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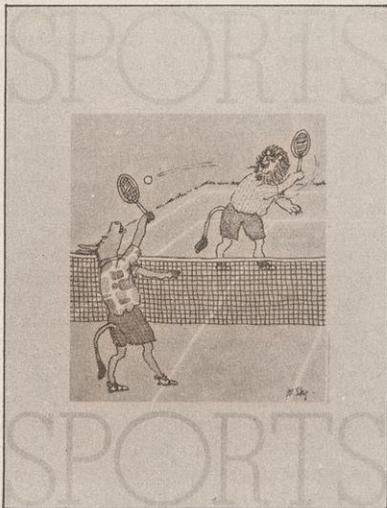
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THE CALENDAR

VOL. XXXVII, No. 2

November, 1979-June, 1980



COOPERATIVE CHILDREN'S BOOK CENTER
600 North Park, Madison, Wisconsin 53706

Poster by William Steig for SPORTS,
the Children's Book Council's
fifth Year-Round Reading Pro-
gram. (See inside for further in-
formation.)

*return to
Children's Book Council
Resource file*

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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BOOKSELLING

Book Fairs Can Mean Hard (cover) Sales

Elizabeth Nichols

The article that follows by Elizabeth Nichols inaugurates a new section of The Calendar—Book-selling. Ms. Nichols is the proprietor of The Book Stop, a thriving bookstore in Maplewood, New Jersey. Prior to beginning her own bookstore, Ms. Nichols was the Director of Library Services for Farrar, Straus & Giroux, Inc. Ms. Nichols wrote the CBC explaining “. . . I started this store from scratch and from yearning to sell juvenile books (not a retirement ho-hum).”

It is worth noting that in the year we celebrate Dr. Seuss' seventy-fifth birthday and Maurice Sendak's fiftieth, most booksellers still shy away from an adequate representation of hardcover juvenile titles on their shelves. Perhaps a few "classics" (meaning several sure-fire titles) but no book for which we have less than ten blue-chip reviews. Yet as we honor these two men for the very creativeness and innovative techniques that set new patterns in children's books and bookmaking, we booksellers continue to rely on a relatively few tried-and-true juvenile titles in hardcover editions. We don't dare take much of a chance on selling current juvenile lists.

Today the classic potato chip may be enjoyed in a variety of sizes and flavors. Similarly, the choices confronting the youthful purchaser of chewing gum or "pop" often bear little resemblance to the combinations of thirty years ago; and certainly the three flavors of ice cream dominating Dr. Seuss' childhood have undergone many mutations. Nothing has been abandoned, just more goodies added. The supermarket offers all of them. Why should the bookstore lag in providing the newest juveniles along with the childhood favorites all of us cherish?

In this frame of mind I decided to try an experiment at the book fairs The Book Stop handled last fall (1978). All of the fairs occurred before Children's Book Week in November. My agreement with the book fair committee: (1) I would supply any title requested in the quantity they specified and in hardcover and/or paper edition (2) the committee would accept a selection of late spring and new fall juveniles in cloth of my own choosing. These would be titles mostly unfamiliar to them which they had not previously examined. An effort was made to include the very, very latest juveniles as hot off the griddle as the newest Ludlum or Michener title. All schools seemed surprised that The Book Stop encouraged the inclusion of expensive cloth-bound titles (old and new) in quantity for fairs. Most of the book concerns in this area dealing exclusively in school fairs provide paperbacks only.

Results? The fair-goers (adult and juvenile) were stunned and delighted with the inclusion of the clothbound books, especially the unfamiliar current titles. An amazing windfall for a school fair—nothing like it had ever happened before! The books were new in every sense and wonderful. An additional windfall for the school was increased profits from the clothbound book sales.

In one school encompassing K-2 grades, the only specific recommendation for the Fall 1979 Fair made to us is that we provide more clothbound juvenile picture books—with special emphasis on the newest titles. In a second school comprising the six elementary grades the "lament" was that they had not included enough clothbound juveniles, especially for ages 8-12 years.



Elizabeth Nichols

Publishers and booksellers share the responsibility for selling juvenile clothbounds at retail. It is tacitly recognized that marketing directors and booksellers do not anticipate large bookstore sales of this group of books. Traditionally, the market is school and public libraries. And so it will remain until these two purveyors of books decide to increase juvenile-book-retail sales and profits. Meanwhile, we witness the making of adult bestsellers cut from lesser quality cloth.

Such a decision requires close cooperation and planning and this is not the place for a detailed outline. But, when (1) the director of marketing becomes convinced that a sales conference presentation of the juvenile list is as important as that of the adult trade list and (2) said director is concerned sufficiently to create an interesting economic incentive for the bookseller paralleling similar incentives for adult trade books, an entire series of things will happen including an enthusiastic sales rep and a receptive bookbuyer. Further, when (1) the bookseller lets go the old saw that juvenile paperbacks and a few clothbounds published prior to 1965 are the only juveniles that have the ghost of a chance to sell and (2) said bookseller finally wakes up and realizes he isn't making returns on clothbound picturebacks (\$5.95 and up), an entire series of things will happen including an interesting larger collection of juvenile titles, enthusiastic customers, enthusiastic book fairs, increased profits received with enthusiasm by all!

Within the past three days two clothbound juveniles left our store in the clutch of eager young customers. One was LYLE, LYLE CROCODILE by Bernard Waber (Houghton) and the other was THE BEST TRAIN SET EVER by Pat Hutchins (Greenwillow), the latter being spied by the six-year-old purchaser who said, "Look! Pat Hutchins, remember TITCH Mother?" The following revision immediately came to mind: Never, never lay the old aside/Just be the first by whom the new is tried!

