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## **Children's Book Council Calendar. Vol. 16, no. 4 1958 (October-December)**

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# The Children's Book Council, Inc.

## Calendar

OCTOBER • NOVEMBER • DECEMBER 1958

*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.*

*Executive Secretary:  
Joanna Foster*



*The exhibit of our materials at the American Booksellers Association Convention*

**CHILDREN'S BOOK WEEK**

**NOVEMBER 2-8 1958**

**VOLUME XVI**

**NUMBER 4**

## The Next Three Months

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Below are listed some of the celebrations, events, and authors' birthdays that occur in October, November, December. We have selected those that directly concern children's books and also those that offer especially good possibilities for book displays. For more events and special weeks that suggest interesting themes for displays we recommend you to *Special Days, Weeks, and Months in 1958* available for 50¢ from the Domestic Distribution Dept., Chamber of Commerce of the U.S., 1615 H Street, N.W., Washington 6, D.C.

### OCTOBER

- 1-8—National Newspaper Week.
- 3—Fiftieth anniversary of Kenneth Grahame's classic *WIND IN THE WILLOWS*, published in 1908.
- 11—Birthday of Eleanor Roosevelt, born in 1884.
- 12—Columbus Day (see page 5).
- 19—*ROOTABAGA STORIES* by Carl Sandburg, eminent American poet, were published in 1922.
- 20-26—National Bible Week.
- 24—United Nations Day (see page 5).
- 26-30—Fifth Arkansas Book Fair (see page 3).
- 27—Theodore Roosevelt centennial celebration.
- 31—Hallowe'en (see page 5).

### NOVEMBER

- 1-9—Sixth Chicago Tribune "Miracle of Books" Fair (see page 3).
- 2-8—*CHILDREN'S BOOK WEEK*, 40th anniversary of its celebration.
- 2-9—Fourth Minneapolis Children's Book Fair (see page 3).
- 7—Second week of the Detroit Children's Book Fair (see page 3).
- 8—Elsa Beskow's *PELLE'S NEW SUIT* published in America in 1929.
- 9-16—Sixth Cleveland Boys' and Girls' Book Fair (see page 3).
- 12-19—Fourth Hampton, Va. Book Bazaar (see page 3).
- 15-30—Ninth Washington Post and Times Herald Children's Book Fair (see page 3).
- 24—Birthday of Collodi (Carlo Lorenzini) author of the beloved *PINOCCHIO*, 1826-1890.
- 27-29—National Council of Teachers of English hold their convention in Pittsburgh.
- 29—Louisa May Alcott, 1832-1888 (see page 6).
- 30-Dec. 4—First New Haven Book Fair (see page 3).

### DECEMBER

- 6—Feast of St. Nicholas.
- 9—Joel Chandler Harris born in 1848, creator of *UNCLE REMUS STORIES*.
- 15—Bill of Rights Day; Bill of Rights passed in 1791.
- 17—Orville and Wilbur Wright made their famous flight in 1903.
- 22—John Newbery, renowned bookseller, died in 1767.
- 25—*CHRISTMAS* (see pages 5 & 6).
- 27—The first performance of *PETER PAN* was given in the Duke of York Theater, London in 1904.
- 30—Birthday of Rudyard Kipling, 1865-1936.

# Through The Looking Glass



## FORTY YEARS OF CELEBRATING CHILDREN'S BOOK WEEK

This year all over the country displays, articles, programs and book fairs will be heralding the 40th birthday of Children's Book Week. The idea originated with the late Franklin K. Mathiews, chief librarian of the Boy Scouts of America, who soon found an enthusiastic supporter in Frederic Melcher, President of R. R. Bowker Co. Together they enlisted the help of outstanding librarians and booksellers and in 1919 the first Book Week was held. Jessie Willcox Smith designed the first poster in that year.

May we remind you that there is still time to order your Book Week poster and other materials. Delivery in time for Book Week is guaranteed up to October 15th. Send all orders under \$3.00 with remittance to The Children's Book Council, Inc., 50 West 53rd St., New York 19.

