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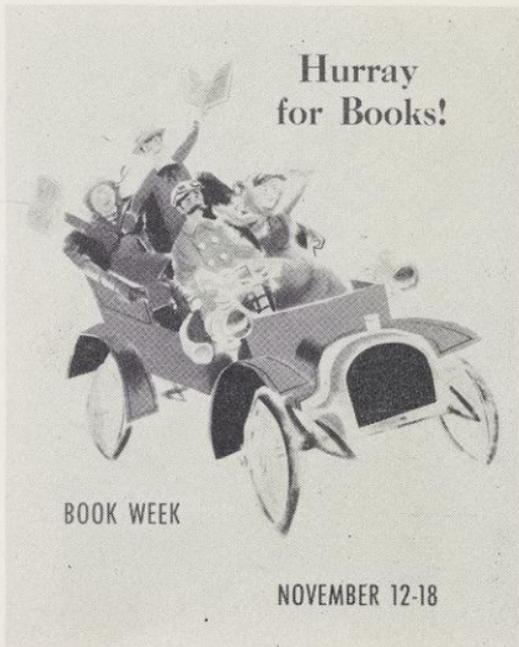
Calendar

JULY • AUGUST • SEPTEMBER 1961

Published quarterly by The Children's Book Council, Inc., 175 Fifth Ave., New York 10, N. Y., headquarters for National Children's Book Week and a year-round promotion and information center in connection with the field of literature for children. Executive Secretary: Joanna Foster Dougherty.

BOOK WEEK 1961
NOV. 12-18

VOLUME XIX



**Hurray
for Books!**

BOOK WEEK

NOVEMBER 12-18

NUMBER 3

Interesting Dates In The Next Three Months

JULY

- 1—National Picnic Month
- 4—Independence Day
- 4—Nathaniel Hawthorne was born in 1804
- 9-14—American Library Association Convention in Cleveland
- 11—Newbery-Caldecott Award banquet
- 12—Johanna Spyri, author of *HEIDI*, was born in 1827
- 15—Clement Moore, author of *A VISIT FROM ST. NICK*, was born in 1779
- 16—Washington, D.C., chosen as site of nation's capital, 1790
- 21—Battle of Bull Run began, 1861
- 25—National Inventors Week begins
- 26—George Bernard Shaw was born in 1856
- 28—Beatrix Potter, author-illustrator of *PETER RABBIT*, was born in 1866
- 29—Booth Tarkington was born in 1869

AUGUST

- 1—Richard Henry Dana, author of *TWO YEARS BEFORE THE MAST*, was born in 1815
- 1—National Clown Week begins
- 1—Herman Melville was born in 1819
- 1—San Francisco's cable cars started running, 1873

- 13—Norway separated from Sweden by referendum, 1905
- 15—Walter Crane, illustrator of *THE BABY'S OPERA* and *THE BABY'S BOUTIQUE* was born in 1860
- 25—Bret Harte, author of *THE LUCK OF ROARING CAMP*, was born in 1839
- 29—Oliver Wendell Holmes was born in 1809
- 29—Maurice Maeterlinck was born in 1862

SEPTEMBER

- 1—Jenny Lind arrived in America, 1850
- 2—Eugene Field, poet, was born in 1850
- 4—Labor Day
- 11—O. Henry (Sydney Porter) was born in 1862
- 11—Rosh Hashana, Jewish New Year
- 19—Arthur Rackham, illustrator, was born in 1867
- 20—Yom Kippur, Day of Atonement
- 24—National Sunday School Week begins
- 24—Leslie Brooke, illustrator of *THE THREE LITTLE PIGS*, was born in 1862
- 24—National Dog Week begins
- 28—Kate Douglas Wiggin was born in 1856

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A Special Premium will be included with Book Week orders received before Sept. 1.

Book Week Is On Its Way

The summer doldrums may have settled on some of us but there are no doldrums at the Council office where Book Week is "on its way." The merry group in the touring car that graces our cover (this year's official Book Week poster) is a reminder that preparations are definitely in high gear and plans rolling ahead for the week-long celebration, November 12-18. Again our slogan is "Hurray for Books!" and we have been joined in jubilation by four outstanding artists. Our official poster by Peter Burchard is 17 x 22 inches, in full color, and can be ordered at 40¢ apiece. Again, this year, miniatures of this poster will adorn both the bookmark with its poem by Nancy Byrd Turner, and the bright, little gummed seals. The bookmarks are 500 for \$3.00 and the seals 20¢ for a sheet of fifty.