PUBLISHING

Before the Flood: Notes on Early Twentieth Century American Children's Illustration

Michael Patrick Hearne

The original slogan of the first official Children's Book Week was indeed prophetic. Since its inception sixty years ago this November, the annual national celebration of literature for young readers has succeeded in putting "more books in the home." So abundant is the current harvest of elaborately produced picture books that one tends to underestimate the richness of American illustration in books for boys and girls just prior to the modern movement. Many historians begin their studies of twentieth century American children's books in 1919, with the establishment of the first separate juvenile book department of a major New York publishing house, that of the Macmillan Company; but this insufficient starting date does not allow for the fascinating contribution to children's book illustration made by American artists during the first two decades of the century.

In their art, Americans have long suffered from an inferiority complex. So quick are they to seize any style current in Europe, whether it be in literature or in lampshades, that they often fail to recognize their own influences on contemporary taste. English illustration, in particular, dominated American children's book publishing until after the First World War. Kate Greenaway and Walter Crane were the rage on both sides of the Atlantic. Perhaps to gain legitimacy for the award, the American Library Association took the name of a British illustrator, Randolph Caldecott, for its annual medal given to the most distinguished contribution to picture books published in the United States. Certainly Caldecott's series was then better known than any designed by American artists; already by 1920, copies of his toy books were selling better in the United States than when they were first published over forty years before. Caldecott's high standards were upheld by L. Leslie Brooke and Beatrix Potter in their popular picture books for young children, then being distributed by American booksellers; but the most lauded of London illustrators before the war were those who contributed to the growing "gift book" market. The trichromatic process of photoreproduction was made practical by the turn of the century, and the new fad for expensive books filled with exquisite colorplates made the reputations of such classic illustrators as Arthur Rackham, Edmund Dulac, Kay Nielsen, and W. Heath Robinson. "Unfortunately," Robinson noted in his autobiography *MY LINE OF LIFE*, "this method could only be used on a certain kind of paper that was impossible for the rest of the book. Consequently the color pictures had to be stuck in, making the book a scrap book. This was not true bookmaking, but they were nevertheless handsome volumes." The paper shortages of the First World War just about finished the colorplate industry, but even in so brief a period as this, many exceptionally well illustrated classics were enjoyed by children and their elders in both Europe and the United States.

New York publishers were quick to capitalize on the craze for well illustrated gift books. The American answer to the London trade was to issue several series of standard novels and verse interpreted by the students of Howard Pyle. The grand old master of American book decoration opened his studios to aspiring young illustrators, and through his instruction

and connections with New York publishers, these young men and women carried the Howard Pyle spirit through their book and magazine illustration on into the Second World War. His students tried to follow the master's sound advice: "Throw your heart into your picture and jump in after it." In the early years of this century, the rugged individualism of N. C. Wyeth, Frank E. Schoonover, and others supported Theodore Roosevelt's defense of "the strenuous life." These well-trained painters chose to interpret the classic adventures of pioneers, knights, and buccaneers in bold oils on canvas. A gentler strain in the Pyle legacy lay in the work of Jessie Willcox Smith and her sister illustrators. For their subject matter, these ladies preferred tender studies of domesticity, made so fashionable by Mary Cassatt in Paris. Another artist but of quite a different character was Maxfield Parrish, well remembered for his popular prints of languid nymphs on enchanted hillsides. As he too contributed to the successful series of illustrated classics, Parrish is often referred to as one of Pyle's important students; actually the young man studied under Pyle only briefly, for Parrish had already developed his distinctive manner before entering the master's studios.



The first Children's Book Week poster done in 1919 by Jessie Willcox Smith.

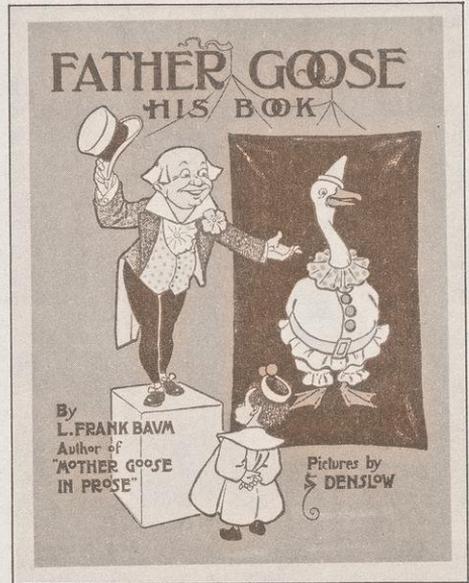
The most frequently reillustrated classic of the first quarter of the century was the rhymes of Mother Goose. There was the Jessie Willcox Smith Mother Goose, the Fanny Y. Cory Mother Goose, the Boyd Smith Mother Goose, and, later, the Willy Pogany Mother Goose. The prototype of these newly embellished American editions was DENSLAW'S MOTHER GOOSE, perhaps the earliest version of the classic rhymes interpreted in a purely contemporary manner. The origin of the modern American picture book dates arguably from 1899 with the publication of W. W. Denslow's *FATHER GOOSE: HIS BOOK*. This collection of topical doggerel by L. Frank Baum, illustrated in a bold poster style, was apparently the first volume for young readers written and illustrated in a truly American idiom. Baum and

