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Nancy Burkert folder

THE CALENDAR

Vol. XXXVI, No. 3

July, 1978-February, 1979



Nancy Ekholm Burkert has prepared a special International Year of the Child poster, distributed by the Council. See Anne Pellowski's piece on IYC in this Calendar.

The Calendar is available from the Children's Book Council, Inc., 67 Irving Place, New York, N. Y. 10003 (telephone: 212-254-2666).

The Council is headquarters for National Children's Book Week and a year-round promotion and information center. Its library is open year-round.

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BOOKS REMEMBERED

NATALIE BABBITT

To say that they remember *Alice* is, for many people, rather like saying they remember their multiplication tables. Words, phrases, verses from both books have been part of the culture for a long time now, popping up in all sorts of unexpected places, and anyone who loved *Alice* as a child probably goes back to her every so often, as I do, and finds each time that she is as fresh and sharp as the first time she was encountered.

For me, however, that first time was a kind of revelation and I remember it vividly. For my ninth birthday, my mother had sent away for an edition that contained both *Alices* and *THE HUNTING OF THE SNARK*. When it arrived, we sat down side by side, unwrapped it (I particularly remember the process of unwrapping) and looked at the pictures together. They seemed to me then, as they do now, a marvel of craftsmanship, strong and crisp and utterly uncondescending, unlike the majority of pictures in my other books, which were either gentle pastels or sternly realistic. That marvel struck me first, though of course I couldn't have articulated it this way then, and was followed closely by the marvel of their funniness. I had never seen, before, pictures that I thought were funny and beautiful at the same time. It had already been decided (prematurely, as it turns out) that I would be an artist when I grew up—my sister was to be the writer—because I spent all of my out-of-school time drawing, but now I knew exactly what kind of artist I wanted to be: an illustrator of children's books, like Tenniel, someone who could create a whole shrewd world with only a pen and black ink.

I should explain here that the year was 1941 and illustration—"commercial art"—was everywhere: on the pages of magazines like *Collier's* and *The Saturday Evening Post* as well as on every available wall and bulletin board in the form of posters dramatizing the War Effort. All of it was full-color and, in one way or another, heavily romantic. I had half-resolved to become a pin-up-girl artist, like Varga in *Esquire*, and had already put a toe into the business by selling my first efforts for 25¢ apiece to other children in the fourth grade. The enterprise was cut off in its infancy by an irate mother—not mine—but the ambition clung until I saw the Tenniel drawings in *Alice*. After that, though I still envied Varga's smooth flesh tones—impossible to recreate from a Prang paintbox with its eight little cups of candid color—the clean appeal of black and white established itself as vastly preferable in my imagination. I didn't know then that Tenniel had been a political cartoonist. I didn't recognize Disraeli or any of the other portraits, and didn't realize that the pictures for *Alice* were superior in part because they were intelligent. And yet, even now, knowing more, I can't admire those pictures more than I did then.

The two stories, read aloud to me soon after, were another revelation. They actually lived up to the pictures, which was by no means always the case even in 1941. In this particular instance, that meant they were crisp and uncondescending, too, and supremely funny.



Imagine—they had no lessons to preach! Quite the contrary. The characters were deliciously rude to one another. They were noisy, they threw things, they cried easily over nothing at all, and they yelled when they were angry. They were allowed simply to be themselves, as richly individual as the pictures had promised, and not a role model in the carload.

One of the discouraging things about most characters in children's stories is that they are so transparent—the heroes so intrepid and resourceful, the bad guys so unredeemably bad. I don't believe children are especially persuaded by this approach—they are far more sophisticated than their literature gives them credit for being. They must, after all, live with *us*. The characters in *Alice*, compared to those in *PETER PAN* or *HANS BRINKER OF PINOCCHIO*, were for me as a child infinitely more familiar and comfortable. And because it was all right to laugh at them, they made the rudeness and bad manners of real people—adults, contemporaries, myself—less appalling. We have all known many Duchesses in our lives, no few by the time we are nine, and just as many White Knights and Caterpillars. *Alice* houses the full range of human failings and is as good a guidebook for getting along with one's mates as can be found anywhere. I see this clearly now, but recognized it to a degree even then. And greatly appreciated, especially then, the fact that in *Alice* no one—except guinea-pigs—was ever punished for anything.

Some children found—and find—*Alice* frightening, but I didn't. The things that happen, the things the characters say, all seemed perfectly logical then and still do. It is not a question of their being consciously explicable, though they have been explained back, forth, and sideways. It is something else—a cast of mind, perhaps. I don't know. But I have loved *Alice* as I love few other things—in books or out—and going back to her is every time like going home—not back to Ohio in 1941, but back to myself.

Alice is entirely responsible for my choosing to labor in the field of children's books. Alas, I did not grow up to be another John Tenniel. Or another Lewis Carroll, either. But that's all right—neither did anybody else. Rich as the field may be these days, it still boasts no one who can match them. There is always something about our butter, by comparison, that doesn't suit the works. I'm glad. I should be very jealous for them otherwise.

Natalie Babbitt both writes and illustrates books for children and young people. Ms. Babbitt's most recent book is a novel for young people, THE EYES OF THE AMARYLLIS published by Farrar, Straus & Giroux.

An Annotated Bibliography by Robin Gottlieb

(The text below is the Introduction from a volume, mentioned also in the "Potpourri" section of *The Calendar*, available as of early fall from *The Children's Book Council*.)

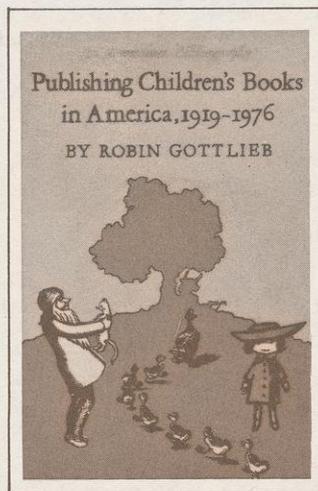
This bibliography aims to show the development of American book publishing for children over a fifty-seven-year period: from 1919, when the Macmillan Company established the first separate department for children's books, down to and including 1976. The 709 entries deal with the publishing of trade books only, not textbooks or reference books or other educational material. They have been selected for their illumination of publishing philosophy or of the publishing process, *i.e.*, what goes on in the publishing house from the time a manuscript arrives to the time it becomes a finished book. The printing process, which does not normally take place in the publishing house, falls outside the scope of this work. And although the line between writings about children's book publishing and those about children's literature is not always a sharp one, the bibliography does not attempt to deal with the content of books or with literary trends, except insofar as they have a bearing on publishing philosophy or procedures.

The text is arranged by broad subject category, with entries placed chronologically within each category. Descriptive annotations accompany the entries except in cases where annotations seemed unnecessary. Entries include whole books and parts of books, as well as periodical, newspaper, and newsletter articles, small monographs, exhibition catalogues, and statistical tables. In cases where a book contains sections on different aspects of publishing, these sections have been recorded separately in the appropriate categories. Unpublished material has not been included.

A reading of the material listed in this bibliography reveals how closely children's publishing has been tied to the social, economic, and political conditions of the day. It was in the early 1920's, a time of post-war prosperity, that publishers first began creating separate juvenile departments with trained children's book specialists at their heads. During the same favorable period came improvements and experimentation in bookmaking and illustration; the publication of more titles during the spring season, in an effort to sell children's books the year round instead of just at Christmastime; and a continual increase in the yearly number of children's books published and sold.

The 1930's were bad times for children's publishing, as they were for most businesses. The drop in sales caused by the Depression led to smaller lists and the dissolution of a number of the children's departments that had been established in the twenties. In an effort to stimulate sales, publishers experimented with low-pricing: ten- and fifteen-cent lines came from the mass-market houses and dollar books from the "quality" houses.

The 1940's saw other problems. World War II brought about shortages of material which resulted generally in shorter books on thinner paper, with narrow margins, simplified bindings, and less artwork. Fewer titles were published, in larger editions, while old titles with steady but small sales were allowed to go out of print. One interesting development in this period was the vogue for the novelty or toy book. As wartime restrictions caused a scarcity of toys, publishers found an eager market for



Mock-up of jacket design by Barbara Hennessy

books of the pop-up, cut-out, fold-up, and pull-out variety. After the war the popularity of toy books waned. Standard classics and other older titles that had disappeared were brought back into print. Rising costs were a continuing problem, but with the creation of the Children's Book Council, children's book editors had a forum in which to exchange views and discuss their difficulties.

