

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

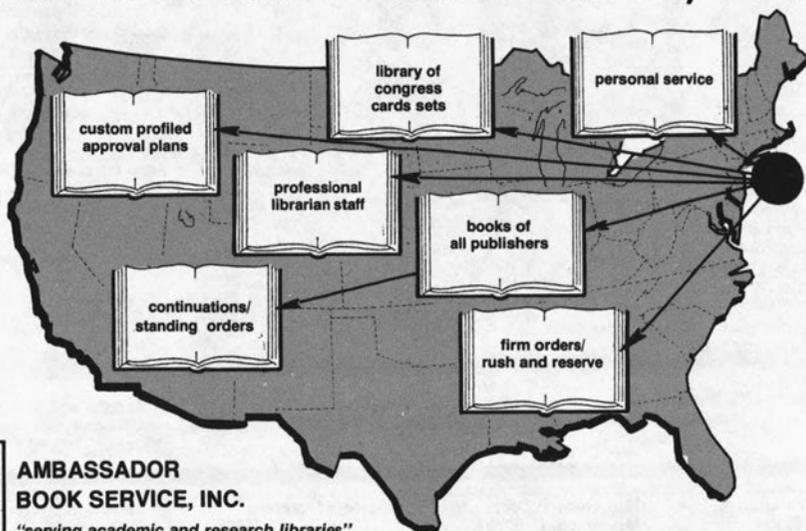
of eighteenth-century publishing and their influence on later publishing. Robert Nikirk, librarian of the Grolier Club, narrates the activities of two members William Loring Andrews and Beverly Chew, famous rare book collectors of the late nineteenth century.

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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tive artistic, architectural, graphic, and library expertise of more than twenty-five authors, whose training and background fully qualify them to advise on library sign systems. As librarians become increasingly more aware of the need to train their patrons to use libraries more efficiently and effectively, the need for attractive and carefully planned directional signs and other devices to guide and inform the user becomes more and more apparent.

In buildings under construction, librarians have the opportunity to make an important contribution to the planning of directional graphics. In older buildings, the librarian must often attempt to bring some order to the chaos of accumulated signs or to impose a logical system on an illogical geography without the aid of architects or graphic designers. This book succeeds in discussing the issues involved in a variety of settings and in proposing solutions to problems that often require expertise and abilities not usually found on library staffs.

The chapter topics indicate the scope and variety of the authors' approaches: orientation needs and the library setting; mazes, minds, and maps; perceiving the visual message; planning library signage systems; the role of the design consultant; sign materials and methods; the language of signs; signs for the handicapped patron; symbol signs for libraries; evaluating signage systems in libraries; signs and the school media center; an approach to public library signage; signs in special libraries; a signage system for a university library; low-budget guidance ideas; wayfinding in research libraries: a user's view; coordinating graphics and architecture; architectural techniques for wayfinding; designing open-stack areas for the user; effective library signage: a pictorial study; and technical and psychological considerations for sign systems in libraries.

An annotated bibliography on visual guidance systems offers further reading on theory and research, materials and techniques, and on such systems in libraries and in other institutions.

Barbara Marks's humorous essay on the language of signs should not be confined to this one printing, nor the soundness of her advice lost in her amusing examples. Kitty Selfridge's advice on planning library sign-

age systems imposes upon the library scene graphic design that is common in other types of modern buildings, but rare in libraries. The pictorial study of effective library signage, contributed by the Institute of Signage Research, demonstrates that some libraries—even some of the staid old Gothic piles—have solved their signage problems in creative and exciting ways.

The exclusive use of black and white photographs in a book describing the inventive use of color graphics is an economy that should never have been permitted, but, regardless of this one slight failing, *Sign Systems for Libraries* breaks new ground and should be on every librarian's reading list.—Malcolm C. Hamilton, *Harvard University, Cambridge, Massachusetts.*

The British Library Bibliographic Services

Division. Leeds Polytechnic School of Librarianship; produced in collaboration with the Educational Technology Unit. Tape/Slides in Library Science, No.3. Series title on cassette: Talking to Librarians, no. TS/3. Leeds, The School, 1978. 76 slides, colored, 2 in. by 2 in., & cassette, script, and brochures. £35. Order from: Administrative Assistant (Post Experience Courses), School of Librarianship, Leeds Polytechnic, 28 Park Place, Leeds LS1 2SY.

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