The streamers, created by Ezra Jack Keats, Ruth Carroll and Artur Marokvia have been printed in a shining yellow that heightens their inherent charm and gaiety. They can be ordered at 40¢ for a set of three. A new innovation this year is the availability of the Keats streamer in either Spanish or French for 20¢ each.

The **Basic Book Week Kit**, with all these new materials, designed for a small-scale celebration by classroom teachers, scout leaders, etc. can again be purchased at \$1.00 and the **Book Fair Kit**, designed to give you help in planning a Book Fair, is \$1.25.

Making its debut this season will be a **Book Party Quiz Kit** which will contain a fascinating new book quiz, "Parties in Favorite Books," a pad of answer sheets, 32 napkins imprinted with drawings from the quiz and 32 Special Book Pencils. The price of this entire kit will be \$2.50.

The Book Week Aids folder, describing all of our useful aids and giving you a handy order form, will be going out shortly to our regular *Calendar* readers. We cannot over-emphasize the importance of early ordering to avoid disappointment. Order during the summer and receive the Special Premium which will be enclosed with all orders received before September 1st.



OF SPECIAL INTEREST

Materials listed below should be ordered from the organizations which publish them.

Of timely interest are these publications from American Library Association's Children's Services Division and Young Adult Services Division: "**Africa in Books and Films for Young Adults**," a combination of two articles reprinted from March's *Top of the News* and priced at \$1.25 for 25 copies; and "**Books About Africa for Children**," a reprint of Augusta Baker's article in the same issue priced at \$1.50 for 50 copies. These can be obtained for a stamped, self-addressed envelope, if you wish only a single copy, from 50 East Huron Street, Chicago 11. Also available are copies of their "Materials to Implement the National Defense Education," "Interesting Adult Books of 1960 for Young People" and "Easy Adult Books for Slow High School Readers."

English language editions of *Schedario* for March-April 1960, which contains the proceedings of the 1958 Florence Congress of the International

Board on Books for Young People, can be obtained from Professor Enzo Petri, Centro Didattico Nazionale, Via Michelangelo 10, Firenze, Italy. The cost is \$1.00.

News has reached us that **Platt & Munk** have acquired Peggy Cloth Books through purchase.

Three helpful publications from R. R. Bowker which have recently been published in their new revisions are "Growing Up with Books," "Growing Up with Science Books," and *Library Journal's* "Recommended Children's Books of 1960/61." The first two can be obtained at \$3.35 for 100 copies of either booklet and the last is \$3.00 for a single copy. Write to R. R. Bowker at 62 West 45 Street, New York 36.

A catalog from the exhibit of **Werenskiold and Kittelsen illustrations** for NORWEGIAN FOLK TALES, held on the centennial of Erik Werenskiold's birth, is available while the limited supply lasts, for 25¢ from the American-Scandinavian Foundation, 127 East 73rd Street, Attention: Erik Friis.

A research project at the National Institute of Mental Health, involving six disturbed children and the Patients Library, is described in an article "**The Furious Children and the Library**," which appeared in *Top of the News*. Copies of this in booklet form are available from the *Top of the News* Business Office, 50 East Huron Street, Chicago 11, at three copies for \$1.00, minimum order.

A collection of **the writings of Anne Carroll Moore** that includes her articles for *The Bookman* for the years 1918-1938, is being republished by The Horn Book under the title, MY ROADS TO CHILDHOOD. Horn Book's address is 585 Boylston Street, Boston.

A series of lectures on various aspects of children's books, given at the New York Public Library by such people as Elizabeth Gray Vining, Annis Duff, Taro Yashima, William Pene du Bois, etc., are available under the title, "The Contents of the Basket," from their Public Relations Office, Fifth Avenue and 42 Street, at \$1.50 a copy.

