

UNIVERSITY MICROFILMS

A XEROX COMPANY ANN ARBOR, MICHIGAN 48106 TELEPHONE 313-761-4700

To Participating Publishers in our On-Demand Publishing Program:

A report of 1969 sales of books for which you have given us permission to reproduce through our on-demand publishing program is attached. The royalty due you has been computed at 10 per cent of our selling price of these titles, and our check for this amount is enclosed. Royalties do not reflect special charges such as custom bindings, airmail postage and the like.

The objective of the on-demand publishing program is to make out-of-print or scarce materials available to libraries and scholars in cases where the publisher or copyright holder feels that the total demand does not justify a reprinting by traditional printing methods. By producing these titles to order in editions of a single copy, the infrequent but important need for a book is thus satisfied. Were it not for this program, thousands of titles would be unavailable to scholarship and perhaps lost permanently.

Briefly, the on-demand program works like this: upon receipt of a request for a title, we obtain necessary permission to reproduce the book from the publisher or copyright holder. When permission is received search begins for a suitable original copy to photograph. Occasionally an original is not suitable for microfilming, and the search must be continued. In some cases, more than one book must be photographed in order to obtain a satisfactory microfilm. This takes longer, of course, but ultimately results in a copy of superior quality.

Our present catalog of books available through the program contains over 35,000 entries. The catalog is supplemented by a monthly booklist, THE O-P BOOKFINDER, which reports new titles added to the program. In addition, from time to time we produce special bibliographies of books in the program and distribute these to libraries and scholars.

Our marketing efforts for the on-demand program are constantly being

broadened and intensified, and we anticipate continued increases in your royalties in the coming years.

We look ahead with pleasure to continued cooperation with your company in the future, and are always happy to hear from you regarding any aspect of our demand publishing activities.

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