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tic excellence of the book, it is probably worth it.—David Kaser, *Indiana University, Bloomington.*

*Book Selling and Book Buying: Aspects of the Nineteenth-Century British and North American Book Trade.* Edited by Richard G. Landon. ACRL Publications in Librarianship no.40. Chicago: American Library Assn., 1978. 118p. \$10. LC 78-31812. ISBN 0-8389-3224-X.

This volume consists of seven papers read at the eighteenth conference of the Rare Books and Manuscripts Section of ACRL in Toronto, June 14–17, 1977. In his preface William Matheson of the Library of Congress states that this is only the fifth occasion for which conference papers have appeared in book form. The topic for the 1977 conference was "Aspects of the Book Trade in England and America," and five of the participants chose the aspect of popular literature, mostly British, but with some American titles, and featuring many women writers.

"Publishers of Victorian Children's Literature" was the topic of Judith St. John, curator of rare children's books at the Toronto Public Library. She traces the rise of didactic stories, climaxed by the phenomenal popularity of the American Peter Parley books and their many British imitators. This was followed by a reaction resulting in more fantasy, folklore, and less obvious moralizing.

To reduce the cost of books to readers from the poorer classes, innovative publishers started selling books in cheap installments, like magazines, through charismatic "canvassers" hard-selling books piecemeal throughout the country. The entertaining story of this "numbers trade" is told by Mihai Handrea of the Pforzheimer Library of New York.

An even cheaper method of marketing popular literature was serially in newspapers. Michael Turner of the Bodleian relates how the Tillotson family of Lancashire, owners of a chain of newspapers, developed their Fiction Bureau that syndicated popular novels to newspapers all over England and abroad.

These novels were also very popular in book form, but of the thousands published

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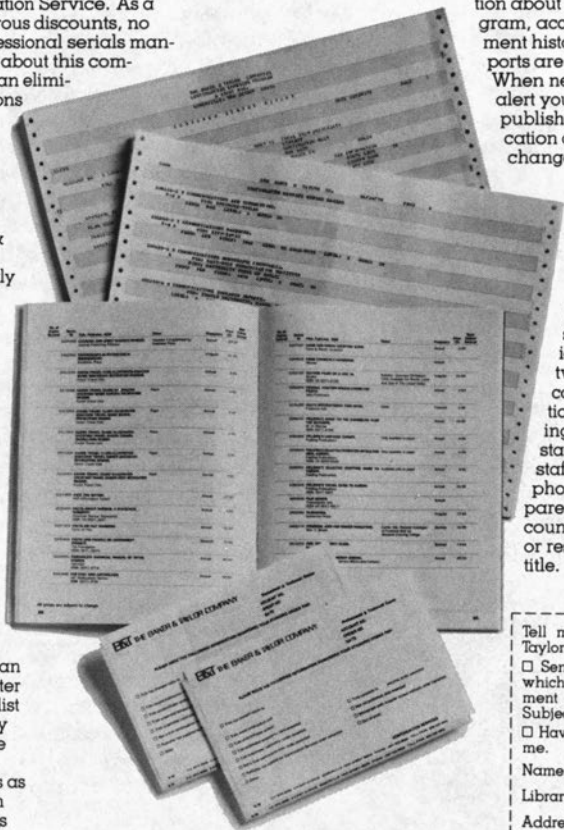
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few remain today, obviously a challenge to rare book collectors. Franklin Gilliam, proprietor of the Brick Row Bookshop in San Francisco, in his "The Case of the Vanishing Victorians" explains this situation and discusses four collectors—Sadlier, Wolff, Ray, and Parrish—who had the foresight to collect these books in their original editions.

Canadian popular publishing was discussed by Douglas Lochhead, Davidson professor of Canadian studies at Mount Alison University, who is writing a book on J. Ross Robertson, publisher of the Toronto *Evening Telegram*. From this research Lochhead describes Robertson's foray into publishing cheap paperback editions mostly of popular American writers from 1877 until the International Copyright Act of 1891, time enough for him to make a contribution to Canadian popular culture, or at least its Americanization.

The two remaining papers are not concerned with popular literature but make valuable contributions to the overall picture. Terry Belanger, of the Columbia University School of Library Service, writes on aspects

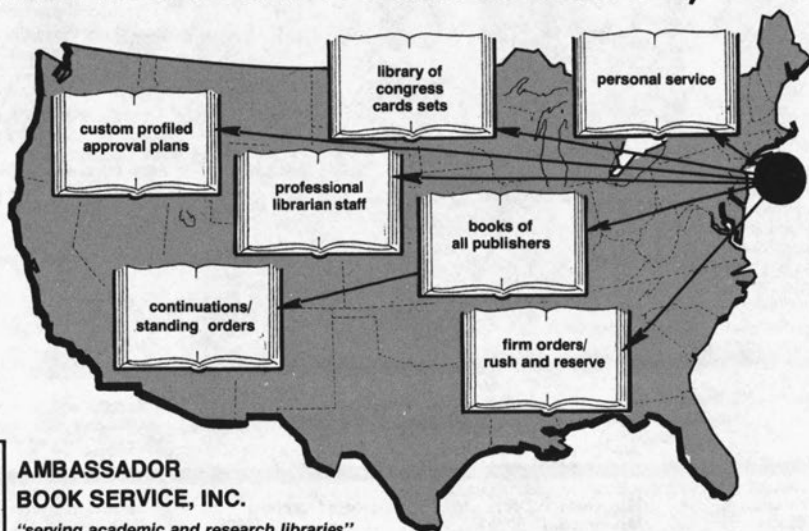
of eighteenth-century publishing and their influence on later publishing. Robert Nikirk, librarian of the Grolier Club, narrates the activities of two members William Loring Andrews and Beverly Chew, famous rare book collectors of the late nineteenth century.

This modest paperback in the ACRL Publications in Librarianship series makes a genuine contribution to the somewhat neglected area of nineteenth-century popular bibliography. It will be a must for all library school libraries, and should have interest for more general collections in nineteenth-century literature, bibliography, and social history as well.—Budd L. Gambee, *University of North Carolina, Chapel Hill*.

*Sign Systems for Libraries: Solving the Wayfinding Problem.* Compiled and edited by Dorothy Pollet and Peter C. Haskell. New York: Bowker, 1979. 271p. \$24.95. LC 79-11138. ISBN 0-8352-1149-5.

Pollet and Haskell have produced a truly exciting book that brings to bear the collec-

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