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Baker & Taylor

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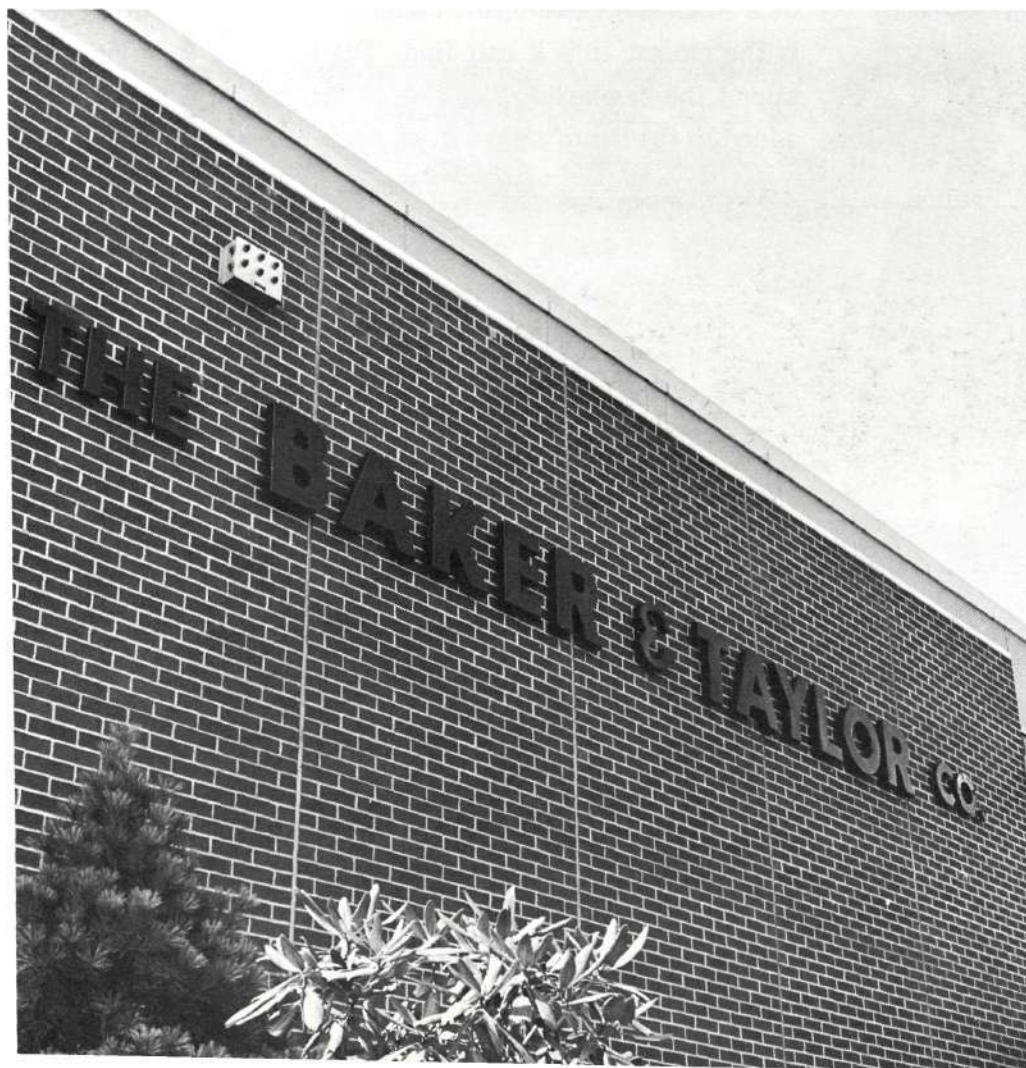
