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The Children's Book Council, Inc.

Calendar

APRIL • MAY • JUNE 1959

Published quarterly by The Children's Book Council, Inc. 50 West 53rd Street, New York 19, N. Y. (JUdson 2-6488), headquarters for National Children's Book Week and a year-round promotion and information center in connection with the field of literature for children.

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*Executive Secretary:
Joanna Foster*



CHILDREN'S BOOK WEEK
VOLUME XVII

NOVEMBER 1-7, 1959
NUMBER 2

The Next Three Months

APRIL

- 1—April Fool's Day.
- 2—Hans Christian Andersen was born in 1805.
- 5—Frank R. Stockton, author of *TING-A-LING TALES*, was born in 1834.
- 6-12—National Boys' Club Week sponsored by the Boys' Clubs of America.
- 12-18—National Library Week (see page 4).
- 13-19—National Sunday School Week sponsored by the Laymen's National Committee, Inc. (see page 3).
- 14—Pan American Day sponsored by The Organization of American States (see page 3).
- 21—Queen Elizabeth II was born in 1926.
- 22—Kurt Wiese, illustrator of *YOU CAN WRITE CHINESE*, *THE FIVE CHINESE BROTHERS* and many other children's books, was born in 1887.
- 23—William Shakespeare was born in 1564.
- 23-29—Passover.
- 25—Walter de la Mare, poet and author of *MR. BUMPS AND HIS MONKEY*, was born in 1873.

MAY

- 1—May Day.
- 5—Marie Shedlock, storyteller and author of *ART OF THE STORYTELLER*, was born in 1854.
- 3-10—Be Kind to Animals Week sponsored by the American Humane Association.
- 9—James M. Barrie, author of *PETER PAN*, was born in 1860.
- 10—Mother's Day.
- 10-16—National Girls Club Week sponsored by the Girls Clubs of America, Inc.
- 10-17—23rd Children's Spring Book Festival sponsored by the *New York Herald Tribune* (see page 3).
- 12—The "Book Week" idea was first presented in a convention speech by Franklin K. Mathiews in 1915.
- 16—Armed Forces Day.
- 21—The first *JUNGLE BOOK* by Rudyard Kipling was published in 1894.
- 29—Mrs. Molesworth, author of *THE CUCKOO CLOCK*, was born in 1839.
- 30—Memorial Day.

JUNE

- 1—National Recreation Month, sponsored by the National Recreation Association (see page 3).
- 1—Pratt Institute Free Library in Brooklyn opened its Children's Room in 1896, the first library in the country to build a special children's department.
- 12—Charles Kingsley, author of *WATER BABIES*, was born in 1819.
- 13—John Newbery advertised his first book printed in St. Paul's Churchyard, *A LITTLE PRETTY POCKET BOOK*, in 1744.
- 13-17—American Booksellers Association Convention to be held in Washington, D.C. (see page 3).
- 14—Flag Day.
- 18—*ALICE'S ADVENTURES IN WONDERLAND* was named in 1864.
- 18-19—"Eye Appeal in Children's Books" the Library School of Pratt Institute's Conference on Book Illustration and Design (see page 3).
- 21—Father's Day.

- 21-27—American Library Association Convention to be held in Washington, D.C. (see below).
- 23—Macmillan established the first special children's department in a publishing house in 1919.
- 23—Newbery-Caldecott Banquet to be held in Washington, D.C.
- 24—Midsummer's Day.
- 27—First Newbery Medal was awarded in 1922 to Hendrik Van Loon's
THE STORY OF MANKIND.

Through The Looking Glass

April, May and June are packed with exciting activities. There are the annual events such as the *Herald Tribune* Children's Spring Book Festival — the handsome poster for this is on our cover — the June conventions of the American Booksellers Association and the American Library Association — both will have especially interesting events in connection with children's books — and, of course, the second celebration of National Library Week.

There are also the special events such as a two-day conference at Pratt Institute on "Eye Appeal in Children's Books," and National Recreation Month in June which will point up books as one excellent means to "Find New Worlds Through Recreation."

The season's riches leave us space only to hint at the wonderful activities and materials these offer. We urge you to watch for additional information in newspapers and magazines or write to the sponsoring organizations.

SPECIAL EVENTS

The Children's Spring Book Festival. May 10th will mark the beginning of the twenty-third annual celebration of this festival sponsored by the *New York Herald Tribune*. As part of this event prizes will be awarded to three of the outstanding new spring books. To aid you in celebrating the Festival, the *Herald Tribune* offers a number of helpful and attractive materials among which is the poster by Antonio Frasconi, author-artist of *THE HOUSE THAT JACK BUILT*. For order forms send to Children's Spring Book Festival, 230 W. 41st St., N.Y. 36. Att: Mildred Meyer.

