slide projection tones. As on a cassette copier costing only half of what you used to pay for similar units. But, don't let the low cost mislead you. The Copyette 1&1 is made by Telex in the U.S. As the leading maker of cassette copiers and high speed tape duplicating systems we cannot afford to skimp on the quality you've

MAKE AS MANY COPIES AS YOU NEED — WHEN YOU NEED THEM — FOR ONLY THE COST OF BLANK CASSETTES.

Reproduce 1 C40 in just	Reproduce 2 C-90 in just	Reproduce 4 C-15 in just
2 Min. copying time	2 Min. copying time	2 Min. copying time

come to expect from Telex. You can buy a Copyette 1&1 with confidence. Use it and you will discover that you can afford one for each department or branch.

The Copyette 1&1 is portable and so compact it fits practically anywhere. And it's as easy to operate as an office paper copier. What could be more easy? What could be more affordable?

TELEX A-V DEPT. LJ91579
9900 Aldrich Ave. S.
Minneapolis, MN 55420

Please send me more information regarding the Copyette 1&1.

Name _____
Title _____
Organization _____
Address _____
City _____ State _____ Zip _____
Telephone _____
Best time to contact _____

PRODUCTS OF SOUND RESEARCH
TELEX
COMMUNICATIONS, INC.

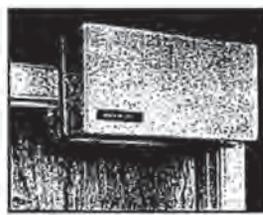
Telex Communications, Inc. "Telex breaks the price barrier". LJ 104, no. 16 (1979): 1751.

1979

Interior door opener
(Abridor de puerta interior)

Interior door opener

Doors to workrooms are likely candidates for the Model 4300 Automatic Door Opener. This low-cost unit connects existing interior doors to powered operation while needing no special equipment nor specially trained personnel. A variety of operating sensors are available: touch control (a wall control which requires no pressure, merely contact to operate); floor mat switches (stepping on a mat opens the door); or radio control. The Model 4300 also allows the manual opening and closing of the door at all times, permitting a normal or powered operation flow of traffic when required. One safety feature, among others, includes a load sensing circuit which stops the operating circuit if the door is blocked. Further information from Power Access Corp., Box 139, Eatontown, N.J. 07724. (201) 842-5080.



AUTOMATIC OPENER

Las puertas de las aulas son probables candidatas para el abrepuertas automático modelo 4300. Esta unidad de bajo costo conecta las puertas interiores existentes a la operación motorizada sin necesidad de equipo especial ni personal especialmente capacitado. Power Access, Corp., 1979.

Power Access, Corp. "Interior door opener". LJ 104, no. 21 (1979): 2555.

1979

Electronic translator
(Traductor electrónico)**Electronic translator**

The world's first hand-held electronic translator, the LK-3000, could be useful for simple translating within the library. A small computer, it is programmed with interchangeable language modules which can be quickly replaced. Each module translates English into a second language and vice versa. The 1500 words and phrases in the module are those most needed when traveling abroad. A sentence is built by spelling out the words on the keyboard; touching a button produces the translation. Translations can be replayed as many times as desired, even word-by-word. By using the LK-3000's dictionary function, a particular word or phrase can be searched. Common phrases are pre-programmed into the modules for more colloquial translation.

English, French, German, Italian, Spanish, and Portuguese dual-language modules are now available; additional languages are in process. Modules for

Russian, Greek, Chinese, and Japanese—languages which do not use a Roman alphabet—come with a special keyboard overlay which makes it possible to enter words in the alternate alphabet. Other modules and attachments in process include a five-function memory calculator with pre-programmed metric and currency conversions and a printer attachment which will make possible a record of any translation. The unit comes with one language module, a carrying case, and an adapter/charger for \$225; additional modules are \$65. Available in department stores; manufactured by Lexicon Corp., 8355 Executive Center Dr., Miami, Fla. 33166. (305) 592-4404.



MINI LANGUAGE-BANK

El primer traductor electrónico portátil del mundo, el LK-3000, podría resultar útil para realizar traducciones sencillas dentro de la biblioteca. Es una pequeña computadora programada con módulos de idiomas intercambiables que se pueden reemplazar rápidamente. Cada módulo traduce el inglés a un segundo idioma y viceversa. Lexicon, Corp., 1979.

Lexicon, Corp. "Electronic translator". *LJ* 104, no. 21 (1979): 2555.

1980

Information retrieval system
(Sistema de recuperación de información)

Find-It es un sistema de control de documentos no mecanizado ni computarizado que permite localizar fácilmente publicaciones, gráficos, cuadros, datos contables, informes, etcétera. Inspirado en el sistema de recuperación de información *Peek-A-Boo* desarrollado por el *National Bureau of Standards*, *Fit-It* no requiere una tarjeta específica que haga referencia a un documento específico. En cambio, se indiza la información más importante, no el documento en sí. Los documentos se archivan consecutivamente por número, lo que permite clasificar, indizar y archivar de forma consecutiva cientos de documentos para una fácil recuperación. Find-It, Inc., 1980.

Information retrieval system

Find-It is a noncomputer, nonmechanized system of document control that makes it possible to locate publications, graphs, charts, accounting data, reports, etc., easily. Inspired by the "Peek-A-Boo" information retrieval system developed by the National Bureau of Standards, *Find-It* does not require a specific card referring to a specific document. Instead, the most important information is indexed—not the document itself. The documents are filed consecutively by number, allowing hundreds (even thousands) of documents to be categorized, indexed, and filed numerically for easy retrieval. Simple cross-reference cards are added if a document has data under several categories. Indexed and filed in numeric order, the documents are located by use of a pre-scored and numbered index card, only one of which is prepared for each subject covered in the filed document. Retrieval is accom-

plished by placing the subject cards of interest on top of each other and observing the numbers below the holes that show through. These are the numbers of the relevant documents which are then pulled from the numeric file. The \$30 *Find-It* starter kit comes complete with 200 pre-sorted, pre-numbered cards, 25 index guide cards, a tray file, punch, full information and a money back warranty. Available from *Find-It, Inc.*, Box 7316, Menlo Park, Calif. 94025. (415) 948-7936.



DATA NUMERIC FILE

Find-It, Inc. "Information retrieval system". *LJ* 105, no. 1 (1980): 85

1980

Catalog cards, our only business
(Tarjetas de catálogo, nuestro único negocio)

Tarjetas de catálogo impresas por computadora. 350 000 entradas de catalogación Dewey/Sears impresas según las especificaciones de su biblioteca. Con clasificación abreviada de Dewey y encabezamientos de materia de Sears. Catalogación LC MARC también disponible. Catalog Card Corporation of America, 1980.

COMPUTER PRINTED CATALOG CARDS

025.3 Ca Catalog Card Corporation, 1965-350,000 Dewey/Sears cataloging entries printed to individual library specifications. Featuring abridged Dewey classification and Sears subject headings.

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Our Only Business,**
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In Minnesota or Canada, call collect 612-894-8770

Catalog Card Corporation of America. "Catalog cards, our only business". *LJ* 105, no. 2 (1980): 145.

1980

Two-sided copier
(Fotocopiadora de dos caras)

Two-sided copier

The new Xerox 5600 automatically produces two-sided copies from single or two-sided originals. Copying at the rate of 45 a minute, it also features a newly developed recirculating document handler that automatically feeds originals and produces collated copies, eliminating the need for a sorter. The 5600 is also available with an optional finishing station that automatically produces stapled sets of copies. Intended for the 15,000-50,000 copies a month user, the 5600 is designed for simplified operation. Service calls are reduced because it is equipped with a diagnostic micro-computer that helps the operator identify and correct minor oversights or malfunctions. The first copy is produced in less than seven seconds; documents up to 8 1/2" x 14" plus bound volumes can be copied manually. With the optional finisher, it can produce a stapled book of up to 50 sheets (20 lb. stock). Rental is \$665 a month on a two-year contract, including 13,800 copies. Rental for the finishing station costs an additional \$35 a month. Further information from local Xerox Corp. sales offices or Xerox Square, Rochester, NY 14644. (716) 423-5078.



La nueva Xerox 5600 produce automáticamente copias a dos caras a partir de originales de una o dos caras. Copia a una velocidad de 45 por minuto, también cuenta con un manipulador de documentos de recirculación recientemente desarrollado que alimenta automáticamente el original y produce copias clasificadas, eliminando la necesidad de un clasificador. La 5600 también está disponible con una estación de acabado opcional que produce automáticamente juegos de copias engrapadas. Xerox, Corp., 1980.

Xerox, Corp. "Two-sided copier". *LJ* 105, no. 3 (1980): 367.

1980

*Keep Sherlock Holmes in circulation longer...
and solve your book repair problems with Fastape*
(Mantenga a Sherlock Holmes en circulación por más tiempo...
y resuelva sus problemas de reparación de libros con *Fastape*)

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and solve your book repair problems with Fastape.

There's no mystery about which repair tape keeps your books in circulation longer. Created especially for libraries, time-tested Fastape outperforms all imitators as the strongest, most effective book repair tape you can buy. Its high thread count gives Fastape the best resistance to abrasion and stretching. The tougher vinyl coating is waterproof and washable, yet easily lettered on with pen or electric pencil. And Fastape's adhesive hangs on in spite of rough treatment and doesn't spoil on the book or in storage.

Take the mystery out of long-lasting book repair with easy-to-use Fastape... available exclusively from Demco. You'll find Fastape in 12 colors and 6 widths, plus an entire line of book repair materials, on pages 169-185 of the new Demco Library Supplies & Equipment Catalog. Write today for this complete Library Shopping Guide.

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LIBRARY JOURNAL/FEBRUARY 15, 1980 463

No hay ningún misterio sobre qué cinta de reparación mantiene sus libros en circulación por más tiempo. Creada especialmente para bibliotecas, la probada *Fastape* supera a todos los imitadores como la cinta de reparación de libros más fuerte y eficaz que puede comprar. Su alto número de hilos confiere a *Fastape* la mejor resistencia a la abrasión y al estiramiento. Demco, 1980.

Demco. "Keep Sherlock Holmes in circulation longer... and solve your book repair problems with Fastape". *LJ* 105, no. 4 (1980): 463.

1980

*Now available
for the first time on microfiche*
(Ahora disponible por primera
vez en microfichas)

National Union Catalog de Library of Congress, quinquenio 1973-1977 y cuatro quinquenios 1953-1972 también NUC actual para 1978, 1979, 1980, todos de una sola fuente. Advanced Library Systems, Inc., 1980.

Advanced Library Systems, Inc. "Now available for the first time on microfiche: 1973-1977 quinquennium Library of Congress National Union Catalog". *LJ* 105, no. 4 (1980): 491.

Now available for the first time on Microfiche

**1973-1977 Quinquennium
Library of Congress
National Union
Catalog**

and
Four Quinquenniums 1953-1972
also
Current NUC's for 1978, 1979, 1980

all from a single source

Advanced Library Systems — the leading producer of the LC NUC on microfiche — now offers the 1973-1977 NUC Quinquennium on microfiche for immediate delivery. Also available for the first time, the four previous Quinquenniums (1953-1972) in the same microfiche format for immediate delivery. This gives you 25 years of retrospective NUC's in one compatible and easy-to-use form.

ALS can also provide updates to your NUC collection with monthly, quarterly and annual cumulations from 1978 forward. Updates will be delivered in approximately two weeks after publication by the Library of Congress.

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ALS microfiche NUC service is COMPLETE... COMPATIBLE... CONTINUING... and COST SAVING.

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Please send your representative salesperson to me at _____

SEALON LABELING SYSTEM

A new, economical system for typing, sealing and securing uniform call number labels to book spines that can be done on any typewriter with no special attachment.



Features:

- Sealon labels are easy to use. No special typewriter or attachment needed.
- Type white call number labels on card.
- Feed off typewriter, copy by hand and place over typed labels to prevent smudging.
- Remove typed labels from backing and position on book spine.
- Heat seal with heating plate or backing iron.
- Sealon labels are permanent and sturdy paper.
- Sealon labels come in 100 light colored sheets, but can be trimmed to fit every typewriter.
- Sealon labels provide you uniformly typed call number labels that stay on dry white and dry clean.

Materials:

- Sheet of 50 paper or card stock and call number labels on a wax paper backing.
- Sheet of 10 transparent, premium heat-sealable one-layer labels.

Recommended Usage:

- Sealon labels are perfect for books that are subject to heavy circulation, domestic and/or adaptive environmental conditions.
- Sealon labels are available for elementary school books, booklets, and other materials.
- Sealon labels can be removed with heat or solvents without damage to the book or the typewriter.



Clip here and mail to: **BRODART, Inc., Supply Order Dept.**
1403 Newbold Avenue
Wilkes-Barre, PA 17701

Please send me the following Sealon Labels:

Ordering Number	Quantity	Size	Basic Cost	Total Cost
Agency:			Total	Total
Postage Order No.:			Total	Total

Name: _____ City: _____ State: _____

Address: _____ City: _____ State: _____

City: _____ State: _____

1980

Sealon labeling system
(Sistema de etiquetado Sealon)

Un sistema nuevo y económico para escribir, sellar y asegurar uniformemente la signatura topográfica en los lomos de los libros, que se puede hacer en cualquier máquina de escribir sin ningún accesorio especial. Brodart, Inc., 1980.

Brodart, Inc. "Sealon labeling system". *LJ* 105, no. 8 (1980): 898.

1980

Decision-making scale
(Báscula de toma de decisiones)

Ahora se encuentra disponible una báscula de mesa, que le ayuda en la toma de decisiones, y que se puede usar sola o con una máquina de correo con medidor de franqueo. Las cartas y los paquetes colocados en la báscula Pitney Bowes EMS-70 no sólo se pesan, sino que la tarifa del Servicio Postal de E.U. o del *United Parcel Service* se despliega instantáneamente en la pantalla LED digital. Pitney Bowes, 1980.

Decision-making scale

A table-top, decision-making scale which can be used alone or with a postage meter mailing machine is now available. Letters and packages placed on the Pitney Bowes EMS-70 Scale are not only weighed, but the fee for the desired U.S. Postal Service or United Parcel Service appears instantly on the digital LED display. By pressing various rate keys such as 1st class and priority mail, 3rd and 4th class, book and library, international surface and air, etc., together with the required zone key, the scale finds the best rate for a letter or parcel and displays it in seconds. After the decision has been made as to how the letter or parcel is to be sent, a press of a button on the scale automatically sets the postage meter for the desired amount, completely eliminating the human-error factor. Additional keys on the scale can put the postage meter in the letter mode—for mail processing—or to dispense

gummed wet-or-dry tapes for parcels, clearly imprinted with the exact U.S. Postal or United Parcel Service charges. For packages the scale can also be connected to a special automatic imprinter which simultaneously records on the invoice or other document in legible type the date, charges, and parcel identification number. All the rate information for the scale is contained in a special Programmable Read Only Memory unit. When rates change, a new unit is forwarded by Pitney Bowes to be inserted in the scale. Price is \$8000 (approx). From Pitney Bowes, offices in principal cities or 7314 Walnut St., Stamford, CT 06904. (800) 243-5000.



PARCEL RATE SCALE

Pitney Bowes. "Decision-making scale". *LJ* 105, no. 11 (1980): 1287

1980

Barrier free entrance
(Entrada libre de barreras)

Barrier free entrance

The Kawneer Series 800 Barrier Free Entrance is designed to meet the needs of physically disabled patrons without interfering with normal traffic flow. Thresholds are omitted to eliminate an obstacle to persons in wheelchairs, on walkers, or on crutches. Exterior and interior surfaces of door bottom rails and sidelight bases are flush to prevent crutches, canes, and other walking aids from catching on the door or jamb. Either one or two single out-swing doors have a fixed light of glass making it possible for persons approaching to see and be seen and also stay clear of the door swing. The clear door opening width is 34" to provide the extra width necessary for wheelchair users. Several types of door controls are available including a special purpose manual door closer which, when actuated by

the user, reduces opening resistance to as low as five pounds. Also, bottom rails protected by wear shields on the impact side are available in different heights to meet different state and local building codes. Further information from Kawneer Architectural Products, 1105 N. Front St., Niles, MI 49120. (616) 683-0200.



EASY-DOOR ACCESS

La entrada sin barreras Kawneer Serie 800 está diseñada para satisfacer las necesidades de los usuarios con discapacidades físicas sin interferir con el flujo de tráfico normal. Los umbrales se omiten para eliminar un obstáculo para las personas en sillas de ruedas, andadores o muletas. Las superficies exteriores e interiores de los rieles inferiores de las puertas y las bases de las luces laterales están al ras para evitar que las muletas, bastones y otras ayudas para caminar se enganchen en la puerta. Kawneer Architectural Products, 1980.

Kawneer Architectural Products. "Barrier free entrance". *LJ* 105, no. 15 (1980): 1717.

1980

Save over and over again!
(¡Ahorre una y otra vez!)

Duplicadora de tarjetas de catálogo Weber modelo 120. Ahorre tiempo con una duplicadora de tarjetas de catálogo *Mini-Graph*. Evitará tener que volver a mecanografiar tarjetas de catálogo, bolsillos para libros y etiquetas en el lomo idénticos. Y *Mini-Graph* es fácil de operar. El *Started Set* viene completo con duplicador, tinta, plantillas, cubiertas de tambor, almohadilla de tinta, bandeja receptora, cubierta antipolvo, portaherramientas y manual de instrucciones. Brodart, Inc. 1980.

Brodart, Inc. "Save over and over again!". *LJ* 105, no. 18 (1980): 2140.

Save over and over again!



Save time with a Mini-Graph CATALOG CARD Duplicator. You'll eliminate copying identical catalog cards, book pockets and spine labels. And Mini-Graph is easy to operate. Starter Set comes complete with duplicator, ink, stencil, drum covers, ink pad, receiving tray, dust cover, tool kit and instruction manual. Save money when you order from Brodart. Our prices are consistently lower than traditional prices. Use below. And that's not just on our Mini-Graph Starter Set. You'll continue to save whenever you buy additional supplies for your Mini-Graph from Brodart. Place your order today.

ORDER FORM				
Quantity	Catalog #	Description	Traditional Price	Brodart's Price
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	55-201-001	Mini-Graph Stencils—500—	\$ 38.50/500	\$ 37.00/500
		—1000—	\$ 74.50/1000	\$ 72.25/1000
		—3000—	\$ 72.75/1000	\$ 70.55/1000
		—5000—	\$ 71.00/1000	\$ 68.75/1000
	55-203-001	Black ink—4 oz.	\$ 3.65 each	\$ 3.45 each
	55-203-002	Black ink—16 oz.	\$ 8.75 each	\$ 8.70 each

Tax Exemption No. _____ Total _____

Name _____ My check is enclosed Please bill me later.

Organization _____

Address _____

City _____ State _____ Zip _____

BRODART Brodart, Inc. 1608 Memorial Avenue Williamsport, PA 17765

1980

Make it easy!
(¡Hágalo fácil!)

Brodart puso todo lo que usted necesita para hacer letreros y etiquetas profesionales, rápida y fácilmente, en un práctico kit de inicio de *Leteron*. Con *Leteron*, la tipografía se alinea automáticamente y viene en una amplia variedad de tamaños, estilos y colores. Brodart, Inc., 1980.

Make it easy!

Brodart's got everything you need to make professional signs and labels, quickly and easily in one convenient Leteron Starter Kit. With Leteron, type is automatically aligned and comes in a wide variety of sizes, styles and colors.

Your Starter Kit includes a carrying case, alphabet and numeral sets, 8 rolls of Leterotape, samples of cardstock products, roller and die cleaner, graphic utility tool and rubber roller.

Send us your order for a Leteron Model C Starter Kit today. Or call toll-free, (800) 233-8467. It's only \$299.00. Catalog number 89-420-001.

1981 SENIOR YEARBOOK PHOTOS
L BE TAKEN
RCH 2123

5TH ANNUAL CRAFT FAIR
AT BRANDON PARK
SATURDAY
AUGUST 9TH
10 AM

OFFICE JUNK RETURN

Send out your message by *Leteron*. Leteron letters are made with a quick, single turn of a handle. The *LETERON* system aligns the text.

Review your "message" tape message. Scan the *LETERON* Separation Leterotape. This feature removes a clean "Make-Up" ribbon, properly spaced and aligned.

Major roller makes positioning your message easy. Simply press down on the right rollers, push away counter roll or turn roller to permanently secure message. That's all there is to it!

BRODART

Brodart, Inc., 1609 Memorial Avenue, Williamsport, PA 17705

Brodart, Inc. "Make it easy!". *LJ* 105, no. 18 (1980): 2151.

1981

When you switch from microfilm to microfiche do you have to switch reader-printers?
(Cuando cambia de microfilm a microfichas, ¿tiene que cambiar lectores-impresoras?)

No si su biblioteca tiene el increíblemente versátil *Minolta RP 405* o su versión de pantalla más grande de 11" x 17", el *RP 407*. Ambos manejan prácticamente cualquier microformato. Los portadores de película de cambio rápido ponen la capacidad de película en rollo, cartucho, cubierta y ficha de 16/35 mm al alcance de su mano. Minolta Corporation, 1981.

Minolta Corporation. "When you switch from microfilm to microfiche do you have to switch readers-printers?". *LJ* 106, no. 3 (1981): 291.

When you switch from microfilm to microfiche do you have to switch reader-printers?

Not if your library has the incredibly versatile Minolta RP 405 or its larger 11" x 17" screen version, the RP 407. They both handle virtually any microformat made. The guiding principle centers put 16/35mm roll film, cartridge, jacket, and fiche capability right at your fingertips. And with Minolta, you can rotate the image a full 360 degrees.

