

# It lights up in the dark!

## Rand McNally Presents Mercury— A World-Class Relief Globe

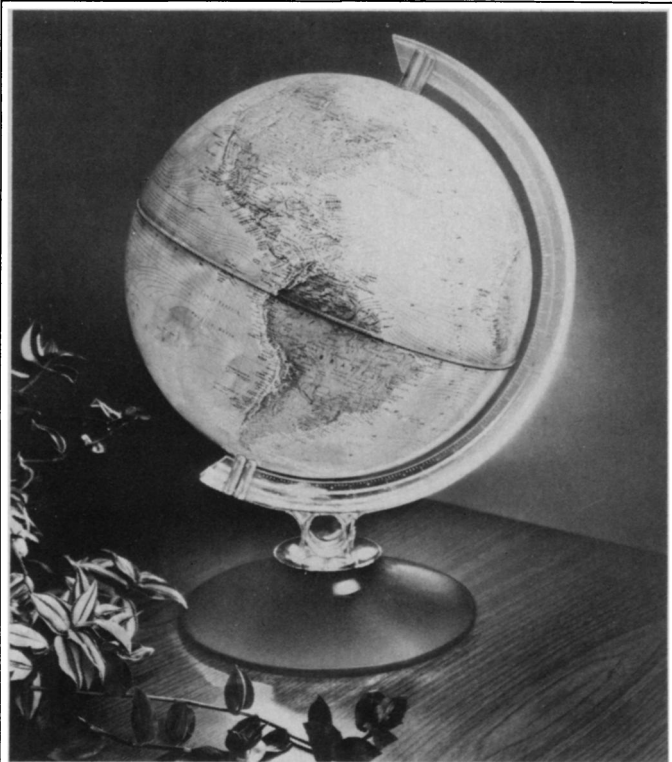
A globe is like an encyclopedia or Bible—no educated home is complete without it. Maps are all very well and good, but only the three-dimensionality of a globe can accurately represent the true shape and proportions of our planet. The globe is the most complete geographical learning aid for children and adults.

Now Rand McNally—publisher of top-quality world atlases—has designed the Mercury Relief Globe, a magnificently detailed, completely up-to-date 18" tall model of the world. And it's available for the earthshakingly low cost of \$29.95! Never before (and probably never again) will a globe of such high quality be sold at such a low price.

### An Earthshaking Bargain at Only \$29.95

The Rand McNally globe offers features you just won't find on a conventional globe. It's made of a shiny, attractive, durable polystyrene and it shows the earth's topography, elevations, vegetation patterns, ocean currents, longitudes and latitudes, international date line and much more. The globe contains 2,351 place names, from the tallest peaks (complete with height in feet) to the tiniest islands!

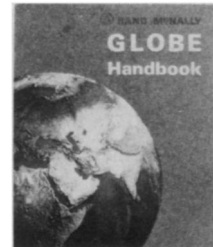
As if all that weren't enough, the Mercury **GLOWS IN THE DARK**, revealing national boundaries and country names printed in contrasting solid colors. And so, the globe can serve as a *night light*, comforting your child's fears of the dark and teaching him about geography at the same time!



The Mercury is also an ideal night light with 24 watt bulb, UL-approved parts, and a high-gloss finish for easy cleaning.

### The Free Globe Handbook Gives You a World of Information

To ensure that you and your whole family get the full enjoyment out of your Mercury Globe, we're including a free, full-color handbook that tells how to use the globe and explains earth-space relationships, the planets, and more. It's all part of our policy of giving you the most for your money. © 1985, Barnes & Noble Bookstores, Inc.



**PRICE  
BREAKTHROUGH!**

Suggested  
List Price  
**\$48.95**  
NOW ONLY  
**\$29.95**  
BY MAIL ONLY

Please allow 3-5 weeks for delivery.  
Offer good only in continental U.S.A.

**Barnes & Noble**

Booksellers Since 1873

DEPT. G187, 126 FIFTH AVENUE, N.Y. NY 10011

1171875. Please send me \_\_\_\_\_ Mercury illuminated  
Globe(s) at your special sale price of only \$29.95 (plus  
\$3.00 each shipping and insurance). N.Y. and N.J.  
residents, please add sales tax.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



For Faster Service  
Credit Card Customers Call Toll Free  
**1-800-228-3535**

24 Hours-7 Days a week In Nebraska 1-800-642-9606

Check one  
 Payment enclosed  charge this purchase to:  
 MasterCard  AMEX  VISA

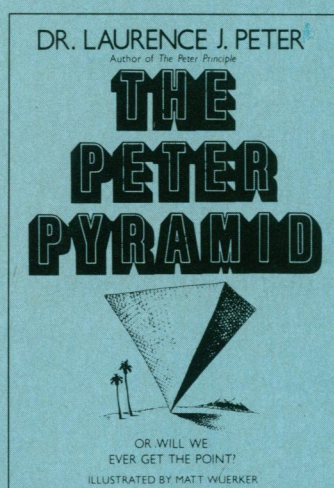
Account# \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_

**30-DAY MONEY-BACK GUARANTEE**  
Every item you purchase from Barnes & Noble  
by mail must meet your standards... If not,  
return it within 30 days for a full refund.

**The World's Largest Bookstore.**

What  
the Pe-  
ter Princi-  
ple did for the  
individual, the Pe-  
ter Pyramid will do for  
the system. The Peter Pyra-  
mid shows how whole sys-  
tems can escalate to their levels of  
incompetence and how this can be  
avoided.  
— from the author



Pe-  
ter pro-  
poses that the  
problem with ma-  
jor organizations is that  
they are constructed up-  
side down, with the point of  
the operation all but invisible be-  
neath the bulk of a top-heavy adminis-  
tration. The average bureaucrat is so  
busy keeping his job that he has no time to do it.  
Technology magnifies the problem by affording mul-  
tiple opportunities for mindless escalation — which offi-  
cials are more than happy to take advantage of — but we  
need not allow the information explosion to bury us in an ava-  
lanche of irrelevancies.  
— from the book

“One weakness of our age is our apparent inability to distinguish our needs from our greeds.”  
— Don Robinson

Wm. Morrow & Co., 1986, 191 pages, 8½" x 5½",  
hardcover, \$12.95

Science News Book Order Service, 1719 N St., NW,  
Washington, D.C. 20036

Please send \_\_\_\_\_ copy(ies) of *The Peter Pyramid*. I include a check payable to Science News Book Order Service for \$12.95 plus \$1.00 handling (total \$13.95) for each copy. Domestic orders only.

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_

zip \_\_\_\_\_

RB480