National Recreation Month: The sponsoring organization for this is the National Recreation Assoc. (8 West 8th St., N.Y. 11). A special feature that they point out is the happy coordination of their theme with that of the American Youth Hostels' silver anniversary, which is "Education and Recreation Through Travel." Many good display possibilities in this!

American Booksellers Convention. The program will include a panel discussion, "Book Fairs, Are They Profitable?" supplemented by a model book fair.

"Eye Appeal in Children's Books." A Conference on Book Illustration and Design. This conference is planned especially for librarians and will come just before the A.L.A. Convention. Registration is limited to 150 so we recommend immediate request of the descriptive material listing the artists, designers, and editors who will speak. Write to Dr. Louis D. Sass, Dean of the Library School, Pratt Institute, Brooklyn 5, N.Y.

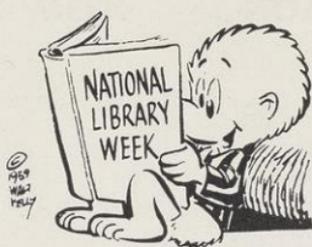
American Library Assoc. Convention. Among the highlights will be the Newbery-Caldecott Banquet, reservations for which are made through Mrs. Maureen Steineke, Washington, D.C. Public Library (include the price \$7.50). A program concerned with "Books Worth Their Keep" will also be of special interest. Non-members may attend this convention.

Pan American Day. A free poster and kit of materials is available from the Dept. of Public Information, Pan American Union, Washington 6, D.C.

National Sunday School Week. A variety of promotional material is available from the Layman's National Committee, Inc., 165 West 46th St., N.Y. 36.

Police Athletic League Essay Contest. "My Favorite Character in Books and Why" is the topic for a second essay contest about books which PAL and the Children's Book Council are co-sponsoring in New York City. The winners will be announced on May 10th.

National Library Week. Among the many attractive materials that will be used to celebrate this Week, April 12-18, is an "appreciation" of books by Pogo and Walt Kelly. Part of it is this statement from Mr. Kelly:



"In these days when more of us run than read, and when what we know exceeds what we understand, let me urge a return to the book.

"The book remains that small, handy instrument called a key. We can all carry it and with it we can unlock most of the doors to the unimaginable beauties that lie somewhere beyond the TV set, to the east of the movies, and to the west of the moonshine that flows from too many media of communication.

"Best of all the book is not a fleeting fancy. It is steady. It remains ready for reference, for reassurance, and paradoxically for the comfort of companionship as well as the luxury of solitude. I am for it."

ALSO IN THIS SEASON

In May Henry Holt and Co. is publishing CHARLES DARWIN by Sarah R. Riedman in observation of 1959 as the Darwin Memorial Year.

On June 11 Franklin Watts, Inc. will publish its 100th "First Book" THE FIRST BOOK OF SHIPS by Jeanne Bendick.

The April issue of *The National Parent-Teacher* will feature an article "Beloved Book Friends for Your Children" by Frances L. Spain, Polly Goodwin and Elizabeth H. Gross.

Midnight of April 15th marks the anniversary of the Titanic disaster and Roy has published an exciting account of this voyage, THE STORY OF A GREAT SHIP by Joseph E. Chipperfield.

Longman's Green has announced a fourth foreign edition of JULIE'S HERITAGE by Catherine Marshall. It is in Danish, German, Dutch and Swedish.

Harper's will publish Eva Le Gallienne's translations of SEVEN TALES BY H. C. ANDERSEN, illustrated by Maurice Sendak in celebration of Andersen's birthday.

Some seasonal books among the new titles are: 101 BEST NATURE GAMES AND PROJECTS by Lillian and Godfrey Frankel (Sterling), SEEDS AND MORE SEEDS by Millicent E. Selsam (Harper), THE PLANT SITTER by Gene Zion (Harper), BONUS KID by Joe Archibald (Macrae), A GIFT OF TURTLES by Ella Mae Charlton (Friendship), SMALL BOY IS LISTENING by Harve Zemach (Houghton).

This year is the 350th anniversary of the discovery of Lake Champlain and Houghton Mifflin is publishing HE WENT WITH CHAMPLAIN by Louise A. Kent in honor of this event.

For a free poster of the forthcoming Shirley Temple films on TV write to Martin Roberts, Director of Promotion, NTA Film Network, 10 Columbus Circle, N.Y. 19. Requests must be in by April 30th.

SOMETHING SHARED: Children and Books. This is the title of Phyllis Fenner's new book which is "a personal treasury of stories, articles, and cartoons." You'll find it interesting and entertaining reading (published by John Day Co.).