Then, when you want a copy just push a button. You'll get detailed, positive prints out in just the size you need. And unlike many other reader-printers, Minolta gives you positive prints from either positive or negative film. What's more, the prints are permanent, and can be written on.

The RP 405 and RP 407 have some other advantages librarians will really appreciate. Like supplies with long shelf life. You can load up your Minolta with paper and know and practically forget about it.

minolta
MICROGRAPHICS

If you don't insist on a Minolta this time, you will next time.

The RP 405 and RP 407 are also amazingly easy to operate, so you won't have to spend a lot of time teaching the public how they work. You can even add the optional coil-up module to save you even more time.

So now you can switch formats to your heart's content. But first you have to switch to Minolta.

Get the information you need on the RP 405 and RP 407 by filling out this coupon.

Name _____
Address _____
City _____
State _____
Zip _____
Phone _____
Library Name _____
Library Address _____
Library Phone _____

1981

New LCN Equalizer™ reduces opening force as much as 75%. Gives elderly, invalid and people with handicaps a big assist
 (El nuevo LCN Equalizer™ reduce la fuerza de apertura hasta en un 75%, brinda una gran asistencia a personas mayores, inválidas y discapacitadas)

Sin Equalizer se requiere una fuerza de apertura de: 14 libras de presión; fuerza de cierre: 8-½ libras de presión. Con Equalizer se requiere una fuerza de apertura de: 4 ½ libras de presión; fuerza de cierre: 8-½ libras de presión. El LCN Equalizer es un cierrapuertas de servicio pesado con un cilindro de aire en tándem incorporado que, cuando se activa, neutraliza parcialmente la presión del resorte del cierre. La fuerza necesaria para abrir la puerta se reduce significativamente, lo que facilita la entrada y salida de personas mayores y personas incapacitadas. LCN Closers, 1981.

New LCN EQUALIZER™ reduces opening force as much as 75%. Gives elderly, invalid and people with handicaps a big assist.



Without EQUALIZER
 Opening force required:
 14 lb. pressure
 Closing force: 8-½ lb. pressure



With EQUALIZER
 Opening force required:
 4-½ lb. pressure
 Closing force: 8-½ lb. pressure

The LCN Equalizer is a heavy duty closer with a built-in tandem air cylinder that, when activated, partially neutralizes the closer spring pressure. The force required to open the door is significantly reduced making it easier for elderly, frail and handicapped people to enter and exit. When air pressure is released, full hydraulic spring power is returned to provide complete door control under all

conditions. Designed for exterior applications or drafty interior locations, the Equalizer meets handicapped opening force requirements at an economical cost. Models for top jamb surface mount (push or pull side) and concealed in transom application. Actuator switches, optical sensors, control boxes and compressors available.

Send for Free LCN brochure which describes problems and solutions of barrier free opening force requirements for handicapped people.



LCN CLOSERS, Princeton, IL 61356
 LCN CLOSERS OF CANADA, LTD., Mississauga, Ontario L5G4L5

LCN Closers. "New LCN Equalizer™ reduces opening force as much as 75%. Gives elderly, invalid and people with handicaps a big assist". LJ 106, no. 4 (1981): 396.

1981

Computer information center
(Centro de información computarizada)

Al tocar la pantalla cuadrículada de una terminal de computadora, un usuario puede ahora encontrar la ubicación de una categoría de libros, qué eventos están programados, dónde obtener fotocopias de material e información similar que a menudo proporcionan los miembros del personal con exceso de trabajo. Capaz de ser operada por más del 95 por ciento de la población que puede usar sus dedos para interactuar con una computadora. La terminal táctil *TST 180* de *Information Dialogues* convierte señales electrónicas complejas en información de fácil uso. Parece una pantalla de televisión normal. Information Dialogues, Inc., 1981.

Computer information center

By touching a computer terminal grid screen, a library patron can now find the location of a category of books, what programs are currently scheduled, where to obtain photocopies of material, and similar information often now provided by overworked staff members. Capable of being operated by the over 95 percent of the population who can use their fingers to interact with a computer, the TST 180 touch terminal from Information Dialogues converts complex electronic signals (backed up with a microcomputer and storage unit) into readily used information. Looking like an ordinary TV screen, the 15" diagonal CRT (standard tube) terminal, equipped with 32 thin film vapor deposit pads (capacitors) on its face, provides the touch-sensitive design that permits individuals to respond to the computer's questions. For example, in response to a query about the location of books on antique bottles, the TST 180 could be programmed to flash on the screen such a question as: Bottles of what type of material? This would give the patron an opportunity to respond by choosing, for example, between glass, ceramic, metal, or other material.



DATA TERMINAL

By interacting with the computer, patrons can get information about which they might not have thought to ask. For example, a staff member at the desk may answer only one facet of the question; the computer, on the other hand, could provide such additional information on the bottle question as the availability of periodical, pamphlet, or other resources; the names of other libraries with different holdings; etc. With proper programming the computer can provide printed information which patrons can tear out and take with them. Further, a slide projector can be hooked up to the computer which can provide a photograph of a particular reference resource, such as a copy of the *Guide to Periodical Literature*.

In addition to patron service, the TST 180, together with its microprocessor and memory, is useful in recording statistics of patron interest. Since each touch is automatically recorded, it is easy to develop the collection around areas of reader concern. Finally, the unit is helpful in providing new staff members with introductory training on services and programs. The touch terminal, together with the necessary back-up equipment, is available from Information Dialogues, Inc., Suite 606, 15500 Wayzata Blvd., Wayzata, MN 55391. (612) 473-2556.

Information Dialogues, Inc. "Computer information center". *LJ* 106, no. 9 (1981): 957.

1981

Intelligent terminal, intelligent alternative
(Terminal inteligente, alternativa inteligente)

Su terminal CRT representa lo último en procesamiento de información, cuando la necesidad de información es prácticamente instantánea. Pero, ¿qué tan inteligente es un sistema informático en lo que respecta al costo frente a la capacidad de almacenamiento? Es posible que se sorprenda al saber que la microforma almacena información en densidades de 25 a 100 veces mayores que la cinta magnética o el disco, ¡y unas 1 680 veces más que la del papel! Además, una impresora de línea produce sólo seis copias por tirada, mientras que la duplicación de microformas puede producir 1 000 copias por hora. Micrographic Products, 1981.



**Intelligent
Terminal.**

**Intelligent
Alternative.**

Your CRT terminal represents the ultimate in information processing — when the need for information is virtually instantaneous.

But how smart is a computer system when it comes to cost vs. storage capability? You may be surprised to learn that microform stores information at densities of 25 to 100 times greater than magnetic tape or disc — and a phenomenal 1,680 times that of paper! Also, a line printer makes only six copies per run, whereas microform duplication can produce 1,000 copies per hour.

Micrographic technology can replicate a 270 page document in less than four seconds — for one-third the cost of the original. Now **that's** information management.

At the leading edge of the micrographics revolution, Realist manufactures a full line of "human engineered" readers like the Valiant shown above. Call us for the full story on a systems approach that will let you turn a very low capital investment into a source of very high management productivity.

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Products

Megal Drive, Menomonee Falls, WI 53051 U.S.A. / Call toll free: 1-800-558-8577

Micrographic Products. "Intelligent terminal, intelligent alternative".
LJ 106, no. 11 (1981): 1161.

1981

Computer terminal system

(Sistema de terminal de computadora)

Computer terminal system

The new 476L Display Terminal from Telex is designed for library cataloging, circulation control, and related record functions. With the new system, the library staff can record acquisitions and catalog reference and maintain circulation control from the Telex display station, and library patrons can search the terminal's data files to reference books, publications, and other library records. The unit accommodates the ALA/MARC character set in addition to the Cyrillic and Hebrew alphabets. Diacritics, superscripts, and special graphics are included to accurately display entire bibliographic records. The terminal operates from an IBM S/360, S/370, S/303X, S/4300, or equivalent system. The display can be used as a standalone in branch libraries or in multi-station clusters of up to 16 displays within 5000 feet in large libraries. For use in circulation control systems, the 476L can attach commercially available OCR (optical code recognition) wands or bar code readers for processing of circulation records. A low cost printer, the Telex 281, is also available as a terminal attachment for hard copy transcripts.

A variety of movable keyboards featuring different character sets are available. The display features a 15" nonglare diagonal screen and many defined field formats such as intensified blinking, reverse background, and underline. Special security features prevent unauthorized terminal use and entry into cabinet componentry, along with hardware to firmly mount the cabinet and keyboard to a rigid surface. Price is \$2,850. Quantity discounts available. Contact Telex Computer Products, Inc., 6422 E. 41st St., Tulsa, OK 74135. (918) 627-1111.



DATA TERMINAL COMPONENT

La nueva terminal 476L de Telex está diseñada para la catalogación, el control de circulación y funciones de registro relacionadas. Con el nuevo sistema, el personal de la biblioteca puede registrar adquisiciones, catalogar y mantener el control de circulación desde la estación de visualización Telex; y los usuarios de la biblioteca pueden buscar en los archivos libros, publicaciones y otros registros. La unidad admite el juego de caracteres ALA/MARC además de los alfabetos cirílico y hebreo. Se incluyen diacríticos, superíndices y gráficos especiales para mostrar con precisión registros bibliográficos completos. La terminal opera desde un sistema IBM S/360, S/370, S/303X, S/4300 o equivalente. Telex Computer Products, Inc., 1981.

Telex Computer Products, Inc. "Computer terminal system". *LJ* 106, no. 19 (1981): 2101.

1982

Electronic office equipment
(Equipo de oficina electrónico)

Wright Line Inc. ha introducido una nueva línea de estaciones de trabajo con terminales de diseño ergonómico para su uso en bibliotecas. Las estaciones de trabajo, que están específicamente planificadas para su uso con terminales CRT y visores de microformas, han sido diseñadas para permitir que las personas trabajen más cómodamente con estos dispositivos electrónicos. Wright Line, Inc., 1982.

Electronic office equipment

A new line of ergonomically designed terminal work stations for use in libraries has been introduced by Wright Line Inc. The work stations, which are specifically planned to be used with CRT terminals and microform viewers, have been designed to allow people to work more comfortably with these electronic devices. The human engineering approach of ergonomics recognizes the need to place keyboards and viewing screens at heights which will result in minimum fatigue and eye strain. It also recognizes the need to adjust viewing angles to provide multiple access capability to viewing screens and keyboards and to place source documents in relation to both the viewing screen and the keyboard so that users can look from one to the other easily without the need for refocusing. The line encompasses three basic work station designs:

- A fixed height station for use in applications where the terminal is accessed on an intermittent basis. This work station positions the work surface at an optimum height for most people and offers only limited adjustability by means of leveling glides.

- A variable height work station for applications involving more frequent use of the terminal where it is desirable to position both the viewing screen and the keyboard at heights best suited to the individual needs of the operator. Height adjustment for this work station is infinitely variable.

- A universally adjustable dual surface work station with the capability of positioning the keyboard and the CRT screen at different heights within an infinitely variable range. In addition to the height adjustments, this work station also provides the capability of separately adjusting the distance from the viewing screen to the operator and from the keyboard to the operator.

The complete work station line

also features such accessories as swivel and tilt bases for CRT screens, angled connectors for linking of work stations to provide for better work flow and/or multiple operator use, operator wrist supports to lessen keyboard fatigue, hanger bars for filing reference material, foot rests, etc. Wire management channels, wire ports in the work surfaces, and modesty panels are also available. All surfaces of the work stations, connectors, and swivel and tilt mounts are glare-free plastic laminate and have both edges and corners curved to minimize the danger of operator injury. For further information, contact Wright Line Inc., 160 Gold Star Blvd., Worcester, MA 01606. (617) 852-4300.



TERMINAL WORK STATION

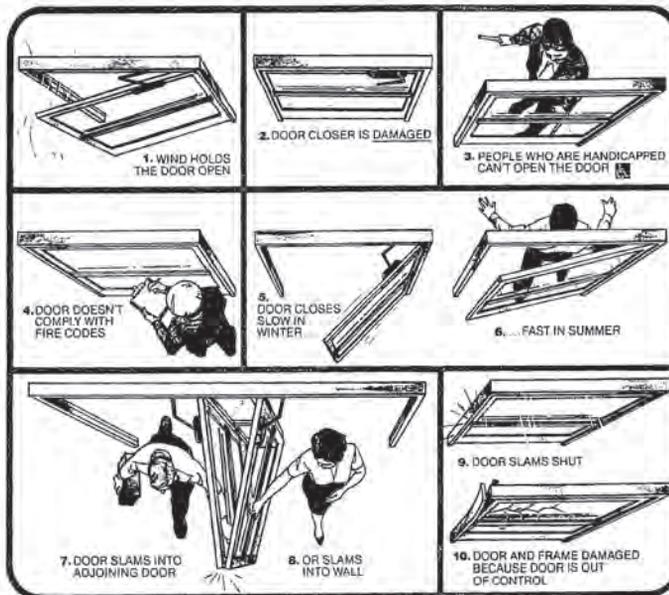
1982

Which one is your door control problem?

Let LCN do something about it now!

(¿Cuál es su problema con el control de la puerta?
¡Deje que LCN haga algo al respecto, ahora!)

Las puertas fuera de control son peligrosas y caras. Una puerta que se mueve rápidamente puede causar lesiones graves a alguien. Una puerta de cierre lento permite que escape el aire caliente o acondicionado. Algunas puertas no cumplen con los códigos de accesibilidad o de incendios. LCN sabe cómo resolver estos y muchos otros problemas graves de control de puertas. LCN Closers, 1982.



**Which one is
your door control problem?
Let LCN do something about it
NOW!**

Out-of-control doors are dangerous and expensive. A fast moving door can seriously injure someone. A slow closing door allows heated or conditioned air to escape. Some doors fail to meet accessibility or fire codes.

LCN knows how to solve these and dozens of other serious door control problems.

Put LCN to work on your door problem. Now! Complete the coupon and send it to LCN for a prompt follow-up by your LCN Representative. To obtain free information on LCN door closers, circle the reader service number.

Name _____ Title _____
Company _____ Phone _____
Address _____
City _____ State _____ Zip _____
My door problem is no. _____ briefly describe _____

LCN CLOSERS, Princeton, IL 61356
LCN CANADA, Mississauga, Ontario L5G 4L5

LCN CLOSERS

Part of worldwide Ingersoll-Rand

LIBRARY JOURNAL/APRIL 1, 1982 657

LCN Closers. "Which one is your door control problem? Let LCN do something about it now!". *LJ* 107, no. 7 (1982): 667.

1982

COM indexes from IAC: now you and your patrons can search them online without any training or assistance

(Índices COM de IAC: ahora usted y sus usuarios pueden buscar en línea sin ningún tipo de formación o asistencia)

The search helper es nuestro nuevo software diseñado para ser utilizado con algunas de las terminales de microcomputadora más simples. Está en un lenguaje natural que cualquiera puede seguir, para completar o comprender la búsqueda rápidamente en el primer intento. Ahora usted y sus usuarios pueden buscar en los índices IAC en línea, junto con COM. ¡Y tenga acceso a información que se actualiza a diario! Information Access Corporation, 1982.

COM INDEXES FROM IAC*



Now you and your patrons can search them online without any training or assistance

"THE SEARCH HELPER"

It's our new software program designed to be used with some of the simplest micro-computer terminals. It's in natural language, which anyone can follow, to complete a comprehensive search quickly on the first try. Now you and your patrons can search the IAC Indexes online, in conjunction with COM, and have access to information that is updated on a daily basis!

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404 Sixth Avenue, Menlo Park, CA 94025

*The Magazine Index, The National Newspaper Index, The Business Index, The Legal Resource Index, NEWSEARCH: The Daily Index, and Trade & Industry Index.

SEE THE SEARCH HELPER IN ACTION AT ALA!

Information Access Corporation. "COM indexes from IAC: Now you and your patrons can search them online without any training or assistance". *LJ* 107, no. 11 (1982): 1044.

1982

*Finally, an affordable library automation system,
that does it all.*

(Finalmente, un sistema de automatización
de bibliotecas asequible, lo hace todo)

Lo hace todo y lo hace bien. CLS ha estado construyendo sistemas automatizados para bibliotecas desde 1971. Y tomamos todo lo que aprendimos en ese tiempo y lo pusimos en el sistema *LIBS 100* de hoy. Ahora proporcionamos nuestro software probado en tres tamaños de computadoras: una microcomputadora para bibliotecas más pequeñas, una microcomputadora de rango medio para bibliotecas de tamaño medio y una de las minicomputadoras más potentes disponibles para bibliotecas más grandes. Y si eso no es suficiente, podemos unir estas computadoras para formar sistemas de multiprocesamiento que manejen bibliotecas de cualquier tamaño. CL Systems, Inc., 1982.

**FINALLY
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LIBRARY
AUTOMATION
SYSTEM**

**THAT
DOES IT ALL**

And does it well! CLS has been building automated systems for libraries since 1971. And we've taken all we've learned in that time and put it into today's LIBS 100 System.

We now provide our proven software on three sizes of computers: a microcomputer for smaller libraries, a mid-range minicomputer for medium size libraries, and one of the most powerful minicomputers available for larger libraries. And if that's not enough, we can tie these computers together to form multiprocessing systems that handle any size library.

But unlike newer, less developed library systems, CLS now provides integrated software on all these computers which completely automates circulation control activities, book acquisition processes, the public catalog, film booking, and reserve book room functions, even on our smallest system. And when we interface your complete CLS system with your cataloging system you have the most mature automated library system available.

And it's all working right now in over 500 libraries worldwide — at a price any library can afford. Let us show you how easy and affordable CLS has made library automation.

The Leader In Library Automation

CLS

CL Systems, Inc., P.O. Box 906, 81 Norwood Ave., Newtonville, MA 02180 617-965-6310

CL Systems, Inc. "Finally, an affordable library automation system,
that does it all". *LJ* 107, no. 12 (1982): 1128.

1982

The "Eyes" have it – for the Micromax 800 Rollfiche Reader
 (Los "ojos" lo tienen - para el *Micromax 800 Rollfiche Reader*)

El crecimiento continuo y el uso intensivo de los catálogos COM ha creado problemas de capacidad y confiabilidad para los lectores de películas de 16 mm. El concepto de *Rollfiche* exclusivo de *Micromax 800* ofrece: 1. Gran capacidad: 800 fichas (1 000 000 de títulos), 2. Funcionamiento manual o motorizado fiable, 3. Indización integral, 4. Visualización sencilla gracias a la imagen grande y la pantalla en ángulo de 39°, además de muchas otras características que dan una nueva dimensión a la visualización del catálogo de la biblioteca. Auto-Graphics, Inc., 1982.

Auto-Graphics, Inc. "The 'Eyes' have it – for the Micromax 800 Rollfiche Reader". *LJ* 107, no. 12 (1982): 1170.

**THE "EYES" HAVE IT —
FOR THE MICROMAX 800
ROLLFICHE READER**

Continual growth and heavy usage of library COM catalogs has created capacity and reliability problems for 16mm film readers. The MICROMAX 800 unique rollfiche concept brings:

1. large capacity - 800 fiche (1,000,000 title catalogs),

2. reliable manual or motorized operation,

3. integral indexing,

4. easy viewing due to large image and 39°

angled screen, plus many other features offer a new dimension to library catalog viewing.



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 Washington, DC (703) 978-5262

1982

The "No-copy" machine
 (La máquina de "no copiar")

THE "NO-COPY" MACHINE



The Beseler Vu-Lyte® opaque projector displays brilliant images instantly directly from opaque materials such as pictures, pages from a book, specimens, or actual objects. That means no need to make transparencies or copies of printed material. That saves time and money. And it means you don't have to let confidential documents out of your hands or worry about copyright violations.

And Beseler opaque projectors are easy to use. You can project material from a 10x10 sheet of paper to an object 2½" thick, instantaneously.

It's easy to insert objects to be projected. With the Feed-O-Matic copy conveyor you can feed material in smoothly for projection without the need to specially mount material. The patented optical pointer lets you call attention to any area on the screen with a bright arrow. Lightweight and durable with a convenient carry handle, there are two models, the Vu-Lyte III (with Feed-O-Matic) and the economical Vu-Lyte IV.

Every Vu-Lyte is backed by Beseler's reputation as the industry's leader in opaque projectors—your assurance of years of worry-free service. Contact your AV dealer. Charles Beseler Company, 8 Fernwood Road, Florham Park, NJ 07932; (201) 822-1000. In Canada: General Audio-Visual, Toronto M1P 2E4

BESELER
A TRADITION OF QUALITY SINCE 1869

El proyector de cuerpos opacos *Beseler Vu-Lyte* muestra imágenes brillantes instantánea y directamente de materiales opacos como imágenes, páginas de un libro, muestras u objetos reales. Eso significa que no es necesario realizar transparencias o copias de material impreso. Eso ahorra tiempo y dinero. Y significa que no tiene que dejar los documentos confidenciales fuera del alcance de sus manos o preocuparse por violaciones de derechos de autor. Charles Beseler Company, 1982.

Charles Beseler Company. "The "No-copy" machine". *LJ* 107, no. 16 (1982): 1699.

1982

When they need your help, are they put on hold?
(Cuando necesitan su ayuda, ¿se ponen en espera?)

Presentamos el sistema de comunicaciones *Bell HORIZON* diseñado específicamente para mejorar el profesionalismo y los servicios en organizaciones sin fines de lucro. The Knowledge Business, 1982.