Denslow followed this bestseller with an even more ambitious work, *THE WONDERFUL WIZARD OF OZ*, the first "modernized fairy tale." Denslow embellished the original edition of this American classic with twenty-four color plates and countless textual decorations in two colors. Even after his split with Baum, Denslow continued his experiments in children's book illustration; the most remarkable of his subsequent projects was the eighteen-volume *DENSLOW'S PICTURE BOOKS*, the only significant American equivalent of the toy book series of Crane and Caldecott. Unjustifiably most children's book historians have ignored Denslow's contribution to the American picture book. From the start, Denslow's work was controversial. In the war between the Sunday comic strip and the modern library movement, the early children's book specialists condemned this artist's work for conforming to the brash style of this low form of popular art. These early critics in setting their own high (and often eccentric) standards of evaluating children's books were in such earnest that they suspected anything designed just for fun; they would not recognize Peter Newell, that Edison of the American picture book, apparently because his ingenious *THE SLANT BOOK* did not sit normally on a library shelf. Denslow's reputation was further damaged by the irrational banning of *THE WIZARD OF OZ* and its many sequels from children's book rooms around the country. This censorship was equally unfair to John R. Neill, Denslow's successor as illustrator of the Oz saga; children's book critics have never properly acknowledged Neill for his inexhaustive fancy and superb mastery of pen-and-ink.

The prejudice against the comic strip hindered the careers of other equally imaginative American illustrators. Those critics so fearful of what might be harmful in the Sunday comics never learned to appreciate what was good in the early strips. Certainly greater originality in the art of illustration was displayed in the funny papers than in the majority of children's books of the period. Many popular book illustrators, including Denslow, Newell, Neill, Palmer Cox, and E. W. Kemble, drew for the Sunday comics. The finest of the early strips was Winsor McCay's weekly tour of fairyland, "Little Nemo in Slumberland"; McCay's visual humor and superb architectural sense was equalled only by Lionel Feininger in his cubist comic strips, "The Kin-der-Kids" and "Wee Willie Winkle's World." However, of all the early funnies, the one most popular with children was that of Buster Brown and his dog Tige, drawn by R. F. Outcault, the creator of "The Yellow Kid." Obviously this little boy's gaudily colored Sunday pranks immensely amused his less adventurous readers (among them Vladimir Nabokov who recalled in *SPEAK MEMORY* the great delight these drawings gave him while a boy in Russia). Not so amused were their elders, the librarians, who found nothing to admire in the practical jokes of either Buster Brown or the Katzenjammer Kids.

The comics did provide a training space for young illustrators who did go on to children's book commissions. Among the more fascinating of these artists was Frederick Richardson. Today he is known only by what is presently called *THE VOLLAND MOTHER GOOSE*; with its delicate outlines and soft mottled coloring, this large volume is one of the loveliest editions of the period. Richardson created several other exquisite picture books, but these have long been forgotten apparently because they were published by an obscure Illinois greeting card manufacturer. However, P. F. Volland issued several highly successful series of inex-

pensive picture books, all brightly printed. Although the texts of the majority are unremarkable, the art of these little volumes is often highly sophisticated, embracing many elements of contemporary progressive continental book design. Many illustrators, among them John Rae, Tony Sarg, Katherine Sturges, and Maginel Wright Enright (later Barney), experimented in these series with great variety of approaches to children's book decoration.



A poster done by W. W. Denslow for *FATHER GOOSE: HIS BOOK*, issued by George M. Hill Co. in 1899.

The best-selling of the Volland publications was the *Raggedy Ann* and *Andy* series. Johnny Gruelle, a New York *Herald* cartoonist, first told his tales of the little rag doll brother and sister to soothe his daughter during a long and fatal illness. Gruelle was an adequate writer, and his drawings possess great charm and gentle humor. It was as toys, however, that Gruelle's characters earned their immortality in the nursery. Similarly, the *Kewpies* (short for "cupid") became better known as dolls than as characters in the children's pages of the ladies magazines and the Sunday funnies as originally conceived by Rose O'Neill. A clever draughtsman, O'Neill was also a great self-promoter; she licensed her whimsical creatures to all sorts of manufacturers, so that her *Kewpies* on crockery, greeting cards, and clothing were as commonly known to the children of her day as Palmer Cox's *Brownies* were to those of a generation earlier and as Joan Walsh Anglund's characters are known to modern boys and girls.

Too little has been done in the study of this exciting period of children's book illustration. How many artists other than those already discussed are now unfairly forgotten? The critics may ignore their work, but their fellow illustrators do not. When one asks current American children's book artists whom did they enjoy when young, the same names are repeated over and over: Howard Pyle, Jessie Willcox Smith, N. C. Wyeth, Maxfield Parrish, W. W. Denslow, John R. Neill, Peter Newell, Winsor McCay. Their influence persists in the efforts of many of the leading American illustrators; for example, Maurice Sendak's *IN THE NIGHT KITCHEN* (Harper) is a tribute to Winsor McCay, Trina Schart Hyman's *KING STORK* (Little, Brown) to Howard Pyle. Certainly in studying the past one can learn much about the present.

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Michael Patrick Hearn is the author of *THE ANNOTATED WIZARD OF OZ* (Clarkson N. Potter) and *THE ANNOTATED CHRISTMAS CAROL* (Clarkson N. Potter), and the introduction to *THE CALDECOTT AESOP* (Doubleday). He is currently completing a critical history of the art of illustration for children *THE PICTURED WORLD* scheduled for publication by Doubleday.

POTPOURRI

SEASONAL READING It's a brand-new CBC program of materials! We've been thinking and thinking about what kind of new display materials everyone working with children might find useful and fun. "Eureka!" we said when we thought of a full color poster for each season of the year—and why not have a special poem/bookmark for each season, too?! Well, that's just what's going to happen. Four terrific people were working away this past autumn on four wonderful posters: Chris Conover burst forth with Spring Reading; Donald Crews immersed himself in Summer Reading (see *Up to Date With Books* for a sketch of this poster); Diane Paterson derived great inspiration from a pumpkin patch nearby for Fall Reading and thoughts of snow to come spurred Ed Young on to Winter Reading. And the highly respected poet Myra Cohn Livingston composed a poem for each of the seasons. Each poem appears on an illustrated bookmark. Does it all sound like fun? We hope it will be! The posters and bookmarks will be available in special kits as of January.