Expansion was the keynote of the 1950's. Peace-time prosperity led to the formation of new children's departments in publishing houses and to an increasing number of titles published, with the emphasis on information books, non-fiction series, and "easy" readers. In the 1960's expansion continued, as it did in the economy in general. Title II of the Elementary and Secondary Education Act of 1965, which provided federal funding for schools and libraries, resulted in ever larger book sales to the institutional markets. Children's book publishers, responding to the Civil Rights movement, began taking steps to correct the glaring underrepresentation of minorities in children's books. And as society grew more "permissive," children's book authors were allowed to deal with such formerly taboo subjects as sex, drugs, and death. Paperbacks presented one solution to rising production costs, and by the late sixties a number of juvenile publishers were venturing into the soft-cover field.

The economic recession that began in the early 1970's brought an end to two decades of growth in the children's publishing industry. Federal funding to schools and libraries was cut back, while inflation continued to push costs of labor and material upward. Children's publishing reacted in the main to these stresses by bringing out smaller, "safer" lists, in which there was less room for the kind of experimentation that a flourishing economy permits.

This thumbnail history is not meant to show more than the most obvious trends in five and a half decades of American children's publishing. A somewhat fuller picture can be seen from a reading of the annotations in the following bibliography. A really clear understanding of the developments in American children's publishing is, of course, to be gained only by a study of the books and articles themselves.

CHILDREN'S BOOKS AND THE INTERNATIONAL YEAR OF THE CHILD

by Anne Pellowski

1979 will be the International Year of the Child (IYC), as declared by the United Nations. UNICEF was designated the lead agency, and an international secretariat for IYC was set up, near the New York headquarters of UNICEF, with a branch in Geneva. These secretariats will be used chiefly to promote the year, and to co-ordinate some of the IYC activities developed by governments, organizations, and individuals. In other words, the secretariats will not initiate projects *per se*, but will encourage and promote projects initiated by others, if they are seen to be in compliance with the general goals of the year.

Shortly after IYC was declared, UNICEF sent an appeal to governments to appoint a national commission for IYC. Only a few governments have formally appointed such commissions but many have indicated that they are in the process of doing so. In the United States, President Carter has appointed Ms. Jean Young to direct the U.S. Commission.

At the same time that a call went out to governments, a request for cooperation went to all international non-governmental organizations (NGO's) formally recognized by UNICEF; a similar request went to all NGO's recognized by the United Nations. (These are two separate groups, although a number of organizations participate in both.) In the former group, which consists chiefly of organizations that are child-related, the International Board on Books for Young People (IBBY) is the only book-related organization represented. IBBY's delegate to the UNICEF NGO's is Augusta Baker. In the latter group, the American Library Association and the Women's National Book Association are the book-related organizations represented.

The cooperation requested by the IYC secretariats was that each organization call on all its members, institutional or otherwise, to carry out at least one special, additional program during IYC. Even those organizations not directly concerned with children were asked to examine the special needs and rights of children, and how their work might in some way call attention to the ways in which these needs can be met.

IBBY responded by drafting a document calling on each of its national sections to undertake a special project for IYC such as organizing a national conference on children's literature, preparing and distributing a booklet or poster emphasizing the importance of books and reading, initiate a TV or radio show involving children's literature, or encouraging the publication of children's books that promote intercultural understanding. At the international level, the IBBY Executive Board agreed to the publication of two special items for IYC: the statement "Children's Books for a Better World," which will be translated into many languages and distributed by the IBBY secretariat and by all national sections; a special Hans Christian Andersen Honors List for IYC of ten books for children from each IBBY country that emphasize international peace and understanding. Since 1979 falls between the even-numbered years in which the Hans Christian Andersen Medals are awarded, it was felt that this special international list was a more appropriate celebration than additional medals for individual authors or illustrators.

Anne Pellowski's most recent book, published in late 1977, is THE WORLD OF STORYTELLING (Bowker). She is Director of the Information Center on Children's Cultures of the U.S. Committee for UNICEF.

The Venezuelan national section for IBBY, which has its secretariat in the Banco del Libro, is exploring the possibility of issuing a special series of children's books, in cooperation with various ministries and foundations in that country.

Other organizations that are contemplating children's book projects for the year include the Women's National Book Association (WNBA), the Swedish International Development Agency (SIDA), the Frankfurt Book Fair and various national UNICEF committees.

The 1978 Frankfurt Book Fair will place special emphasis on children's books, and is assembling a special exhibition, accompanied by a catalog of fifty outstanding children's books from each country. This exhibition of international children's literature will be on display not only in Frankfurt, but at the United Nations in New York and at UNESCO headquarters in Paris; it is expected that the exhibit will also be mounted in other parts of the world. The American titles have been selected by Virginia Haviland of the Library of Congress from titles that appear on the American Library Association's annual lists, "Children's Books of International Interest."

Libraries, schools and groups should plan now to develop their own IYC programs. Here are just a few suggestions that may stimulate ideas:

1. Organize, for local professionals working with children, a half-day seminar in which the intellectual needs of children are examined from a *global* point of view. Divide the seminar participants into small groups, assigning them relevant studies related to the child's right to read as contrasted with opportunities for reading. For bibliographies of books and articles suited for such discussions, write to the IYC Resource Center, 331 East 38th St., NY, NY 10016, which is also publishing a periodic IYC

Newsletter.

2. If you are planning a book fair, try to inject a multi-cultural or multi-national aspect by inviting authors and/or illustrators from another country or culture if they live in your area or you know will be nearby during a U.S. visit in 1979. Try to have on display, or for sale, books in languages, other than English, especially those languages spoken in your area. (ALA's *Booklist* has featured selected lists of foreign children's books in numerous issues of that publication in recent years. The "Friends of IBBY Newsletter" has made note of those lists, and others.) Arrange for an exhibition of the works of an author or illustrator in many editions and languages and discuss their international appeal.

3. Read or re-read at least ten children's books that have come to us in translation. Select from the classics (HEIDI, Andersen, etc.) and from more modern sources (Batchelder Award nominees, e.g.). Select a comparable group of books that are English-language originals, but that are known to exist in at least some translations. Use some of the regularly scheduled discussions of your group (book selection committee, school class, etc.) to debate some of the reasons for success or failure in translation.

4. Organize an exchange of a small packet of books between a group of children in this country and a group in another country.



PUBLISHING

Children's Paperbacks from a Mass Market Viewpoint

by Ron Buehl

When Bantam Books paid over a million dollars recently for CHARLIE AND THE CHOCOLATE FACTORY and five other titles by Roald Dahl, the "boom" in advances for children's paperback rights may have reached its peak. That particular event stands out as the most expensive of a series of notable acquisitions that began nearly twelve years ago with Dell's purchase of CHARLOTTE'S WEB. It has a great deal in common with the E. B. White sale in that the Dahl titles were purchased as the core of Bantam's new Skylark line and CHARLOTTE'S WEB served the same purpose for Dell's Yearling imprint. However, the combination of inflation and a highly competitive auction resulted in the Dahl titles being eight times more expensive—a rather high price for a publisher to pay for entry into a new market. It will be a number of years before Bantam knows if its investment will pay off, yet it is certainly a sign of strong commitment to a field of publishing that too few reprinters care to explore, despite noticeable growth in the last decade.

The reasons behind this much discussed growth are complex. It is clear that the rising prices of hardcover books are a big factor. Another is the almost instinctive popularity of softcover books among young people. Perhaps even more important is the gradual (and sometimes reluctant) acceptance of the first two factors by teachers, librarians and parents.

Now, the big question to many people is: if price and popularity indicate a wider market for children's paperbacks, why aren't more reprinters following Bantam's example? It is an unhappy fact that of the thirty-odd children's paperback imprints in existence only five stem from mass market publishers—Dell/Yearling, Avon/Camelot, Pocket Books/Archway, Grosset/Tempo, and Bantam/Skylark. Paperback book clubs aside, the others are extensions of hardcover lines and are sold through traditional channels, which lack the wide coverage of mass market distribution.

It is another unhappy fact that of the more than 2,000 children's titles published each year only a small percentage are reprinted by mass market houses. Children's paperbacks are a very specialized form of publishing that has only recently begun to grow beyond strictly institutional sales to find space in book stores and even in supermarkets. Yet I doubt that other paperback houses are ignorant of the fact that children's books can be profitable. It is more likely that they are reluctant to enter a form of publishing that seems so foreign to the mass market process.