When they need your help, are they put on hold?

Introducing the Bell HORIZON[®] Communications System specifically designed to enhance professionalism and improve services in not-for-profit organizations.

Library executives consistently face challenges and overcome obstacles to reach goals. These tasks are made even more demanding because your patrons and their needs are continually changing, expanding, requiring more of your time, and more from the services your library provides.

No one said it would be easy. But now Bell is making it easier. With the new HORIZON communications system. The HORIZON system puts flexibility back in the hands of library directors. It allows you more time for running your library and helps you provide all the services your patrons have come to rely upon.

A communications system you can depend on. With features you will find invaluable.

Like Call Coverage and Call Pick-up, which provide patrons who need to reach your library the full service they expect, even when demand is great—

without your having to add extra staff.

Call Transfer, which gets a patron's question answered quickly by the right party.

Call Restriction, which provides you with full control of long distance calling at all times.

Plus Personal Line

Access, which puts you

quickly in touch with

selected key individuals.

...Direct Group Calling,

which puts patrons

inquiring about special

programs or services

directly in touch with the right individual or

department... Privacy Feature, which guaran-

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versations... Conference Calling...and so

much more.

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Unit, you can add, rearrange, change or delete many of the features of the system yourself—without the cost of a service call. Without the visit. Without the disruption.

The HORIZON system is revolutionizing telecommunications within the not-for-profit sector everywhere.

Made possible by the very latest state-of-the-art technology from Bell. Backed by Bell's quality, reliability and service.

Find out more about the HORIZON system. Call the toll-free number below now and get a free

HORIZON Communications System Information Kit. See how it is already at work in other not-for-profit organizations.

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Tap a few coins into the Customer Access Unit and you've reprogrammed the system to your changing needs.



1800 345-8800

Ask for extension 33

The knowledge business



The Knowledge Business. "When they need your help, are they put on hold?". LJ 107, no. 21 (1982): 2198.

1983

Computer products from Gaylord Dewey would have loved...
 (Los productos informáticos de *Gaylord* que Dewey hubiera amado...)

Hoy, *Gaylord* resuelve problemas que hubieran dejado estupefacto a Dewey. *Gaylord* produce sistemas informáticos de los que ninguna biblioteca debería prescindir. Control de seriadas, adquisiciones, circulación, catalogación, ¡todo esto y más! A través de la tecnología actual, los servicios se amplían, se ahorra dinero y la información necesaria se proporciona fácilmente donde antes no estaba disponible. Satisfaga sus necesidades actuales con un sistema expandible. *Gaylord Bros., Inc., 1983.*

Computer Products from Gaylord Dewey Would Have Loved...

In the late 1800's Melvil Dewey solved what was then the library's greatest problem: the satisfactory classification and shelving of books for easy accessibility. Because it was simple, portable and adaptable, the Dewey Decimal System became known around the world.

Today, *Gaylord* solves problems that would have dumbfounded Dewey. *Gaylord* produces computer systems that no library should be without. Serials control, acquisitions, circulation, in-house cataloging—all this and more! Through today's technology, services are expanded, money is saved, and needed information is easily provided where it was unavailable before. Meet your current needs with a system that's expandable.

So, if you want a reliable, dependable system, *Gaylord* satisfies current demands and plans for the future. Come to *Gaylord*: The Trusted Source for all your computer needs. You have confidence when it's *Gaylord*.

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- Distributed Circulation System
- Public Access Computer System
- In-House Cataloging
- Film Booking
- Acquisitions
- Order
- Online Computer Circulation System
- Overdue Notices
- Serials Control
- Library Management Software
- Educational Software
- Computer Acquisitions
- Bookcraft 300 Binding System

If you have any questions about *Gaylord* computer systems, call Nancy Gorman toll free at 1-800-448-4100. In New York State call collect at 315-437-6075.

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 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 TITLE _____ PHONE _____

GAYLORD Gaylord Bros., Inc.
 300 East 90th
 Syracuse, NY 13210

Gaylord Bros., Inc. "Computer products from Gaylord Dewey would have loved..." LJ 108, no. 1 (1983): 1.

1983

The alternative to OCLC and RLIN
 (La alternativa a OCLC y RLIN)

THE ALTERNATIVE TO OCLC AND RLIN

AGILE II provides complete on-line bibliographical management for individual, regional or statewide library systems.

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Agile II proporciona una completa gestión bibliográfica en línea para sistemas bibliotecarios individuales, regionales o estatales. LCCN, autor, título, acceso por palabra clave a su archivo maestro para una búsqueda, edición o actualización rápida. Auto-Graphics, Inc., 1983.

Auto-Graphics, Inc. "The alternative to oclc and RLIN". LJ 108, no. 1 (1983): 10.

1983

Instant slide printer

(Impresora de diapositivas instantánea)

Polaroid ha desarrollado un sistema fotográfico instantáneo compacto para producir impresiones en color, y blanco y negro de 3¼" x 4¼" y negativos en blanco y negro a partir de diapositivas de 35 mm. Llamado *Polaprinter*, es útil para la producción de impresiones para bibliotecas especiales en campos tales como medicina, artes gráficas y bellas artes. Como herramienta de copia interna, elimina las posibles pérdidas y retrasos de la copia externa, al tiempo que ofrece diapositivas. Método eficaz para catalogar y producir copias de diapositivas de 35 mm sin instalaciones de cuarto oscuro. Polaroid Corp., 1983.

Instant slide printer

A compact instant photographic system for producing 3¼" x 4¼" color and black and white prints and black and white negatives from mounted 35mm slides has been developed by Polaroid. Called the Polaprinter, it is useful for reference print production for special libraries in such fields as medicine, graphic and fine arts, etc. As an in-house copying tool, it eliminates the possible losses and time delays of outside copying, while offering slide libraries an effective method of cataloging and producing copies of 35mm slides without darkroom facilities.

To make a print, the user simply frames the slide on an illuminated preview panel equipped with a moving selector for cropping, inserts the slide into the Polaprinter, presses a button, and pulls out the exposed film packet. The slide is exposed automatically with exact, even illumination from a flash tube equipped with a specially designed rectangular reflector. Two filtered, silicon photodiodes measure the light passing through the slide to time flash duration. Polaroid Type 669 Land Film is used for color prints; a black and white positive print and negative are simultaneously produced in 30 seconds.

The portable copier is equipped with an optical contrast control system and automatic electronic exposure control. Manual controls can adjust exposure for precise density corrections or modify print contrast. A three-element copy lens fitted with a fixed elliptical aperture and mounted with a solenoid-activated electronic shutter focuses the image without manual adjustments.

Pulling a film packet from the electronically monitored pack film holder built into the base of the Polaprinter activates a built-in timer which automatically signals with LED indicators and audio beeps when prints are developed. Three print processing cycles can be

timed simultaneously for rapid multiple copying. An exposure can be made every 20 seconds.

The slide copier measures 6" x 8½" x 10" high, weighs 7¼ lbs., and is fitted with a voltage selector switch for worldwide use. Price is \$595. For further information, contact Polaroid's Technical Assistance Hotline: 800-225-1618. From Polaroid Corp., Cambridge, MA 02139.



PRINT PRODUCER

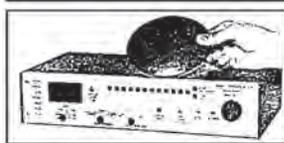
Polaroid, Corp. "Instant slide printer". *LJ* 108, no. 1 (1983): 35.

Water detector

Water Alert is designed to protect the growing number of library computer installations against water damage. It is also similarly useful in protecting rare books and other valuable collections. A small amount of water seeping under Water Alert activates its electronic sensor producing a loud, high pitched "on-off" alarm. The dome-shaped unit is ruggedly constructed, noncorrosive, and safe. The sensor is adjustable to detect water from 0 to 1/8" above the surface, but will not activate due to high humidity. Water Alerts should be located between potential leak sources (air conditioners, roof drains, water pipes, etc.) and critical wiring areas.

Battery or remote power units are available. The one-year life, battery-operated Water Alert will power an alarm for up to 72 hours. These simple, self-contained units require no wiring to install. For applications involving Water Alerts where they may not be heard (computer rooms not manned 24 hours, multiple building complexes, etc.) and where a constant power source is desired, Water Alerts can be combined with the Remote Indicator. With the Alerts so connected, in addition to sounding a local alarm, they can also alert security personnel at a distance or, with the addition of an Automatic Dialer AD-4, summon help by telephone. In addition to status moni-

toring, the Remote Indicator will periodically scan test all Water Alerts at daily, weekly, or repetitive intervals. Prices: Remote Indicator RI 2 (AT) \$2,750; Water Alerts, various prices depending on model. Available from Dorlen Products, 7424 W. Layton Ave. Greenfield, WI 53220, (414) 282-4840.



MOISTURE DETECTOR

1983

Water detector (Detector de agua)

Es una alerta que está diseñada para proteger el creciente número de instalaciones de computadoras contra daños por agua. Es igualmente útil para proteger libros raros y otras colecciones valiosas. Una pequeña cantidad de agua que se filtre debajo de *Water Alert* activa su sensor electrónico produciendo una alarma de "encendido-apagado" fuerte y de tono alto. Dorlen Products, 1983.

Dorlen Products. "Water detector". *LJ* 108, no. 1 (1983): 35.

1983

Today's way to control copier costs

(La forma actual de controlar los costos de las fotocopiadoras)

Mantener los costos de la fotocopiadora a raya es cuestión de controlar su uso, y analizar y asignar adecuadamente los gastos. Sin el control adecuado y la asignación adecuada de cargos, su fotocopiadora podría costarle hasta un 40% más de lo que debería.

System PDC es un revolucionario sistema de recopilación de datos programable, operado por tarjeta, diseñado para ayudarlo a controlar los costos de la copiadora. Polytechnic Data Corporation, 1983.



Today's way to
**CONTROL
COPIER
COSTS**

NEW System PDC

Keeping copier costs in line is a matter of controlling copier use, analyzing and allocating copier costs properly. Without proper control and proper allocation of charges, your copier could be costing you as much as 40% more than it should.

System PDC is a revolutionary card operated, programmable data collection system designed to help you control copier costs. It limits copier use to authorized personnel only, yet does not hamper normal operation in any way. Because it is a micro-computer, it can record, calculate and commit to memory a wealth of data. Because it is a free-standing self-contained system, accumulated data can be retrieved immediately, on-site, at any time.

Here are just some of the things System PDC can do:

- Count copies
- Lock-out unauthorized users
- Count originals
- Monitor copy run length
- Set copy limits
- Record copier use time
- Calculate costs
- Compatible with all copy machines

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Polytechnic Data Corporation. "Today's way to control copier costs". *LJ* 108, no. 2 (1983): 110.

1983

Surveillance TV system

(Sistema de vigilancia de circuito cerrado)

Surveillance TV system

The Omniscan Mark II closed circuit television system is designed to provide discreet observation for reading, display, lounge, and other security problem areas where style, low visibility, and flexibility in surveillance equipment is desirable. Available in spherical and hemispherical versions, for both in-ceiling and suspended application, the unit features a swing-latch hinge assembly for ready access service and a one-piece, prewired, electrical connector for simplified installation. Enclosed in molded plastic, the unit's internal dimensions accommodate most closed circuit television zoom lens combinations. In addition to the standard pan and tilt versions, the Mark II is also available in variable speed, autopan, scanning only, fixed camera, and dummy versions. Further information from Vicon Industries, Inc., 125 E. Bethpage Rd., Plainview, NY 11803. (516) 293-2200.



TV MONITOR

El sistema de circuito cerrado de televisión de *Omniscan Mark II* está diseñado para proporcionar una observación discreta para la sala de lectura, el salón, y otras áreas con problemas de seguridad en donde se desea mantener el estilo, la baja visibilidad y la flexibilidad en el equipo de vigilancia. Vicon Industries, Inc., 1983.

Vicon Industries, Inc. "Surveillance TV system". *LJ* 108, no. 5 (1983): 482.

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The CIRCULATING COMPUTER

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- ★ - SMALL IN SIZE (8" x 10" x 2")
- ★ - LIGHT IN WEIGHT (12 oz.)
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For Information, Circle 110 on Inquiry Card

1983

I speak basic: the circulating computer, 6 star rating

(Lenguaje básico: la computadora para circulación, calificación de 6 estrellas)

La computadora para circulación. Clasificación de seis estrellas. Pequeña. P & J Educational Associates, 1983.

P & J Educational Associates. "I speak basic: the circulating computer, 6 star rating". *LJ* 108, no. 7 (1983): 662.

1983

Book Trak™ library management system
(Sistema de gestión de biblioteca Book Trak™)

Conozca el Micro-Software de Richmond Book Trak™, Sistema de Gestión de Bibliotecas, disponible sólo en Follett Library Book Company en los Estados Unidos, donde los sueños se convierten en bibliotecas. Follett Library Book Company, 1983.

Meet the Richmond Micro-Software

Save Hundreds of Hours a Year!

- Change books out in seconds—with no cards to file or stamp. Check books in even faster!
- Find cataloging data at computer speed!
- Control an unlimited number of magazines and periodicals at the touch of a key!
- Generate book orders without touching a keyboard!
- Produce your own catalog card sets and labels effortlessly and economically!

CIRCULATION

Take total control of up to 62,000 items for up to 10,000 students and 800 faculty members. Circulation—a core activity—aids a staff, effortless, accurate updates given your BOOK TRAK system. Simply press the Barward™ light pen over the bar-coded labels affixed to both books and borrower's ID cards. That's it! Circulation directly—borrower ID, topic ID, date—are electronically stored, ready for recall and display! Want to know when a borrower has out? Where a certain item is due today? Hold, reserve, books on order status? BOOK TRAK gives you the answers instantly. Complete program \$525* (Borrower entry).

Automatic, daily overdue notices. Let BOOK TRAK take over a chore that can keep hours from a busy librarian's schedule. After the 2nd and final notices are printed, and those receiving the notices are prevented from borrowing more items without the direct intervention of the librarian.

Take inventory by waving a wand. Almost magically as the Barward is passed over each book's bar-coded label, inventory is taken and a list of missing items automatically generated. That's all the time spent—without losing your library!

THE BARWARD LIGHT PEN and ART Label Code V Print Program

Change books out, check them in at the speed of light! The ART Barward light pen "reads" bar-coded labels on both books and borrower's ID card at lighting speed, and data is instantly stored in BOOK TRAK's circulation system. Although this may be done manually, the Barward is recommended to maximize speed and efficiency. \$275; available from FLJ.

BOOK TRAK™

LIBRARY MANAGEMENT SYSTEM



Available only from Follett Library Book Company in the United States. Where dreams become library science.

CATALOGING

Information at your fingertips—literally—instead of hidden away in drawers. Now you can respond to requests by displaying your title within a given Dewey classification in seconds. And you can print out all of your titles within a given range of Dewey automatically in minutes! BOOK TRAK's Cataloging program stores each book's call number, author, title, keywords, edition, ISBN and LC number, accession number, and a subject heading. This data may be displayed for reference or updating in seconds. New books can be cataloged without typing a single card. Then, the data can be accessed directly for card and label printing! Complete program \$250*.

MAGAZINE CONTROL

Store 11 categories of information for an unlimited number of periodicals. Time-consuming magazine and periodical control can be managed easily with BOOK TRAK. Information stored on each magazine includes: title, authoring body, subject classification, newest completion and renewal dates of current subscriptions, number of copies, frequency (if applicable), publisher, title, holdings, and missing issues. Lists of titles, holdings, missing issues, and latest overdue from positions can be generated on screen or paper. To top it off, this program will even drive out a form letter to suppliers inquiring about missed issues! Complete program \$250*.

CARD & LABEL PRINTING

Custom-print your own catalog cards and labels for next to nothing and in no time at all. Why spend hours typing or dinking boring cards and labels? BOOK TRAK can produce a set of cards, using an impact printer, in about 1 minute! The cards, of standard size and weight, are completely readable, ready to use. This program uses information stored by the Cataloging and Order Typing programs, and it handles data to correct typographical errors and misprints. Label sets for spine, book pocket and book card may also be run on impact cards, matching the appearance of laser-printed labels. Complete program \$225*.

BOOK TRAK™ developer, Robert J. Stevens, is both a professional librarian and computer expert. Bob Stevens, early in his career as a teacher of children and library science students, recognized that a practical, low-cost microcomputer system was a must if students and library users were to be served efficiently. After two years in development, a third year was spent testing BOOK TRAK under the conditions in ML Stevens' own library. Now BOOK TRAK is ready for your library!

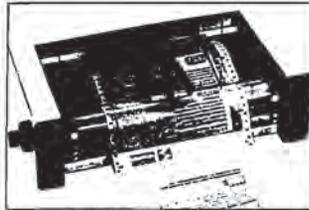
Follett Library Book Company. "Book Trak™ library management system". LJ 108, no. 6 (1983): 566-567.

1983

Printout separator
(Separador de impresiones)

Printout separator

The separating of continuous forms such as computer printouts, library materials invoices, etc. into individual sheets is a necessary, but tedious, time-consuming, manual process. To overcome this, Michael Business Machines has introduced the MBM Mini Burster FT-2. This new unit automatically separates single part forms at the speed of 80' per minute. One thousand 11" forms can be separated in just 13 minutes; a savings of nearly two hours if this task is done manually. Portable and small enough to operate on a desk or counter, the Mini Burster is only 19" long, 9 1/4" wide, and 5" high. It weighs 21 lbs. and operates on regular 110 volt current. Available from Michael Business Machines Corp., 145 W. 45th St., New York, NY 10036. (212) 997-1700.



La separación de formularios continuos como impresiones, facturas, etcétera, en hojas individuales es un proceso manual necesario, pero tedioso, que requiere mucho tiempo. Para superar esto, *Michael Business Machines* ha presentado el *MBM Mini Burster FT-2*. Esta nueva unidad separa automáticamente las formas de una sola pieza a una velocidad de 80' por minuto. Michael Business Machines, Corp., 1983.

Michael Business Machines, Corp. "Printout separator". *LJ* 108, no. 17 (1983): 1862.

1983

Pinfeed ILL forms
(Formas continuas de préstamo interbibliotecario)

Los formularios continuos de préstamo interbibliotecario de cuatro tantos de *University Products* ofrecen copias claras y nítidas en la mayoría de las impresoras de impacto. Los formularios cumplen con los estándares recomendados por la ALA y la *Association of College Reference Libraries*. University Products, Inc., 1983.

University Products, Inc. "Pinfeed ILL forms". *LJ* 108, no. 17 (1983): 1862.

Pinfeed ILL forms

University Products' four-part Continuous Interlibrary Loan Forms give clear, sharp copies on most impact printers. The forms comply with the standards recommended by ALA and the Association of College Reference Libraries. The forms, made with quality NCR paper, are color-coded for filing purposes as follows: first copy, white; second copy, yellow; third copy, pink; and fourth copy, goldenrod. The forms are perforated for easy separation and the pinfeed holes are 1/2" on center. The overall size is 9" x 5"; the finished form is 8" x 5". Samples are available. Prices are: 1000—\$79.75; 5000—\$71.50/M; 10,000—\$67.50/M. Further information is available from University Products, Inc., Box 101, Holyoke, MA 01041. (800) 628-1912 or (710) 351-4111.

1983

BataPhone™: the economical way to order books... electronically!

(*BataPhone™: la forma económica de pedir libros... ¡electrónicamente!*)

BataPhone ofrece la velocidad y la conveniencia de los sistemas avanzados de pedidos electrónicos en línea, sin un compromiso financiero. Simplemente ingrese la cantidad y reserve los títulos seleccionados por ISBN, luego, usando *BataPhone*, transmita su pedido instantáneamente y sin cargo a *Baker & Taylor* para una entrega rápida. Baker & Taylor, 1983.

Baker & Taylor. "BataPhone™: the economical way to order books... electronically!". *LJ* 108, no. 18 (1983): 1907.



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Circulation control system

Telepen is a stand-alone library circulation system for medium-size college, high school, and specialized libraries. The system includes complete hardware and software to provide book issue, return, renewal, book or reader inquiry, recognition of delinquent patrons, restriction of borrowing to authorized patrons, transaction recording, and reserved book processing. An alphanumeric bar code permits the library to use its existing identification system. An inexpensive dot matrix printer can be used by the library to generate book labels and borrowers' cards. Advantages of Telepen include an up-to-date issue file, control over unauthorized users, complete display of the loan record when the book is issued, and varied loan periods. The circulation system is modular and can be expanded by adding new units. The hardware includes a Telereader, disk drive, printer, Teleboard, and keyboard. A single system can be purchased starting at \$13,700. Further information is available from KPG Inc., Cosmopolitan Center Suite 204, 6075 Barfield Rd., N.E., Atlanta GA 30328, (404) 252-7366.

1984

Circulation control system
(Sistema de control de circulación)

Telepen es un sistema de circulación independiente, para bibliotecas de universidades medianas, escuelas secundarias y especializadas. El sistema incluye hardware y software para proporcionar préstamo de libros, devolución, renovación, consulta de libros o lectores, reconocimiento de usuarios morosos, ampliación de préstamos a usuarios autorizados, registro de transacciones y procesamiento de libros reservados. KPG, Inc., 1984.

KPG, Inc. "Circulation control system". *LJ* 109, no. 6 (1984): 642.

1984

Electronic stencil scanner
(Escáner de estencil)

El escáner electrónico *Gestetner 1103* transfiere a una plantilla especial —lista para usarse— documentos mecanografiados, diagramas y elementos mecánicos. Cuando se utiliza con una duplicadora especial, se pueden hacer de 20 a 1 000 copias o más a partir de un sólo original, cumpliendo con los requisitos internos y eliminando la necesidad de servicios de impresión externos. Gestetner Corporation, 1984.