The October issue of the *Wilson Library Bulletin* celebrated the International Year of the Child with these articles: "The Changing Role of Children's Library Services" by Anne Pellowski; "Expanding Children's Programming in School and Public Libraries" by Melinda Greenblatt; "Library Service to Migrant Children in Australia" by Marina Garlick; "Meeting Children on Their Own Terms in Senegal" by Mollie Melching and "A Library Toy Program in Venezuela" by Carmen Diane de Dear-don. A special preface to the articles is by the editors at WLB. Single copies of the issue are available for \$1.75 each from Wilson Library Bulletin, 950 University Avenue, Bronx, NY 10462. Kindly send check with request.

1980 NEWBERY and CALDECOTT BOOKMARKS Earlier in the year we announced that for 1979 these bookmarks were completely re-designed. The 1979 editions appeared and everyone loved the new look but many of you sorely missed the listings of all the previous award recipients. We had switched to the smaller format with less copy because of rising printing and paper costs. But we realized from a tremendous amount of letters and phone calls that most of you would rather pay a bit more for the bookmarks if the past recipients listings could be re-instated. Well, once again, we've listened and the 1980 editions of the bookmarks will be in the form of a slim bookmark folder to accommodate all those titles missed so much. Watch for them in our 1980 Spring/Summer Materials Brochure. Meanwhile we would like to thank some of the people who took the time to write us their thoughts on the 1979 editions of the bookmarks: Luann Toth (Free Public Library, NJ), Diane McNabb (The Ben West Library, TN), Lynn Eisenhut and Elizabeth M. Smith (Children's Services, Orange County, CA), Carol O'Connell (CLA of Suffolk County, NY), Tom Clapham, Maria Mastantuono (Cherry Hill Free Public Library, NJ), Betty Jo Peterson (California State University Library, CA), Ms. Malcolm McKnight (Perry Hall Elementary School Library, MD), Laurie Perkins (Needham Free Public Library,

MA), Rose Gillis (University Elementary School, IN), Ms. Ben Ray (Crofton School, KY), Catherine Stetson (Canton Public Library, MA), Muriel A. Pronovost (Southern Connecticut State College), Doreen Emery (Sausalito Public Library, CA) and Ms. Don Dowling (Eureka Middle School Library, IL). Thank you all very much.

Kate Greenaway: A Catalogue of Books, Drawings and Related Items by Doris Frohnsdorff is an annotated listing of 350 items available for purchase from an impressive Greenaway collection. The 92 page catalogue is illustrated with reproductions of some of Ms. Greenaway's works and is available for \$7.50 prepaid. Direct requests to Doris Frohnsdorff, P.O. Box 2306, Gaithersburg, MD 20760.

SPORTS The 1980 Olympics are upon us so we decided that was a fine reason for focussing our fifth Year-Round Reading Program on SPORTS. Sports activities seem to be a common denominator for all children and so are books on sports. All the materials prepared for SPORTS are action-packed and lots of fun. We were honored to have Caldecott Medalist and New Yorker cartoonist William Steig create the gaily colored poster for the program—a lion and donkey matching wits and brawn on the tennis court. (It's pictured on this issue's front cover.) Photographer Bruce Curtis, a great follower of children's athletic activities, put together a black-and-white photographic frieze depicting everything from a female "Casey at the Bat" to wheelchair field hockey competition. Snow-covered mountains were on Leonard Everett Fisher's mind when he was asked to do a bookmark for SPORTS; the results are a snappy downhill racer in red, white and blue surroundings (the colors are the official ones for the U.S. Olympic team). "I'm a runner, a racer, I've got a lot of speed. . . ." begins Lillian Morrison's exhilarating sports poem for the second bookmark of the program; a jogger hurdling a gigantic book illustrates the poem (and it's witty Fernando Krahn who did the illustration). Robert Unsworth, Library Media Specialist at Scarsdale Junior High School (NY), compiled and annotated a bibliography of fifty-five books, fiction and nonfiction, appropriate for children in grades 4-8. The list is a pamphlet entitled "Sports and Books and Books and Sports"; it's introduced with some brief comments by Mr. Unsworth on evaluating sports books for children. A single copy of the pamphlet is free for a #10 self-addressed envelope with first class postage marked "Sports Bibliography" from CBC.

We hope you're *energetic* enough to do a SPORTS program with your young readers! (See *Sports in America: Motivating the Reluctant Reader* by Gary G. Kime in this issue of *The Calendar*.)

EXPECTATIONS 1979 (Volume 31) commemorates the International Year of the Child with eight complete reprinted books representing many lands and cultures. The braille anthology is available free to any blind American child in grades three through six. Direct requests to Betty Kalagian, Editor, EXPECTATIONS, Braille Institute, 741 North Vermont Avenue, Los Angeles, CA 90029.

