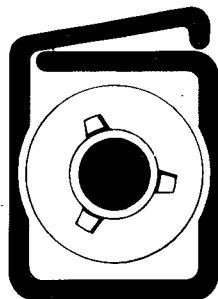


# Now—an amazing new journal with a circulation of **ONE.**



## And that ONE is you.

It's called the ANNALS OF THE IEEE.

But please don't let the title mislead you, because the ANNALS introduces a very exciting innovation in technical journal publishing.

Technically, the ANNALS is a modified *Selective Dissemination of Information* (SDI) service. In actuality, however, it functions as a journal—but a journal with a BIG difference.

Based on the wide-ranging contents of the IEEE's 36 technical periodicals, the ANNALS permits you to . . .

... pick and choose and order (in advance or after original publication) only those theoretical and/or applications papers of

**direct interest to you, no matter in which IEEE periodical they appear.**

And these are full-size reprints—not microforms—of the complete papers, including all illustrations.

Just think of the real benefits that an ANNALS subscription offers . . .

**\*You receive only papers on subjects that really interest you.**

**\*You greatly reduce the possibility of missing an IEEE paper that is important to you.**

**\*You save costly time spent in searching periodicals.**

**\*You save valuable space needed to store full issues of periodicals that might contain only one or two items you plan to read "some day."**

Considering the great number of subject-interest terms from which ANNALS subscribers may choose, we think you'll agree with the headline above. In all probability, there will be no two subscribers receiving exactly the same "journal" each month.

Subscriptions to ANNALS OF THE IEEE are available only to IEEE members at this time. If you are an IEEE member and would like to know more about the ANNALS, simply fill out the coupon below, enclose in an envelope, and mail it to the IEEE. A packet of informative literature, including a Tentative Reader Interest Profile, will be sent to you immediately.

There is no obligation on your part whatsoever.

### Mail entire coupon to:

IEEE Service Center  
Annals of the IEEE  
445 Hoes Lane  
Piscataway, N.J. 08854



Please type or print all information requested.

IEEE Member No. \_\_\_\_\_

IEEE periodicals besides Spectrum being received regularly \_\_\_\_\_

Primary job function, eg., teaching, R&D, management, etc. \_\_\_\_\_

Principal professional area of interest, e.g., aerospace, power, etc. \_\_\_\_\_

SHIPPING LABEL—please type or print. AN-T

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Country \_\_\_\_\_ Zip \_\_\_\_\_