Electronic stencil scanner

The Gestetner 1103 Electronic Scanner transfers typescripts, diagrams, and paste-up mechanicals onto a ready-to-use special stencil. When used with a stencil duplicator, from 20 to 1000 copies or more can be made from a single original, meeting in-house requirements and eliminating the need for outside printing services. With the original on one side of the cylinder and the stencil master around the other, a scanning unit and a stylus, respectively, prepare the copy and transfer the images to the stencil. The average stencil with a full seven-inch text is cut in less than five minutes. The scanner can also make



ELECTRONIC STENCIL SCANNER

transparencies for use with an overhead projector while, at the same time, preparing a stencil for copies of the material projected on the screen. The unit can be operated by any staff member, requires no warmup, and will shut off automatically. Desk-top size, the scanner measures approximately 28" long x 15" wide x 8" high and weighs 50 lbs. The price for Model 1103 is \$1,395; Model 1120, which copies photographs, costs \$2,495. Further information is available from Gestetner Corporation, Gestetner Park, Yonkers, NY 10703. (914) 968-6666.

642 LIBRARY JOURNAL/APRIL 1, 1984

Gestetner Corporation. "Electronic stencil scanner". *LJ* 109, no. 6 (1984): 642.

Personal electronic printer

Brother's new EP-20 personal electronic printer has all the characteristics of a portable typewriter while including many functions of an office typewriter. Weighing just 5 lbs. and only 2" high, it is small enough to fit into any standard attaché or briefcase. It operates on standard flashlight batteries or by the included AC adapter, and uses a mini-cassette ribbon that's easy to change. Among the office typewriter functions of the EP-20 is a 16-character LCD display for simplified corrections before printing and a display adjuster dial which makes the display characters bright and easy to read. The unit has electronic one-touch tabulator keys, electronic instant set margins, and electronic paper feed for forward and reverse indexing. A second shift key is available for special international and foreign language characters. Symbols and all character and functions repeat by using a special repeat key. There is also a built-in calculator which calculates the four basic functions up to 12 digits with full floating decimal. Price is \$199.95 through stationery and typewriter stores. Manufactured by Brother International Corp., 8 Corporate Pl., Piscataway, NJ 08854. (201) 981-0300.

1984

Personal electronic printer (Impresora electrónica personal)



PERSONAL ELECTRONIC PRINTER

La nueva impresora electrónica personal *EP-20* de *Brother* tiene todas las características de una máquina de escribir portátil e incluye muchas funciones de una máquina de escribir de oficina. Entre las funciones de la máquina de escribir de oficina *EP-20* se encuentra una pantalla LCD de 16 caracteres para simplificar las correcciones antes de imprimir y un dial de ajuste que hace que los caracteres de la pantalla sean brillantes y fáciles de leer. La unidad tiene teclas tabuladoras electrónicas de un toque, márgenes de ajuste instantáneo electrónico y alimentación electrónica de papel para indización hacia adelante y hacia atrás. Brother International, Corp. 1984.

Brother International, Corp. "Personal electronic printer". *LJ* 109, no. 6 (1984): 642.

1984

Micro computer labels (Etiquetas de microcomputadora)

Avery tiene una nueva línea de etiquetas hechas expresamente para microcomputadoras. Las bibliotecas pueden usarlas para direcciones, envíos, tarjetas de identificación y otros fines. Avery Label, Co., 1984.

Micro computer labels

Avery has a new line of label products made expressly for microcomputers. Libraries can use them for addressing, shipping, name badges, and other purposes. They are available in small quantities (as few as 250 per box) for small system applications and their compact packages fit neatly behind computer printers. The special construction of these Mini-Line labels prevents them from coming off their backing prematurely and jamming small printers. The line also includes clear labels and the popular Piggyback configuration which can be returned by a respondent. Available through computer stores and stationers nationwide. Contact Avery Label Co., Business Systems Division, 777 E. Foothill Blvd., Box R, Azusa, CA 91720. (213) 357-7031, ext. 626.

Avery Label, Co. "Micro computer labels". *LJ* 109, no. 6 (1984): 642.

1984

Paying 6¢ to 10¢ more a print doesn't seem like much, until you add it up
 (Pagar de 6¢ a 10¢ más por impresión no parece mucho, hasta que lo suma)

No sólo una. O dos veces. O incluso diez veces. Pero una y otra y otra vez. Si imprimir información de microfilms es importante para su biblioteca, podría agregar esos centavos adicionales de 50 a 100 veces al día, o más. ¿Cuál es exactamente la razón por la que debería considerar el uso de una lectora/impresora de papel normal Canon NP 580? Canon U.S.A., 1984.

Canon U.S.A., Inc. "Paying 6¢ to 10 ¢ more a print doesn't seem like much, until you add it up". *LJ* 109, no. 6 (1984): 667.

**PAYING 6¢ TO 10¢ MORE
 A PRINT DOESN'T SEEM LIKE MUCH,
 UNTIL YOU ADD IT UP**

...not just once. Or twice. Or even ten times. But over and over and over again. Because if printing information from microfilm is important to your business, you could be adding those extra pennies \$75 to \$100 times a day or more.

Which is exactly the reason you should consider using a Canon NP 580 paper reader/printer.

It doesn't use silver coated paper. So instead of paying 6¢ to 10¢ a print, you'll pay less than 2¢ a print. But even though you'll be cutting costs, you won't be cutting corners. In fact, you'll actually

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1984

*The world's most authoritative library catalog...
 The main catalog of the Library of Congress 1898-1980 on microfiche*
 (El catálogo de biblioteca más acreditado del mundo... el catálogo principal de la Library of Congress 1898-1980 en microfichas)

Catálogo diccionario completo. 25 000 000 entradas que cubren 7 1/2 millones de ítems. Descripciones bibliográficas completas. Registros bibliográficos completos para 5 1/2 millones de ítems. K. G. Saur, Inc., 1984.

K.G. Saur, Inc. "The world's most authoritative library catalog... the main catalog of the Library of Congress 1898-1980 on microfiche". *LJ* 109, no. 7 (1984): 743.

1984

*MARC in MARC Out, Emils/3000 & the MARC standard
a long-range investment*
(Dentro y fuera de MARC, *Emils/3000* y el estándar MARC
una inversión a largo plazo)

Cuando puede leer cintas MARC de cualquier fuente reconocida y escribir cintas MARC desde su propio sistema, entonces sus dólares de conversión están bien invertidos. Sabe que los registros de la base de datos de su sistema forman parte de un estándar reconocido. Con toda la flexibilidad de MARC y el control local proporcionado por *Emils/3000*, su base de datos será cada vez más valiosa. Y si necesita compartir sus registros con otros, *Emils/3000* es la opción lógica.

Este innovador sistema reemplaza el arcaico lenguaje de comandos con pantallas elegantes y funcionales controladas por teclas rápidas de un sólo golpe. Incluye un poderoso sistema de administración de bases de datos que permite que todos los módulos accedan a un sólo registro MARC a través de múltiples índices: verdadera integración. Electric Memory, Inc., 1984.

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MARC OUT**

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When you can read in MARC tapes from any recognized source and write out MARC tapes from your own turnkey system, then your conversion dollars are soundly invested. You know that the records in your system database are part of a recognized standard. With all the flexibility of MARC and the local control provided by EMILS/3000, your database will grow increasingly valuable. And if you need to share your records with others, then EMILS/3000 is the logical choice.

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SEE US AT THE ALA IN DALLAS

Electric Memory, Inc. "MARC in MARC out. Emils/3000 & the MARC standard a long-range investment". *LJ* 109, no. 10 (1984): 1018.

1984

*OCLC update: LS/2000 automated local system
Acclaimed in libraries across the United States*

(Actualización de OCLC: Sistema local automatizado LS/2000
aclamado en bibliotecas de los Estados Unidos)

LS/2000 admite un catálogo de acceso público en línea para el personal y los usuarios con verdadero acceso por palabras clave en cualquier campo desde la biblioteca, la oficina o el hogar: archivos de autoridad y bibliográficos MARC con actualización global en tiempo real, además de capacidad de edición, combinación y referencia cruzada, control de circulación automatizado que asegure información actualizada sobre la colección; y con control total de publicaciones seriadas disponible en 1985. Este es un sistema de sitios múltiples que tiene la capacidad de buscar ubicaciones específicas dentro de un sistema de biblioteca.

Nuestros usuarios de LS/2000 aprecian sus amplios aspectos de control bibliográfico que maximizan la productividad del personal técnico. OCLC, 1984.

OCLC UPDATE

LS/2000 automated local system acclaimed in libraries across the United States.

Coast to coast, libraries across America are using LS/2000. Over 20 libraries located in cities shown on the map have selected this powerful integrated local system.

Their verdict: "In Allentown's extremely busy public library, our new system—with its flexibility, ease of operation, quick response, and still growing depth of capability—has been an invaluable service tool in all circulation and reference areas."—*Kathryn Stephanoff, Director, Allentown Public Library, Allentown, Pennsylvania.*

"We have an easy-to-use online catalog that is oriented toward the patron. Reaction from users has been positive—students, faculty and librarians alike like the system."—*Gai Carpenter, Director, Johnson Library, Hampshire College, Amherst, Massachusetts.*



"LS/2000 gives you a great deal of flexibility you don't have with other systems. We added a broad subject field that allowed us to produce bibliographies by medical specialty so we could send all the cardiologists on staff special book lists. You can as-

sign your own patron categories and communicate with your patrons."—*Carolyn Fisher, Assistant Library Director, Glendale Adventist Medical Center Library, Glendale, California.*

LS/2000 supports an online public access catalog for staff and patrons with true keyword access in any field from library, office or home, MARC bibliographic and authority files with global real-time updating plus edit, merge and cross reference capability; automated circulation control that assures current information about the collection; and with full serials control to be available in 1985. This is a multi-site system which has the capability of searching specific locations within a library system.

Our LS/2000 users appreciate its extensive bibliographic control aspects that maximize technical staff productivity. They also appreciate the variety of LS/2000 options ranging from limesharing to standard profile package systems for smaller libraries to a choice of Data General minicomputers sized to fit their library needs.

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LIBRARY JOURNAL/JUNE 1, 1984 109

OCLC. "OCLC update: LS/2000 automated local system acclaimed in libraries across the United States". *LJ* 109, no. 10 (1984): 1059.

1984

Binding is a breeze with advanced Handi-Bind: you can do instant, easy and accurate binding

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Advanced Binding Methods, Inc. "Binding is a breeze with advanced Handi-Bind: You can do instant, easy and accurate binding". *LJ* 109, no. 10 (1984): 1062.

1984

No other reader/printer can display such a clear advantage: and on plain paper, too

(Ningún otro lector/impresora puede mostrar una ventaja tan clara: y también en papel normal)

Las ventajas siguen sumando. Y van hacia arriba. Tanto es así que una mirada a la nueva *Canon PC-70* puede dejarlo desconcertado. Especialmente si ha estado considerando un lector/impresora de papel estucado. ¿Por qué? Para empezar, el *PC-70* no cuesta más que una máquina de papel estucado. Sin embargo, copia desde COM o la ficha del documento de origen en papel normal. Así que sus copias no sólo son más nítidas y claras, también son mucho menos costosas. Canon U.S.A., Inc., 1984.

**NO OTHER
READER/PRINTER CAN
DISPLAY SUCH A CLEAR
ADVANTAGE.**



**AND ON PLAIN PAPER,
TOO.**



The pluses keep adding up. And up. So much so, one look at the new Canon PC-70 may leave you unplussed. Especially if you've been considering a coated-paper reader/printer. Why?

For starters, the PC-70 costs no more than a coated-paper machine. Yet, it copies from COM or source document fiche onto plain paper. So its copies are not only crisper and clearer, they're also a lot less expensive.

Secondly, the PC-70 comes with a compact copying system. It's called a cartridge copying system. And inside each cartridge is the toner, drum and developer unit for about 3,000 clean, clear copies. Once it's used up, you just replace it. It's that simple to maintain.

Lastly, the PC-70 fits on a desktop. That's how compact it is. And with its unique free-loading lens system it gives you sharp image magnifications from 17.2x to 47x original size. Which adds up to another big advantage.

So why not get all the details. Call toll-free 1-800-648-5600 Ext. 330 (in Nevada 1-800-992-5710 Ext. 330). One look and all the advantages will become very clear.

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Canon U.S.A., Inc. "No other reader/printer can display such a clear advantage: and on plain paper, too". *LJ* 109, no. 12 (1984): Contra portada.

1984

Typewriter computer printer
(Impresora y máquina de escribir)

La nueva máquina de escribir *Typetronic III* de *Smith-Corona* es capaz de interactuar con prácticamente todas las computadoras de escritorio y procesadores de texto como una impresora. Al presionar la tecla correspondiente, la máquina se coloca en el modo de impresora. Smith-Corona, Corp., 1984.

Typewriter computer printer

Smith-Corona's new Typetronic III typewriter is capable of interfacing with virtually all desk-top computers and word processors as a letter-quality printer. By depressing the appropriate key, the machine is placed in the printer mode. The typewriter can store up to 6000 characters of memory under ten separate electronic memory files and can be programmed to store letters, sentences, address lists, phrases, and words. By touching the remainder key, the Typetronic III will print out the number of unused characters in the memory; a file listing key will automatically type out the first sentence of each file stored. Featuring full-line automatic correction, the typewriter will lift off characters by depressing one key. The machine provides three different type sizes and spacings as well as proportional spacing and individual words or entire lines can be automatically underscored without backspacing or shifting. Typists can utilize the decimal tab to type and align figures to the left of the decimal point without returning the carriage to the margin.

Other features include:

- The ability to shift to bold print automatically to give headlines, words, or text special emphasis.
- An automatic paper injector.

- Forward and reverse indexing to help the typist align corrections.

- A keyboard that expands to include 12 extra characters, providing a full 100-character board for greater versatility and variety of typing and computer printing applications.

- A 20-character buffer memory which prevents jamming characters, dashes, or voids.

- A ten-day battery back-up system that protects memory and tabs, preserving all 6000 characters in case of a power outage.

- A full 15" carriage that easily handles wide computer forms and legal papers lengthwise.

- Easy-to-change printwheels and 80,000 character ribbon cassettes.

Price is \$995 from Smith-Corona dealers. Further information from the manufacturer, Smith-Corona Corp., 65 Locust St., New Canaan, CT 06840. (203) 972-1471.



TYPEWRITER/PRINTER

Smith-Corona, Corp. "Typewriter computer printer". *LJ* 109, no. 13 (1984): 1433.

Apple II computer security

Apple Armor II encloses an Apple II series computer, disk drive(s), and fan in a heavy steel, locked cabinet, securely fastened to any wood or metal surface. It secures the monitor, and during off hours, locks the main power cord, rendering the computer useless. With this unit, it is not only possible to lock down the computer, one or two single disk drives, and monitor, but also the new duo disk drive from the Apple Computer Corp. The unit will accommodate most available monitors and add on fans. The flip-up front cover allows Armor II to work under a shelf, or with a monitor attached to the top of the cover with the cover up, the components are simply slipped out for easy servicing and the monitor does not have to be removed. The unit is color coordinated to the Apple Computer and is made of heavy 16-gauge steel with plastic coating. The Armor II permits required ventilation. Locks can be keyed alike or differently. Price is \$175. For further information, contact Omni Tech Corp., 1455 N. Barker Rd., Brookfield, WI 53005. (414) 784-4178.



APPLE II COMPUTER SECURITY

1984

Apple II computer security
(Seguridad informática Apple II)

Apple Armor II incluye una computadora de la serie Apple II, una(s) unidad(es) de disco(s) y un ventilador en un gabinete de acero pesado con llave, sujeto de manera segura a cualquier superficie de madera o metal. Asegura el monitor y, durante las horas de inactividad, bloquea el cable de alimentación principal, inutilizando la computadora. Con esta unidad, no sólo es posible bloquear la computadora, una o dos unidades de disco individuales y el monitor, sino también la nueva unidad de disco dúo de Apple Computer Corp. Omni Tech, Corp. 1984.

Omni Tech, Corp. "Apple II computer security". *LJ* 109, no. 16 (1984): 1834.

1984

Now you can find just the right image every time quickly and easily with ImageSearch™ and The IBM PC/XT®

(Ahora puede encontrar la imagen correcta en todo momento de forma rápida y sencilla con ImageSearch™ y la IBM PC/XT®)

Nuevo software de búsqueda de imágenes en línea. Le permite utilizar cualquier microcomputadora (MS-DOS/PC-DOS) para evaluar y recuperar rápidamente decenas de miles de imágenes. Se eliminan los procesos de búsqueda convencionales ineficaces y que consumen mucho tiempo. Se combina lo último en procesamiento de imágenes en color, videodiscos y microcomputadoras para permitirle encontrar la imagen o secuencia de imágenes correcta, rápida y fácilmente. Online Computer Systems, Inc, 1984.

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It lets you use any microcomputer (MS-DOS/PC-DOS) to quickly evaluate and retrieve tens of thousands of images. Time-consuming and inefficient conventional search processes are eliminated.

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Find out how easy ImageSearch is to use. How the IBM PC/XT on PC/XT can help you find just the right image every time, in less time. With ImageSearch you always know where your images are. Write or call! Online, today.

Online Computer Systems, Inc.
20251 Century Boulevard
Cermansville, MD 20814
Telephone: (301) 428-3700
800-922-9204

ONLINE Computer Systems, Inc.

ImageSearch is a trademark of Online. IBM PC/XT and PC/XT are registered trademarks of International Business Machines Corporation. PhotoSearch is a trademark of Picture Management, Inc. Online is an acronym for Online Computer Systems, Inc. © 1984 Online Computer Systems, Inc.

Slides are easy to catalog and retrieve using ImageSearch™.

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Tens of thousands of popular photos are available from a single PhotoSearch™ videotape.

Slides, photographs and other images can be transferred and cataloged on videotape for easy retrieval using ImageSearch™.

Online Computer Systems, Inc. "Now you can find just the right image every time quickly and easily with ImageSearch™ and The IBM PC/XT®". *LJ* 109, no. 20 (1984): 2217.

1985

Zip+4 address verification
(Verificación de dirección Zip+4)

Un nuevo método para confirmar cualquier dirección en los E.U., llamado *Address Verification System*, utiliza la base de datos completa de 22 millones de direcciones Zip+4 compilada recientemente por el Servicio Postal de E.U. Information Design, Inc., 1985.

Zip+4 Address Verification

A new method of confirming any address in the U.S., called the Address Verification System, utilizes the complete 22 million address Zip+4 database recently compiled by the U.S. Postal Service. Made up of the Zip+4 file on microfilm coupled with a roll-film reader/terminal, AVS permits users to verify any U.S. mailing address instantly. The Postal Service provides the Zip+4 file and other data on magnetic tape to Information Design which converts the data to a micrographic format and updates the service on a quarterly basis. The most extensive address list ever produced by the U.S. Postal Service, the data in Zip+4 is overwhelming when compared to the previous 5-Digit directory. While there is more than enough data to fill 25 Manhattan telephone directories, which would consume seven feet of shelf space, the AVS System only requires 22 inches of space.



In addition to being a useful reference service for many library users, any mailer or company can benefit from the system. Under the new postal regulations, mailers who use the nine-digit zip codes can earn discounts ranging from one half cent to nine-tenths of a cent per first-class piece, along with providing better service. Price for a one-year subscription is \$1,895, which includes the Zip+4 file, four quarterly updates, and the use of Information Design's AVS COM Terminal. Further information from Information Design, Inc., 1300 Charleston Rd., Mountain View, CA 94043-1397. (415) 969-7990.

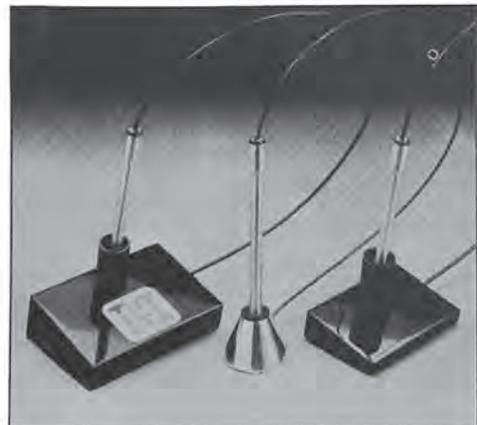
Information Design, Inc. "Zip + 4 address verification". *LJ* 110, no. 1 (1985): 67.

1985

Secure-a-Pen® will stop pen theft!
(¡Asegurar un bolígrafo evitará el robo de bolígrafos!)

Atractivo - Fiable Hecho para durar - ¡No reemplazar! (Relleno para bolígrafos Parker). New England Security, 1985.

Secure-a-Pen®
will
STOP Pen Theft!



Attractive - Dependable
Made to Last — Not Replace!
(Parker Pen Refill)

New England Security
804 Broadway, Box 248
Raynham, MA 02767
(617) 823-6531

New England Security. "Secure-a-Pen® will stop Pen theft!". *LJ* 110, no. 2 (1985): 8.

1985

Carlyle makes it easy!
(¡Carlyle se lo pone fácil!)

TOMUS de Carlyle (el sistema de múltiples usuarios en línea) hace que el catálogo en línea sea fácil! Fácil de usar. *TOMUS* no asume conocimientos previos de ordenadores o bibliotecas. Fácil de buscar. *TOMUS* permite a los usuarios buscar cualquier campo en el registro MARC. Fácil de satisfacer sus necesidades. El diseño modular de *TOMUS* permite configurar un sistema para cualquier tamaño y tipo de biblioteca. Se le puedan agregar fácilmente otros sistemas. Carlyle Systems, Inc., 1985.