PUBLISHING CHILDREN'S BOOKS IN AMERICA, 1919-1976: An Annotated Bibliography by Robin Gottlieb We are terribly proud about the reception this special book has received. We thought that perhaps *Calendar* readers might enjoy seeing some of the comments that have appeared in a few well-known publications. From *Choice* (May, 1979) ". . . a much-needed single-resource book that provides helpful leads to information on many facets of the creation and publishing of children's books, and directs scholars and social historians to pertinent books and articles." *Top of the News* (Spring, 1979) noted "Before the appearance of this volume, readily accessible information about the publishing process of children's books was not available, Gottlieb has filled a large gap with an important book . . . All academic institutions, public libraries, cooperative agencies—the list goes on—will find this book indispensable." And from *AMERICAN REFERENCE BOOKS ANNUAL* (1979) The volume ". . . brings together and annotates a useful selection of materials for the study of American book publishing for children. Any institution serving serious students of children's literature will surely need to add this bibliography to its collection." It's no wonder that we're glowing with pride!

The October issue of the *American Bookseller* is devoted to a variety of aspects of children's books. The pertinent articles in the issue are: "The Growing Up of Children's Books" by Pamela R. Giller; "Why is this Book \$8.95?" by Linda Zuckerman; "The Corner Bookstore" by Rob Wilder; "Promotions for the Peanut Gallery" by Susan Singleton; "Listen, My Children, and You Shall Hear" by Dick Russell; "A Compendium of Children's Book Collections" by Jan Borene; "That Nice Book Lady in Corona del Mar" by Armand Hanson; "Confessions of a Children's Book Fan" by Jan Borene; "Children's Book Week" by Robert Mack; "Best Bets for Children's Books, Fall 1979" compiled by Betsy Hass and "Breaking Through to the Bookstore Market" by Robert Mack. Single copies of the issue are available for \$1.25 each from American Booksellers Association, 122 East 42nd Street, New York, NY 10017. Kindly send check with request. There is a limited supply.

CHILDREN'S BOOKS: AWARDS & PRIZES (1979 edition) This new edition is off press and it's full of useful information on eighty-eight children's book awards given in the United States, the British Commonwealth, and internationally. Illustrator/author Eve Rice has given the latest volume a cheerful look with her jacket filled with award-hopeful characters. The edition is paperbound and 212 pages.

Please note: More details and ordering information on the current CBC materials mentioned in Potpourri are included in the 1980 CBC Spring/Summer Materials Brochure mailed to all Calendar recipients in January.

PRELUDE Children's Book Council Mini-Seminars on Using Books Creatively. In the last issue of *The Calendar* we were able to give you only the tentative titles of the Series 4 tapes for PRELUDE. Series 4 made its debut in early September and here are the official titles and creators of the tapes: **A BRANCH OF THE TREE: CHILDREN'S BOOKS AS A PART OF WORLD LITERATURE** by Eleanor Cameron; **CHILDREN'S BOOKS IN TRANSLATION: UNIQUE AND UNIVERSAL** by Paul Heins; **EVALUATING CHILDREN'S BOOKS** by Betsy Hearne; **PICTURE BOOKS: A WORLD OF LITERATURE FOR SMALL CHILDREN** by Barbara Bader; **TRADE BOOKS AND THE SOCIAL STUDIES: A SPECIAL RELATIONSHIP** by Margaret Branson; **USING BOOKS WITH BEGINNING READERS** by Lillian Moore.

Series 1, 2 and 3 of PRELUDE are also available. And, exciting news, Series 5 is in the making and is scheduled to appear in late summer of 1980.

NEW INFORMATIONAL BOOKMARKS *Books About Cats* and *Books About Dogs* Something children just seem to love are bookmarks and booklists; the two are combined in these two-color bookmarks with entertaining illustrations by Natalie G. Sylvester ("Cats") and Graham Booth ("Dogs"). Ms. Sylvester has drawn a couple of endearing cats who delight in cavorting over a pile of books while Mr. Graham's personable Scottie dog actually has visions of playing with a cat! The reverse of each bookmark has a list of books selected and annotated by Pamela D. Pollack of *School Library Journal*. The books listed are fiction and nonfiction and appropriate for ages 5-8.

1980 CHILDREN'S BOOK WEEK We thought you might like a sneak preview of some of the people who agreed to create the materials for the celebration of 1980 Book Week next November. Margery Cuyler of Holiday House chairs the 1980 Book Week Committee who came up with the names of these fine people: Trina Schart Hyman is doing the poster; Friso Henstra, Bruce McMillan and Lillian Obligado are each illustrating a streamer (Mr. McMillan snapped his with a camera); Stan Mack is creating a boldly colored vertical frieze; Clyde Watson composed the poem and sister Wendy Watson will illustrate it for the traditional Book Week bookmark and Reynold Ruffins is creating a mobile to dazzle the eyes. The slogan is being kept under wraps for the time being but come late spring, everyone will hear about it. The dates for 1980 Book Week are no secret—November 17-23. Do mark them down on your calendar of activities.

OFFICERS:

President—Walter Retan	Secretary—Margery Cuyler
Vice-President & President-Elect— Dorothy Briley	Treasurer—Beverly Horowitz

BOARD OF DIRECTORS:

Barbara Bates (Westminster)	Beverly Horowitz (Dell)	Janet Schulman (Random)
Dorothy Briley (Lothrop)	John Keller (Little, Brown)	Ellen Teguis (Dial)
Margery Cuyler (Holiday)	Walter Lorraine (Houghton, Mifflin)	Jeanne Vestal (Watts)
Judy Donnelly (Hastings)	Walter Retan (Western)	Refna Wilkin (Coward)
Suzanne Glazer (Atheneum/Scribners)	Ellen Rudin	Linda Zuckerman (Viking-Penguin)

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Librarian:
Robin Gottlieb

PLACES

Green Gables: Prince Edward Island National Park, Canada

Irene E. Aubrey

An attraction that has contributed to the great popularity of the Prince Edward Island National Park is "Green Gables," a house re-structured to resemble the homestead made famous in the novel *ANNE OF GREEN GABLES*, written by Lucy Maud Montgomery.