To make sense out of this statement it is necessary to know something about that process. Generally, a mass market title has a very short lifespan—perhaps two to eight weeks—while children's paperbacks tend to gather in backlists that need careful tending over a period of years. The requirements of children's books are often at odds with the mass market distribution process, which can be compared to a shotgun firing a shower of pellets, of which only a certain percentage hit the target. In my opinion, the ability to utilize the "shotgun" is the key to a successful children's paperback line.

Try to imagine the sales apparatus of a mass market publisher spraying books out by the millions every month to wholesalers and jobbers, where they are in turn distributed to newsstands, airports, supermarkets, small book stores, etc. In the meantime, damaged and un-

sold copies are flowing back to the publisher in the form of stripped-off covers which are counted for credit (the insides are shredded and recycled). It is not uncommon for a reprinter to get back up to sixty percent of the total number of copies shipped.

Clearly, the mass market sales apparatus is a crude one at best; yet it can be immensely effective if it is refined to limit the number of books returned for credit. Of the approximately six hundred jobbers and wholesalers who distribute Dell titles, only a minority are counted on to handle the Yearling and Laurel Leaf lines. These middlepeople have been selected for their ability to keep backlist books in stock and to service their institutional and bookstore accounts. Even so, up to twenty percent of a particular title may be returned—a tolerable burden economically, but still a sign of the basic inefficiency of the process.

Strictly speaking then, children's paperbacks at Dell do not receive mass market distribution, but ride piggyback on the process; and very careful attention is paid to where they go and how many come back. With exceptions like WINNIE THE POOH, RAGGEDY ANN & ANDY, or books by Judy Blume, S. E. Hinton, Paul Zindel, plus certain movie tie-ins, children's paperbacks seldom enjoy a rate of sale comparable to successful mass market books. But they do not usually suffer from high mass market returns either.

Nowadays the average advance for a children's paperback ranges from \$1,500 to \$7,500. If a title within this range manages to sell 100,000 copies over a five-year period, everyone is happy. This is not a noteworthy record by mass market standards, but such figures constitute the backbone of a children's paperback list. In order to get its foot in the door of the wholesalers, jobbers and large chain stores that handle scores of mass market imprints, a juvenile list must be sprinkled with "leaders." Without such books to cut a path to schools, libraries, and bookstores, a reprint line has great difficulty selling quality children's books. But there are only a limited number of leaders available to reprinters at a given moment. When a book like CHARLIE AND THE CHOCOLATE FACTORY is sold at auction for a prodigious sum of money, a ripple of activity hits subsidiary rights departments in New York and Boston.

When one thinks about the number of children's titles sold for over \$25,000, there are seldom more than five to ten each year. And a particularly sad by-product is that some of the finest children's literature never appears in paperback.

Publishers are scrambling after a limited amount of money and real growth cannot happen until that amount is much larger. From what I can glean from our traditionally vague industry figures, the "dollar base" is not increasing by much each year. In fact, it seems quite possible that the growth in children's paperbacks is partly the result of a transfer of dollars from hardcover to soft.

In my opinion, the so-called boom in children's paperbacks is misleading, as it does not represent a popularization of the genre through a dramatic increase in distribution, but rather a drawn-out first step by the few who have ventured into the business. Unless more mass market publishers commit themselves to juvenile books as Bantam has done, the opportunity to reach and influence millions of young minds with the best in children's literature may be lost.

MATERIALS AVAILABLE

Please Remember: In writing to publishers for materials offered below and when enclosing self-addressed envelope, you must include your zip code. **ssae means a #10, 15¢ stamped, self-addressed envelope unless specified otherwise.** STOP PRESS! First Class mailing rates changed as *The Calendar* was on press. Please apply new rates where appropriate.

Bookmarks, Display and Other Materials

Little, Brown & Co. (Library Services, 34 Beacon St., Boston, MA 02106, Att: Felice Katzenberg) has available bookmarks on *THE FARMER IN THE DELL* illustrated by Diane Zuromskis, *MC BROOM AND THE BEANSTALK* by Sid Fleischman and the *TIN TIN* books by Herge and illustrated pamphlets containing biological material on *DUNE FOX* by Marilynne K. Roach and *THE MOTHER CHIMPANZEE* by Edith and Clement Hurd. A sampling of these materials may be had for a *ssae*. Limited supply.

Houghton Mifflin Co. (2 Park St., Boston, MA 02107, Att: Anita Silvey) is offering bookmarks on *THE STUPIDS HAVE A BALL* by James Marshall and Harry Allard (send a *ssae* and 24¢ in stamps for 25; 46¢ in stamps for 50) and *SENDING MESSAGES* by John Stewig (send a 6½x9½, 35¢ *ssae* for 25; 68¢ in stamps for 50). Houghton also offers posters on *LITTLE OWL* by Janwillem van de Wetering, illustrated by Marc Brown for a 9x12, 24¢ *ssae* and on David Macaulay's traveling art show *BUILDING BOOKS*, for a 9x12, 35¢ *ssae*.

The Viking Press (625 Madison Ave., NY, NY 10022, Att: Mark McCrackin) is offering a poster on *THE OLD JOKE BOOK* by Janet and Allan Ahlberg for an 11½x14½, 28¢ *ssae* marked Third Class (for each additional poster, include 14¢ more in stamps); and on a *POCKET FOR CORDUROY* by Don Freeman for a 9x12, 14¢ *ssae* marked Third Class (for each additional poster, include 14¢ more in stamps).

Bradbury Press (2 Overhill Rd., Scarsdale, NY 10583) is offering bookmarks on *LONE BULL'S HORSE RAID* by Paul Goble; *MEAN MELISSA* by Michele Price; *PIG* by Steve Augarde and *I DIDN'T WANT TO BE NICE* by Penelope Jones, illustrated by Rosalie Orlando. Send a 4x9½, 14¢ *ssae* for each 25. Specify bookmark. *Limited supply*.

Alfred A. Knopf, Inc. (Random House, Inc., Westminster, MD 21157, Att: Joan Shank) offers posters on *DRAGONS HATE TO BE DISCREET* by Winifred Rosen, illustrated by Edward Koren (#68092), *THE MAGIC ORANGE TREE AND OTHER HAITIAN FOLKTALES* collected by Diane Wolkstein, illustrated by Elsa Hennig (#68094) and *ALEXANDRA AND THE ROCK-EATER* by Dorothy Van Woerkom, illustrated by Rosekrans Hoffman (#68093). No mailing requirements. Specify both the name of the poster and code number with request.

Morrow Junior Books, Lothrop, Lee & Shepard and Greenwillow Books are offering a packet of seven posters, one each on *JACK THE WISE AND THE CORNISH CUCKOOS* by Mary Calhoun, illustrated by Lady McGrady; *THE BINDING OF ISAAC* by Barbara Cohen, illustrated by Charles Mikolaycak; *GREGORY GRIGGS AND OTHER NURSERY RHYME PEOPLE* by Arnold Lobel; *THE TRIP* by Ezra Jack Keats; *SAM WHO NEVER FORGETS* by Eve Rice; *THE TORTOISE AND THE TREE* by Janina Domanska and "Read-alone . . . or with a friend" by James Stevenson. For the packet send a 9x12, 57¢ *ssae* to William Morrow & Co. (Dept. of Library Promotion, 105 Madison Ave., NY, NY 10016, Att: MAL-4).

Pantheon Books (Random House, Inc., Westminster, MD 21157, Att: Joan Shank) is offering postcards on *THE SURPRISE PARTY* by Annabelle Prager, illustrated by Tomie de Paula (#68080); *HEART OF ICE* adapted by Benjamin Appel, illustrated by J. K. Lambert (#68081); *WHERE'S MY CHEESE?* by Stan Mack (#68082). No mailing requirements. Specify the name of the postcard and the code number with request.

The Dial Press (1 Dag Hammarskjold Plaza, NY, NY 10017, Att: Giselle Smith, Box CB) offers posters on *CLOSE YOUR EYES* by Jean Marzallo, illustrated by Susan Jeffers (28¢, 11½x14½ *ssae*), *WHO'S IN RABBIT'S HOUSE* by Verna Aardema, illustrated by Leo and Diane Dillon (28¢, 11½x14¼ *ssae*), *DON'T SPILL IT AGAIN, JAMES* by Rosemary Wells (14¢, 7x10 *ssae*).