Carlyle Makes It Easy!

Carlyle's TOMUS
(the online multiple user system)
makes the online
catalog easy!

Easy to use

TOMUS assumes no prior knowledge of computers or libraries; it avoids computer jargon *and* library jargon; and it uses no special symbols or codes.

There is no need for the user to read brochures or manuals in order to learn the system; all of the instructions necessary to use the system appear on the terminal screen, when needed and as needed.

Easy to search

TOMUS allows users to search any field in the MARC record: not just the author, title, subject and series fields, but also the call number, and numerical fields such as ISBN, ISSN, LCCN, OCLC, RLIN and document numbers.

Users may search on any significant word, and searches may be limited by date, language, country of publication, format or medium.

Easy to meet your needs

The modular design of TOMUS makes it possible to configure a system for any size and type of library. From the very small, with a version that runs on a micro, to the very large, with multiple processors, each library can have a system specifically designed to meet its needs, and at a price it can afford. The modular design also means that more records and more terminals can be added as needed without degrading response time or the performance of the system.



Easy to add other systems

TOMUS works with other systems in two ways. For libraries with existing systems — circulation, acquisitions, or serials control — an interface is provided so that the system works together as an integrated system. For libraries without other systems, Carlyle will supply them. Write or telephone us for the latest information on schedules for new systems.

CARLYLE
SYSTEMS INC.

2930 San Pablo Avenue, Berkeley, CA 94702
1-(415) 843-3538 or 1-800-227-2953

Carlyle Systems, Inc. "Carlyle makes it easy!". *LJ* 110, no. 2 (1985): 17.

1985

New-neat I.D.'s for sloppy disks
(Identificaciones nuevas y ordenadas para discos)

Es difícil seguir la pista en una sala de ordenadores llena de discos. Más aún cuando los cartuchos o paquetes están marcados de manera descuidada, etiquetados de forma ilegible o pierden su identificación por completo. Pero los portaetiquetas *DISK-IDENT™* tienen la respuesta. Estas nuevas versiones curvas de los portaetiquetas patentados *HOL-DEX®* se adhieren automáticamente a las superficies de los cartuchos de carga frontal, o de carga superior, o del paquete de discos. Nunca se pelan ni se caen. Cel-U-Dex Corporation, 1985.

New-Neat I.D.'s for Sloppy Disks

It's tough to keep track of a computer room full of disks. Even more so when cartridges or packs are sloppily marked, illegibly labeled or lose their I.D.'s altogether.

But *DISK-IDENT™* label holders have the answer. These newest curved versions of patented *HOL-DEX®* label holders self adhere to front-load or top-load cartridge or disk pack surfaces. They never peel or fall off—yet stand up to all kinds of abuse. More important, the clear, non-glare *DISK-IDENT* holders make labels easy to read—even from a distance.

And label-changing is simple: Just slip out the old, insert the new. Supplied inserts have pre-printed date fields. *DISK-IDENT* label holders come 10 to a box, 1" x 3" for cartridges and 1½" x 3" for disk packs.

Non-curved *HOL-DEX* label holders have also long been used for flat surface labeling in computer rooms everywhere. Ask your office supply dealer to order either type through United Stationers, or write for a free sample to the address below.



CEL-U-DEX Corporation
P.O. Box 4084 New Windsor, N.Y. 12550 914/562/4510



LIBRARY JOURNAL/FEBRUARY 1, 1985

33

Cel-U-Dex Corporation. "New-neat I.D.'s for sloppy disks". *LJ* 110, no. 2 (1985): 33.

1985

The Computer Company offers choices because one solution won't fit all libraries

(La *Computer Company* ofrece opciones porque una solución no se ajusta a todas las bibliotecas)

Opciones para convertir el catálogo a MARC. Úselo en línea o por lotes. Utilice líneas telefónicas especializadas o de acceso telefónico. Utilice una terminal o un microordenador. Utilice cintas magnéticas. O envíenos su lista de estanterías. Opciones en catálogos COM. Diseños de varias páginas. Unión o especial. Control de autoridad. Microficha, rollo de ficha o microfilm. The Computer Company, 1985.

The Computer Company. "The Computer Company offers choices because one solution won't fit all libraries". *LJ* 110, no. 4 (1985): 31.

The Computer Company Offers Choices Because One Solution Won't Fit All Libraries

Choices in converting catalogs to MARC.

- Use on-line or batch
- Use dial-up or dedicated phone lines
- Use a terminal or microcomputer
- Use magnetic tapes
- Or, send us your shelflist

Choices in COM catalogs.

- Several page designs
- Union or special
- Authority control
- Microfiche, roll fiche or microfilm

And Special Services like creating bar codes, upgrading records, processing multiple vendor files.

For more information or to compare us to your current vendor, call Beth Diggles, Library Sales Manager, 1-800-446-2612 or 1-804-254-2357.

Or write: The Computer Company, 1905 Westmoreland St., Richmond, VA 23230.



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GARDENA CALIFORNIA 90249 • 213 532 9024

LIBRARY JOURNAL/MAY 1, 1985

1985 Record savings (Ahorros récord)

Bono de suscripción a *Professional Media Service*. El plan le da un 10% más por dólar audiovisual. Descubra por qué somos la biblioteca fuente en la que se confían las grabaciones de audio y vídeo. Professional Media Service, Corp., 1985.

Professional Media Service, Corp. "Record savings". *LJ* 110, no. 8 (1985): 49.

1985

Automated systems for school libraries

(Sistemas automatizados para bibliotecas escolares)

Automatiza... *Check in/check out* utilizando códigos de barras; Inventario por tipo de medio; Inventario físico/uso de lápices ópticos; Listas de usuarios, salas, editores y proveedores, entre otros. Dalton Computer Services, Inc., 1985.

Dalton Computer Services, Inc. "Automated systems for school libraries". *LJ* 110, no. 8 (1985): 111.

Automated Systems for School Libraries



**Affordable by small schools,
powerful enough for large libraries.**

Automated.

- Check in/Check out using bar codes.
- Inventory by media type.
- Physical inventory taking / using portable light pens.
- Lists of patrons, home rooms, publishers and vendors.
- Usage statistics.
- Much, Much More





P. O. Box 2469
Dalton, Georgia 30720
(404) 258-3327

1985

Portable electronic typewriter

(Máquina de escribir electrónica portátil)

Portable Electronic Typewriter

Almost all of today's electronic devices for computing, word processing, and communications require proficient keyboard skills. The new Smith-Corona S-II has been specifically designed to encourage patrons and students who use library typewriters generally to develop their typing skills. Incorporating the latest electronic typewriter technology, the S-II has full-line correction capability, making it possible to erase any or all the letters or words on one line, up to 157 characters. Another feature is triple pitch, which allows the typist to select ten, 12, or 15 characters per inch at the flick of a switch. Automatic centering, automatic carrier return, reverse tabulation, and express backspace are also provided. The unit has a built-in Allen screw lock to prevent pilferage of its print wheel and ribbon cartridge. It also uses any of Smith-Corona's ten snap-in print wheels for crisp, clear printing and has drop-in ribbon cassettes for fast ribbon changes. Price: \$595.

An added bonus is the typewriter's potential computer-compatibility. After dealer upgrading, the S-II transforms in seconds into a letter-quality printer. The user plugs Smith-Corona's optional Messenger Module into both the computer and the typewriter, and by pressing a key the machine switches into the printer mode. The S-II features bi-directional printing and moves through any white space without hesitation, resulting in shorter printing time per document. The Messenger Module has both serial and parallel outlets to permit compatibility with virtually all personal and small business computers. Price: \$109.95. From: Typewriter dealers. Information from: Smith-Corona, 65 Locust Ave., New Canaan, CT 06840. (203) 972-1471.



Casi todos los dispositivos electrónicos de hoy para la informática, el procesamiento de textos y las comunicaciones requieren habilidades de mecanografía competentes. La nueva *Smith-Corona S-II* ha sido diseñada específicamente para alentar a los usuarios y a los estudiantes a usar las máquinas de escribir de la biblioteca, y a desarrollar sus habilidades de mecanografía. La última tecnología en máquinas de escribir electrónicas, la *S-II* tiene capacidad de corrección de línea completa, lo que hace posible borrar alguna o todas las letras o palabras en una línea, hasta 157 caracteres. Smith-Corona, 1985.

Smith-Corona. "Portable electronic typewriter". *LJ* 110, no. 13 (1985): 75.

ART PARKER IS OUR TOUGHEST CRITIC



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UTLAS delivers one of the world's richest, fastest-growing library databases, now shared by more than 2,000 customers throughout the United States, Canada and the Far East.

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1985

Art Parker is our toughest critic
(Art Parker es nuestro crítico más duro)

Art Parker es el presidente de *Utlas*, líder mundial en servicios bibliotecarios automatizados. Su visión ha llevado a construir servicios tales como: Bases de datos de propiedad individual, Hardware avanzado, Redes internacionales. Utlas, Corp., 1985.

Utlas, Corp. "Art Parker Is our toughest critic". *LJ* 110, no. 16 (1985): Contaportada.

1985

OCLC update: state of the art serials control
(Actualización de OCLC: control de publicaciones seriadas de última generación)

¿Por qué las bibliotecas deberían conformarse con algo menos que el control de las publicaciones seriadas de última generación? No deberían. Es por eso que *OCLC* ahora ofrece *SC350*, un servicio de control de publicaciones seriadas basado en microcomputadoras que aumenta y mejora nuestros servicios de control de publicaciones seriadas existentes. *OCLC*, 1985.

OCLC. "OCLC update: state of the art serials control". *LJ* 110, no. 17 (1985): 11.

OCLC UPDATE

State-of-the-Art Serials Control

Why should libraries settle for anything less than state-of-the-art serials control? They shouldn't. That's why OCLC now offers SC350, a microcomputer-based serials control service that augments and enhances our existing serials control services.

A full range of capabilities
SC350 supports a wide range of technical services: (media), bibliographic record selection and transfer, auto-merge check-in and ordering, routing, lending, financial control, report generation, and more.

Round the clock accessibility
SC350 software is designed for use with the OCLC M300 Workstation, enabling libraries to combine the advantages of microcomputing with a direct link to our Online Systems. With SC350, you have greater flexibility and increased processing options, including operation during those hours when our Online Systems are unavailable. SC350 lets you and your staff access local serials records 24 hours a day, seven days a week.

State-of-the-art support
OCLC offers SC350 users the same high level of support provided to all Online Systems users. OCLC's computer expertise, combined with that of network staffs, assures your library of the best support for the best serials control. SC350.

Link to LS/2000
LS/2000, OCLC's powerful Local Library System, will provide a link with SC350. The link enables libraries to transfer summary and detailed holdings information into the LS/2000 Online Catalog and Circulation System in order to maintain an integrated, local library system.



For details, call OCLC at the toll-free numbers listed below. (914) 848-5800 (800) 282-7306 (Ohio) or get in touch with your Network office.

OCLC
Ohio College Library Center
3200 Peach Road
Columbus, Ohio 43260
614/491-2800

LIBRARY NEWS/JANUARY 1985

1985

*Fuji 5¼" diskettes**\$1.29 each**(Disquetes Fuji de 5¼"**\$1.29 cada uno)*

¿Por qué pagar más por disquetes de 5¼"? En *Demco*, presentamos un nombre en el que confía (*FUJI*) y un precio de lanzamiento especial que no puede ignorar (tan bajo como \$1.29 c/u) Garantía de por vida, 100% libre de errores y respaldado por la larga tradición de confiabilidad de *Demco* calidad y rapidez en el servicio. Demco, 1985.

Demco. "Fuji 5¼" diskettes \$1.29 each". *LJ* 110, no. 18 (1985): 2.

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1985

*3 000 000 MARC records in your PC-off line!**(¡3 000 000 de registros MARC en su PC fuera de línea!)*



3,000,000 MARC records in your PC —off line!

Put the power of compact laser discs to work in your library. The new BiblioFile Catalog Production System gives you instant local access to 3,000,000 Library of Congress English and foreign language MARC bibliographic records. You own the database.

Plug our CD-ROM disc player into your IBM-PC or PC look-alike and search at your leisure, create MARC records and print cards and labels (or convert to magnetic tape).

Perfect for current cataloging.
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For information and a free demo disc, call (800) 624-0559 or write:



The Library Corporation
Bibliographic Database Publisher Since 1974
P.O. Box 40035, Washington, D.C. 20016

143

Ponga el poder de los discos compactos a trabajar en su biblioteca. El nuevo sistema de producción de catálogos *BiblioFile* le brinda acceso local e instantáneo a 3 000 000 de registros bibliográficos MARC en inglés y en idiomas extranjeros de la *Library of Congress*. Su propia base de datos. Conecte nuestro reproductor de CD-ROM a su IBM-PC o PC similar y busque en su tiempo libre, cree registros MARC e imprima tarjetas y etiquetas (o conviértalo en cinta magnética). *BiblioFile*, The Library Corporation, 1985.

The Library Corporation. "3 000 000 MARC records in your PC-off line!". *LJ* 110, no. 18 (1985): 143.

La Bibliothèque Nationale and the York Public Libraries Network have chosen the Geac Library System.

This year La Bibliothèque Nationale chose the Geac Library Information System to be at the centre of a massive audit of all documentation and information on its shelves. Once the vast treasure of history, theology and thought of this great institution is entered into the Geac System it will for the first time be readily accessible to scholars and public alike.

The York Public Libraries Network is a treasure of another sort. It's a co-operative of local libraries with similar needs to La Bibliothèque Nationale. It too has the Geac Library Information System to help make instant access to its collections a practical reality.

As a leading supplier of large scale library automation systems in the western world Geac is proud to be associated with many world centres of learning including: The Smithsonian Institution, The Vatican Library, Ecole Polytechnique de Montreal, Simon Fraser University, Minneapolis Public Library and Information Centre.

Geac
We remember everything.
Remember that.
World-wide specialists in library and financial systems.

Boolean Search Subsystem
Link libraries into a chain. They enhance their software and hardware to meet their own service and response time needs. The Boolean Search Subsystem of the Geac Online Public Catalogue includes several options such as the restriction of Boolean searching to specified records, and the addition of a dedicated CPU to process long numbers of Boolean queries.

LIBRARY JOURNAL/OCTOBER 1985

1985
La Bibliothèque Nationale and the York Public Libraries Network have chosen the Geac library system (La Bibliothèque Nationale y la Red de Bibliotecas Públicas de York han elegido el sistema de bibliotecas Geac)

Como proveedor líder de sistemas de automatización de bibliotecas a gran escala en el mundo occidental, Geac se enorgullece de estar asociado con muchos centros mundiales de aprendizaje. Geac, 1985.

Geac. "La Bibliothèque Nationale and the York Public Libraries Network have chosen the Geac library system". *LJ* 110, no. 20 (1985): 37.

1985
Color copier
(Fotocopiadora a color)

Sharp Electronics acaba de presentar una fotocopiadora a todo color con un precio de menos de \$10 000. En el pasado, las bibliotecas de arte e imágenes han evitado comprar una fotocopiadora a todo color debido al alto costo (alrededor de \$25 000) y se han conformado en cambio con los servicios de una copiadora externa cuando se deseaba una copia en color. Sharp Electronics, Corp., 1985.



Color Copier

Sharp Electronics has just introduced a full-color copier priced under \$10,000. In the past, art and picture libraries have avoided purchasing a full-color copier because of the high cost (about \$25,000), settling instead for the services of an outside copying shop when a color copy was wanted. Utilizing digital technology, the new Sharp Copier weighs just under 125 lbs. and is desk-top in size (22" w x 21" d x 14" h). Designed with a thermal printing process that uses specially treated paper, the unit can produce a full-color copy in 60 seconds with a resolution of 300 x 300 dots per inch. The machine can also reduce by 50 percent or enlarge portions of an original up to four times its size on a maximum copy paper size of 8½" x 11". Contact: Sharp Electronics Corp., 10 Sharp Plaza, Paramus, NJ 07652. (201) 265-5600.

Sharp Electronics, Corp. "Color copier". *LJ* 110, no. 20 (1985): 80.

1985

Bar code label dispenser
(Dispensador de etiquetas
de códigos de barras)

DispensaSymbol es un dispensador diseñado para responder a los requerimientos de los bibliotecarios de utilizar etiquetas de códigos de barras en rollo, de una manera rápida y económica. Es una caja dispensadora reutilizable que libera las etiquetas una por una con el simple movimiento de una mano. El dispensador aumenta la velocidad de etiquetado y reduce el costo durante las conversiones y el etiquetado adicional. El uso del dispensador cuando se prestan libros en el mostrador es práctico, aunque el personal esté manejando códigos de barras, bolígrafos, libros, tarjetas de usuario y otros ítems. Data Composition, Inc., 1985.

Data Composition, Inc. "Bar code label dispenser". *LJ* 110, no. 20 (1985): 80.

Bar Code Label Dispenser

DispensaSymbol is a dispenser designed to answer librarians' requirements for a fast and economical way to use barcode roll labels. It is a reusable dispenser box that self-dispenses labels



one-by-one with a simple one-hand motion. The dispenser increases labelling speeds and lowers the cost during conversions and add-on labelling. Use of the dispenser when checking books out at the

charging desk is practical, even though staff are handling barcodes, pens, books, patron cards, and other items. The one-hand motion required and the small space occupied (7" w x 7" h x 2" d) makes the unit easy to use. *DispensaSymbol* is available at a nominal additional charge for DCI barcode or OCR roll labels. Rolls can be purchased in the dispenser or the unit can be reloaded. Further information from: Data Composition, Inc., 1099 Essex, Richmond, CA 94801-2185. (415) 232-6200 or (800) 227-2121.

1986

Concurrent paper & fiche-printing system
(Sistema de impresión simultánea en papel y microfichas)



Concurrent Paper & Fiche-Printing System

The first computer output microfilm (COM) system capable of supporting concurrent paper and microfilm printing from the same source data file has been announced by Bell & Howell. The 6400H COM printer provides online microfilm output through a Honeywell Level 6 minicomputer in conjunction with paper output from a Honeywell Page Printer (PPSII). With the new system, a paper document can be produced from the page printer while an inexpensive microfilm version of the same data is generated simultaneously on the 6400H COM printer, saving production time and costs. To maximize utilization and production scheduling, the system can also access different files at the same time so that one job can run on fiche while a different file is printing on paper.

The 6400H offers flexible COM formatting features for easy information retrieval and can operate an offline directory from the Level 6 minicomputer or through the Level 6 to a Honeywell mainframe for real time, online convenience. The dual-print capability of the 6400H makes it possible to produce paper copies for a patron or for an interlibrary loan while generating inexpensive fiche copies of the same data file for collection or archival purposes.

One operator controls both output modes through a video terminal on the Honeywell Level 6 system. The Bell & Howell COM system is available in either convenient cut-fiche dry or archival film processing configurations or as archival processing scroll systems. Previously, Honeywell users were required to spool data to a magnetic tape in order to generate the data onto microfilm after running the necessary paper copies of a file. The tapes were either printed offline from an in-house COM system or sent out to a service bureau for processing. The online capabilities of the 6400H eliminates the need for creating time-consuming, costly magnetic tapes. Data can now be generated in house with added control over job flow and production scheduling.

The 6400H incorporates a data buffering system that accesses a full page of data at a time, fast internal processing, and the ability to handle multiple large blocks of data to print up to 26,000 lines per minute, ten times faster than traditional paper devices and up to twice as fast as laser systems. Versatile titling, indexing, data extraction, and data page and index frame formatting are included in the system software. Microfiche output is one of the least expensive data distribution media. An average fiche containing up to 270 pages at 48X reduction can be duplicated in seconds for less than \$4. A 1000-page report on fiche can be distributed anywhere in the United States by first-class mail for 22¢ compared to the shipping cost of the equivalent 22-pound paper output. Contact: COM Division, Bell & Howell Corp., 16691 Hale Ave., Irvine, CA 92714. (714) 660-1050.

Bell & Howell ha anunciado el primer sistema de salida de microfilm para computadora (COM) capaz de admitir la impresión simultánea de papel y microfilm a partir del mismo archivo. La impresora 6400H COM proporciona salida de microfilm en línea a través de una minicomputadora *Honeywell Level 6* junto con la salida de papel de *Honeywell Page Printer (PPSII)*. COM Division, Bell & Howell, Corp., 1986.

Bell & Howell, Corp. "Concurrent paper & fiche-printing system". *LJ* 111, no. 1 (1986): 64.

High-Speed, Color, Zoom Copier

Sharp Electronics has recently introduced its new SF-9500, a technologically advanced 50-copy-per-minute duplicator. The copier has automatic zoom technology so that a document placed in the SF-9500 can be reduced by 64 percent or increased by 141 percent with 78 convenient magnification settings in one-percent increments. Enlargements and reductions are simplified, since paper size is selected automatically based on the magnification ratio. With the new SF-9500's interchangeable color cartridge system, copies can be made in black, red, blue, or brown to match letterhead, for coding, or emphasis. Paper feeds to the SF-9500 from four trays: one 50-sheet, two 250-sheet, and a 2000-sheet tray, totaling 2550 sheets. Copy sizes range from 5½" x 8½" to 11" x 17".