The Carnival of Books. Schedule for April, May and June. Dates given are for WMAQ in Chicago. Check your local stations for day and time in your area. April 5 — IN THE MIDDLE OF THE TREES by Karla Kuskin (Harper); April 12 — THE YELLOW HAT by Nancy Faulkner (Doubleday); April 19 — FLIGHT TO FREEDOM by Henrietta Buckmaster (Crowell); April 26 — SOUTH OF CAPE HORN by Armstrong Sperry (Winston); May 3 — JERUSAH'S GHOST by Madye Lee Chastain (Harcourt); May 10 — HENRY REED, INC. by Keith Robertson (Viking); May 17 — PINKY PYE by Eleanor Estes (Harcourt); May 24 — THE AMERICANS by Harold Coy (Little, Brown); May 31 — THE TOWER TREASURE by Anne Molloy (Hastings); June 7 — TWELVE DAYS 'TIL TRENTON by John M. Duncan (Whittlesey); June 14 — ESCAPE TO FREEDOM by Ruth Fosdick Jones (Random House); June 21 — BEHIND THE ZUNI MASKS by Val Gendron (Longmans); June 28 — FAMOUS PIRATES OF THE NEW WORLD by A. B. C. Whipple (Random House).

AWARDS AND PRIZES

The **Newbery Medal** for "the most distinguished contribution to children's literature" published during 1958 was won by Elizabeth George Speare for *THE WITCH OF BLACKBIRD POND* (Houghton Mifflin).

The **Caldecott Medal** for "the most distinguished picture book" published in 1958 was won by Barbara Cooney for *CHANTICLEER AND THE FOX* (Crowell).

A special Newbery-Caldecott display kit \$(1.85 each) and bookmarks for each medal (\$1.00 per 100; \$9.00 per 1000) are available from the Children's Book Council. Reproductions of the medals in the form of stickers that can be placed on all past winners are available from the Children's Services Division, A.L.A., 50 East Huron St., Chicago 11, Ill. (\$1.00 per 25)

Thomas Alva Edison 1958 Children's Book Award Winners were *SCIENCE IN YOUR OWN BACK YARD* by Elizabeth Cooper (Harcourt) as "the best children's science book"; *ELEMENTS OF THE UNIVERSE* by Glen Seaborg and Evans Valens (Dutton) as "the best science book for youth"; *THAT DUNBAR BOY* by Jean Gould (Dodd, Mead) "for special excellence in contributing to the character development of children"; and *THE AMERICANS* by Harold Coy (Little, Brown) "for special excellence in portraying America's past."

The **Regina Award** given for the first time this year by the Catholic Library Association was won by Eleanor Farjeon for her contribution to the field of children's literature. For a list of her books write to Henry Z. Walck, Inc. (101 Fifth Ave., N.Y. 3).

1958 Jane Addams Book Award was won by William O. Steele's *THE PERILOUS ROAD* (Harcourt).

The **Honor Scroll of the Florida Southern College** was awarded to *MEN WHO FOUGHT FOR FREEDOM* by Egon Larsen (Roy) at their 8th annual Book Fair.

Boy's Life-Dodd, Mead Prize Competition was won by *MISSOURI RIVER BOY* by William Heuman.

Albert Schweitzer Book Prize was given to *A SEED SHALL SERVE* by Charlie May Simon (Dutton). This prize is presented annually by the West German book publisher, Kindler Verlag, to a German or foreign author of a work reflecting the spirit and aims of Albert Schweitzer's life.

The **Annual Children's Book Award of the Child Study Association of America** has been given to Lorenz Graham's *SOUTH TOWN* (Follett).

MATERIALS AVAILABLE

University of Washington Press (Seattle 5, Wash.) has published *CREATING WITH PAPER* by Pauline Johnson. It should be a boon to anyone with display or bulletin board problems. The price is \$6.50.

American Assoc. of School Librarians (50 East Huron St., Chicago 11, Ill.) is offering free single copies of "Library Services," an excellent summary of an NEA study on the school library and its use in secondary schools (multiple copies, 10¢ each). Study guides are also available for 5¢ each.

John Day Co. (School and Library Dept., 210 Madison Ave., N.Y. 16) has a bookmark with a Treasure Hunt for children 4-8 on it.

Rand McNally (P.O. Box 7600, Chicago 80, Ill.) has its first School and Library Catalog available. Send requests to the above address.

Coward-McCann, Inc. (210 Madison Ave., N.Y. 16) has a kit of book jackets, bookmarks and a catalog of recent books.