Lothrop, Lee & Shepard and Greenwillow Books are offering an assortment of bookmarks on *MIDSUMMER MAGIC* by Ellin Greene, illustrated by Barbara Cooney; "BEE BY VALENTINE!" by Miriam Cohen, illustrated by Lillian Hoban; *TEACH US, AMELIA BEDELIA* by Peggy Parish, illustrated by Lynn Sweat. For an assortment of 20, send a 24¢, 7x10 *ssae* to William Morrow & Co. (Dept. of Library Promotion, 105 Madison Ave., NY, NY 10016, Att: MAL-3). For 50, send a 46¢, 7x10 *ssae*.

Farrar, Straus & Giroux (19 Union Sq. W., NY, NY 10003, Att: Bookmarks) is offering bookmarks on *THE AMAZING BONE* by William Steig (for 10, send a 24¢ *ssae*; 20, a 35¢ *ssae*) and *PHOEBE'S REVOLT* by Natalie Babbitt (for 10, send a *ssae*; 20, a 24¢ *ssae*).

Doubleday & Co. (245 Park Ave., NY, NY 10017, Att: Patricia Hinkley) offers a bookmark on the *BENN BOOK COLLECTION*. For 25, send a 13x10, 45¢ *ssae*.

Bantam Books Inc. (666 Fifth Ave., NY, NY 10019, Att: Karen Herich) is offering posters on *CHARLIE AND THE CHOCOLATE FACTORY* by Roald Dahl and *ENCYCLOPEDIA BROWN* by Donald Sobol. No mailing requirements. Specify which poster. *Limited supply*.

Holiday House (18 E. 53rd St., NY, NY 10022) is offering bookmarks on *THE POPCORN BOOK* by Tomie de Paula; *DEBORAH AND THE DYBBUK* by Marilyn Hirsh; *MR. YOWDER AND THE GIANT BULL SNAKE* by Glen Rounds and *T. J. FOLGER, THIEF* by Steven Kroll. Specify bookmark. For each 25, send a 14¢ *ssae* marked Third Class. *Limited supply*.

Dodd, Mead & Co. (79 Madison Ave., NY, NY 10016, Att: Juvenile Dept.) is offering bookmarks on *THE CROCODILE UNDER LOUIS FINNEBERG'S BED* by Nancy Winslow Parker and *BUNCHES AND BUNCHES OF BUNNIES* by Louise Mathews and Jeni Bassett. Specify bookmark. Include a *ssae* for 10; 20, a 24¢ *ssae*. *Limited supply*.

Delacorte Press (1 Dag Hammarskjold Plaza, NY, NY 10017, Att: Giselle Smith, Box CB) has available posters on *WHALE WATCH* by Ada and Frank Graham, illustrated by D. D. Tyler and *PANDA* by Susan Bonners. Send a 11½x14¼, 28¢ *ssae* for each poster.

Delacorte also offers a bookmark on ALBERT'S STORY by Claudia Long, illustrated by Judy Glasser. For quantities of up to 30, send a 7x10, 28¢ *ssae*.

Prentice-Hall, Inc. (Children's Book Dept., Englewood Cliffs, NJ 07632, Att: Susan B. Jennings) is offering a poster on THE GIFT OF WINTER by John Leach and Jean Rankin. Send only a self-addressed gummed mailing label.

Coward, McCann & Geoghegan, Inc. (School & Library Dept., 200 Madison Ave., NY, NY 10016, Att: Nancy Hoagland) is offering posters on JORINDA AND JORINGEL translated by Wanda Gag, illustrated by Margot Tomes and CASEY AT THE BAT by Ernest Lawrence Thayer, illustrated by Wallace Tripp. For each poster, send a self-addressed mailing label and 14¢ in stamps. Coward also offers bookmarks on JORINDA AND JORINGEL; NATE THE GREAT by Marjorie Weinman Sharmat, illustrated by Marc Simont; Break-of-Day Series, and Science Discovery Books. Specify bookmark. For 25, send 14¢ in stamps; 50, 25¢ in stamps.

Addison-Wesley Publishing Co. (Children's Book Dept., Reading, MA 01867, Att: Dorothy I. Williams) offers bookmarks on HUTS, HOVELS & HOUSES by Timothy Fisher, illustrated by Kathleen Kolb; MEET GUGUZE translated by Miriam Morton, illustrated by Trina Schart Hyman; KENTUCKY TIME by James Playsted Wood; MARC BROWN'S FULL HOUSE by Marc Brown; BLUEBERRIES LAVENDER by Nancy Dingman Watson, illustrated by Erik Blegvad; SIX IMPOSSIBLE THINGS BEFORE BREAKFAST by Norma Farber, illustrated by six different people. Available in quantities of 10 each. Specify bookmark. Send self-addressed mailing label and 50¢ in stamps for 60.

G. P. Putnam's Sons (School & Library Dept., 200 Madison Ave., NY, NY 10016, Att: Nancy Hoagland) has available a bookmark on ON TO WIDECOMB FAIR by Patricia Lee Gauch, illustrated by Trina Schart Hyman (send a self-addressed mailing label and 14¢ in stamps for 25; 25¢ in stamps for 50) and a poster on FOUR SCARY STORIES by Tony Johnston, illustrated by Tomie de Paola (send a self-addressed mailing label and 14¢ in stamps).

E. P. Dutton (Library & Education Dept., 2 Park Ave., NY, NY 10016, Att: Mimi Kayden) is offering a cassette of Lloyd Alexander reading selections from his books THE WIZARD IN THE TREE; THE MARVELOUS MISADVENTURES OF SEBASTIAN; MY FIVE TIGERS; and THE CAT WHO WISHED TO BE A MAN. Send a self-addressed mailing label and \$1.00 for each cassette to cover postage and handling. *Limited supply*.

A poster on THE RED LION by Diane Wolstein, illustrated by Ed Young, is available from Thomas Y. Crowell Co. (10 E. 53rd St., NY, NY 10022, Att: Dept. 363). Send a 8x10, 24¢ *ssae* for each poster.

Author/Illustrator Biographical Sheets

1) Bradbury Press (2 Overhill Rd., Scarsdale, NY 10583). Biographical brochure on Judie Angell. Send *ssae*.

2) Clarion Books, The Seabury Press (815 Second Ave., NY, NY 10017, Att: Clarion Promotion). Biographical brochures on Edna Barth, Dick Gackenbach, Carla Stevens. Send 6x9, 13¢ *ssae*; specify author.

3) Crown Publishers, Inc. (One Park Ave., NY, NY 10016, Att: Mary Holdsworth). Biographical brochures on Howard Greenfeld, Betsy and Giulio Maestro. Send *ssae*; specify author.

4) The Dial Press (1 Dag Hammarskjold Plaza; NY, NY 10017, Att: Giselle Smith, Box CB). Biographical brochures on Nicholasa Mohr, Anne Rose. Send a 7x10, 14¢ *ssae* for each brochure; specify author.

5) Doubleday & Co. (245 Park Ave., NY, NY 10017, Att: Patricia Hinkley). Biographical brochure on Marilyn Sachs. Send a 6x9, 13¢ *ssae*.

6) E. P. Dutton (2 Park Ave., NY, NY 10016, Att: Library & Education Dept.). Biographical sheets on Eleanor Cameron, Walt Morey, Ellen Raskin. Send a *ssae* for each; specify author.

7) Farrar, Straus & Giroux (19 Union Sq. W., NY, NY 10003, Att: Steig brochure). Biographical brochure on William Steig. Send *ssae*.

8) Four Winds Press (Inquiry Dept., 904 Sylvan Ave., Englewood, NJ 07632, Att: Laura Michael). Biographical brochures on Jacquie Hann, Mercer Mayer, Ann McGovern. Send *ssae*. Specify author/illustrator.

9) Greenwillow Books (105 Madison Ave., NY, NY 10016, Att: Margaret Lundin). Biographical sheets on Janina Domanska, Tana Hoban, Pat Hutchins. Send *ssae* for each; specify author/illustrator.

10) Harper & Row (Dept. 363, 10 E. 53rd St., NY, NY 10022). Biographical brochure on Patricia Windsor. Send *ssae*.