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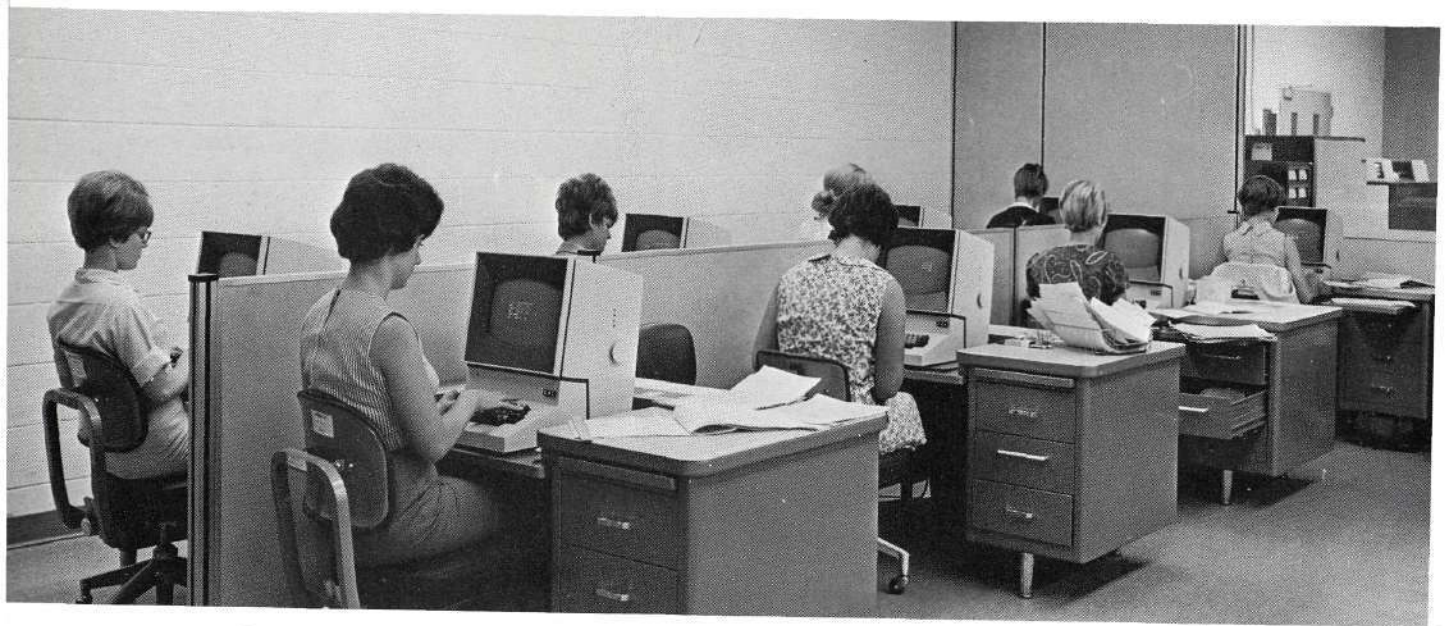
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BAKER & TAYLOR

