Book Reviews

The Design of Books. By Adrian Wilson. New York: Reinhold Publishing Corporation, 1967. 160p. $15.

With three other books in this specialized field already, one might ask if a fourth would have any contribution to make. After all, it has not been long since an eminent professor of nuclear physics exclaimed to Mr. Wilson, "I didn't know *books* were designed!" Since Adrian Wilson is himself something of a phenomenon, his book turns out to be, not a how-to-do-it manual, but an ode to the art of book design.

Two of the three earlier books, however, are devoted almost entirely to production, with scant attention to design. These are Sean Jennett's *The Making of Books* (4th edition, Praeger, 1967), and Hugh Williamson's *Methods of Book Design* (2nd edition, Oxford, 1966). The latter, despite its title, is more accurately described by its subtitle: "The Practice of an Industrial Craft." Balancing the two British viewpoints are Marshall Lee's *Bookmaking: The Illustrated Guide to Design & Production* (Bowker, 1965) and the book under review. Mr. Lee devotes about one-third of his book to design, and both of the American books are themselves examples of modern book design.

The salient difference between Mr. Wilson's text and the others is that a reader only mildly interested in book design will find it difficult to lay the book down. Students in the graphic arts will likely be recruited to a field they may never before have considered.

Mr. Wilson's book is written for designers and thus might seem to appeal to a more limited audience than the other three volumes. But those more interested in the technical aspects of book production might well gain the most from a reading of *The Design of Books*. In it are enumerated the steps a designer must take, from the receipt of the manuscript to the final detailed specifications he provides for the publisher and printer. The more one knows about book production, the more easily grasped are the designer's special qualifications: a wide-ranging knowledge both of esthetics and of printing technology. Particularly useful is Mr. Wilson's list of twenty-four questions which a designer needs to have answered before he decides to accept a design commission.

Four of the eleven chapters are given over to typography, printing methods, paper, and binding; the remainder deal with "The Art of the Layout," "The Anatomy of the Book," "Design Approaches," "Trade Book Design," and types of books, such as cookbooks, children's books, legal tomes, limited editions, and dictionaries.

Scholars interested in the history of the book will be intrigued by Wilson's discovery of the earliest book designs—layouts for the *Nuremberg Chronicle,* 1493. These layouts are reproduced for the first time, both in the text and as endpapers. Librarians will be startled by Mr. Wilson's comment on permanent/durable book paper: ". . . the ease of reproducing existing books by offset lithography has made the value of absolute permanency questionable, at least in terms of perpetuating culture if not bibliophily."

The range and variety of the illustrations is noteworthy. Much more international than any of the other books, Wilson includes examples of the work of Berle, Facetti, Frutiger, Hlavsa, Massin, Passanisi, and Zapf, as well as of Dahlstrom, Eisenman, Ritchie, and Salter. Unfortunately, all illustrations have had to be drastically reduced in size, even though the book is a sizeable 8½ x 11 inches. While it makes the designer's task more difficult, the measurements of the original page should be given whenever the reproduction is less than actual size. For example, the left half of the double-spread Kelmscott *Chaucer* title page, reproduced slightly smaller than a catalog card, gives very little idea of the impact of the original.

Every book designer will want *The Design of Books* for its inspiration and insight, its wealth of illustration, and lively design. Since any of the other three books contains much more detailed production information and technical aids, at least one of them will also be needed. My own choice of a mate would be Marshall Lee's

Bookmaking, but British colleagues especially might well opt for either Jennett or Williamson. Libraries, needless to say, will purchase all four whenever the budget will allow, but Mr. Wilson's book is first among equals.—*William R. Eshelman, Wilson Library Bulletin.*

University Libraries for Developing Countries. By M. A. Gelfand. Paris: Unesco, 1968. 162p. $3.

The primary purpose of this simply written handbook is to acquaint college and university presidents, deans, rectors, and other academic officials in the developing countries with the full meaning and value of their institutions' libraries. Such a book has been much needed, because, second perhaps only to poor faculty attitude, lack of strong administrative support and understanding has probably been the major impediment in the way of improving library service in such institutions—often a more effective barrier even than the absence of adequate funds.

In his admirable effort to educate these laymen who are so important to academic libraries, Dr. Gelfand addresses himself lucidly and cogently to all of the major and many of the minor problems that have so long and so miserably plagued libraries in the developing countries. He points to the critical need for adequate status for librarians; he demonstrates the great benefits that can derive from centralized library administration; he presents the rationale for open stacks; he deplores the pernicious results of too great librarian accountability; he explains the need for intra- as well as inter-institutional library cooperation. These and many other similar little essays make the book almost an extended position paper on modern academic library management theory and practice—a kind of professional *apologia pro vita sua.*

Dr. Gelfand draws widely for illustrative examples, first upon his own extensive experience working with libraries in the "have-not" countries, second upon the literature and work of librarianship in the developing countries, third upon the experiences of the libraries of Europe, and finally and unobtrusively upon American librarianship. Appropriately for a Unesco Manual, the resulting amalgam reads like the professional travelogue of a bibliothecal cosmopolite, as the floor plans of the library of Ahmadu Bello University follow discussion of the cooperative acquisitions program of the *Deutsche Forschungsgemeinschaft;* as an explanation of the Library Board of Ghana and a description of the Regional Seminar on the Development of University Libraries in Latin America precede an account of fungicides developed by the Lenin State Library and a picture of a reading room in Douglass College library at Rutgers University. Perhaps in no other treatise has the world confraternity of academic librarianship been more dramatically displayed.

Although college and university administrators are the *primary* audience to whom Dr. Gelfand is speaking, there is much in the book that is of value to librarians as well. This is a good small textbook for courses in university library administration, discussing as it does both simply and well such diverse but important topics as university libraries in national development; the role of the university library; government and control of the university library; its organization and administration; staff and collection development; organizing the collections; reader's services; auxiliary and supplementary services; cooperative activities; library buildings and equipment; financial administration; and evaluating library services.

Morris A. Gelfand's *University Libraries for Developing Countries* is an important addition to the growing series of "Unesco Manuals for Librarians."—D.K.

Canadian Provincial Libraries. By John Robert Beard. (Centennial Series: CLA-ACB Occasional Paper No. 54.) Ottawa: Canadian Library Association/l'Association Canadienne des Bibliotheques, 1967. XIX, 303p.

This doctoral dissertation, prepared for the school of library service at Columbia University with financial assistance from the Canada Council, is a valuable addition to the collection of surveys of Canadian libraries that have been published during