11) Houghton Mifflin Co. (2 Park St., Boston, MA 02107, Att: Anita Silvey). Biographical brochure on Bernard Waber. Send a 13¢ stamp and a self-addressed gummed mailing label.

12) Alfred A. Knopf (Random House, Inc., Westminster, MD 21157, Att: Joan Shank). Biographical sheets on Robin Brancato (#68088), Roger Duvoisin (#67420), Lee Bennett Hopkins (#68091), Betty Miles (#68095), Robert Newton Peck (#67710), Roald Dahl (#67752). No mailing requirements. Specify code number with request.

13) Little, Brown & Co. (Library Services, 34 Beacon St., Boston, MA 02106, Att: Felice Katzenberg). Biographical brochures on Ellen Conford, Lois Duncan, Sid Fleischman, Miska Miles. Send a 8½x11, 26¢ *ssae*. Limited supply.

14) Lothrop, Lee & Shepard Co. (Library Promotion Dept., 105 Madison Ave., NY, NY 10016). Biographical sheets on Barbara Cohen, Patricia Coombs, Robert Quackenbush. Send a *ssae* for each; specify author.

15) William Morrow & Co. (Library Promotion Dept., 105 Madison Ave., NY, NY 10016). Biographical sheets on Beverly Cleary, Hila Colman, Robert McClung. Send *ssae* for each; specify author.

16) Pantheon Books (Random House, Inc., Westminster, MD 21157, Att: Joan Shank). Biographical brochures on Robert Cormier (#68085), Julia Cunningham (#67712), Leo Lionni (#67416). No mailing requirements. Specify code number with request.

17) Random House, Inc. (Westminster, MD 21157, Att: Joan Shank). Biographical brochures on Stan and Jan Berenstain (#68107), Richard Scarry (#67990). No mailing requirements. Specify code number with request.

18) Viking Penguin, Inc. (625 Madison Ave., NY, NY 10022, Att: M. McCrackin). Biographical sheets on Robert Burch, Betsy Byars, Ann Nolan Clark, Don Freeman, Rumer Godden, Constance Greene, Rosa Guy, Walter Dean Myers. Specify author/illustrator; send *ssae* for single copy.

Bibliographies, Lists, Miscellaneous

The American Library Association has published the second edition of *A Multimedia Approach to Children's Literature: A selective list of films, filmstrips, and recordings based on children's books* compiled and edited by Ellin Greene. The paperbound book is 208 pp. and available for \$6.00 from ALA (50 E. Huron St., Chicago, IL 60611, Att: Order Dept.).

The Educational Materials Review Center (EDMARC) of the U.S. Office of Education has available an annotated bibliography, *Coping: Books About Young People Surviving Special Problems*, compiled by Mary DeWitt Billings. (SN 017-080-01783-1) To order, send full title, stock number and remittance to the Superintendent of Documents (U.S. Government Printing Office, Washington, DC 20402). Single copy is 90¢.

Children's Books 1977, an annotated list produced by the New York Public Library, is available for \$1.00. Send remittance to the NYPL (Office of Branch Libraries, 8 E. 40th St., NY, NY 10016). The Library also has produced *Libros en Espanol: an annotated list of Children's Books in Spanish* (rev. 1977) for \$2.50. Send remittance to preceding address.

Books for Children Bibliography (1977 edition) is an annotated list of books that covers infancy through early adolescence, edited by Bonnie Baron and Sara Hadley for the Association for Childhood Education International. The booklet is \$3.95. Send remittance to ACEI (3615 Wisconsin Ave., NW, Washington, DC 20016).

Several bibliographies are available from the National Association for the Education of Young Children: *The Essentials for Developing a Good Early Childhood Program* (single copy free for a *ssae*; additional copies are 5¢ each plus postage); *A Beginner's Bibliography* lists books and pamphlets especially selected as helpful for beginners in learning more about young children (1-24 copies, 50¢ each; 25-99, 35¢ each, 100 or more, 25¢ each); *Answers about careers in early childhood education* (single copies available free for a *ssae*; additional copies are 5¢ each plus postage). Direct requests to NAEYC; full payment must accompany orders under \$10.00.

"Good Books Make Reading Fun for Your Child" is a pamphlet on reading, for parents, produced by the International Reading Association (800 Barksdale Rd., Newark, DE 19711). Single copy free for *ssae*. Quantities of 100 for \$3.00 are available and must be prepaid.

Let's Tell a Story, an annotated booklist of stories "that have been enjoyed by many storytellers and listeners over the years," has been produced by the Free Library of Philadelphia (Logan Sq., Philadelphia, PA 19103). Single copy available for *ssae*.

Girls Series Books: a Bibliography, 1900-1975 will be available in the fall of 1978. For more information, write Curator, Children's Literature Research Collections, 109 Walter Library, University of Minnesota, Minneapolis, MN 55455.

Several pamphlets/brochures produced by the American Library Association are available: "Seven ALA Criteria for Bookfairs" (30¢ each); *Newbery/Caldecott Acceptance Speeches, 1977-1978* (75¢ plus a self-addressed mailing label for each year's speeches); *Notable Children's Books 1977* (single copy for *ssae*); *Newbery Medal Books 1978* (single copy for *ssae*); *Caldecott Medal Books 1978* (single copy for *ssae*). Orders must be prepaid. Direct requests to ALSC/ALA (50 E. Huron St., Chicago, IL 60611).

Children's Literature: A Guide to Reference Sources, Second Supplement (1977) is an illustrated bibliographical listing compiled by the Children's Literature Center of the Library of Congress under the direction of Virginia Haviland, head of the center. The volume is \$7.75 and available from Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

"Books for Kids About Moving: A Survival Guide for Parents" is an annotated list produced by the Bekins Company. The pamphlet is free. Direct requests to Public Relations Dept. (The Bekins Co., 1335 S. Figueroa St., Los Angeles, CA 90015).

EXPECTATIONS 1977, the annual Braille anthology of current children's literature, published by Braille Institute of America, is available free to any blind American child in grades three through six. Direct requests to Betty Kalagian (Braille Institute of America, Inc., 741 N. Vermont Ave., Los Angeles, CA 90029).

Three booklists have been prepared by the Children's Services Office of the Los Angeles Public Library (630 W. Fifth St., Los Angeles, CA 90071, Att: Children's Booklist Desk): "Growing Time, Books for the Pre-school Child"; "Sex Education and Family Life"; "Books Which Kids Who Don't Like to Read Very Much Will Read Anyway (Because They're So Good)." Each list is available for a *ssae*.

THE ILLUSTRATOR'S NOTEBOOK, edited by Lee Kingman, is a collection of excerpts from *Horn Book* articles written by children's book illustrators. Available in hardcover for \$25.00 plus 52¢ postage. Direct orders to The Horn Book, Inc. (Publications Div., 56 Main St., Ashburnham, MA 01430).

The Westminster Press (906 Witherspoon Bldg., Philadelphia, PA 19107, Att: HIWAY Dept.) is offering study guides for their HIWAY collection of books. A selection of guides is available for a self-addressed mailing label and 46¢ in stamps.

Three bibliographic brochures are available from The Viking Press (625 Madison Ave, NY, NY 10022, Att: Mark McCrackin): "Books on Aging and Death" (single copy for *ssae*); "Our Commitment to Ethnic Literature" (single copy for *ssae*); "Books on the Performing Arts" (send self-addressed mailing label and 24¢ in stamps).

A bibliography of books published by Thomas Y. Crowell and Harper & Row on exceptional children (the handicapped) is available for a *ssae* from Harper & Row (Dept. 363, 10 E. 53rd St., NY, NY 10022). Another bibliography "Books of Jewish Interest" (also Harper & Row/Crowell titles) is available for a *ssae* sent to preceding address.



1978 Book Week Frieze by Tomie de Paola

UP TO DATE WITH BOOKS

Only books published since 1977 and submitted by CBC members are highlighted in this column. One theme has been chosen for each month—titles pertinent to the themes are listed after each month according to the grade levels. This is not an evaluative listing and there are, of course, many other titles available for each theme. We urge you to develop programs and arrange displays around themes. (When possible, paperback publishers for a title are also listed.)

■ JULY

MYTHS and LEGENDS have captivated readers for many a century.

