

in which the party is the interpreter of the political ideology.

Krupskaia's efforts contributed significantly to the emergence of the library as the instrument for the indoctrination of the masses, resulting in the "Bolshevization" of librarianship. Since another responsibility of libraries is to raise the cultural and technical level of the masses, the study illustrates in addition the role libraries have played in the process of national cultural and economic development of the Soviet Union.

The extensive bibliography cites predominantly primary Russian-language sources, archival material, periodicals, and monographs, many on loan to the author from the Lenin Library in Moscow and therefore not easily accessible. The work thus provides a rich and unique source of information for all interested in librarianship in Eastern Europe. It constitutes a major contribution to comparative librarianship and is thoroughly documented, well organized, and very readable. It should be required read-

ing in library school courses dealing with the library as a social institution in general and in comparative librarianship in particular.—*Mathilde V. Rovelstad, Catholic University of America, Washington, D.C.*

Kraus, Joe W. *Messrs. Copeland & Day, 69 Cornhill, Boston, 1893-1899*. Philadelphia: George S. MacManus Co., 1979. 179p. \$37.50.

Most publishing house histories written by American scholars have tended to be primarily literary history, cultural history, or economic history (in that order), or some combination of those several types. The present volume, however, while not eschewing those concerns, addresses first and foremost the aesthetic qualities of the physical volumes produced by the fin de siècle Boston publishing firm of Copeland & Day.

The young Herbert Copeland, late of Harvard College, was already an experienced editor and budding literary figure when in 1893 he allied himself with the more artistic, moneyed, and somewhat flamboyant Fred Holland Day to publish books with greater aesthetic merit than was then generally available in the United States. Although inspired by the contemporary private-press vogue in England, Copeland & Day were a commercial house throughout their six-year existence. Day's ample capital, however, enabled the firm always to cover losses incurred by any of its publications, which, despite handsome formats, found only limited markets. It was an avant-garde press. Numbered among its authors were the young Bliss Carman, Louise Imogen Gurney, Oscar Wilde, Richard Garnett, Stephen Crane, Richard Burton, Walter Pater, and Richard Le Gallienne. Good art work, careful printing, and extensive use of laid paper were hallmarks of the imprint.

Joe Kraus is a thorough and disciplined scholar, and he writes well. He has researched his subject widely for almost four decades, says the preface, and the book is certain to stand the test of time. In accord with its subject matter, this volume is done in handsome format, with fine illustrations, generous white space, good type selection, and appropriate binding. The price is a little steep, but considering the literary and artis-



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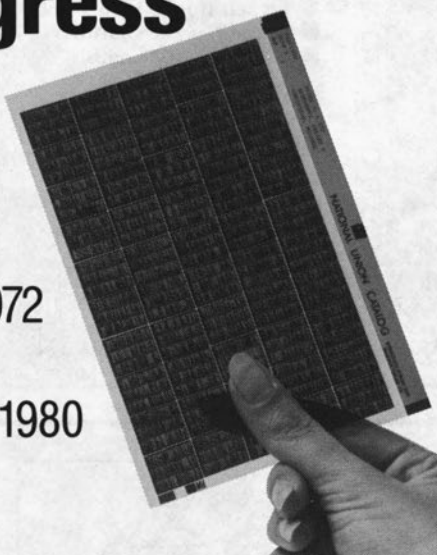
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tic excellence of the book, it is probably worth it.—David Kaser, *Indiana University, Bloomington.*

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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