Other highlights of the SF-9500 include a dual-page copy mode, image trimming, image centering, and an intelligent document feeder. Image trimming highlights a section of a document by removing the copy around it. And the intelligent document feeder can be programmed so originals of varying sizes can be copied onto one-size paper, reducing unnecessary operator time and effort. The copier is designed to read original paper sizes. Operating time is cut substantially since the machine automatically detects an odd-sized original. From: Sharp Copier Products Division, Sharp Electronics Corp., 10 Sharp Plaza, Paramus, NJ 07652. (201) 265-5600.



1986

*High-speed, color,
zoom copier*
(Fotocopiadora a color de
alta velocidad con zoom)

Sharp Electronics ha presentado recientemente su nueva SF-9500, una duplicadora de 50 copias por minuto tecnológicamente avanzada. La fotocopiadora tiene tecnología de zoom automático para que un documento colocado en la SF-9500 se pueda reducir en un 64 por ciento o aumentar en un 141 por ciento, con 78 configuraciones de aumento en incrementos del uno por ciento. Las ampliaciones y reducciones se simplifican, ya que el tamaño del papel se selecciona automáticamente en función de la relación de ampliación. Sharp Electronics, Corp., 1986.

Sharp Electronics, Corp. "High-speed, color, zoom copier". *LJ* 111, no. 1 (1986): 64.

1986

*Introducing Telex CD high speed
cassette duplicators:
the new gold standard*
(Presentamos los duplicadores
de casetes de alta velocidad Telex CD:
el nuevo estándar dorado)

¡Telex lo vuelve a hacer! Durante décadas, los productos innovadores de Telex, como los famosos sistemas Copyette y 6120, han establecido los estándares para la industria. Ahora, en su año de aniversario dorado. Telex anuncia una nueva duplicadora de casetes que supera a todas las demás en características, beneficios y soporte postventa. ¡Copias de calidad a 16x de velocidad! Estéreo, mono y expandible. Telex Communications, Inc., 1986.

Telex Communications, Inc. "Introducing Telex CD high speed cassette duplicators: the new gold standard". *LJ* 111, no. 2 (1986): 13.



Telex does it again!

For decades Telex products have been the standard for the industry. Now, in its golden anniversary year, Telex announces a new Cassette Duplicator that outdistances all the others in features, benefits and affordable support.

Quality Copies at 16X Speed!

The Telex CD produces the highest quality copies of music, music on synthetic record with programs with amazing speed, because you can actually duplicate both sides of as many as eleven (11) cassettes in less than 3 minutes. Ideal for economic mass duplication of all originals, seminars and seminars.

Stereo, Mono and Expandable.

A wide variety of CD models offer professional features you would only expect to find in more expensive units. The perfect solution for those who require the flexibility and audio control of a duplicator, get the economy and portability of 16X in under 3 minutes. Mark your calendar. Call or write today!

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In NY (912) 887-5511



Shown Here
(Clockwise)
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Hurry, act now! In the short time it takes to have a cup of coffee, we can show you how you can save money on tape duplicating. And, after the demo, we'll even take a handsome Telex coffee cup as a gift.

YES! Enter my name in the CD program.
I want a CD demonstration.
Please send literature only.
Telex Communications, Inc.,
9500 Ashland Ave. SE,
Minneapolis, MN 55420



Name _____
Company or Institution _____
Address _____
City _____ State _____ Zip _____
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- 3. COMPLETELY AUTOMATICALLY GENERATED LISTS
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- 9. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
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- 11. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
- 12. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
- 13. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
- 14. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
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- 17. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
- 18. COMPLETELY AUTOMATICALLY GENERATED CATALOG CARDS, LABELS, LISTS AND PROOF SHEETS
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1986 *Microcomputer-Library CARDPREP* (Microcomputadora-biblioteca CARDPREP)

Fichas de catálogo generadas por microcomputadora. Etiquetas. Las listas y el reactor de hojas de prueba examinan estas características sobresalientes. *CARDPREP* es ideal para usar en bibliotecas escolares, públicas, universitarias, especiales y domésticas, y también es una herramienta ideal para ayudar a enseñar habilidades de procesamiento técnico bibliotecario. *CARDPREP* se utiliza actualmente por cientos de bibliotecarios escolares, públicos, especiales y universitarios en los E.U., Canadá, Puerto Rico y China. Learning Technology and Libraries, Inc., 1986.

Learning Technology and Libraries, Inc. "Microcomputer-Library CARDPREP". In *Library Computing*, special issue. *LJ* 111, no. 8 (1986): 9

1986 *A window on the world of library automation Book Trak: floppy disk library management systems* (Una ventana al mundo de la automatización de bibliotecas: los sistemas de administración de bibliotecas en disquetes *Book Trak*)

Catalogación. Circulación. Adquisiciones. Impresión de tarjetas y etiquetas. Control de revistas. Precio del paquete \$1 200 para los cinco programas. Richmond Software Corporation, 1986.

Richmond Software Corporation. "A window on the world of library automation Book Trak: floppy disk library management systems". In *Library Computing*, special issue. *LJ* 111, no. 8 (1986): 4.

A WINDOW ON THE WORLD OF LIBRARY AUTOMATION **BOOKTRAK** FLOPPY DISK LIBRARY MANAGEMENT SYSTEMS

CATALOGING
Records concise bibliographic records on floppy disks, no search and list software needed.
\$130. Review: *Library Computer Science*, Sept. 1982

CIRCULATION
Floppy disk version. For libraries with up to 65,000 items, 10,000 patrons. Quick to set up, easy to use. Minimal equipment required. Handles check-in, check-out, reserves, overdues, renewals and statistics. \$650 software plus \$3000 bar code reader with bar code printing software. Review: *Library Science*, 11: 1 (1982) p.107; *CAC News*, Fall '81 p.8

ORDER TYPING
Saves hours on preparation of Purchase Orders and monitoring budgets, with files of materials on order, received, and under consideration. \$130.

CARD & LABEL PRINTING
Uses data from Cataloging program to produce sets of catalog cards and book labels. \$125. (Cataloging and Card & Label Printing together, \$250)

MAGAZINE CONTROL
Automates periodical check-out, prices, holdings lists and claim letters for issues not yet received. \$130. Review: *Library Science*, 11: 1 (1982) p.107; *CAC News*, Fall '81, p.8.

\$1200 Package price for all five programs
Review: *Electronic Learning*, 2: 94 (1982)

Also available from Richmond Software Corporation:
Book Trak I Hard Disk Circulation System.

RICHMOND SOFTWARE CORPORATION
P.O. Box 5387, San Mateo, CA 94402
400/222-6086, or California 415/349-6083

1986

A window on the world of library automation Book Trak I
 (Una ventana al mundo de la automatización de bibliotecas
Book Trak I: sistema de circulación en disco duro)

Con una computadora *Apple* y una unidad de disco duro, administre las tareas de circulación en bibliotecas con 3 000 a 25 000 títulos – 200 a 55 000 usuarios. La base de datos completa proporciona acceso instantáneo a la información del material y del usuario sin interrumpir la circulación. Sistema de circulación de disco duro *Book Trak I*. Richmond Software Corporation, 1986.

A WINDOW ON THE WORLD OF LIBRARY AUTOMATION

Using an Apple computer and a hard disk drive, manage circulation tasks in libraries with 3,000 to 250,000 items—200 to 55,000 patrons

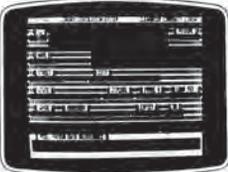
Comprehensive data base provides instant access to item and patron information without disrupting circulation

Manages:
Check-in, Check-out
Overdues (unlimited number)
Reserves (unlimited number)
Inventory
Statistics
Status of Items & Patrons
Uploading of Bibliographic Records
from Data Base Vendors

Enables you to generate reports, book lists and patron lists in formats you design
Allows user to design the text of overdue notices
Displays Time & Date, and automatically calculates Due Dates
Prints screen displays to paper

About your Collection you may include:
Bar Code number
Call number
Author, Title
ISBN, LC number
Subject
Loan period
Price
Location

About your Patrons you may include:
Bar Code number
Name
Address
Phone number
Borrowing period
Library Card expiration date (Grade, Homeschool & Graduation year if desired)



\$850
(Discounts for multiple copies and additional savings on hardware/software packages. Special trade-in price available for Book Trak Floppy Disk Circulation users)

Also available from Richmond Software Corporation: Book Trak Floppy Disk Library Management Systems

BOOKTRAK I

HARD DISK CIRCULATION SYSTEM

P.O. Box 5587, San Mateo, CA 94402
 800/222-6063 in California, 415/349-6063

RICHMOND SOFTWARE CORPORATION

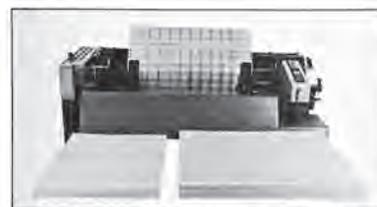
Richmond Software Corporation. "A window on the world of library automation Book Trak I Hard Disk Circulation System. In Library Computing, special issue. *LJ* 111, no. 8 (1986): 5.

1986

Archival computer printout
(Impresión de archivos)

Las bibliotecas que están considerando la cuestión de la conservación de las impresiones pueden estar interesadas en *Texlife Computer Printout*, un nuevo papel de alta calidad y resistente al desgaste desarrollado por *Texwipe Co.* Impregnado con látex durante el proceso de fabricación, es fuerte y duradero y, como es completamente libre de ácido, no amarillea ni se degrada con la edad. The Texwipe, Co., 1986.

The Texwipe, Co. "Archival computer printout". *LJ* 111, no. 8 (1986): 102.



Archival Computer Printout

Libraries that are considering the question of printout preservation may be interested in *Texlife Computer Printout*, a new, high-quality, wear-resistant paper developed by the *Texwipe Co.* Impregnated with latex during the manufacturing process, it is strong and durable and, as it is completely acid free, will not yellow or degrade with age. Not intended as a substitute for ordinary printer paper, *Texlife* can be used for book lists subject to extensive handling, permanent statistical records, annual reports, etc. It features a high resistance to stains and excellent print reproduction, high "grab-tensile" strength, and a distinctive, easy-on-the-eyes pale blue tint. *Texlife* comes in two sizes, each with 1500 sheets per case: the 9½" x 11" blank form with removable perforated sides and the 14¾" x 11", blue-bar printed form. Free samples, prices, etc., are available from The *Texwipe Co.*, 650 E. Crescent Ave., Box 308, Upper Saddle River, NJ 07458; 201-327-9100.

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1986

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The Computer Company. "Automation solutions that work: now... and for the future". *LJ* 111, no. 9 (1986): 23.

1986

VTLS has real choices in library automation
(VTLS tiene opciones reales
en la automatización de bibliotecas)

VTLS es un sistema de automatización de bibliotecas completo, integrado y llave en mano. Un precio único incluye los doce módulos. El sistema sirve a más de 70 bibliotecas en todo el mundo. Llame y averigüe por qué. VTLS, Inc., 1986.

VTLS has real choices in library automation

VTLS Installations

Year	Installations
1980	2
1981	5
1982	18
1983	38
1984	60
1985	70

VTLS is a comprehensive, integrated, turnkey library automation system. A single price buys all twelve modules. The system serves more than 70 libraries world-wide. Call and find out why.

MICRO-VTLS – Small but Powerful

VTLS is concerned about small collections. Small collections have all the management needs of large collections, but they haven't always had the same automation choices. Sophisticated software came only on minicomputers and mainframes – solutions beyond the reach of most small libraries. But now, **Micro-VTLS** offers an affordable, microcomputer-based alternative with the power and features of a big system: comprehensive circulation control, full data entry capabilities, and an on-line catalog with access by all authors, subjects, titles, series, and standard control numbers.

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 Virginia Tech Library Systems –
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VTLS, Inc., 416A Newman Library, Virginia Tech, Blacksburg, VA 24061
(703) 961-5847

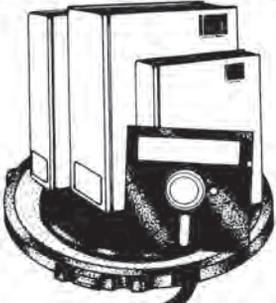
VTLS, Inc. "VTLS has real choices in library automation". *LJ* 111, no. 10 (1986): 4.

1986

*Circ-Serv™ by Brodart the bibliographic service
for your automated system*
(*Circ-Serv™ de Brodart el servicio bibliográfico
para su sistema automatizado*)

¿Se tarda demasiado en agregar registros a su catálogo/sistema de circulación? ¡Deje que *Circ-Serv™* haga el trabajo por usted! *Circ-Serv™* le permite obtener libros listos para colocar en el estante de *Brodart*, incluidos los servicios de procesamiento normales que ha seleccionado, registros completos legibles por máquina listos para cargarse en su sistema automatizado. *Circ-Serv™* proporciona datos bibliográficos personalizados sobre los medios de almacenamiento que necesita ... *Circ-Serv™* puede proporcionar los registros catalográficos antes de que lleguen los libros. Brodart, 1986.

**Does it take too long to add
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work for you!**

Circ-Serv™ allows you to get shelf-ready books from Brodart including the normal processing services you have selected complete with machine readable records ready to load into your automated system.

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Your automated System

CIRC-SERV™ provides customized bibliographic data on the storage media you need. Just pop in a disc or a tape and all your new purchases are loaded onto your system.

CIRC-SERV™ can provide records before the book arrives. Your library can receive tapes or discs on a weekly, bi-weekly, or monthly schedule which contain non-duplicated MARC records for as many ship-to accounts as your library wishes (great for systems which allow branch ordering or are made up of a consortium of independent libraries).

All you do when the book arrives is add your local call number, holdings information and item number, and the book is ready to circulate. We can even apply your bar code or OCR label to the book for you.

CIRC-SERV™ is economical, fast, and convenient.

Find out what **CIRC-SERV™** can do for you. Call us Now.

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Williamsport, PA 17705

Brodart. "Circ-Serv™ by Brodart the bibliographic service for your automated system". *LJ* 111, no. 10 (1986): 19.

1986

Omnifax puts all the facts and photos at your fingertips
(Omnifax pone todos los datos y fotos a su alcance)

Ahora, su biblioteca puede enviar y recibir cualquier cosa en papel en segundos, a través de líneas telefónicas regulares. Con el facsímil de alta velocidad *Omnifax*, el intercambio de formularios, así como duplicados exactos de artículos de publicaciones periódicas, incluidos diagramas detallados y fotografías, se pueden realizar en sólo unos segundos por página. *Omnifax* envía y recibe mensajes a través de líneas telefónicas regulares y puede funcionar automáticamente, las 24 horas del día, sin la ayuda del personal. Eso significa que los bibliotecarios y los usuarios tienen acceso inmediato a una mayor selección de materiales de investigación que nunca. Y, la mayoría de los costos de envío, por los métodos tradicionales de transferencia de documentos, pueden eliminarse. Telautograph Corporation, 1986.



Omnifax puts all the facts and photos at your fingertips.

Now, your library can send and receive anything on paper in seconds—over regular phone lines.

With an Omnifax high-speed facsimile, exchanging request forms as well as exact duplicates of articles from periodicals, including detailed diagrams and photographs, can be accomplished in *just seconds* a page. Omnifax sends and receives over regular phone lines and is able to operate automatically—24 hours a day—without assistance from library personnel.

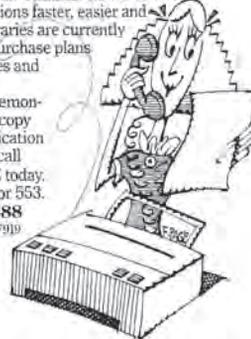
That means librarians and patrons have immediate access to a greater selection of research materials than ever before. And, most of the postage and shipping costs incurred by traditional methods of transferring these vital documents can be eliminated.

Fax study demonstrates efficiency.

In a recent research project conducted by 20 multi-type libraries in West Central Illinois, all members of the Illinois Library and Information Network (ILLINET), the use of facsimile for delivery of documents such as periodical articles, government publications and reference information was proven to be the most cost effective when compared to U.S. Mail, UPS (United Parcel Service) and ILDS Courier (Intersystems Library Delivery System).

When presented with these facts it's easy to see that Omnifax can be used as a powerful tool which can make interlibrary transactions faster, easier and more economical than ever before. In fact, many libraries are currently using Omnifax through attractive rental and lease/purchase plans available from our nationwide sales and service organization.

For more information or a demonstration, and a FREE copy of our new publication *The Joy of Fax*, call TOLL FREE today. Ask for Operator 553. **800 824-7888**
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OMNIFAX[®]
Telautograph Corporation
The Original Facsimile Company

Omnifax sold and serviced in the U.S., Canada and Puerto Rico by Telautograph Corporation. Omnifax is a registered trademark of Telautograph Corporation.

LIBRARY JOURNAL/JUNE 1, 1986

39

Telautograph Corporation. "Omnifax puts all the facts and photos at your fingertips." *LJ* 111, no. 10 (1986): 39.

1986

Solutions: Data Research combines library and computer expertise to solve the specific problems of library automation
 (Soluciones: Data Research combina la experiencia en bibliotecas y computadoras para resolver los problemas específicos de la automatización de bibliotecas)

Desde 1975, Data Research ha proporcionado a las bibliotecas sistemas de automatización de última generación basados en una estrategia de combinación de dos ciencias: bibliotecas y computadoras. Un sistema de automatización de bibliotecas debe proporcionar información, control y soporte. ATLAS lo hace, además ATLAS posee una nueva característica DRANET, una red bibliográfica cooperativa. Data Research Associates, 1986.

SOLUTIONS:

DATA RESEARCH COMBINES LIBRARY AND COMPUTER EXPERTISE TO SOLVE THE SPECIFIC PROBLEMS OF LIBRARY AUTOMATION

Since 1975, Data Research has been providing libraries with state-of-the-art automation systems based on a strategy of combining two sciences: libraries and computers.



"As a librarian, I know that computer integration around a single bibliographic data base and the ability to handle multiple library systems are essential. These are features of our ATLAS system."
 James J. Michael
 Vice President
 Data Research Associates

Data Research's systems, featuring expandable and reliable Digital Equipment Corporation systems, are being used effectively in libraries throughout the country. According to a recent *Library Journal* article, Data Research ranked first in 1983 in providing large systems. Data Research was third that year in number of installations.

Importantly, the efficient installation and operation of turnkey library automation systems is Data Research's only business.

For librarians, Data Research Vice President James Michael offers invaluable practical experience based on his twenty-one

years in a librarian and library manager's

Library directors benefit from Data Research President Mike Mellinger's experience in the area of computer systems analysis. He has written and designed hundreds of programs for library applications and works to accomplish total solutions, cost-effectively.

Behind these two is a team of experienced library consultants, experts in their specific areas, ready to apply ongoing service and education to Data Research installations.

A LIBRARY AUTOMATION SYSTEM MUST PROVIDE INFORMATION, CONTROL AND SUPPORT. ATLAS DOES.

Integration, reliability and expandability. These are the features to look for in a library automation system. With well-designed software that is adaptable to handle each library's special requirements,



"If you're looking for an integral total library automation system, call us. Our systems offer excellent performance, high reliability, a broad compatible product line and are serviceable worldwide."
 Michael J. Mellinger
 President
 Data Research Associates

ATLAS, A Total Library Automation System from Data Research, performs all of these functions. It is an easy-to-use, state-of-the-art component system that can grow with you, from one to 1,000 terminals. And our hardware is serviced by Digital Equipment Corporation's 16,000 specialists in 400 locations around the world.

- The ATLAS system offers:
- Authority Control
 - MARC Database Manager
 - Circulation Control
 - On-line Cataloging
 - Union List of Serials
 - Materials Backlog
 - Serials Control
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Data Research Associates. "Solutions: data research combines library and computer expertise to solve the specific problems of library automation". *LJ* 111, no. 16 (1986): 12-13.

1986

The Gaylord difference #6: OCLC-compatible label-printing that turns "on-line" into "on-spine" in seconds

(La diferencia #6 de Gaylord: Impresión de etiquetas compatible con OCLC que convierte "en línea" en "en el lomo" en segundos)

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Gaylord Bros., Inc. "The Gaylord difference #6: OCLC-compatible label-printing that turns "on-line" into "on-spine" in seconds". *LJ* 111, no. 17 (1986): 17.

1986

*R. R. Bowker brings america's libraries to you
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Bowker Online. "R. R. Bowker brings America's libraries to you with American Library Directory Online". *LJ* 111, no. 19 (1986): 103.

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LIBRARY JOURNAL/JANUARY 1987

1987

The solution: Sydney library automation systems
(La solución: sistemas de automatización de bibliotecas Sydney)

Las bibliotecas de todo el mundo cuentan con los sistemas bibliotecarios integrados y con todas las funciones de Sydney: la solución completa a la automatización de bibliotecas. Es por eso que Sydney se ha convertido en sinónimo de simplicidad y confiabilidad, flexibilidad y conveniencia. Sydney Dataproducts, Inc., 1987.

Sydney Dataproducts, Inc. "The solution: Sydney library automation systems". *LJ* 112, no. 1 (1987): 5.

1987

Micro-VTLS small but powerful
(*Micro-VTLS* pequeño pero potente)

VTLS se preocupa por las colecciones pequeñas. Las colecciones pequeñas tienen todas las necesidades de gestión de las colecciones grandes, pero no siempre han tenido las mismas opciones de automatización. El software sofisticado sólo se incluía en minicomputadoras y mainframes, soluciones fuera del alcance de la mayoría de las bibliotecas pequeñas.