Pre-School: THE BOY WHO ATE MORE THAN THE GIANT AND OTHER SWEDISH FOLKTALES by Löfgren (Collins+World), GILLIE AND THE FLATTERING FOX by Weil (Atheneum), I CAN SQUASH ELEPHANTS by Carrick (Viking), ON TO WIDECOMBE FAIR by Gauch (Putnam's), POTATO PANCAKES ALL AROUND: A HANUKKAH TALE by Hirsh (Bonim), THE STONECUTTER: A JAPANESE FOLK TALE by McDermott (Viking/Puffin), THE STORY OF NOAH'S ARK by Martin (Random), THE WEB, WEE MANNIE AND THE BIG, BIG COO by Sewall (Atlantic/Little).

Lower Elementary: ARION AND THE DOLPHINS by Anderson (Scribner), THE BEST OF THE BARGAIN by Domanska (Greenwillow), THE DEVIL'S BRIDGE by Scribner (Scribner), GASTON GOES TO TEXAS by Rice (Pelican), KASSIM'S SHOES by Berson (Crown), LU PAN: THE CARPENTER'S APPRENTICE by Hitz (Prentice), THE PIED PIPER OF HAMELIN retold by Ross (Lothrop), SPIDER IN THE SKY by Rose (Harper), NOAH by Mee (Harper), THE TERRIBLE NUNG GWAMA, A CHINESE FOLKTALE by Young (Collins+World), TWO PAIRS OF SHOES by Travers (Viking), THE WICKED TRICKS OF TYL UILENSPIEGEL by Williams (Four Winds)

Upper Elementary: THE FLYING HORSES: TALES FROM CHINA by Manton & Gittings (Holt), THE LION SNEEZED: FOLKTALES AND MYTHS OF THE CAT by Leach (Crowell), TATTERCOATS AND OTHER FOLKTALES by Finlay (Harvey).

■ AUGUST

It's a good month for exploring the GREAT OUTDOORS with books on BACKPACKING, BICYCLING and CAMPING, etc.

Lower Elementary: AT THE BEACH by Tobias (McKay), THE INDOOR-OUTDOOR PLAY BOOK by McCoy (Random), OUTDOORS ON FOOT by Arnosky (Coward), THE WASHOUT by Carrick (Clarion/Seabury).

Upper Elementary: BICYCLES AND BICYCLING by Fichter (Watts), CATCH THE PASSING BREEZE by Dengler (Holt), EXPLORING (Viking/Puffin), THE FIRST BOOK OF CAMPING by Janes (Watts), GOING TO CAMP by Kleeberg (Watts), MOVING ON by Adkins (Scribner), OUT IN THE WILDS (Viking/Puffin), A SAILING PRIMER by Frommer & Weinmann (Atheneum), THE WORLD BENEATH YOUR FEET by Swenson (McKay).

Junior and Senior High School: BACKPACKING by Larson (Harvey), THE COMPLETE BEGINNER'S GUIDE TO CANOEING by Roth (Doubleday), THE COMPLETE BEGINNER'S GUIDE TO MOUNTAIN CLIMBING by Smith (Doubleday), INTERNATIONAL VELVET by Forbes (Bantam), WILD FOODS: A BEGINNER'S GUIDE TO IDENTIFYING, HARVESTING AND PREPARING SAFE AND TASTY PLANTS FROM THE OUTDOORS by Pringle (Four Winds).

■ SEPTEMBER

Read about big REPTILES and small ones but be discriminating in selecting the ones you want for pets!

Lower Elementary: ALLIGATORS AND OTHER CROCODILIANS by Gross (Four Winds), BEWARE! THESE ANIMALS ARE POISON by Brenner (Coward), DINOSAUR MY DARLING by Hurd (Harper), THE FROG by Sheehan (Watts), PEEPER: FIRST VOICE OF SPRING by McClung (Morrow), REPTILES by Harris (Watts), THE WARM-BLOODED DINOSAURS by May (Holiday), YOUR REPTILE PET by Headstrom (McKay).

Upper Elementary: ALBUM OF REPTILES by McGowen (Rand), CHAMELEONS by Cowden (McKay), LOOKING AT LIZARDS by Hartman (Holiday), OLDER THAN THE DINOSAURS by Ricciuti (Crowell), REPTILES AND HOW THEY REPRODUCE by Patent (Holiday), TYRANNOSAURUS REX by Selsam (Harper).

Junior and Senior High School: THE ALLIGATOR: KING OF THE WILDERNESS by Hartley (Nelson), ALLIGATORS AND CROCODILES by Zim (Morrow), SNAKES by Leen (Holt).

■ OCTOBER

It's the month of ghosts and goblins—a fine time to read some MYSTERIES. (See "Potpourri" for information on CBC's new year-round reading program on "Mysteries.")

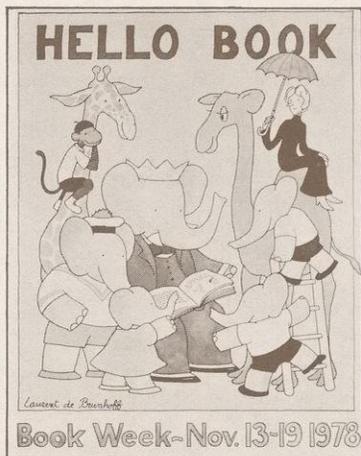
Lower Elementary: BERNARD OF SCOTLAND YARD by Freschet (Scribner), BILLY JO JIVE: THE CASE OF THE MISSING PIGEONS by Shearer (Delacorte), THE CASE OF THE STOLEN BAGELS by Colman (Crown), A CRANBERRY MYSTERY by Devlin (Parents'), DETECTIVE MOLE AND THE TIP TOP MYSTERY by Quackenbush (Lothrop), FOUR SCARY STORIES by Johnston (Putnam), THE GHOST OF TILLIE JEAN CASSAWAY by Showell (Four Winds), HAUNTED HOUSE by Hughes (Prentice), THE MYSTERY AT NUMBER SEVEN, RUE PETITE by Shire (Random), THE MYSTERY OF THE MAGIC GREEN BALL by Kellogg (Dial), PROFESSOR COCONUT AND THE THIEF by Gelman & Richter (Holt), THE ROCKING HORSE SECRET by Godden (Viking).

Upper Elementary: ALONE IN WOLF HOLLOW by Brookins (Clarion/Seabury), THE BASSMUTY TREASURE by Curry (Atheneum/McElderry), BELLA by Syfret (Farrar), THE CASE OF THE MISSING SIX by Glaser (Holiday), THE CASE OF THE SECRET SCRIBBLER by Hildick (Macmillan), DREAMWOLD CASTLE by Hightower (Houghton), ENCYCLOPEDIA BROWN SERIES by Sobol (Bantam/Nelson), THE FIREBALL MYSTERY by Adrian (Hastings), LOUIE'S RANSOM by Hildick (Knopf), MATILDA'S MASTERPIECE by Anderson (Atheneum), MYSTERY AT OCTOBER HOUSE by Hall (Westminster), MYSTERY IN THE FLOODED MUSEUM by Clark (Dodd), THE MYSTERY OF LINCOLN DETWEILER AND THE DOG WHO BARKED SPANISH by Robinson (Follett), THE PETROGLYPH by McAulay (Coward), THE REMARKABLE RETURN OF WINSTON POTTER CRISPLY by Rice (Greenwillow),

A SECRET FRIEND by Sachs (Doubleday), THE TREASURE OF ALPHEUS WINTERBORN by Bellairs (Harcourt), THE WESTING GAME by Raskin (Dutton).

Junior and Senior High School: BONES ON BLACK SPRUCE MOUNTAIN by Budbill (Dial), CLAW OF THE BEAR by Healey (Watts), DR. DOOM: SUPERSTAR by Bethancourt (Holiday), JAY-JAY AND THE PEKING MONSTER by Evarts (Scribner), KILLING MR. GRIFFIN by Duncan (Little), PROVE YOURSELF A HERO by Peyton (Collins+World), THE SPIRITS OF CHOCAMATA by van Iterson (Morrow), THE SWING OF THE GATE by Brown (Clarion/Seabury).

■ NOVEMBER



Pictured above is Laurent de Brunhoff's poster for 1978 Children's Book Week. (See "Potpourri" for further information.)

■ DECEMBER

Rock stars, theater, circuses, movies—it's all SHOW BUSINESS.

Lower Elementary: BACKSTAGE by Maiorano & Isadora (Greenwillow), THE YOUNG PERFORMING HORSE by Yeoman (Parents'), WILL'S QUILL by Freeman (Viking/Puffin).

