Heritage on Microfilm

Rare and out-of-print titles and documents on 35mm silver halide microfilm.
- French Books before 1601
- Scandinavian Culture
- 18th Century English Literature
- Victorian Fiction
- Literature of Folklore
- Hispanic Culture

Send for catalog and title information today.

GENERAL MICROFILM COMPANY
100 Inman St., Cambridge, MA 02139
Tel. (617) 864-2820

New!

and again, the most complete catalog of Library and AV Equipment, Furniture & Supplies ever published. Write today for your free copy.

Highsmith
P.O. 25 CR9 Fort Atkinson, WI 53538

... and again, the most complete catalog of Library and AV Equipment, Furniture & Supplies ever published. Write today for your free copy.

Highsmith
P.O. 25 CR9 Fort Atkinson, WI 53538

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


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
Currently, more than 3,000 librarians, including major research libraries, are participating in Baker & Taylor's Continuation Service. As a result, they receive generous discounts, no service charge, and professional serials management support. Ask us about this comprehensive service. We can eliminate some of the frustrations from your acquisitions work.

Customized Subject Bibliographies—Baker & Taylor's Continuation Service database currently contains information on more than 17,000 serials. This data can be extracted by subject and user level, enabling you to establish, expand, or enrich serials collections.

Selection and Ordering Tools—To help you open an account, we provide Starter Lists that include a basic list of the 1500 most frequently ordered serials. There are also lists geared to the needs of school librarians as well as those interested in acquiring university press serials.

Management Reports—To help you maintain current information about your serials program, account profiles, shipment histories, and status reports are readily available. When necessary, we will also alert you to such individual publisher changes as publication delays and title changes.

Professional Serials Staff—Our Continuation Service is administered by a specialized staff of serials librarians to help you with two of the most time-consuming acquisition chores: establishing and monitoring standing orders. This staff, only a toll-free phone call away, is prepared to open an account, answer a claim, or research a particular title.

Tell me more about Baker & Taylor's Continuation Service.
Send me your new brochure which includes data on Management Reports and Customized Subject Bibliographies.
Have a representative contact me.

Name ____________________________
Library _________________________
Address _________________________
City _____________________________
State _______ Zip ________________

Mail this coupon to the Distribution Center nearest you or call 800-328-3844.
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 Allison 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.


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