The Baker and Taylor Co. was a candle-lit shop in Hartford, Connecticut, when it opened for business 140 years ago. Today it is America's largest and oldest book wholesaler, with a stock of more than five million books from 1,200 publishers.

Baker and Taylor, owned since 1958 by Parents' Magazine Enterprises, Inc., operates out of five plants and warehouses throughout the United States, using some of the most sophisticated computer installations.

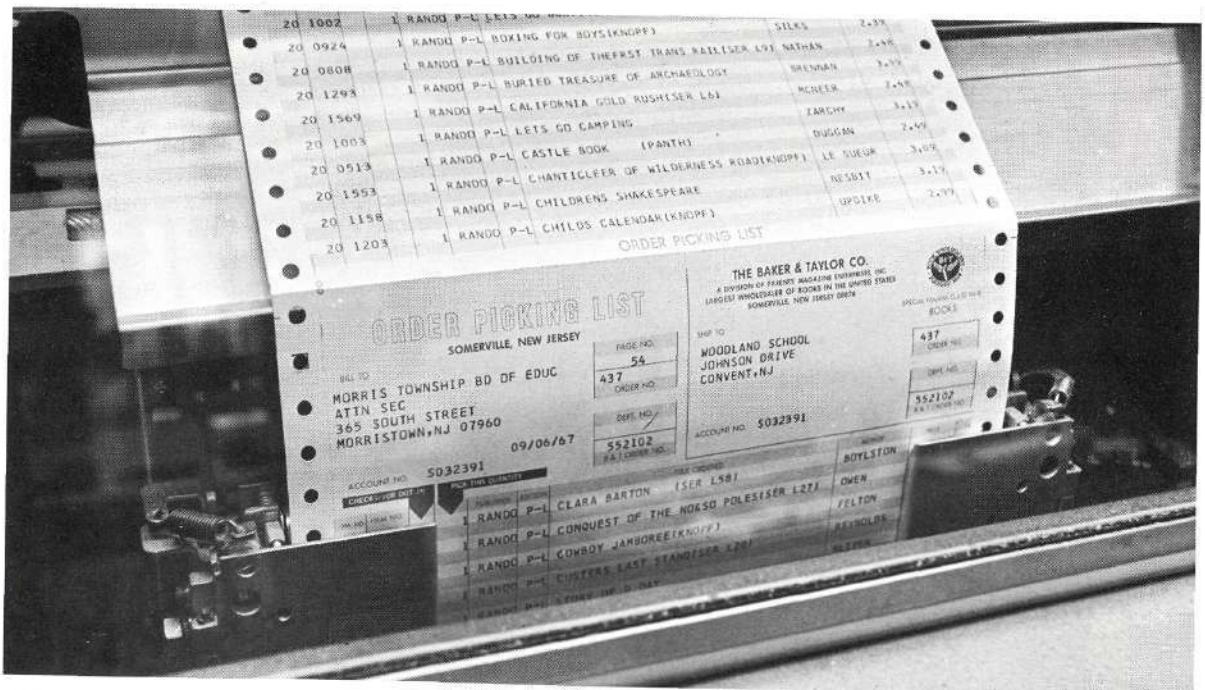




In its new plant in Somerville, New Jersey, the firm recently installed at the recommendation of Touche Ross a real-time man-machine installation which allows the computer operator to interact with the machine and so turn orders quickly into packages of books ready for shipment. Orders coming in from the eastern United States are entered into the computer by these women working at some of the company's 20 video display units.



The operator types in a few characters to indicate the title and author of the book being ordered. The machine responds with the title of a stock item that either matches the title and author requested or is the closest title it can find. The operator then either accepts or rejects the displayed title, and, if it is selected, has it automatically added to the list of books to be assembled for shipping.



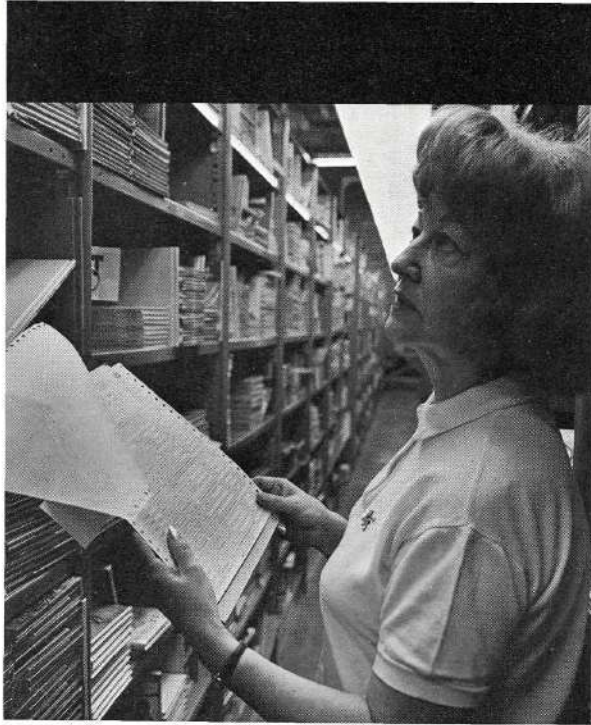
The computer then prints a picking list—which keeps sequence in the customer's order—for workers to use in taking books from the shelves.



Picking lists are moved in bins that travel through the warehouse along a conveyor belt.