Always of special interest is the forthcoming schedule of the "**Carnival of Books**." The programs will feature: CAPTURED BY THE MOHAWKS by Sterling North (Houghton Mifflin), PEDDLER'S SUMMER by Jane Flory (Houghton Mifflin), MEADOWS IN THE SEA by Alida Malkus (World), DEVIL'S HILL by Nan Chauncy (Watts), THEY SAY STORIES by Warren Chappell (Knopf), THE GOLDEN LYNX by Augusta Baker (Lippincott), THE LAMPLIGHTERS by Marguerite Vance (Dutton), PAGAN THE BLACK by Dorothy Benedict (Pantheon), THE THREE-IN-ONE PRINCE by Elizabeth Johns (Little Brown), FRIENDLY GABLES by Hilda Van Stockum (Viking), MEET THE AUSTINS by Madeleine L'Engle (Vanguard), PATRICK HENRY by Nardi Campion (Little Brown), and RETURN TO GONE-AWAY by Elizabeth Enright (Harcourt).



May We Have Your Opinion?

Do we need a new word? What name do you use for the type of book that you might as easily buy in a general book store, borrow from a public library, or requisition for use in your classroom? The industry has always called them trade books, differentiating them from textbooks which are published specifically as teaching aids and from specialized books such as dictionaries, encyclopedias and technical books.

But the growth of public and school libraries and the emphasis in education on children using a wide variety of resources has brought about an odd situation.

Just as today a man named Carpenter doesn't have to be a woodworker, a trade book does not have to be a best seller in the trade—the book stores—to live a long and worth-while life. It may in fact have only a mild sale through the trade but be a much called-for item in the public library or fill a great need as resource material in the classroom.

"This being the case" say some people "is trade book still a good word for this type of book? Would it be better to call them something like 'general books' or 'reading books'?"

(over)

"No" say others "that's too vague. 'Trade book' is a name that people know."

"But" comes the answer "how familiar is this name to librarians and teachers—does it mean something concrete to them? If so why are we developing other names like 'Library Book' 'Non-Text Material' for this same group of books?"

"But these newer names are also too specialized. After all a first-class 'Non-Text Material' might also be a great best seller in the trade."

It is a thorny question. Happily "a rose by any other name would smell as sweet" and these books will continue to be published. But nonetheless this problem of names is one people are discussing and we would very much like your opinion. On a post card or in a letter let us know how you feel about the word trade book and also what you prefer to call this type of book.

IN THE SEASON

For the children and their grown-up friends eager to enjoy National Picnic Month we offer LET'S GO ON A NATURE WALK by Betty Harrington, QUICK AS A WINK by Dorothy Aldis (both from Putnam), and I CAN'T, SAID THE ANT by Polly Cameron (Coward-McCann), TEN IN A FAMILY by Charlotte Steiner (Knopf), and GOING BAREFOOT by Aileen Fisher (Crowell). To add to the celebration of this delightful month we suggest that our festive new Book Party Quiz Kit be packed into picnic baskets. Vestiges of sandwich can be wiped away by the napkins imprinted with drawings of favorite book parties and the exciting new game can be played as well on a blanket as on a party table.

MAYBELL, THE CABLE CAR by Virginia Lee Burton (Houghton Mifflin) will be a reminder of the beginnings of this unique feature of San Francisco life. It is also covered in KEY TO SAN FRANCISCO by Charlotte Jackson (Lippincott).

Future inventors will find stimulating reading in THEY WANTED THE REAL ANSWERS by Amabel Williams-Ellis (Putnam), GEORGE WESTINGHOUSE by Henry Thomas (Putnam), ATOMIC ENERGY; The Story of Nuclear Science by Irene Jaworski and Alexander Joseph (Harcourt), BENJAMIN FRANKLIN: First Great American by John Tottle, CARVER'S GEORGE by Florence Means (both from Houghton Mifflin), HOW THINGS WORK by Martin Mann and FARADAY AS A DISCOVERER by John Tyndall (both from Crowell).

To celebrate the division of Norway from Sweden there is a new translation of NORWEGIAN FOLK TALES collected by Peter Asbjørnsen and Jørgen Moe (Viking).

The arrival of the "Swedish Nightingale" in New York was a big event. It is described in JENNY LIND SANG HERE by Bernardine Kielty (Houghton Mifflin).

Of special interest is the news that Crowell published EXPLORING BY ASTRONAUT: The Story of Project Mercury by Franklin Branley the very same month that Alan Shepard made his flight.