## BOOK FAIRS

As always we are happy to announce the dates of the book fairs co-sponsored by The Children's Book Council, Inc.: the fifth ARKANSAS BOOK FAIR, 1,500 books, Oct. 26-30, at the Temple B'Nai Israel, Little Rock; the sixth CHICAGO TRIBUNE "MIRACLE OF BOOKS" FAIR FOR BOYS AND GIRLS, 3,000 books, Nov. 1-9, at the Museum of Science and Industry, Chicago; the sixth CLEVELAND BOYS' AND GIRLS' BOOK FAIR, 3,000 books, Nov. 9-16, at the Cleveland Health Museum, Cleveland; the fourth HAMPTON, VA. BOOK BAZAAR, 1,000 books, Nov. 12-19, at the Huntington Memorial Library, Hampton Institute, Hampton; the fourth MINNEAPOLIS CHILDREN'S BOOK FAIR, 1,500 books, Nov. 2-9, at the Walker Art Center, Minneapolis; the ninth WASHINGTON POST AND TIMES HERALD CHILDREN'S BOOK FAIR, 3,000 books, Nov. 15-30, at the U.S. Dept. of Commerce, Washington, D.C.; the first NEW HAVEN BOOK FAIR, 1,000 books, Nov. 30-Dec. 4, at the Jewish Community Center, New Haven. Although not co-sponsored by the CBC, Detroit is having its fair in the Detroit Historical Museum, from Nov. 1-16 with approximately 500 books.

## OF SPECIAL INTEREST

**Statement: School Libraries and the P.T.A.** You may receive this very important statement by writing to the National Congress of Parents and Teachers at 700 North Rush Street, Chicago 11, Ill.

**A World of Children.** This list of stories about children the world over was selected for the pleasure of American children and for the development of their understanding, and compiled by a special committee of the American Library Association Children's Services Division under the chairmanship of Mrs. Winifred Ragsdale, Contra Costa County Library, Martinez, California. Single copies may be obtained by sending a self-addressed stamped envelope to the CSD Office, ALA, 50 East Huron St., Chicago 11, Ill.

**Play Publishers and Distributors.** ANTA National Theatre Service, 1545 Broadway, New York 36, offers this list of names and addresses of firms which publish and distribute plays for nonprofessional production, free. Inexpensive pamphlets on children's theater and how to organize and operate a community theater are also available on request.

**The Combined Book Exhibit** is celebrating its 25th anniversary this year, having been founded in 1933. Mr. Thomas J. McLaughlin is Director and Editor of these exhibits and the catalogs which over the years have proved such valuable additions to library and educational conventions.

**Poster Exchange.** Does your collection of Book Week posters from previous years need some additions? Spurred on by the suggestion of Alice Norton, Publicity Director of the Denver Public Library, The Children's Book Council would like to set up an exchange column in THE CALENDAR, whereby those libraries and schools having extras of old posters could exchange them for ones which they lack, the CBC being the intermediary. If you think this is an interesting project and would like to participate in it, write Sue Brewer in care of THE CALENDAR, telling what old posters you have to exchange or give away and what years you would like to receive.

## AWARDS AND PRIZES

**E. P. Dutton-John Macrae Award** for the advancement of library service to children was presented to Effie Lee Morris, Children's Librarian Specialist of the Library for the Blind, New York Public Library.

**Grolier Society Award** was presented to Mary Peacock Douglas, supervisor of Public School Libraries, Raleigh, North Carolina, in recognition for her outstanding contributions to the reading of young people.

**1958 Dorothy Canfield Fisher Children's Book Award**, sponsored by the Vermont Free Public Library Commission and the Vermont Congress of Parents and Teachers and chosen by the Vermont school children in grades 4-8, was won by Beverly Cleary's FIFTEEN (Morrow).

## MATERIALS AVAILABLE

Random House is again allowing librarians to broadcast their Enrichment Records (both the Landmark and Documentary series) over local radio stations or PA systems without payment of royalty, providing the usual record, book and author credits are given. For further information write Martha Huddleston, Enrichment Teaching Materials, 246 Fifth Avenue, New York 1.

