

Dear Publisher: Run this ad in one or more pertinent issues of the LIBRARY JOURNAL this fall to take advantage of the tremendous increase in library book buying engendered by the various grants and increased population. We know that many libraries among our 37,000 public, college, university, school, armed forces, government, business, industrial and other subscribers would buy these titles if they were brought to their attention at the PROPER TIME and in the JOURNAL where MOST LIBRARY BUYING ORIGINATES. Complete and mail the form below and reach this \$300,000,000 book market in the most direct, most effective and most economical manner possible. We have indicated with an arrow the issue we recommend as most suitable for your particular use, or you can, of course, choose your own.

HAROLD WEISBERG
 Route 8
 Frederick, Md. 21701

- WHITEWASH: The Report on the Warren Report \$ 4.95
- WHITEWASH II: The FBI-Secret Service Cover-Up \$ 4.95
- PHOTOGRAPHIC WHITEWASH: Suppressed Kennedy Assassination Pictures \$ 4.95
- OSWALD IN NEW ORLEANS: Case for Conspiracy With the CIA (Foreword by Jim Garrison). \$ 0.95
- POST-MORTEM: The Suppressed Kennedy Autopsy; COUP D'ETAT; AGENT OSWALD. (In preparation)

Advertising Department
 Library Journal (School Library Journal)
 1180 Avenue of the Americas
 New York, New York 10036

Gentlemen: We have put an "X" in the boxes below opposite the special issues in which we wish our ad to appear this fall:

- September 1 Fall RELIGIOUS Books (Closes July 31)
- September 15 Fall PAPERBACK Issue (and "Back to School" issue of School Library Journal). (Closes August 8)
 Ad can be placed in Library Journal alone or in combination.* (63,000 circulation. Comprises 37,000 Library Journal and 26,000 School Library Journal.) Please indicate below which you prefer.
- October 1 Fall ANNOUNCEMENT Issue (big buying issue for general adult books). (Closes August 20)
- October 15 Fall JUVENILE Issue, Library Journal & School Library Journal (big buying issue for juveniles, 63,000 circulation). (Closes September 4)
- November 1 Fall TECHNICAL, SCIENTIFIC, MEDICAL and BUSINESS Books Issue (big buying issue for books in these areas). (Closes September 23)
- November 15 International Issue (Closes October 3)

We understand that this ad will fit in a 1/2 page and that we will be billed \$90. (LJ) _____ *(LJ/SLJ) for each issue we've checked, after publication of the issue.

Signed: _____ Title: _____

For (Publisher): _____

Date: _____