For celebrating National Dog Week we offer USELESS DOG by Billy Clark (Putnam), a new edition of Edwin Teale's THE LOST DOG (Dodd Mead), SO YOU'RE GOING TO GET A PUPPY by Colonel S. P. Meek (Knopf), LITTLE DOG TIM, BILLY BUYS A DOG, and PATCH all by Elizabeth Stewart (Reilly & Lee), CLOWN DOG by Lavinia Davis and PUPPY DOG TALES selected by Nancy Watson (both from Doubleday), and THE PUPPY IN THE PET SHOP WINDOW by Joseph Schrank (Lothrop).

Lovers of MOBY DICK will want to read MELVILLE IN THE SOUTH PACIFIC by Henry Hough (Houghton).

We have news of old favorites—Frances Burnett's RACKETTY, PACKETTY HOUSE is being reprinted by Dodd, Mead. They are also bringing out an

anthology, PHIL STONG'S BIG BOOK, which contains some of his out-of-print stories. THE THREE LITTLE PIGS has been retold and illustrated by Tony Palazzo. It is to be published by Doubleday.

In time for National Clown Week are MISTER PENNY'S CIRCUS by Marie Hall Ets and Natalie Hall's ZIG-ZAG ZEPPA (both from Viking).

LET'S GO TO THE CAPITAL by Bernard Rosenfield (Putnam), HOLIDAY IN WASHINGTON by Frances Carpenter (Knopf), and FIRST BOOK OF WASHINGTON, D.C. by Sam & Beryl Epstein (Watts) are fine for vacation visitors to Washington and stay-at-homes who want to commemorate its choice as our capital.

For Sunday School Week there are Pelagie Doane's BIBLE CHILDREN and POEMS OF PRAISE (Lippincott) and for Rosh Hashana there is the story "Start with Something Sweet" from the Child Study Association's HOLIDAY STORYBOOK (Crowell). A fourth anthology in this Child Study Association's series, READ TO ME AGAIN will be published by Crowell in August.

AWARDS AND PRIZES

The winners of the *Herald-Tribune* Spring Book Festival are: Picture Books: GWENDOLYN THE MIRACLE HEN by Nancy Sherman (Golden Press); Middle-Aged Books: NORWEGIAN FOLK TALES from the collection of Peter Asbjørnsen and Jørgen Moe (Viking); and Older Books: ADVENTURES IN THE DESERT by Herbert Kaufmann (Obolensky), Honor Winners in the three categories were: Picture Books: BARTO TAKES THE SUBWAY by Barbara Brenner (Knopf), I MET A MAN by John Ciardi (Houghton Mifflin), LET'S BE ENEMIES by Janice Udry (Harper), and THE REMARKABLE HARRY by Evan Hunter (Abelard-Schuman). Middle-Aged Books: CHILDREN OF THE RED KING by Madeleine Polland (Holt, Rinehart & Winston), MISS HAPPINESS AND MISS FLOWER by Rumer Godden (Viking), PENCIL, PEN AND BRUSH by Harvey Weiss (Scott), and THE ROBBER GHOST by Karin Anckarsvard (Harcourt). Older Books: A POPPY IN THE CORN by Stella Weaver (Pantheon), SECRETS OF MINOS by Alan Honour (Whittlesey), STEPHEN CRANE by Ruth Franchere (Crowell), and VALENTINE (Harper).

Here is the listing by the Children's Services Division of the Notable Children's Books of 1960:

ABC by Bruno Munari (World), AMERICA MOVES FORWARD by Gerald Johnson (Morrow), BABOUSHKA AND THE THREE KINGS adapted by Ruth Robbins (Parnassus), THE BEARCAT by Annabel and Edgar Johnson (Harper), BEDTIME FOR FRANCES by Russell Hoban (Harper), THE BLUE BOAT by William Mayne (Dutton), BRADY by Jean Fritz (Coward-McCann), CASTAWAYS IN LILLIPUT by Henry Winterfield (Harcourt), CAXTON'S CHALLENGE by Cynthia Harnett (World), THE CHALLENGE OF THE SEA by Arthur Clarke (Holt, Rinehart & Winston), CHENDRU: The Boy and the Tiger by Astrid Sucksdorff (Harcourt), THE CRICKET IN TIMES SQUARE by George Selden (Farrar, Straus & Cudahy), DEVIL'S HILL by Nan Chauncy (Watts), A DOG ON BARKHAM STREET by Mary Stolz (Harper), DWARF LONG-NOSE by Wilhelm Hauff (Random), A FRUIT IS BORN by Jean Guilcher and Robert Noailles (Sterling), GOING BAREFOOT by Aileen Fisher (Crowell), THE GOLDEN FOOTPRINTS by Jun Iwanatsu and Hatoju Muku (World), GREEK GODS AND HEROES by Robert Graves (Doubleday), GRISKA AND THE BEAR by Rene Guillot (Criterion), THE HAPPY DAYS by Yong-ik-Kim (Little Brown), HEATHER AND BROOM edited by LeClaire Alger (Holt, Rinehart & Winston), THE ILIAD OF HOMER retold by Barbara Picard (Walck), INCH BY INCH by Leo Lionni (Obolensky), ISLAND OF THE BLUE DOLPHINS by Scott O'Dell (Houghton Mifflin), KNIGHT'S FEE by Rosemary Sutcliff (Walck), THE LITTLE TINY ROOSTER by William Lipkind and Nicholas Mordvinoff (Harcourt), MAP MAKING by Lloyd Brown (Little Brown), MEET THE AUSTINS by Madeleine L'Engle (Vanguard), OLD MOTHER HUBBARD AND HER DOG (Whittlesey), OLD RAMON by Jack Schaefer (Houghton Mifflin), THE SECRET HIDING PLACE by Rainey Bennett (World), THE SECRET LANGUAGE by Ursula Nordstrom (Harper), THE SHOEMAKER AND THE ELVES translated by Wayne Andrews (Scribner), THE SLEEPING BEAUTY illustrated by Felix Hoffman (Har-

court), *THE SINGING CAVE* by Eilis Dillon (Funk & Wagnalls), *TERRIBLE, HORRIBLE EDIE* by Elizabeth Spykman (Harcourt), *THIS IS ROME* by Miroslav Sasek (Macmillan), *TORRIE* by Annabel and Edgar Johnson (Harper), *THE WALLS OF WINDY TROY* by Marjorie Braymer (Harcourt), and *THE WORLD OF THE PHARAOHS* by Hans Baumann (Pantheon).

Miriam Mason's *BECKY AND HER BRAVE CAT BLUEGRASS* (Macmillan) has won her the distinction of being named Hoosier Author of the Year by the Indiana University Writers Conference. Honorable mention went to Beatrice de Regniers for *THE SHADOW BOOK* (Harcourt Brace) and *SPY FOR THE CONFEDERACY: Rose O'Neal Greenhow* by Jeannette Nolan (Julian Messner) was the winner in Books for Young People with honorable mention in that category going to *PROMISES IN THE ATTIC* by Elizabeth Frierwood (Doubleday).

Winners of Christopher Awards in the field of children's books were G. B. Stern for *BERNADETTE* (Nelson) and Marie Killilea for *TREASURE ON THE HILL* (Dodd Mead). Winners in the teen age field were James Derum for *APOSTLE IN A TOP HAT* (Hanover House) and *MY STORY* by Dr. Tom Dooley (Farrar, Straus & Cudahy).

Four children's books received the 1961 Edison Foundation Mass Media Awards: "For the Best Children's Science Book": *ANIMAL CLOCKS AND COMPASSES* by Margaret Hyde (Whittlesey); "For the Best Science Book for Youth": *SATURDAY SCIENCE* by scientists of the Westinghouse Research Laboratories (Dutton); "For Special Excellence in Contributing to the Character Development of Children": *TOUCHED WITH FIRE: Alaska's George William Stellar* by Margaret Bell (Morrow); "For Special Excellence in Portraying America's Past": *PETER TREGATE'S WAR* by Leonard Wibberley (Farrar, Straus & Cudahy).

HENRY REED, INC. by Keith Robertson has won the 1961 William Allen White Children's Book Award (Viking).

The Boys' Clubs of America have announced their Junior Book Award Medalists. They are: *THE CHALLENGE OF THE SEA* by Arthur Clarke (Holt, Rinehart & Winston), *DEVIL'S HILL* by Nan Chauncy (Watts), *GRISKA AND THE BEAR* by Rene Guillot (Criterion), *MAP MAKING* by Lloyd Brown (Little Brown), *RASMUS AND THE VAGABOND* by Astrid Lindgren (Viking), and *THIS IS NEW YORK* by M. Sasek (Macmillan).

The *Boys' Life*—Dodd Mead Writing Award has been won by Mrs. Diantha Adler for her book *ON GUARD*. It will be first serialized in *Boys' Life* and then be printed in book form by Dodd Mead.