Every year, thousands of tourists visit this house and the surrounding lanes and woods which stand as a living monument to an author whose books in the Anne series are known and cherished the world over.



"Green Gables" on Prince Edward Island (Photo courtesy of Provincial Tourist Information Centre, Charlottetown, Prince Edward Island)

The Park was established in 1937 and is located on the north shore of the Island, facing the Gulf of St. Lawrence. It is small in area, covering seven square miles; in the center is Brackley Beach, on the east side is the Dalvay-Stanhope section, and on the west side, is Cavendish and Green Gables.

Miss Montgomery visited the Park in 1939 and was pleased with what she saw: places beloved by her, and which surrounded "Green Gables," the central feature, were preserved.

In the novel, Green Gables was possibly fashioned after more than one house; the one that stands in the Park was once the home of Miss Montgomery's cousins, the Macneills, with whom she frequently visited. The house is now a green and white structure, furnished to suit closely Anne's time and the descriptions in the book. There are three upstairs bedrooms, a living room, a dining room and a big kitchen. Trails lead from the house and take the wanderer on famous walks to "Babbling Brook" or "Lake of Shining Waters," down "Lover's Lane" or through "Haunted Woods."

Critics have said that *ANNE OF GREEN GABLES* is a sentimental story, with a fairy-tale kind of heroine, written in a mediocre style. No one can deny, however, the appeal of the story in which Anne, an orphan, is adopted by an elderly sister and brother; she is spirited, talkative and highly imaginative.

When the book was published in 1908 in Boston by L. C. Page and Company, it immediately became a bestseller. Millions of copies have now been sold. It has been translated into many languages and is also available in Braille. *ANNE OF GREEN GABLES* enjoys an ongoing popularity and is read by children and adults alike.

Miss Montgomery's mother died when she was about two years old and she lived with her grandparents on a farm in Cavendish. She spent most of her unmarried life in this small community and the first three books in the Anne series were written while she was living there.

In 1911, she married the Reverend Ewan Macdonald, a Presbyterian minister, and moved with him to Ontario. She missed Cavendish, the farm where she grew up, and all its surrounding natural beauty: the trees, the woods, the fields and the sea. She managed, however, to return to Cavendish, twice, for short happy visits.

Although Miss Montgomery wrote other books, the Anne series remain the best-known. They have contributed, over the years, to the growing awareness of Prince Edward Island and, particularly, to the Cavendish area. Tourism is one of the leading industries of the Island whose physical features include its rich red soil, its lovely white beaches, its soft rolling hills and its interesting coves. It is located near the heart of the Atlantic region, separated from Canada's mainland by the Northumberland Strait. The colorful Micmac Indian name for the Island is Abegweit, which means 'cradled on the waves.'



A scene from the 1934 movie "Anne of Green Gables." Pictured are O. P. Heggie and Anne Shirley. (Copyright RKO Pictures)

ANNE OF GREEN GABLES has, twice, been made into a movie and, twice, into a play. A lively musical also exists as part of an annual festival staged at the Confederation Centre of the Arts, located in the capital of Charlottetown.

Miss Montgomery died in April, 1942. Her body was brought to the Island for burial in Cavendish cemetery. Her best memorial will be the lasting quality of *ANNE OF GREEN GABLES*.

(Further information on "Green Gables" can be obtained by contacting: Tourism Services, P.O. Box 940, Charlottetown, Prince Edward Island, Canada C1A 7M5. The hard-cover edition of *ANNE OF GREEN GABLES* is published by Grosset & Dunlap; the paperback edition is published by Bantam Books.)

Sports in America: Motivating the Reluctant Reader

Gary G. Kime

America has always been a country that has been sports-conscious. The American Indians invented lacrosse; raced on foot, in canoes and on horses; they even extended sportsmanship to warfare by counting coup on their enemies. Pioneers participated in turkey shoots and wagon races. The challenging life on the frontier emphasized competition between man and nature as well as between men.

As America industrialized and urbanized after the Civil War, sports were used to supply the thrills that were lost in city life. Haphazard games became institutionalized as society became more structured. After World War II, a "Fifth Freedom" was expounded—the freedom to participate in a sport.

Today all sports are the victims of media hype in television programming, newspapers and magazines. Many fads have resulted from this phenomenon: among the examples of the antiwar 60's was the non-violent game of frizz-bie; in the stressful 70's the more aggressive games of tennis and racquetball have taken the lead. Even the Olympics have been used as a substitute for foreign policy. A tremendous commitment has been made by the Eastern European countries where victory has become their national policy.

Americans are also fixated on physical fitness with millions participating in jogging, marathon runs, and health food diets. Our present inflation has made the salaries of our professional athletes rival industrial magnates and rock stars. There is a crying need for heroes in our cluttered society. The politicians since Watergate have defaulted their claim to heroics; media stars seem to lead short, brilliant careers. Taking these situations into account, it seems logical that our youth often turn to athletes for inspiration.

Modern children are conditioned by television, fast foods and the automobile. In contrast, the schools have gone "back to the basics" with a vengeance by emphasizing reading and writing in every class. However, there is a need for motivation to compete with the omnipresent television, pocket calculators and electronic games.

Another factor, constantly mentioned, is that girls are now equally involved with sports, thanks to Title IX (which is, as *Calendar* readers probably know, the Federal law passed a few years ago to combat sexism in school systems). Girls are no longer cheerleaders, and scholarships for girls' sports are becoming a reality.