Franklin Watts, Inc. is offering a folder containing a full color Picture Map, 17" by 22", of their First Books as well as a classified list of the entire series. Available free of charge from Franklin Watts, Inc., 699 Madison Ave., New York 21.

The New Method Bindery, Inc. of Jacksonville, Illinois has made some extremely attractive little bookmarks from the winning posters done by children in grades 1-6 on the subject of the care of books. They are offered in quantity, 1,000 for \$2.55 to schools and libraries. Send your requests to the above address.

Harcourt, Brace and Co. has biographical sketches of many of their artists and authors which they will be glad to send to you on request. Just write to them at 750 Third Ave., New York 17.

A "Christmas card" mailing piece describing THE LEGEND OF BEFANA by Henry Chafetz, a little-known Twelfth Night legend is available free from

Houghton, Mifflin Co., 2 Park Street, Boston 7, Mass. You may also ask for their two bookmarks, one for CAMEMBERB written and illustrated by Nancy De Angelis, and the other for JUST PEPPER by Robert Barry with an illustration from FAINT GEORGE, his first book, on the other side.

For all Carolyn Haywood fans, William Morrow has prepared a new, six page folder about Miss Haywood and her books which will be available soon. Write to Morrow Junior Books, 425 Fourth Avenue, New York 16.

Suggestions and free material for the observation of Columbus Day may be obtained by writing to the National Citizen's Committee for Columbus Day, National Press Building, Washington, D.C.

Looking for additional material on Christmas in other lands? The Pan American Union, Washington 6, D.C. has a booklet entitled "Christmas in Latin America" for 10¢. Add to this list the very useful reprint "Christmas Materials in General Children's Books" by Hilda K. Limper from the Wilson Library Bulletin (950 University Ave., New York 52) and you have two valuable supplements to your Christmas collection. The H. W. Wilson article is 25¢ for a single copy or ten for \$2.00.

"What Can You Do for United Nations Week?" is a 20 page pamphlet offered by The American Association for the United Nations, 345 East 40th St., New York.

## CARNIVAL OF BOOKS

Schedule for October, November and December. The dates given are for WMAQ in Chicago so check your local station for day and time in your area. October 5—REPTILES ROUND THE WORLD by Clifford Pope (Knopf); October 12—BENJAMIN FRANKLIN by Clara Judson (Follett); October 19—BLACK GOLD by Marguerite Henry (Rand McNally); October 26—THE BOY WHO CARED by Dorothy Aldis (Putnam); November 2—THE HORSE CATCHER by Mari Sandoz (Westminster); November 9—RIFLES FOR WATIE by Harold Keith (Crowell); November 16—TIME OF WONDER by Robert McCloskey (Viking); November 23—WITH A TASK BEFORE ME by Virginia Eifert (Dodd, Mead); November 30—HAVE SPACE SUIT—WILL TRAVEL by Robert Heinlein (Scribners); December 7—THE YEAR OF THE HORSE by Rita Ritchie (Dutton); December 14—CHUCHO, THE BOY WITH THE GOOD NAME by Eula Phillips (Follett); December 21—THE STORY OF HOLLY AND IVY by Rumor Godden (Viking); December 28—HALF-PINT FISHERMAN by Elizabeth Montgomery (Dodd, Mead).

## IN THIS SEASON

Book Week time is an excellent occasion to remember that many children in the world do not have any books to read. We recommend support of the CARE Children's Book Fund Program. The collections of children's books provided by this program to children around the world are a rare pleasure, a help to greater understanding and a token of friendship. Orders may be placed through any local CARE office or CARE headquarters, 660 First Avenue, New York 16. Send for CARE's Children's Book Kit which includes suggested procedure for "Operation Bookstrap," the CARE Children's Book Fund Campaign for Children's Book Week. A filmstrip "Make Friends with Books" is also available.