Houghton Mifflin Co. (2 Park St., Boston 7, Mass.) will send you miniature jackets of all five of the *CURIOUS GEORGE* books by H. A. Rey as well as his *FIND THE CONSTELLATIONS*, a desk card that says "Quiet please I am reading," and bookmarks for *SMALL BOY IS LISTENING* by Harve Zemach and *THE BUSIEST BOY IN HOLLAND* by Lisl Weil.

Henry Z. Walck, Inc. (101 Fifth Ave., N.Y. 3) has two bookmarks for these new titles, *BROWNIES—HURRY!* by Adshead and *LONE HUNTER AND THE WILD HORSES* by Worcester, as well as a circular *OXFORD MYTHS AND LEGENDS SERIES* which they are offering free of charge.

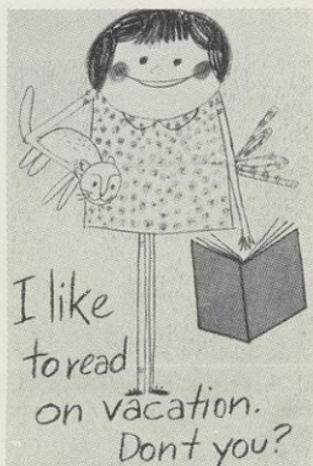
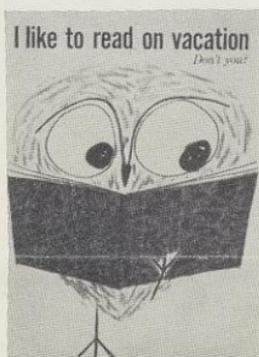
The Pan American Union (Wash. 6, D.C.) is offering a bibliography of literature for children in Latin America compiled by Emma Buenaventura, "Bibliografía de literatura infantil," Bibliographic Series No. 47.

Whittlesey House (McGraw Hill Bldg., 330 W. 42nd St., N.Y. 36) has a bookmark for their Easter entry STOP IT, MOPPIT! by G. Ross.

The John C. Winston Co. (1010 Arch St., Phila. 7, Pa.) will loan a mounted exhibit explaining the steps in bookmaking. Send requests to them in care of the Children's Book Dept.

Several of the publishers have prepared special lists of their science titles. Viking Junior Books (625 Madison Ave., N.Y. 22) has an attractive folder "A List of Viking Junior Science Books"; Golden Press (Educational Division, 630 Fifth Ave., N.Y. 20) has a 16 page brochure covering Golden Science Books; Julian Messner, Inc. (8 W. 40th St., N.Y. 18) offers "Julian Messner Science Books for the High School Library" (Jr. and Sr. High); G. P. Putnam's (210 Madison Ave., N.Y. 16) also has a circular listing their science books for boys and girls and young people; Whittlesey House (McGraw Hill Bldg., 330 W. 42nd St., N.Y. 36) has a graded, annotated bibliography "Many Roads to Science" with a subject checklist which will be available in limited quantities to teachers and librarians; Thomas Y. Crowell Co. (432 Fourth Ave., N.Y. 16) has a colorful folder entitled "Science Books for Boys and Girls."

FOR SUMMER READING DISPLAY

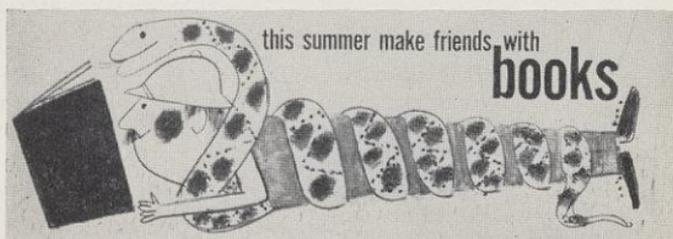


The streamer and posters you see on this page are four of the twelve colorful pieces in a Vacation Reading Kit that is now available through the Children's Book Council at \$1.50 each.

This valuable kit is annually produced by *The New York Times* in a limited number for bookstore promotion. Until this year it has not been generally available to libraries and recreation centers. We are pleased therefore to announce that in cooperation with the *Times* we have arranged to make it available at cost to anyone who can use it.

The kit includes: a large poster (14 x 22 inches, shown above); two smaller standing posters (each 11 x 15½ inches, also shown above); a streamer (8 x 22 inches, shown below); four slit cards reading "Enjoy This Book on Vacation" that can be used to point up any books; four tapes for shelves, windows, etc. reading "Good Books Add Pleasure to Your Vacation, Select Your Vacation Reading Now."

To Order this Kit: Write to The Children's Book Council, 50 West 53rd St., N.Y. 19, N.Y. Please send remittance of \$1.50 per kit with your order. (Please do not send stamps.)



THE CHILDREN'S BOOK COUNCIL, INC.

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