

of *Using Bibliotherapy* that they "will lead the alert, prepared librarian-bibliotherapist to undertake the research needed to move bibliotherapy from its status as an activity to its desired status of an art and a controlled science."—*Sister Alma Marie Walls, I.H.M., Immaculata College, Immaculata, Pennsylvania.*

Bramley, Gerald. *Outreach: Library Services for the Institutionalized, the Elderly, and the Physically Handicapped.* London: Clive Bingley; Hamden, Conn.: Linnet Books, 1978. 232p. \$12.50. LC 78-7281. ISBN 0-85157-254-5 Bingley; 0-208-01663-5 Linnet.

Gerald Bramley's *Outreach* covers both the British and U.S. aspects of library service to the institutionalized, the elderly, and the handicapped. Two chapters each are devoted to hospital libraries and prison libraries; one each to library services for the elderly, the disabled, the blind, the partially sighted, the mentally retarded, and the deaf. Generally, the background and services for each group are described first for Great Britain and then for the U.S. with footnote references at the end of each chapter. Curiously, however, the chapter on library services for the disabled is almost entirely devoted to the British scene with only one of the twenty citations referring to a U.S. publication.

It is evident throughout the work that both countries have faced similar problems in attempting to provide outreach services. With a chronic lack of personnel and funds, both have relied heavily on volunteers to staff programs, and few programs to any of the groups have been notably successful.

The chapters on the blind and partially sighted are probably the most comprehensive, giving detailed descriptions of the Braille and Moon systems, talking and large-print books, cassettes, and services, such as those offered by RNIB (Royal National Institute for the Blind) and the National Library of Talking Books, both of which are British. DBPH (the Division for the Blind and Physically Handicapped, Library of Congress, now the National Library Service for the Blind and Physically Handicapped) and the American Printing House for the Blind are also described. The chap-

ter on services to the deaf is the least comprehensive, a result, probably, of the dearth of literature in this area.

The book is intended primarily for students of librarianship and for those beginning their professional careers. While there are some minor inaccuracies, e.g., reference to Rhea Rubin as "he" (p.86); "Christina" for Christa (p.116); and reference to the introduction of the Library Services and Construction "Bill" in 1966—LSCA was passed in 1965 (p.169), as a comparative study of British and U.S. approaches to outreach services, it does fulfill its purpose and provides a good overall view.

In addition to the references found at the end of each chapter, there is a select reading list and index in the appendix. Concerning any detailed account of U.S. involvement in these types of outreach services, however, one must go considerably beyond what is found in this work. The Rehabilitation Act of 1973, a crucial piece of legislation underlying any service to the disabled, for example, is not mentioned. It should be useful to those in public libraries but less so for those in academic and special libraries.—*Lucille Whalen, State University of New York at Albany.*

One Book/Five Ways: The Publishing Procedures of Five University Presses.

Foreword by Joyce Kachergis. Introduction by Chandler Grannis. Afterword by William Kaufmann. Los Altos, Calif.: William Kaufmann, Inc., 1978. 337p. \$9.75 paperback; \$18.75 hardcover. LC 78-9505. ISBN 0-913232-53-X; 0-913232-54-8 paperback.

This book describes how five presses would publish the same book, *No Time for House Plants* by "Purvis Mulch." The same 180-page manuscript with illustrations was presented to the university presses of Chicago, North Carolina, Texas, Toronto, and the Massachusetts Institute of Technology. Each press agreed to treat this manuscript as if it were actually going to publish it and to prepare complete logs of the work for presentation in *One Book/Five Ways*.

The presentations run from thirty-five to sixty-six pages, but all conform to the same outline covering the four major aspects of publishing: acquisitions and administration,

editorial, production and design, and sales and promotion. Brief narrative texts explain the operations of the publishing houses, but most important are the actual copies of the documents involved in the publishing project.

There are photocopies of all the forms used—readers' reports, contracts, cost estimates, specifications, schedules, and the like—filled out with information relative to the "one book." The manuscript was completely edited by the presses, and each shows portions of chapters 2 and 4 with editorial corrections. Reproductions of artwork and page proofs give an excellent idea of the appearance of the final book as envisioned by the various designers. The presses show many similarities and differences in their treatment of the book. The differences are most noticeable in the illustrations, which range from delicate line drawings to photographic halftone plates. Formats vary from paper-, through spiral-, to hardbound, at prices from Chicago's \$5.95 to Toronto's \$9.95.

It is not often that a reviewer can say that an unreadable book is at the same time completely fascinating, but this one is to the person interested in or knowledgeable about publishing. *One Book/Five Ways* would make an excellent textbook—or supplement to a more conventional textbook—for classes or workshops in publishing, and its issuance in paperback as well as hardback will encourage this use. For the newcomer in publishing it provides an invaluable practical handbook; to the established publisher, an insider's view of five famous university presses. There is no other book that treats publishing in exactly this way, so that within its highly specialized area of interest it should be a "best-seller."

But the book raises certain questions. Who is "Purvis Mulch," and is *No Time for House Plants* available in book form? The publisher's "Afterword" answers these questions. The idea originated with Hilary Marshall of the University of Toronto Press in the 1960s. Somehow it evolved into the "Manuscript Project" of the American Association of University Presses (AAUP) under the leadership of Joyce Kachergis, then head of design and production at the University of North Carolina Press. In June

of 1977, when the AAUP held its annual meeting in Asheville, a limited edition of this material was published by the association and distributed to the delegates. Here it was disclosed that "Purvis Mulch" was actually Jerry Minnich, assistant director of the University of Wisconsin Press. Subsequently his *No Time for House Plants* was accepted for publication by the University of Oklahoma Press, which expected to have it in the bookstores in the fall of 1978. Portions of Oklahoma's plans for the house plant book, including examples of page proofs and artwork, are at the end of the book, making it actually one book six ways.—*Budd L. Gambee, University of North Carolina, Chapel Hill.*

Advances in Librarianship. Volume 8.

Edited by Michael H. Harris. New York: Academic Press, 1978. 342p. \$19.50. LC 79-88675. ISBN 0-12-785008-2.

There are few places one can go in library literature to find literate, comprehensive, and brief overviews of specific subject areas in librarianship. *Advances in Librarianship* is just one of these places.

Volume 8, as the preface states, "focuses on some of the major nontechnological problems currently facing the profession." Nontechnological does not, of course, mean simple or nontechnical, because the seven articles in this volume deal with some of the most technically difficult issues facing librarians in the last half of the twentieth-century. The articles range over a wide spectrum—from collection development to library service to the American Indian to continuing education. If volume 8 has any weakness, it is that the articles contained in it are somewhat more descriptive than theoretical in a field that needs more of the latter. Most of the papers include excellent, up-to-date bibliographies.

The paper on collection development in large university libraries, by Mona East and Rose Mary Magrill, is one of the best primers available on the subject. Collection development has seen a great deal of change during the last decade, and much of this is detailed in this essay.

During the halcyon days of the 1960s, budgets increased rapidly and libraries purchased materials at tremendous rates. These