The Hallowe'en season will see some welcome new additions to the shelves. WITCHES, WITCHES, WITCHES edited by Helen Hoke (Watts) will be out on October 30th. WOBBLE, THE WITCH CAT by Mary Calhoun (Morrow), THE WONDERFUL CAT OF COBBIE BEAN by Barbee O. Carleton (Winston), THE CRAZIEST HALLOWEEN by Ursula Von Hippel (Coward McCann), GEORGIE'S HALLOWEEN by Robert Bright (Doubleday) and SCAT THE WITCH'S CAT by Geraldine Ross (Whittlesey) are only a few of many new titles.

This fall marks the twentieth anniversary of the first issue of JACK AND JILL MAGAZINE and Little, Brown has brought out a birthday book JACK AND JILL ROUND THE YEAR BOOK. Bookmarks for this are available from the publishers, 34 Beacon St., Boston 6, Mass.

The September issue of EVERYWOMAN'S FAMILY CIRCLE features a charming article by Isabel Nash about her growing-up years with her famous dad, Ogden Nash. She tells of the importance her father placed upon reading aloud to his children calling it "a painless kind of indoctrination into the world of books and the realm of imagination."

A musical version of LITTLE WOMEN will be presented over CBS on October 16th starring Margaret O'Brien and Rise Stevens and sponsored by the Sheaffer Pen Co. A display poster showing the four sisters is available from Mr. Jac Colvin, W. A. Sheaffer Co., Fort Madison, Iowa.

**The 1958 Books of the Year for Children**, a selection of nearly 300 titles, arranged by age and special subject, will be available November 15th from the Child Study Association of America, 132 East 74th St., New York 21, for 25¢. This booklist will also be published in the winter issue of CHILD STUDY MAGAZINE.

Some of the new Christmas titles are: SEVEN FOR SAINT NICHOLAS by Rosalys Hall (Lippincott), THE PUPPY WHO WANTED A BOY by Jane Thayer (Morrow), SOMETHING FOR CHRISTMAS by Palmer Brown (Harper), THE FARAWAY CHRISTMAS by Edith Hurd (Lothrop), TELL ME ABOUT CHRISTMAS by Mary Alice Jones (Rand McNally), THE NUTCRACKER by Warren Chappell (Knopf), and THE CHRISTMAS ROCKET by Anne Molloy (Hastings). An old favorite has rejoined the ranks in a new edition. Lippincott has brought back in print the Jessie Wheeler Wilcox illustrations for Clement C. Moore's 'Twas THE NIGHT BEFORE CHRISTMAS. These illustrations have a period charm that provides an effective setting for this famous old poem.

New York is the background and the Empire State Building is the "hero" of Helen Sattley's new book THE DAY THE EMPIRE STATE WENT VISITING to be published in November by Dodd, Mead.

For a moving article on the closeness created by one family when they read together, don't miss Peter Putnam's "The Family That Reads Together" in the August issue of WOMEN'S DAY MAGAZINE. Mr. Putnam tells of books which the whole family enjoyed and very nicely includes a reading list at the end of his article for any other family who wishes to embark on a reading together excursion.

## CAN YOU HELP US?

The Children's Book Council, Inc. is collecting material for a proposed booklet "Planning a Program on Children's Books and Reading." We would appreciate hearing about any of your programs that have proved particularly successful and of the specific aids and techniques that were helpful in putting on such a program. Write to us here at the Council, Dept. 7, 50 West 53rd St., New York 19.

## ABOUT OUR COVER

Pictured with the 1958 Book Week Poster and Mobile at the American Booksellers Association Convention in Atlantic City is the new Executive Secretary of The Children's Book Council, Inc. Joanna Foster probably needs no introduction to many of you who know her as the author and illustrator of PETE'S PUDDLE (Houghton). Soon another book will be published, PAGES, PICTURES, AND PRINT: A BOOK IN THE MAKING (Harcourt) bearing Miss Foster's name. This book covers all aspects of publishing a book from the day the contract is drawn up with the author, to the moment you hold the finished copy in your hands. It is written for children from ten up, and all would-be writers and artists.

**THE CHILDREN'S BOOK COUNCIL, INC.**

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