Upper Elementary: CRAZY TO FLY by Conn (Atheneum), A CURIOSITY FOR THE CURIOUS by Cross (Coward), FLEETWOOD MAC by Ahrens (Harvey), HOW TO BE A CLOWN by Meyer (McKay), KEATON COMEDIES by Sill, Jr. (Addison), LIGHTS, CAMERA, CATS! by Weber (Lothrop), LINDA RONSTADT by Kinner (Harvey), THE LONG WAY DOWN by White (Doubleday), THE PHENOMENON OF BENJI by Inn (Bantam).

Junior and Senior High School: ABSOLUTE ZERO: BEING THE SECOND PART OF THE BAGTHORPE SAGA by Cresswell (Macmillan), GANGSTERS ON THE HOLLYWOOD SCREEN by Manchel (Watts), HERE COME THE CLOWNS: A CAVALCADE OF COMEDY FROM ANTIQUITY TO THE PRESENT by Swartzell (Viking), IN THE DARK: A PRIMER FOR THE MOVIES by Barsam (Viking), MISBEHAVIN' WITH FATS: A TOBY BRADLEY ADVENTURE by Sill, Jr. (Addison), STREET: A PLAY by Aiken (Viking), TOUGH GUYS AND GALS OF THE MOVIES by Edelson (Doubleday), VINCENT PRICE: HIS MOVIES, HIS PLAYS, HIS LIFE by Price (Doubleday), WOMEN ON THE HOLLYWOOD SCREEN by Manchel (Watts).

■ JANUARY

This month marks the beginning of the observance of INTERNATIONAL YEAR OF THE CHILD. An interesting way to begin your observance might be reading about VARIED CULTURES. (See front cover of *The Calendar*, Anne Pellowski's article and "Potpourri" for more information on this event.)

Lower Elementary: BEYOND DREAMTIME: THE LIFE AND LORE OF THE ABORIGINAL AUSTRALIAN by MacDougall (Coward), THE FRIENDS OF ABU ALI: THREE MORE TALES OF THE MIDDLE EAST by Van Woerkom (Macmillan), HANUKKAH CRAFTS by Becker (Bonim), HOW FAR, FELIPE by Gray (Harper), JI-NONGO-NONGO MEANS RIDDLES by Aardema (Four Winds), LITTLE RYSTU by Ginsburg (Greenwillow), NORTH AMERICAN INDIANS by Gorsline (Random), THE OSTRICH GIRL by Prather (Scribner), TALES FROM THE ARABIAN NIGHTS by Dawood (Doubleday), WHAT DO YOU FEED YOUR DONKEY ON? by O'Hare (Collins+World).

Upper Elementary: AMERICAN INDIAN HABITATS by Fichter (McKay), THE ART OF THE VIKINGS by Glubok (Macmillan), BILLY BEG AND THE BULL by Curley (Crowell), CHILDREN ARE CHILDREN ARE CHILDREN by Cole, Haas, Heller & Weinberger (Little), THE CHILDREN OF THE FOX by Walsh (Farrar), IN BIKOLE: EIGHT MODERN STORIES ABOUT LIFE IN A WEST AFRICAN VILLAGE by Gilroy (Knopf), THE LAND AND PEOPLE OF THE ARABIAN PENINSULA by Clifford (Lippincott), MEXICO, CRUCIBLE OF THE AMERICAS by Perl (Morrow), MICHAEL OF WALES by Conklin (Dodd), THE SOVIET UNION by Snyder (Watts), STORIES FROM THE BARRIO by Thomas (Pantheon), TWENTY AND TEN by Bishop (Viking/Puffin).

Junior and Senior High School: BLOOD FEUD by Sutcliff (Dutton), THE CASE OF THE ICELAND DOGS by Cheney (Dodd), CALL ME DANICA by Madison (Four Winds), THE DEVIL IN VIENNA by Orgel (Dial), JOVEM PORTUGAL: AFTER THE REVOLUTION by Lauré (Farrar), LAND OF THE IRON DRAGON by Young (Doubleday), LIFE STYLES by Gregor (Scribner), NEXT YEAR IN JERUSALEM: A SHORT HISTORY OF ZIONISM by Goldston (Atlantic/Little), PAINT YOUR FACE ON A DROWNING IN THE RIVER by Strete (Greenwillow), TO STAND AGAINST THE WIND by Clark (Viking), ORIENTAL FAITHS by Rice (Four Winds), SILAS AND CON by Stewart (Atheneum/McElderry), SOUTHERN AFRICA by Newlon (Dodd).

■ FEBRUARY

Love is in the air and so are new POETRY books (all those listed are published in 1978).

Pre-School: THE BIRTHDAY COW by Merriam (Knopf), A CHILD'S GARDEN OF VERSES by Blegvad (Random), GO TO BED by Hopkins (Knopf), A HOUSE IS A HOUSE FOR ME by Hoberman (Viking), THE MEAN OLD MEAN HYENA by Prelutsky (Greenwillow).

Lower Elementary: GARBAGE DELIGHT by Lee (Houghton), GIANT POEMS by Wallace (Holiday), HERBERT HATED BEING SMALL by Kuskin (Houghton), HONEY I LOVE by Greenfield (Crowell), I'M MAD AT YOU! by Cole (Collins+World)

Upper Elementary: THE BOY AND THE TREE by Driz (Prentice), CORNUCOPIA by Oliver (Atheneum), COUNTRY, CAT, CITY, CAT by Kherdian (Four Winds), THE FIFTH DAY by Steele (Greenwillow), MERLIN AND THE SNAKE'S EGG: POEMS by Norris (Viking), RIVER WINDING by Zolotow (Crowell), SOMETHING ON MY MIND by Grimes (Dial), STILL MORE SMALL POEMS by Worth (Farrar), WHO WOULD MARRY A MINERAL? by Morrison (Lothrop).

Junior and Senior High School: I SING THE SONG OF MYSELF ed. by Kherdian (Greenwillow), A LOLLYGAG OF LIMERICKS by Livingston (Atheneum/McElderry), MERELY PLAYERS by Hopkins (Nelson), POEMS OF THE FAMILY by Plotz (Greenwillow), WAR CRY ON A PRAYER FEATHER by Wood (Doubleday).

POTPOURRI

CHILDREN'S BOOK WEEK Something exciting has happened for 1978 Book Week—a familiar and much loved storybook friend has travelled a long way to extend his, and his family's, greetings—Babar! Laurent de Brunhoff has painted a bright cheerful scene of Babar, family and friends that truly says HELLO BOOK (the slogan for 1978). A reproduction of the poster appears in the "Up to Date with Books" section. The dates for 1978 Book Week are November 13-19. Margaret Frith (G. P. Putnam's Sons) chaired the 1978 Book Week Committee. Besides inviting Mr. de Brunhoff to do the poster and arriving at HELLO BOOK for the slogan, Ms. Frith and her committee came up with a great group of creators for the other Book Week materials. Leo and Diane Dillon, twice recipients of the Caldecott Medal, used their deft hands and fine imaginations to invent the mobile for 1978. The result is a vibrantly colored gondola (in the form of an open book and carried aloft by a gigantic butterfly) occupied by a trio of deliciously dressed folk fishing in the sky for books, stray stars or ?! Tomie de Paola was so inspired by the slogan HELLO BOOK that he imagined it as the title of a song in celebration of books; he set to work painting a night-scape triptych featuring all sorts of dreamily colored characters paying homage to books. The entire scene appears on a long frieze. And what of the traditional set of three streamers? Well, Margot Tomes has drawn a wise old tree peppered with eager young readers of all shapes and sizes; Brinton Turkle drew a fir tree occupied by a lone bear with a book; and John Wallner depicted a dream sequence of happy friends. A splendid little bookmark bears a special poem by N. M. Bodecker, illustrated in full color by John Wallner.

Fun programs are bound to develop with the assistance of these materials for Book Week. *Calendar* readers have probably already received a full-color brochure on all these materials and more. Keep November 13-19 well in mind and say a hearty HELLO BOOK to 1978 Book Week!

Note Many people write us about their special Book Week activities—we've had news of children making their own giant frieze to cover a school wall; contests for favorite books of the week and so on. We would love to hear from more of you—please write us about your activities.