Pero ahora, *Micro-VTLS* ofrece una alternativa asequible basada en microcomputadoras con el poder y las características de un gran sistema: control de circulación integral, capacidades completas de entrada de datos y catálogo en línea con acceso a través de los autores, temas, títulos, series y números de control estándar. VTLS, Inc., 1987.

Micro-VTLS – Small But Powerful

VTLS is concerned about small collections. Small collections have all the management needs of large collections, but they haven't always had the same automation choices. Sophisticated software came only on minicomputers and mainframes — solutions beyond the reach of most small libraries.

But now, Micro-VTLS offers an affordable, microcomputer-based alternative with the power and features of a big system: comprehensive circulation control, full data entry capabilities, and an on-line catalog with access by all authors, subjects, titles, series, and standard control numbers.

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Virginia Tech, Blacksburg, VA 24061
(703) 961-5825

VTLS Virginia Tech Library System
Integration by Design

VTLS, Inc. "Micro-VTLS small but powerful". *LJ* 112, no. 1 (1987): 10.

1987

Computer anti-theft locks
(Cerraduras informáticas antirrobo)

DataLok, un producto antirrobo de alta seguridad para computadoras, periféricos e impresoras. Ofrece un sistema de sujeción antipinchazos: la maquinaria no se puede desatornillar sin destrabar. Materiales de gran calibre, puntos de bloqueo a prueba de taladros y de cinceles. Armor Lock, Corp., 1987.

Armor Lock, Corp. "Computer anti-theft locks".
LJ 112, no. 1 (1987): 72.

Computer Anti-Theft Locks



A high-security, anti-theft product for computers, computer peripherals, and printers, *DataLok* offers an anti-pry fastening system: machinery cannot be unbolted without being unlocked. Heavy-gauge materials; drill-proof and chisel-proof locking points. **Armor Lock Corp., 16 Fairlawn St., Ho-Ho-Kus, NJ 07423; 201-652-9199.**

Monitor Touch Screens



Series 3000 Touch Screen $\frac{1}{2}$ " electrode system permits concealment under bezels of IBM 5153, 5154, 5151, Princeton Graphics HX-12 monitors. Integration includes serial controller, power supply, cable, documentation; \$895 in quantities of 100. **Interaction Systems, Inc., 24 Munroe St., Newtonville, MA 02160; 617-964-5300; TLX 753582.**

1987

Monitor touch screens
(Monitor de pantalla táctil)

El sistema de electrodos de $\frac{1}{2}$ " con pantalla táctil de la serie 3000 permite el ocultamiento debajo de los biselados de los monitores IBM 5153, 5154, 5151, Princeton Graphics HX-12. La integración incluye controlador en serie, fuente de alimentación, cable, documentación. Interaction Systems, Inc., 1987.

Interaction Systems, Inc. "Monitor touch screens". *LJ* 112, no. 1 (1987): 72.

1987

Microfiche duplicator
(Duplicadora de microfichas)

Microfiche Duplicator



OP 2233 Vesicular Autoload Microfiche Duplicator: autoloading; speed (2000+ copies per hour continuous mode); barcode compatibility; high-performance collation; multiple-job stacking; easy-to-read messages. Consolidated Micrographics, Inc., 27631 La Paz Rd., Laguna Niguel, CA 92656; 1-800-854-8293; in CA 1-800-432-7636.

OP 2233 duplicadora de microfichas de carga automática; velocidad (2 000+ copias por hora en modo continuo); compatibilidad con códigos de barras; colación de alto rendimiento; apilamiento de trabajos múltiples; mensajes fáciles de leer. Consolidated Micrographics, Inc., 1987.

Consolidated Micrographics, Inc. "Microfiche duplicator". *LJ* 112, no. 1 (1987): 72.

1987

Pocket-size computer
(Computadora de bolsillo)

UP-3800 Pocket Manager realiza un seguimiento de las reuniones, citas, etcétera, suena a la hora; pantalla de matriz de puntos de 16 dígitos (cristal líquido). También calculadora o reloj. Memoria de 4 000 caracteres; 135,5 mm x 69 mm x 8,5 mm; dos baterías de litio. Sustek Co., 1987.

Pocket-Size Computer



UP-3800 Pocket Manager keeps track of meetings, appointments, etc. Beeps the time; 16-digit, dot matrix display (liquid crystal). Also calculator or clock. 4000 character memory; 135.5mm x 69mm x 8.5mm; two lithium batteries. Money-back guarantee, \$89.95. **Sustek Co., P.O. Box 239W Revere Branch, Boston, MA 02151.**

Sustek, Co. "Pocket-size computer". *LJ* 112, no. 2 (1987): 65.

1987

Slides from IBM PCs
(Diapositivas de PCs IBM)

Slides from IBM PCs



Computer Slide Express converts IBM PC charts, designs, graphics to 35mm slides (4000-line resolution) for \$6.50; also standard size or enlarged, color or b&w, overhead transparencies. Transmitted via telephone lines or mailed as floppy. Various type sizes, styles, backgrounds. Starts at \$500. **Visual Horizons, 180 Metro Park, Rochester, NY 14623; 716-424-5300.**

Computer Slide Express convierte gráficos, diseños y gráficos de PC IBM en diapositivas de 35 mm (resolución de 4 000 líneas) por \$6,50; también transparencias de tamaño estándar o ampliadas, en color o en blanco y negro. Se transmite a través de líneas telefónicas o se envía por correo como disquete. Visual Horizons, 1987.

Visual Horizons. "Slides from IBM PCs". *LJ* 112, no. 2 (1987): 65.

1987

Electronic typewriter
(Máquina de escribir electrónica)

La máquina de escribir electrónica *ES 95*: capacidad de papel de 15"; márgenes almacenados; cabezal de 10, 12, 15 y espaciado proporcional; corrección multilínea de 256 caracteres; centrado, subrayado, negrita y expansión automáticos; interfaces de computadora opcionales. Olympia USA, Inc., 1987.

Electronic Typewriter



The ES 95 electronic typewriter: 15" paper capacity; stored margins; 10, 12, 15 pitch and proportional spacing; 256-character multiline correction; automatic centering, underlining, bold and expand print; optional computer interfaces. Price: \$549. **Olympia USA Inc., Box 22, Somerville, NJ 08876-0022; 201-722-7000; telex 833465.**

Olympia USA, Inc. "Electronic typewriter". *LJ* 112, no. 4 (1987): 60.

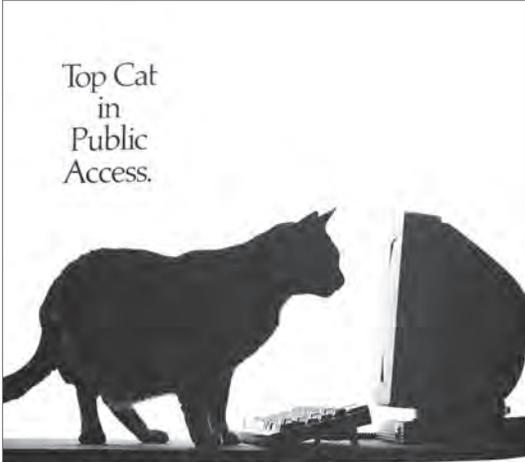
1987

Top Cat in public access
(Don Gato en acceso público)

El mejor sistema de acceso público, el sistema *Dynix*, acaba de mejorar.

Descubrirá que el sistema de acceso público *Dynix* combina facilidad de uso con la más amplia gama de capacidades. Desde métodos de búsqueda ilimitados hasta pantallas claras y sencillas, de fácil acceso ... no importa cómo se mire. Dynix, Incorporated., 1987.

Dynix, Incorporated. "Top Cat in public access". *LJ* 112, no. 10 (1987): 18.



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Disk Drive Head Cleaner



Floppiclene cleans PC and word processor disk drive heads quickly and completely with a patented wet/dry system that loosens and wipes off contamination. Easy-to-store binder contains 20 disposable cleaning disks, cleaning solvent, reusable disk envelope, two antistatic CRT screen wipes, and two lint-free wipes for drying off the monitor. Available for 3.5" (with ten cleaning disks), 5¼", and 8" formats; costs \$38.45. **TECH-SA-PORT, PO Box 5295, Pittsburgh, PA 15206; 412-661-2629.**

1987

Disk drive head cleaner
(Limpiador de cabezales de unidades
de disco)

Floppiclene limpia los cabezales de las unidades de disco de procesadores de texto y PCs, rápida y completamente, con un sistema patentado húmedo/seco que afloja y limpia la suciedad. Carpeta fácil de almacenar que contiene 20 discos de limpieza desechables, disolvente de limpieza, disco reutilizable envuelto, dos toallitas de pantalla CRT antiestáticas y dos toallitas sin pelusa para secar el monitor. Tech-Sa-Port, 1987.

Tech-Sa-Port. "Disk drive head cleaner". *LJ* 112, no. 14 (1987): 164.

1987

Barcode data recall

(Etiquetas y lectores de códigos de barras)

Software para catálogo y circulación de biblioteca diseñado para colecciones de tamaño moderado. Su proveedor de código de barras de fuente única. Etiquetas de códigos de barras. Escáneres de códigos de barras. Interfaces especiales. Escáneres láser. Lectores de códigos de barras portátiles. Bar Code Specialists, 1987.

Bar Code Specialists. "Barcode data recall". *LJ* 112, no. 16 (1987): 2.



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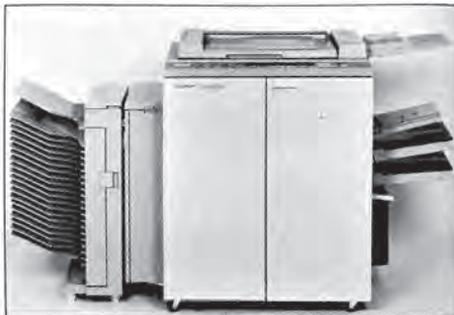
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1987

Photocopy machine

(Fotocopiadora)

Photocopy Machine



Producing 60 copies per minute, the SF-9750 inverts original for double-sided copying. Automatic document feeder detects paper size, shifts to proper size cassette. Features include: zoom reduction and enlargement, editing capabilities, four-way paper feed system, interchangeable color cartridges (black, red, blue, or brown). **Sharp Electronics Corp., Sharp Plaza, Mahwah, NJ 07430; 201-529-8920.**

Con una producción de 60 copias por minuto, la SF-9750 invierte el original para realizar copias a doble cara. El alimentador automático de documentos detecta el tamaño del papel y cambia al casete del tamaño adecuado. Las características incluyen: reducción y ampliación del zoom, capacidades de edición, sistema de alimentación de papel de cuatro direcciones, cartuchos de color intercambiables. Sharp Electronics, Corp., 1987.

Sharp Electronics, Corp. "Photocopy machine". *LJ* 112, no. 16 (1987): 76.

1987

Wilsonline workstation: featuring the new IBM personal system/2
 (Estación de trabajo *Wilsonline*: con el nuevo sistema personal de IBM/2)

Si necesita hardware de computadora que se adapte a los sistemas de recuperación de información, así como a las tareas administrativas, de un proveedor confiable, al precio correcto, la estación de trabajo *Wilsonline* es la respuesta. La estación de trabajo *Wilsonline* consta de: IBM *Personal System/2* Model 30. IBM *Color display 8512 Monitor*. IBM *Proprinter II*. Reproductor de CD *Philips CM 100*. Software *Hayes Smartmodem*... DOS 3.3. H. W. Wilson Company, 1987.

The H. W. Wilson Company. "Wilsonline workstation: featuring the new IBM personal system/2". *LJ* 112, no. 18 (1987): 51.



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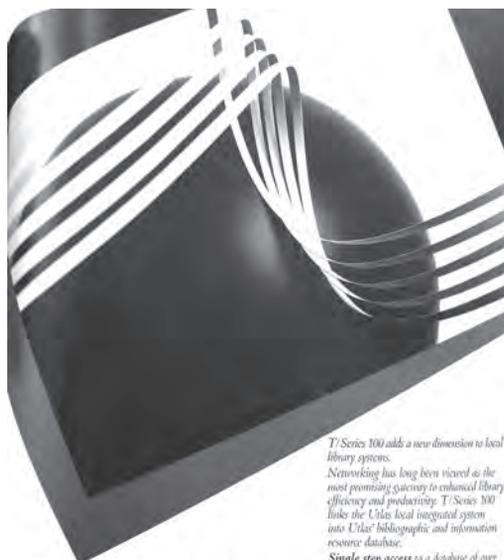
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In New York State call 1-800-422-6600. In Canada call collect 212-580-8800.

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 - Hayes Smartmodem I 2000 with Smartmodem II Software
 - DOS 3.3 Software



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T/Series 100 adds a new dimension to local library systems. Networking has long been viewed as the most promising gateway to enhanced library efficiency and productivity. T-Series 100 links the Utlas integrated system into Utlas' bibliographic and information resource database. Single step access to a database of over 30 million MARC records. Gateway to resource sharing using EXPAND™, Tandem Computers' networking product which guarantees accurate and efficient record transfer. Network architecture conforms with international standard protocols. A set rate ensures budget control—a flat monthly maintenance fee allows unlimited C/UTSS access via the T-Series 100 system. Call toll free: 800-33-Utlas.



1987

Tandem's™ enhanced networking lets Utlas deliver the linked system that libraries have always wanted
 (La red mejorada de *Tandem™* permite a *Utlas* ofrecer el sistema vinculado que las bibliotecas siempre han querido)

T/Series 100 agrega una nueva dimensión a los sistemas bibliotecarios locales. Las redes se han considerado durante mucho tiempo la puerta de entrada más prometedora para mejorar la eficiencia y la productividad de las bibliotecas. *Utlas*, 1987.

Utlas. "Tandem's™ enhanced networking lets Utlas deliver the linked system that libraries have always wanted". LJ 112, no. 18 (1987): 59.

Laser Printer



The PageLaser12 prints 12 pages per minute with manual single-sheet feeder, 250-sheet capacity (options: two additional 250-sheet bins, 100-envelope feeder, collator, adjustable letter-to-legal paper tray). A 16-digit front panel displays instructions in English. Features three fonts with over 100 variations of each. It costs \$3,699 with a one-year warranty. Toshiba America, Inc., Information Systems Div., 9740 Irvine Blvd., Irvine, CA 92718; 800-457-7777.

1987

Laser printer
(Impresora láser)

PageLaser 12 imprime 12 páginas por minuto con alimentador manual de hojas sueltas, capacidad para 250 hojas (opciones: dos bandejas adicionales de 250 hojas, alimentador de 100 sobres, clasificador, bandeja ajustable de papel carta a legal). Un panel frontal de 16 dígitos muestra instrucciones en inglés. Cuenta con tres fuentes, con más de 100 variaciones cada una. Toshiba America, Inc., 1987.

Toshiba America, Inc. "Laser printer". *LJ* 112, no. 18 (1987): 75.

1987

INLEX library automation solutions
(Soluciones de automatización para bibliotecas *INLEX*)

Adquisiciones con contabilidad de fondos y registro y procesamiento de publicaciones seriadas. Totalmente integradas con *INLEX/3000*, estas nuevas y poderosas capacidades proporcionan a las bibliotecas *INLEX* soluciones de adquisición y seriadas de alto rendimiento. *INLEX*, 1987.

INLEX. "INLEX library automation solutions". *LJ* 112, no. 20 (1987): 32.

INLEX

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1988***Portable network computer***
(Computadora de red portátil)

El PHD+ (dispositivo portátil de mano) está diseñado para manejar adquisiciones de libros, inventario y registro de entrada/salida remotos. Los códigos de barras se pueden escanear o teclear en un teclado autónomo. Aparecen mensajes instructivos en la pantalla; un pitido y una señal LED indican cuando un código de barras se escanea correctamente. Follett Software, Co., 1988.

Follett Software, Co. "Portable network computer". *LJ* 113, no. 1 (1988): 68..

Portable Network Computer

The PHD+ (Portable Handheld Device) is designed to handle book acquisitions, inventory, and remote check-in/check-out. Barcodes can be scanned or keyed into self-contained keyboard. Instructional messages appear on display; a beep and LED signal indicate when a barcode is scanned successfully. Battery operated; includes necessary cables and software modules for compatibility with Circulation Plus™ (used for downloading collected data); costs \$850. Follett Software Co., 4506 Northwest Hwy., Crystal Lake, IL 60014-7393; 815-455-4660.

Copy Machine

The 30-copy-per-minute 6130 copies original sizes up to 11" x 17" on paper sized from 5½" x 8½" to 11½" x 17½". Enlargement and reduction capabilities, dual-page book copy, job interrupt and recovery, automatic exposure, edge-to-edge copying, original placement guides, cartridge toner system, and graphic self-diagnostics. Optional automatic document feeder, 10- or 20-bin sorter, 1000- or 1500-sheet capacity paper cassette, coin operation accessory. The 6130 model is priced at \$5,195. Harris/3M Document Products, Inc., PO Box 785, Dayton, OH 45401; 800-852-2679.

1988***Copy machine***
(Maquina de copiar)

Treinta copias por minuto. Capacidad de ampliación y reducción, copia de libros de dos páginas, interrupción y recuperación de trabajos, exposición automática, copia de borde a borde, guías de colocación de originales, sistema de tóner de cartucho y auto-diagnósticos. Harris/3M Document Products, Inc., 1988.

Harris/3M Document Products, Inc. "Copy machine". *LJ* 113, no. 1 (1988): 68.

Memory Typewriter



Special features of the Startype 130 include: paper alignment system; 14" writing line with 17" paper capacity; 40-character display; maximum 17 cps print speed; 32K to 64K of memory; search, merge, and block delete functions; proportional spacing; bold print and underscoring; flush right and vertical line tabulation; multiline automatic correction; and stored margins. Olympia USA, Box 22, Somerville, NJ; 201-231-8395.

1988

Memory typewriter

(Máquina de escribir con memoria)

Las características especiales de la Startype 130 incluyen: sistema de alineación de papel; línea de escritura de 14" con capacidad de papel de 17"; pantalla de 40 caracteres; velocidad de impresión máxima de 17 cps; 32 K a 65 K de memoria; funciones de búsqueda, fusión y eliminación de bloques; espaciado proporcional; letra negrita y subrayado; tabulación alineada a la derecha y línea vertical, corrección automática multilínea y márgenes almacenados. Olympia USA, 1988.

Olympia, USA. "Memory typewriter". *LJ* 113, no. 1 (1988): 68.

1988

Why an urban university thinks microforms are a capital idea
(Por qué una universidad urbana piensa que las microformas son una idea primordial)

Se propone la adquisición de publicaciones periódicas en microformas para reemplazar los ejemplares en papel. El proveedor fue UMI quien además diseñó el espacio y capacitó en el uso de las microformas. University Microfilms International, 1988.

University Microfilms International. "Why an urban university thinks microforms are a capital idea". *LJ* 113, no. 3 (1988): 107.

Why an urban university thinks microforms are a capital idea.

The George Washington University, located in the District of Columbia, admits 16,000 students (64% of them pursuing graduate degrees) to programs in liberal arts and sciences, government and business administration, international relations, education, engineering, law, and medicine.

Its main library — named after topographer Melvin Gelman — is centrally situated on campus and easily accessible to all students. The Gelman Library is also just six blocks from the White House, so it serves as a scholarly "main branch" for thousands of federal employees and business people who work in the District. Recently, the combined patronage of town and gown has accelerated the normal pace of deterioration of paper periodicals, resulting in a well-worn collection.

"Our periodicals were falling apart before we could get them to the library," notes Connie Kearns (McCarthy), former Assistant University Librarian for Collections, now at Duke University. "Those that did make it to the library were inaccessible to our researchers with urgent information needs."

The solution to Gelman's access and deterioration problems? The purchase of 400 periodicals in microform, to supplement and/or replace the paper copies.



The Gelman Library's microfilm reading room, in its newly staged microform.



"We made the decision to commit to microforms in conjunction with our plans to consolidate the periodicals collection," says Patricia Kelley, Assistant University Librarian for Programs and Services. The library recently converted the third floor into a one-stop periodicals reading and research area. Prime space was set aside to house the microforms and an enhanced complement of reader-printers, in a reading room designed by UMI's space planning specialist. UMI also trained subject specialists in the effective use of microforms in manage and develop the periodicals collection.

"UMI supplied us with the titles we needed to maintain our standing as a respected research institution. Staff training and reading room design — provided at no extra cost to the University — just reinforced our decision to work with them," says Ms. Kelley.

Developing "turnkey" programs for our customers — combining microform product, equipment, and supporting services — is what



Patricia Kelley and Connie Kearns, GWU.

UMI Serials Publishing is all about. To learn more about this concept and how we can put it to work for you in your library, call or write:

U·M·I

University Microfilms International
A Bell & Howell Information Company
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1-800-521-3044
In Canada, call 1-800-343-5299

Microcleaner

A compact, lightweight vacuum cleaner, MINI-VAC is designed to remove tiny particles of dust and debris from hard to reach areas. Equipped with two interchangeable wands, two fine bristle brushes, and a cloth vacuum bag. DC-powered motor; uses nine-volt battery (not included). Measures 5" x 1¼" x 1¼"; weighs 6 oz; black and silver. Costs \$21.95 + \$2.50 shipping & handling. **The Pine Cone, Blake Bldg., Dept. LJ-388, PO Box 1378, Gilroy, CA 95201.**

1988

Microcleaner
(Microlimpiador)

Una aspiradora compacta y liviana, *MINI-VAC* está diseñada para eliminar pequeñas partículas de polvo y desechos de áreas de difícil acceso. Equipado con dos varillas intercambiables, dos cepillos de cerdas finas y una bolsa de tela al vacío. Motor de corriente continua; usa batería de voltaje de mina. The Pine Cone, 1988.