Books about sports can provide an interesting way to reach many reluctant readers. Most students have heard about the various sports celebrities or, at the very least, have a passing knowledge about the several games learned on the playground or in gym class. In teaching, it is always a solid technique to move from the known to the unknown. Thanks to the aforementioned media coverage, sports are definitely familiar to today's readers.

One series of books that are very effective in motivating readers are the Sports Illustrated guide books on participatory sports. These books are well illustrated with a readable text and they are designed to introduce the reader to the sports covered. In *FOOTBALL: DEFENSE*, Bud Wilkinson details a popular team sport enjoyed by many boys while in *SKIN DIVING AND SNORKELING*, Barry Allen presents a lifetime, individual sport that is more appropriate for recreation. Twenty-three different topics are offered in this series, presenting a wide variety of interests to the reader.

Another series from Crestwood House presents somewhat more exotic sports to grab the "lazy" reader. The book topics in the series range from *DIRT TRACK SPEEDSTERS* by John Feilen to *RODEO* by Jean Wright Thorne. Illustrations are again the key; they catch the eye and entice the student to turn some more pages. Remember, this generation was raised on television, so good visual impact is necessary. These more general series can introduce a sport, sharpen skills or educate spectators.

Biographies and autobiographies allow the readers to familiarize themselves with a sports star who is only a name on the television. Often the best approach for a reluctant reader is an anthology since a shorter interest span is required. *BREAKING IN* edited by Lawrence Lorimer (Random) is a recent example of an anthology; it details the trials and tribulations of nine famous athletes becoming champions. Young people can appreciate the problems of "proving oneself" whether on the athletic field or in the classroom.

Because girls are now achieving their proper place in the sports galaxy, books that describe exploits by women athletes are in demand. *WOMEN WHO WIN* by Francene Sabin (Random) is an obvious choice for it provides fourteen examples of women excelling in competitive sports from ice skating, skiing, gymnastics, and tennis to track, swimming and golf. A personal account by Wilma Rudolph, *WILMA, THE STORY OF WILMA RUDOLPH (NAL)* is another leading candidate, since it stresses the problems of not only being a woman but a black woman competing in the Olympics. Arthur Ashe in his *ARTHUR ASHE: PORTRAIT IN MOTION* (Ballantine) provides similar perspectives on professional tennis and Wimbledon.

In this era of energy awareness, books based on human potential, not gasoline, need to be stressed. Crestwood House offers a *Back to Nature Sports* series written by Peter Mohn specifically for the reluctant reader. His books cover sports in which children can participate regardless of location or climate—*HIKING*, *BICYCLE TOURING*, *TRAIL BIKING*, *HOT AIR BALLOONING* as well as sports dependent on locale—*SAILING*, *CROSS COUNTRY SKIING*, *SCUBA DIVING AND SNORKELING*, *WHITEWATER CHALLENGE*.

Sports often require an individual to meet a challenge. This drive to overcome obstacles often can be used in many areas of life: economic, political, religious, personal as well as athletic. Many inspirational true stories are available in excellent books. Jeannie Morris' *BRIAN PICCOLO: A SHORT SEASON* (Rand McNally/Dell) deals with a young running back's courageous fight with cancer and his friendship with future star, Gayle Sayers. *THE QUALITY OF COURAGE* by Mickey Mantle (Bantam) also deals with the ability to meet challenges. A more directly sports related book would be *GREAT COMEBACKS IN SPORTS* by Phil Pepe (Hawthorne).

For a reading class, *SPORTS CLASSICS* by Julian May (Creative Education) offers short articles reinforced by discussion exercises. Again, the topic is sports but the activity is reading. This series is also well illustrated to help capture interest.

Sports will remain an important part of the American scene as long as Americans retain their zest for life, and sports literature can provide the reluctant reader with motivation as well as inspiration. Dick Vermeil, dynamic head coach of the Philadelphia Eagles football team, summed it up at a local high school banquet: "I will is more important than I.Q."

UP TO DATE WITH BOOKS

Only books published since 1978 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. Unless specified otherwise, the titles listed under each month include fiction and nonfiction. When possible, paperback publishers for a title are also listed. In some instances *only* the paperback publisher is included if the title has appeared in that format for the first time since 1978.

■ NOVEMBER

Remember Book Week, November 12-18, 1979. Pictured is the official poster by Rosemary Wells for the celebration of Book Week's Sixtieth Anniversary.



■ DECEMBER

'Tis the season for everyone to enjoy books with CHRISTMAS and CHANUKAH and NEW YEAR themes.

Pre-School: HOW SIX FOUND CHRISTMAS by Hyman (Little), RAT'S CHRISTMAS PARTY by Murphy (Prentice), SANTA'S MOOSE by Hoff (Harper). WHEN JESUS WAS BORN by Dotts (Abingdon).

Lower Elementary: THE BIGGEST CHRISTMAS TREE ON EARTH by Krahn (Atlantic-Little), THE CHILDREN'S THEATRE: A Reproduction of the Antique Pop-Up Book by Bonn (Viking), THE CHRISTMAS DOLL by Parker (Holt), CHRISTMAS IN THE STABLE by Lindgren (Coward), THE CHRISTMAS PARTY by Adams (Scribner), FATHER CHRISTMAS by Briggs (Puffin), GRISELDA'S NEW YEAR by Sharmat (Macmillan), HANUKAH MONEY by Aleichem (Greenwillow), LITTLE MOUSE NIBBLING by Johnston (Putnam), MOTHER GOOSE FOR CHRISTMAS by du Bois (Puffin), THE NUTCRACKER by Hoffman, adapted by Schulman (Dutton), PEPE'S PRIVATE CHRISTMAS by Corey (Parents'), THE RETURN OF THE GOLEM: A Chanukah Story by Ruggill (Holt), THE SMALL ONE by Disney (Random), THINGS TO MAKE AND DO FOR CHRISTMAS by Weiss (Watts).