PUBLISHING CHILDREN'S BOOKS IN AMERICA, 1919-1976: An Annotated Bibliography As all *Calendar* readers know, it is not CBC's custom to publish books. Several years ago, CBC Librarian Robin Gottlieb began to assemble bibliographic information on modern (since 1919) U.S. children's book publishing. As her work seemed to us deserving of a much wider audience than those of us at the Council provide, and researchers at our offices used, CBC decided to publish the results of her research. For a preview of what the book holds, see the article on it elsewhere in this issue. **PUBLISHING CHILDREN'S BOOKS IN AMERICA** appears as a handsome paperbound book designed by

Barbara Hennessy, and is available slipcased for ease in shelving in special collections, and so that the volume may be better preserved. Price information is in CBC's current materials brochure.

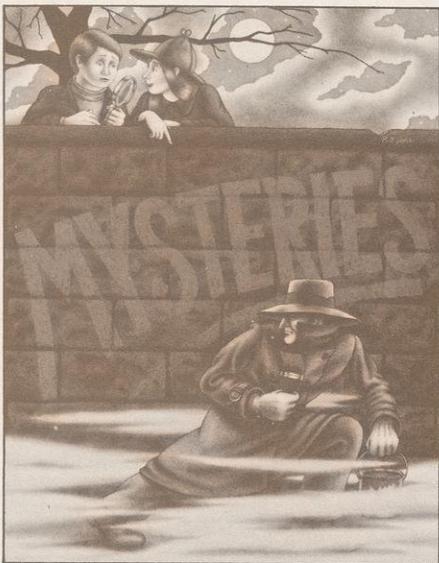
INTERNATIONAL YEAR OF THE CHILD In late fall of 1976, a resolution was passed in the General Assembly of the United Nations that 1979 be designated the International Year of the Child (IYC). Programs throughout the world are being prepared for, and about, children that will place special emphasis on the event. CBC is honored to present as its contribution to IYC, a large, exquisite poster conceived by distinguished artist and children's book illustrator Nancy Ekholm Burkert. Ms. Burkert began making sketches for the poster in the summer of 1977 and when the final concept was decided upon, she set about doing an oil painting from which the poster was produced. The full-color poster carries the phrase International Year of the Child in English, French, Spanish, German and Russian. CBC hopes that libraries, schools, and parents will be supportive of this important event. (For more complete information on IYC activities, see Anne Pellowski's article in this issue of *The Calendar*; a reproduction of Ms. Burkert's poster appears on *The Calendar* cover. Ordering and price information is in the CBC 1978/1979 Materials Brochure.)

Calendar readers may recollect that in the "Books Remembered" section of our last issue Ursula K. LeGuin, well-known author of both children's and adult books, expressed a strong affection for two books, *THE RISE OF THE RED ALDERS* and its sequel, *SKA-DENGE*. She wanted some bibliographic information about them, presumably in order to re-read them, to test early books that introduced her to "the mystery and lure of other ages, other civilizations." Readers who rose to the weasel and supplied Ms. LeGuin with the necessary information were: Suzanne Sullivan, JFK Memorial Library, California State University, Los Angeles; Ruth Hergonson, Commerce, California, Public Library; Judith Auth, Riverside County and County Public Library, Riverside, California; Betty Allen, Multnomah County Library, Portland, Oregon; Shirley Rousseau Murphy, Decatur, Georgia; Frances V. Sedney, Harford County Library, Maryland; Joan Parojcic, Berwyn, Illinois; Elsie Horton, Mary Poencot and Lael G. Zeringue, students at Nicholls State University, Louisiana, and Steven Roos, Harper & Row, New York. The author of the books was Lou Rogers; both were published by Harper & Row, the first in 1928 and the sequel in 1929.

MYSTERIES There's been American Bicentennial Reading, Poetry and Pets and now, introducing, **MYSTERIES**, CBC's fourth Year-Round Reading Program. Some chilling and mysterious items have been prepared for the program—all the pieces will haunt even a non-mystery reader! A recent, talented newcomer to the field of children's book illustration, Richard Egielski, has prepared a poster full of intrigue and mystery—what else?! (Pictured in the next



1978 Book Week Streamer by John Wallner



column.) Reynold Ruffins has used his wild and zany imagination for MYSTERIES, and has painted a spine-tingling scene over-shadowed by a very large omniscient black cat—it all appears on a vertical streamer. A good deal of prankish fun is in some mystery stories and Sheila Greenwald captures this mood on her large illustrated bookmark that tells the story of "The Case of the Bookworm Heist"; MYSTERIES poster artist Richard Egielski presents a singularly frightening scene depicting the disappearance of a bookmark (!) on his large illustrated bookmark. A pamphlet, "Mysteries Too Good to Miss" is an annotated list of children's books, for grades 4-8, selected by Sarah Law Kennerly, retired, North Texas State University, and frequently a contributor to *School Library Journal*. Parents, teachers, librarians and children will appreciate Dr. Kennerly's suggestions. A single copy of the pamphlet is free for a 15¢ stamped, self-addressed #10 envelope marked "Mysteries Bibliography" from CBC.

Are you scared enough to do a MYSTERIES program? Come now, accept the challenge and plan one as soon as you can (and don't leave any skeletons in the closet . . .).

Complete ordering information on these materials is in CBC's 1978/1979 Materials Brochure; if you don't have a copy, send a #10, 15¢ stamped, self-addressed envelope to CBC, Att: BW Brochure. (See also the "Up to Date with Books" section regarding mysteries.)

Many *Calendar* readers also read *School Library Journal*. For those who do not, there were two useful and informative pieces in the December, 1977, issue about practical ways in which publishers can assist persons organizing programs or wanting materials about children's books or authors/illustrators. "Librarians & Publishers: An Idea Exchange through Library Promotion" is by Phyllis J. Van Orden of the School of Library Science, Florida State University. "Authors & Artists as Speakers" is by Jane Botham, General Consultant for the New

York State Library at Albany and William C. Morris, Manager, School & Library Promotion Depts., Harper & Row and Thomas Y. Crowell Co.

The October issue of *Wilson Library Bulletin* is devoted to children's books and carries the theme "The Creative Spirit" The issue is guest-edited by Mae Durham Roger and derived from talks given at a seminar held at the University of California at Berkeley in June, 1977. The contributors are Marcia Brown, Julia Cunningham, Ann Durell, June Jordan, Ursula LeGuin and Ellen Raskin. Single copies of the issue are available for \$1.50 from *Wilson Library Bulletin* (950 University Ave., Bronx, NY 10452).

Calendar readers may have read the piece about the International Board on Books for Young People (IBBY) in the last issue. The U.S. National Section of IBBY sponsors Friends of IBBY. At its 1978 Annual Meeting in January in Chicago, Friends of IBBY had the special pleasure of hearing 1974 Hans Christian Andersen Medalist Maria Gripe, the Swedish author whose books are published in this country by Seymour Lawrence/Delacorte. Incidentally, Paula Fox, the U.S. author, will receive the 1978 Andersen Medal for the entire body of her work for children; her most recent children's book was the Newbury Medal winner THE SLAVE DANCER (Bradbury). The Andersen Medal for an illustrator has been won by Svend Otto of Denmark, some of whose books have been published in the U.S. For the first time in the history of the Andersen awards, there are only two Highly Commended citations—to author Alan Garner of Great Britain and to two-time Caldecott Medalists Leo and Diane Dillon of the U.S. The Medals will be presented at the 1978 IBBY Congress in Wurzburg, Germany, October 23-28.

PRELUDE: CBC's Mini-Seminars on Children's Books, is now available in three series. Each is a set of six half-hour taped sessions by children's specialists or master teachers on aspects of using or appreciating children's books. Some recent reviews: "These presentations convey personal enthusiasm and emphasize the need for sharing books with children. These intensely practical talks have all avoided the risk of oversimplification and have left room for thought." (*School Library Journal*); ". . . PRELUDE provides its users with important . . . and worthwhile insights. . . . A great wealth of information is presented quickly in a short period of time!" (*The Reading Teacher*); "If you are looking for a novel and interesting way to stimulate teachers' interest in sharing children's literature more effectively with their students, this tape series is worthy of your attention." (*School Media Quarterly*). Each PRELUDE set is accompanied by five supplementary bibliographic pamphlets. Price information is in the current CBC materials brochure.

Erratum In the last *Calendar*, it was mentioned that Zena Sutherland's *Children and Books* (Scott, Foresman) was in its 4th edition. In fact, it was, and is, in its 5th edition.

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