The Pine Cone. "Microcleaner". *LJ* 113, no. 6 (1988): 72.

1988

Laser pointer
(Puntero láser)

Encaja en la palma de la mano del hablante. *LINEAR 1* resalta los puntos principales, hasta 150' de distancia, con un rayo láser rojo preciso. Adecuado para usar con imágenes proyectadas, gráficos, rayos X, monitores de computadora y TV. Draper Shade & Screen Co., Inc., 1988.

Laser Pointer

Fitting in the palm of the speaker's hand, *LINEAR 1* highlights major points, up to 150' away, with a precise, red laser beam. Suitable for use with projected visuals, charts, X-rays, computer and TV monitors. Operates with 9V alkaline or rechargeable Ni-Cad batteries, or can use an optional AC adapter. **Draper Shade & Screen Co., Inc., PO Box 425, Spiceland, IN 47385-0425; 317-987-7999.**

Draper Shade & Screen Co., Inc. "Laser pointer". *LJ* 113, no. 8 (1988): 67.

Shredding Machine



The portable PowerShred® 120 transforms up to six sheets of paper at a time into unreconstructable particles. Waste volume is reduced and the recessed handle allows for easy emptying. Designed to operate quietly and sit next to a desk or PC. Suggested retail price of \$749. Fellowes Manufacturing Co., Consumer Products Div., 1789 Norwood Ave., Itasca, IL 60143; 312-893-1600.

1988

Shredding machine
(Máquina trituradora)

El PowerShred® 120 portátil transforma hasta seis hojas de papel a la vez en partículas irreconstruibles. El volumen de residuos se reduce y el asa empotrada permite un fácil vaciado. Fellowes Manufacturing, Co., 1988.

Fellowes Manufacturing, Co. "Shredding machine". *LJ* 113, no. 8 (1988): 67.

1988

Copier/CD-ROM public access vending
(Venta de fotocopias/CD-ROM
de acceso público)

Para usar en máquinas virtuales y comerciales, como fotocopadoras e impresoras láser. Úselo en el modo de débito para la venta o en el modo de crédito para el control de la oficina. *Datatron I*, *Datatron II*, y *VendaCard I-V*. XCP, Inc., 1988.

COPIER/CD-ROM
PUBLIC ACCESS
VENDING

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40 ELM ST., DRYDEN, NY 13053-0819

XCP, Inc. "Copier/CD-ROM public access vending". *LJ* 113, no. 10 (1988): 2.

1988***Facsimile unit***
(Unidad de fax)

El fax *UX-160* ofrece funciones de marcación automática y rápida, sondeo y una velocidad de transmisión de 18 segundos con una resolución vertical de 391 líneas por pulgada. Ocho niveles de sombreado de documentos permiten transmitir fotos y medios tonos y ajustar el contraste de impresión automáticamente. Requiere una línea telefónica normal y puede cambiar automáticamente del modo de envío al modo de recepción. La función LCD notifica la recepción de solicitudes de confirmación de transmisión verbal. Sharp Electronics, Corp. 1988.

Facsimile Unit

The UX-160 facsimile offers auto- and speed-dialing features, polling, and an 18-second transmission speed with 391 lines-per-inch vertical resolution. Eight levels of document shading allow photos and halftones to be transmitted and print contrast can be adjusted automatically. Requires normal telephone line and can switch automatically from send to receive mode. LCD feature notifies receiver of requests for verbal transmission confirmation. **Sharp Electronics Corp., Sharp Plaza, Mahwah, NJ 07430; 201-529-8874.**

Sharp Electronics, Corp. "Facsimile unit". *LJ* 113, no. 10 (1988): 94.

1988

The first desktop 12-Inch videodisc recorder

(El primer grabador de videodiscos de escritorio de 12 pulgadas)

El sistema de videodiscos grabables *TEAC LV-200* hace que producir sus propios discos de vídeo sea tan fácil como usar una videograbadora. Todo lo que necesita para la producción de videodiscos de 12 pulgadas de alta calidad bajo su control. La grabadora *LV-200* le permite hacer un disco de verificación en tiempo real, no más esperas. El catálogo de vídeos, la biblioteca de imágenes y los datos de archivo se pueden actualizar instantáneamente según sea necesario, lo que elimina el tiempo y el gasto de remasterizar un disco original en una fuente externa. TEAC Corporation of America, 1988.

**THE FIRST DESKTOP
12-INCH VIDEO DISC
RECORDER.**

The TEAC LV-200 Recordable Videodisc system makes producing your own videodiscs as easy as using a VCR. Everything you need for the production of high quality 12-inch videodiscs is in your control.

The LV-200A recorder allows you to make a check disc in real-time—no more waiting. Video catalog, image library, and archival data can be instantly updated as required, eliminating the time and expense of remastering an original disc at an outside source. Confidential material never needs to leave your facility. A built-in RS232 interface allows computer control

over the videodisc recorder and a full-function wireless remote control unit is standard.

An internal real-time clock enables the recording of the year, month, day, hour, minute, and second to be displayed at playback. Each disc is encoded with its own individual ID code for easy identification. An edge search function along with a display of frames remaining makes add on recording quick and easy.

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LIBRARY JOURNAL/AUGUST 1988 427

TEAC Corporation of America. "The first desktop 12-inch videodisc recorder".
LJ 113, no. 13 (1988): 127.

1988

Stop showing dirty movies... new! CVTR 1000
(Deja de mostrar películas sucias... ¡nuevo! CVTR 1000)

El sistema de limpieza de cintas de vídeo de Hähnel. Mantenga la imagen de sus vídeos perfecta... Extienda la vida útil de su inventario de cintas de vídeo... Aumente la satisfacción del cliente y repita el negocio. Videomedia Systems, Inc., 1988.

Videomedia Systems, Inc. "Stop showing dirty movies... new!". *LJ* 113, no. 13 (1988): 144.



Stop showing dirty movies...

NEW!

CVTR 1000

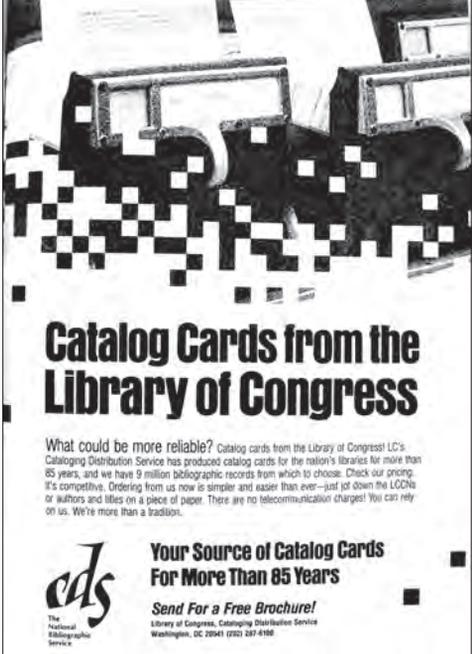
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1988

Catalog cards from the Library of Congress
(Fichas de catálogo de la *Library of Congress*)



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Library of Congress, Cataloging Distribution Service. "Catalog cards from the Library of Congress". LJ 113, no. 15 (1988): 14.

Copier Card



An alternative to coin-operated devices, the Magnetic Card Reader can be installed on Xerox 1025 and 1045 copiers. Cards are coded for a predetermined number of copies at an established price per copy; a range of four prices is accepted by the system. Xerox Corp., Xerox Square, Rochester, NY 14644; 800-832-6979.

1988

Copier card
(Tarjeta de crédito
para fotocopidora)

Una alternativa a los dispositivos que funcionan con monedas, el lector de tarjetas magnéticas se puede instalar en las fotocopadoras Xerox 1025 y 1045. Las tarjetas se codifican para un número predeterminado de copias a un precio establecido por copia; el sistema acepta un rango de cuatro precios. Xerox, Corp., 1988.

Xerox, Corp. "Copier card". *LJ* 113, no. 16 (1988): 74.

1988

Closed caption decoder
(Decodificador de subtítulos)

El TeleCaption 3000 portátil es compatible con todos los televisores, VCR, y sistemas de cable. TeleCaption, 1988.

Closed Caption Decoder



Weighing less than 5 lbs., the portable TeleCaption 3000 is compatible with all TVs, VCRs, cable systems,

Mention in this column does not constitute an endorsement. Prices are subject to change, and may vary in different geographical areas

TeleCaption. "Closed caption decoder". *LJ* 113, no. 16 (1988): 74.

1988

Coin-operated PC

(PC que funciona con monedas)

Las *InfoMachines* de CD compatibles con IBM/MS-DOS son sistemas informáticos instalados con software que proporciona capacidades desde la entrada de datos hasta la impresión. Cuando se deposita el importe correcto, la unidad se enciende para su uso. Modelo 2000, que incluye una unidad de procesador basada en el chip 80286 de alta velocidad con monitor, una impresora láser y capacidad de control de acceso. IBM, 1988.

IBM. "Coin-operated PC". *LJ* 113, no. 16 (1988): 74.

Coin-Operated PC

The IBM/MS-DOS compatible CD *InfoMachines* are computer systems installed with software providing capabilities from data entry to printing. When the correct change is deposited, the unit powers up for patron use. Model 2000, which includes a high-speed 80286-chip-based processor unit with monitor, a laser printer, and access control capability, sells for \$7,999. Model 1000 with IBM-XT

Diskette vs. Deskful.

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1988

Diskette vs. Deskful

(Disquete versus escritorio)

Ebsco le ofrece servicios en disquete, datos de facturación en formato legible por máquina para su microordenador. Las facturas con datos bibliográficos adicionales pueden ayudarlo a superar el papeleo en su escritorio. *Ebsco* es líder en innovaciones para apoyar la automatización de bibliotecas. Ahora, estos servicios adicionales le permiten hacer las cosas importantes que requieren el toque humano. *Ebsco* Subscription Services, 1988.

Ebsco Subscription Services. "Diskette vs. Deskful". *LJ* 113, no. 17 (1988): 5.

Security Strip



A new detection strip by 3M to stop the unauthorized removal of videotapes. This tattle-tape video protection package consists of magnetic media circulation devices for check-out and check-in, and 200 specially designed DVM-1 detection strips with cover-up labels. The strips allow for the effective display of a library's collection while reducing the threat of loss. 3M Safety & Security Systems Div., 3M Ctr., St. Paul, MN 55144; 612-733-1110.

1989

Security strip
(Tira de seguridad)

Una nueva tira de 3M para detener la extracción no autorizada de cintas de vídeo. Este paquete de protección de vídeo de cinta consta de dispositivos de circulación de medios magnéticos para el *check-out* y el *check-in*, y 200 tiras de detección DVM-1 especialmente diseñadas con etiquetas de cobertura. Las tiras permiten la visualización efectiva de la colección de una biblioteca al tiempo que reducen la amenaza de pérdida. 3M Safety & Security Systems, 1989.

3M Safety & Security Systems. "Security strip". *LJ* 114, no. 14 (1989): 169.

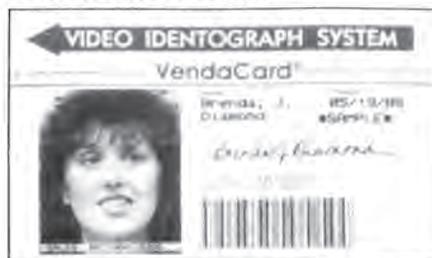
1989

Identification cards
(Credencial de identificación)

Las tarjetas de identificación de usuarios de la biblioteca con foto, firma, código de barras y una fecha de emisión se crean a partir de la base de datos de la biblioteca. Una cámara de vídeo captura la foto y la firma del usuario. La imagen se digitaliza y se envía a un grabador de tarjetas controlado por una PC IBM. La tarjeta es creada en menos de tres minutos. La tarjeta terminada se puede escanear mediante OCR de lectores de códigos de barras para la verificación automática de la identificación. Identograph Corporation, 1989.

Identograph Corporation. "Identification cards". *LJ* 114, no. 18 (1989): 72.

Identification Cards



Library ID cards with a photo, signature, barcode, and an issue date are created from the library database. A video camera captures the photo and signature of the patron. The image is digitized and sent to a card engraver controlled by an IBM PC. The card is created in less than three minutes. The finished card can be scanned by OCR or barcode readers for automatic ID verification. A "free" VHS videotape can be ordered from **Identograph Corporation, 4527 U.S. Highway 19, Suite 21, New Port Richy, FL 34652; 607-844-9306.**

1990

*What Melvil Dewey started... AARCS™
has perfected*
(Lo que Melvil Dewey comenzó...
AARCS™ lo ha perfeccionado)

Melvil tuvo una buena idea. Hoy AARCS™ lo hace mejor. Si ha estado buscando una solución de automatización de bibliotecas que esté totalmente integrada... algo que sea de vanguardia, no ciencia ficción... busque AARCS™. Anteriormente llamado *Bookmarc*. Un sistema que agilizará toda su operación y hará que su biblioteca funcione de manera más eficiente de lo que jamás imaginó. NSC, Inc., 1990.

NSC, Inc. "What Melvil Dewey started... AARCS™ has perfected". *LJ* 115, no. 1 (1990): 26.

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1990

*New! freedom electronic check out-check in system:
time and money saver*
(¡Nuevo! Sistema de *check out-check in* electrónico
Freedom: ahorro de tiempo y dinero)

Único computarizado –los usuarios hacen el *check-out-check in*–. Reduce el tiempo de espera. Alivia la congestión en el mostrador de préstamo. Emite un registro impreso que muestra la fecha, y el número de libro con la fecha de vencimiento de cada uno. Facturación automática de libros vencidos. Reduce el procesamiento de papel y los costos operativos y administrativos. Divertido de usar –fácil de usar– bajo costo de instalación –sólo conéctelo– bajo costo de mantenimiento –asequible–. Kingsley, Library Equipment Company, 1990.

Kingsley, Library Equipment Company. "New! freedom electronic check out-check in system: time and money saver". *LJ* 115, no. 1 (1990): 33.

1990

Tape control system

(Sistema de control de videocintas)

Un sistema de control de cintas que simplifica el archivo y la recuperación, y mantiene las cintas fácilmente accesibles. El nuevo sistema *TapeStor* cuenta con una caja para cinta, de plástico, que se engancha a un riel de aluminio que se monta en cualquier pared. Cuando se quita una cinta, una etiqueta de identificación coincidente se gira hacia abajo automáticamente. Disponible para VHS/Beta. The Winsted Corporation, 1990.

Tape Control System



A tape control system that simplifies filing and retrieval, and keeps tapes easily accessible. The new *TapeStor* system features a plastic tape case that hooks to an aluminum rail that mounts to any wall. When a tape is removed, a matching ID label flips down automatically. Available for VHS/Beta. Free sample on request. **The Winsted Corporation, 10901 Hampshire Ave. S., Minneapolis, MN 55438; 612-944-8556.**

The Winsted Corporation. "Tape control system". *LJ* 115, no. 1 (1990): 77.

1990

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LIBRARY JOURNAL/MARCH 1, 1990

LIBRARY JOURNAL/MARCH 1, 1990

OCLC. "EPIC reintroduces the world's most comprehensive bibliography: With a better way to search it". *LJ* 115, no. 4 (1990): 12-13.

1990

Now you can eliminate rollfilm misfiles forever
(Ahora puede eliminar para siempre la dificultad de archivar los rollos de película)

Pocas cosas son tan frustrantes como abrir un archivador para encontrar el contenido en total desorden. Si está buscando algo, no está ahí. Si está intentando volver a llenar un rollo, no puede localizar su ranura. Debido a que compartimos su preocupación por la integridad del archivo, todos los gabinetes *Rollfilm* de alta densidad *Russ Bassett* están equipados con nuestros nuevos compresores de plástico patentados. Al sostener suavemente cada caja o cartucho en su lugar, su ubicación exacta se reserva para un archivo y recuperación precisos. Russ Bassett, 1990.

Russ Bassett. "Now you can eliminate rollfilm misfiles forever". *LJ* 115, no. 6 (1990): 25.

Now You Can Eliminate Rollfilm Misfiles Forever.

Few things are as frustrating as opening a filing cabinet only to find the contents in total disarray. If you're looking for something, it's not there. If you're trying to refill a roll, you can't locate its slot.

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LIBRARY JOURNAL/APRIL 1, 1990

34

Slide/Film Cleaner



Built of solid steel, KineStat Negative/Film Dusters remove static and dust easily with special 3" static wisk brushes. The brushes are hand sewn with stainless steel wire and are more effective than chemicals, blowers, etc. The brushes can be cleaned by vacuuming or removed and washed with shampoo. Retail for \$124.95 for 35mm film; other sizes available. Visual Horizon, 180 Metro Park, Rochester, NY 14623; 716-424-5300.

1990

Slide/Film cleaner
(Limpiador de diapositivas/películas)

Construidos de acero sólido, los limpiadores de película/negativos *KineStat* eliminan la estática y el polvo fácilmente con cepillos especiales de 3". Los cepillos están cosidos a mano con alambre de acero inoxidable y son más efectivos que los químicos, sopladores, etcétera. Los cepillos se pueden limpiar con aspiradora o quitar y lavar con champú. Visual Horizon, 1990.

Visual Horizon. "Slide/Film cleaner". *LJ* 115, no. 14 (1990): 198.

1990

Building bright ideas!

(¡Construyendo ideas brillantes!)

Las ideas más brillantes de hoy en la planificación de bibliotecas provienen de *BC Inventar*. Ilumine los pasillos de aprendizaje con revolucionarios sistemas de estanterías modulares. Contemporáneo. Versátil. Construcción de acero sólido. Luces de pila integradas. Las unidades de exhibición y almacenamiento son intercambiables, diseñadas para crear una exhibición de pared única o un laberinto de diseño. BC Inventar, Inc., 1990.

Building Bright Ideas!



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1991

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(Como se incorpora la red de CDs de Meridian
en la San Diego State University)

Se describen los beneficios de instalar una red local de discos compactos y los beneficios que representan para los usuarios en la biblioteca de la *San Diego State University*. Gracias a esta red los estudiantes pueden completar su búsqueda de información por sí mismos en alguna de las estaciones disponibles, sin tener que cambiar los discos ni moverse de un lado a otro. Meridian Data, Inc., 1991.

How Meridian's CD Net stacks up at San Diego State.

Karen Kinner,
Associate University Librarian,
San Diego State University

The CD ROM Advantage:



"At San Diego State we required a CD-ROM networking capability. A single workstation with a CD drive was not a real option for us. We have to support a student enrollment of 35,000, 6% of which are graduate students, with only one library. We needed a solution that would support at least 7 workstations on a network, and could accommodate our three research databases."

The CD Net Advantage:

"Before installing Meridian's CD Net, the reference librarian would spend up to an hour completing an online search. The average cost of a search ranged from \$15 to \$40. Using CD Net, a student can complete his or her own search from any one of the available workstations. There is no switching of CDs or moving to another workstation. Overall, doing a topical search has become more efficient, reducing frustration as well as saving time and money."

Measurable Improvements:

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28 LIBRARY JOURNAL/FEBRUARY 1, 1991

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1991

Alliances at CLSI
(Alianzas en CLSI)

Alianza comercial entre *CLSI* e *Innovative Interfaces*. De *Innovative* nace el sistema de control y adquisiciones de seriadas *INNOVACQ*. De *CLSI*, el primer sistema de segunda generación, el *LIBS 100 Plus*, incluido nuestro catálogo en línea, *CL-CAT*. Esta combinación ofrece a las bibliotecas las fortalezas de los líderes reconocidos, en una sola fuente. Los profesionales de la automatización de bibliotecas han expresado su entusiasmo por esta nueva alianza. De hecho, la asociación *CLSI & Innovative* marca un hito en la historia de la automatización de bibliotecas. CLSI, Inc., 1991.

Alliances at CLSI.



I N N O V A T I V E I N T E R F A C E S

Alliance...The word carries an image of allies strongly committed to achieving a common goal. And that is exactly our outlook at CLSI.

For in the world of library automation in the 1990s, no one company can provide every library with the optimum automation solution. Alliances have become imperative. CLSI and Innovative Interfaces, working together, offer precisely such an integrated solution.

From Innovative comes the INNOVACQ serials control and acquisitions system. From CLSI, the first second-generation system, the LIBS 100plus, including our online catalog, CL-CAT. This combination offers libraries the strengths of the acknowledged leaders, from one source.

In designing their sophisticated INNOVACQ system, Innovative has recognized the extreme complexities of serials control and acquisitions. INNOVACQ embodies a richness of functionality and an ease of use that is unsurpassed. Similarly, CLSI's circulation control and online catalog have been acclaimed for their versatility, power, and useability.

Library automation professionals have expressed enthusiasm for this new alliance. In fact, the CLSI & Innovative partnership marks a watershed in the history of library automation.

Perhaps you would like to make some library history of your own. We invite you to join the CLSI family of automated libraries. Call us at (617) 965-6310.



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Catálogo de los instrumentos tecnológicos anunciados en Library Journal que se usaron en las bibliotecas. Volumen 2. De 1951-1991, Instituto de Investigaciones Bibliotecológicas y de la Información/UNAM. La edición consta de 100 ejemplares. Coordinación editorial, Anabel Olivares Chávez; formación editorial y revisión de pruebas Editorial Albatros, S.A. de C.V. Fue impreso en papel cultural de 90 g en los talleres de Editorial Albatros, Av. Benito Juárez M26 L14, Col. El Molino Tezonco, C.P. 09960, Ciudad de México. Se terminó de imprimir en mayo de 2022.