**Benefits for Librarians**

- Provide researchers with a unique historical perspective on trends and events from the 20th Century
- Own magazine archives in perpetuity
- Make the most of valuable library shelf space
- Use 1X funding

**Advantages for Researchers**

- View the magazine from cover-to-cover
- Research journalism styles over time
- Observe graphic trends over time
- View an entire issue as a “snapshot” of a point in history
- Get historical context with table of contents
- Fill in gaps from missing, lost or damaged issues
- Study ads for historical representations of people & ideas

**Fund from missing, lost or damaged issues**