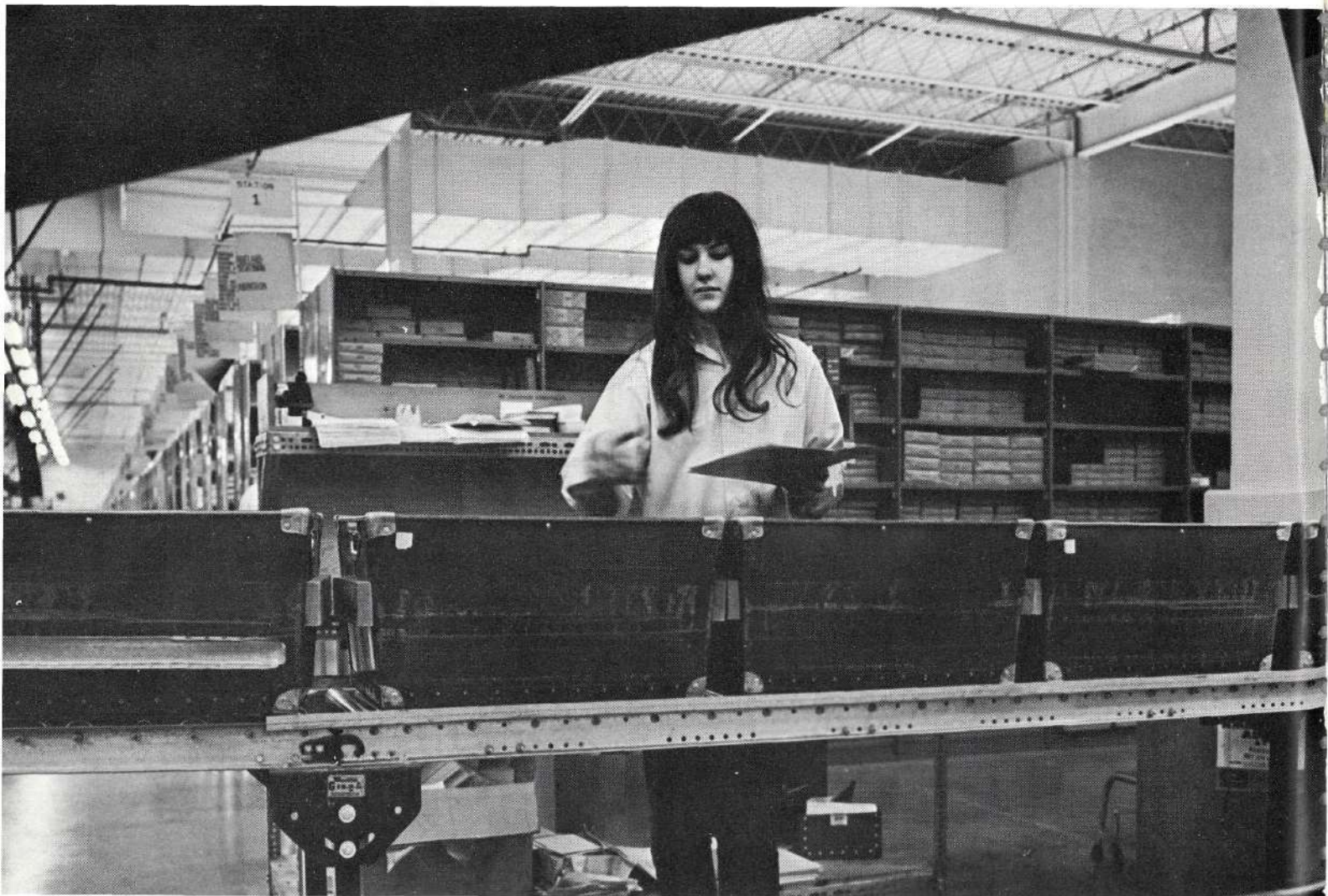


At each station, the worker examines the picking list to see if any books are to be taken from her area. If they are, the books are taken from the shelves and put in the bin with the picking list.



If a worker finds that the requested books are not on the shelf, she marks the picking list so that the books will be back-ordered later.

The bins are checked at the end of the line to be certain that all the books have been picked—and picked correctly.





Books that were not on the shelves are back-ordered showing from what customer's order they are missing. Back-ordering also will be accomplished soon by the computer.

BAKER & TAYLOR