DISCOVERING ISRAEL by Regina Tor (Random House) has won the Isaac Siegel Memorial Award.

Phyllis Whitney is the recipient of an "Edgar" from the Mystery Writers of America for *MYSTERY OF HAUNTED POOL* (Westminster). This is the first time a juvenile mystery has been so honored.

The Carnegie and Kate Greenaway Medals in England have been won respectively by I. W. Cornwall's *THE MAKING OF MAN* (Phoenix House) and Gerald Rose's *OLD WINKLE AND THE SEAGULLS* (A. S. Barnes).

It is a happy coincidence that Evan Hunter has just published his first children's book *THE REMARKABLE HARRY* (Abelard-Schuman) and also been named "Literary Father of the Year" by the National Father's Day Committee.

HAVE SPACE SUIT—WILL TRAVEL by Robert Heinlein (Scribner) is the winner of Oklahoma's Sequoyah Award.

The following authors of children's books were honored at the recent conference of the N. Y. State Chapter of the Association for Supervision and Curriculum Development: Irving & Ruth Adler, Nelson Beeler, Harvey Chalmers II, Jenny Lindquist, Dorothy Horton McGee, Grace Paull, Katherine Reeves, Charles & Martha Shapp, Alvin Tresselt, Richard Walsh, Jr., Wilfred Bronson, Carl Carmer, Alice Dalgliesh, Ruth Durand, Eleanor Estes, Zhenya Gay, Joseph Lippincott and Phyllis Whitney.

The Franklin Watts Annual Fiction Award winner is Herbert Arntston's *ADAM GRAY: STOWAWAY, The Story of the China Trade*.



MATERIALS AVAILABLE

The Carnegie Corporation (589 Fifth Avenue, New York 17) will send single free copies of the April issue of their *Quarterly*, describing two current studies in reading.

A new revision of a booklet about seventeen authors is offered by Thomas Y. Crowell (432 Park Avenue South, New York 16, Attention: Children's Promotion Department).

Funk & Wagnalls (153 East 24th Street, New York 10) has a new folder which lists their new books, some of their old ones, and includes a handy order blank.

Harcourt, Brace & World (750 Third Ave., N. Y. 17, Att.: Library Services) offers a catalog "Science and Mathematics Books for Library and Classroom Collections." One copy per request as long as supply lasts.

Alfred Knopf (457 Madison Avenue, New York 22, Attention: Borzoi Books for Young People) has available a visual aid from Anne Colver's *NOBODY'S BIRTHDAY*.

Descriptive library cards can be obtained from J. B. Lippincott (East Washington Square, Philadelphia 5, Att.: Library Service Dept.).

Free to libraries and schools are a limited number of end sheets from picture books of Macmillan (60 Fifth Avenue, New York 11).

The Public Relations Department of the New York Public Library (Fifth Avenue at 42nd Street, New York 18) have new revisions of "Books About Negro Life for Children" at 25¢ each and "Stories Anyone Can Tell," free.

Copies of the 1961 Junior and Senior Booklists of the Independent Schools Education Board can be obtained from Esther Osgood, Independent Schools Education Board (Milton 86, Mass.). Both are 50¢ each.

A miniature reproduction of the jacket from Tatiana Drowne's *I AM FROM SIAM* is available from Pantheon Books (333 Sixth Avenue, New York 14, Attention: Juvenile Department).

Reprints of Rand McNally's advertisement in honor of National Library Week are available from them (P.O. Box 7600, Chicago, 80, Attention: Mr. Roy Porter).

St. Martin's Press (175 Fifth Avenue, New York 10) is offering a limited number of display jackets from *CADET QUARTERBACK*, *SON OF LIBERTY*, and *THE QUEEN'S CHAMPION*.

A reprint of Sara Fenwick's article, "Storytelling" from the *American Educator Encyclopedia* is available from the United Educators, Inc. (Publishers House, Lake Bluff, Illinois).

A special issue on the United Nations of "Keep Tab on the Lab," #7, is obtainable from the Materials Laboratory (U.S. Department of Health, Education & Welfare, Washington 25).

Reproductions of the fourteen paintings of American heroic exploits that hang on the walls of the Pentagon are available at \$2.50 a set from the U.S. Government Printing Office (Superintendent of Documents, Washington 25).

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