Upper Elementary: A CHRISTMAS CAROL by Theroux (Houghton), A CHRISTMAS FEAST by Barth (Clarion/Houghton), HANS ANDERSEN'S FAIRY TALES by Andersen retold by Robertson

(Schocken), HOLIDAY TALES OF SHOLOM ALEICHEM selected & trans. by Shevrin (Scribner), JEWISH HOLIDAYS by Cuyler (Holt).

Junior and Senior High School: THE GIFT by Hamill (Bantam), KEEPING CHRISTMAS: Stories of the Joyous Season by Fenner (Morrow), MERRY CHRISTMAS! A History of the Holiday by Stevens (Macmillan), THE SHEPHERD by Forsyth (Bantam).

■ JANUARY

Cooking, eating habits and taking care of yourself all add up to NUTRITION.

Pre-School: PICKLE IN THE MIDDLE by Zweifel (Harper).

Upper Elementary: COOK WITH US by Warner (Little), COOKIE CRAFT by Williams (Holt), COOKING METRIC IS FUN by McCleary (Harcourt), CRITTERS KITCHEN by Reynolds (Athenum), FIRST BOOK OF JUNK FOOD by Weiss (Watts), THE HONEY BOOK by Penner (Hastings), MORE SCIENCE EXPERIMENTS YOU CAN EAT by Cobb (Lippincott), A SPACE AGE COOKBOOK FOR KIDS by Douglass & Parenteau (Prentice), THE STORY OF CAKE by Smaridge (Abingdon), WHAT TO EAT AND WHY: The Story of Nutrition by Fodor (Morrow), YOUR BODY IS TRYING TO TELL YOU SOMETHING by Stiller (Harcourt).

Junior and Senior High School: BAKING BREAD THE WAY MOM TAUGHT ME by Gross (Bantam), FRENCH COOKING FOR BEGINNERS by Schryver (Dodd), HOW TO EAT: Chewing, Tooth Care and Diet by Fleege (Elsevier/Nelson), THE LITTLE HOUSE COOKBOOK by Walker (Harper), THERE'S A JOB FOR YOU IN FOOD SERVICE by Pelta (Dodd), KIDS IN THE KITCHEN (Wanderer), THE UNABRIDGED VEGETABLE COOKBOOK by Hazelton (Bantam).

■ FEBRUARY

POETRY gives another life to words.

Pre-School: ANIMAL SNACKERS by Lewin (Dodd), BIG BIRD'S RHYMING BOOKS A Sesame Street Pop-Up (Random), CUSTARD AND COMPANY by Nash (Little), THE HAIR BOOK by Tether (Random), I STOOD UPON A MOUNTAIN by Fisher (Crowell), THE MAN IN THE MOON AS HE SAILS THE SKY and Other Moon Verse collected by Schweninger (Dodd), MORNING, NOON, AND NIGHTTIME TOO by Hopkins (Harper), OUT IN THE DARK AND THE DAYLIGHT by Fisher (Harper), RHYMING NELL by Roffey & Lodge (Lothrop).

Lower Elementary: FAIRY POEMS by Wallace (Holiday), HERBERT HATED BEING SMALL by Kuskin (Houghton), I WAS THINKING by Little-dale (Greenwillow), OX-CART MAN by Hall (Viking), SMALL WONDERS by Farber (Coward), THE TAMARINDO PUPPY by Pomerantz

(Greenwillow), **WHAT WITCHES DO** and **Other Poems** by McGee (Prentice).

Upper Elementary: **THE COVERED BRIDGE HOUSE AND OTHER POEMS** by Starbird (Four Winds), **EATS** by Adoff (Lothrop), **GREAT GRANDMOTHER GOOSE** ed. by Cooper (Greenwillow), **MY MANE CATCHES THE WIND: Poems About Horses** ed. by Hopkins (Harcourt), **THE PHANTOM ICE CREAM MAN** by Kennedy (McElderry/Atheneum), **THE POETRY OF HORSES** compiled by Cole (Scribner), **O SLIVER OF LIVER, AND OTHER POEMS** by Livingston (McElderry/Atheneum).

Junior and Senior High School: **NAPPY EDGES** by Shange (Bantam), **MERELY PLAYERS: An Anthology of Life Poems** compiled by Hopkins (Elsevier/Nelson), **POEMS SELECTED FOR YOUNG PEOPLE** by Millay (Harper), **POSTCARD POEMS** by Janeczko (Bradbury), **THIS POWERFUL RHYME: A Book of Sonnets** ed. by Plotz (Greenwillow).

■ MARCH

The mystique associated with THE ORIENT weaves its spell in books for young readers.

Pre-School: **BONG NAM AND THE PHEASANTS** by Yoo (Prentice), **PAPA'S PANDA** by Willard (Harcourt).

Lower Elementary: **THE CUCUMBER STEM** by Bang (Greenwillow), **JOURNEY TO THE BRIGHT KINGDOM** by Winthrop (Holiday), **MAGIC AND THE NIGHT RIVER** by Bunting (Harper), **MOUSE KING: A Story from Tibet** retold by Tsultim (Puffin), **THE TERRIBLE NUNG GWAMA: A Chinese Folktale** adapted by Young (Collins).

Upper Elementary: **A BOAT TO NOWHERE** by Wartski (Westminster), **CHINA: From Manchu to Mao** by Roberson (Atheneum), **THE MARTIAL ARTS** by Reisberg (Watts), **OUR WORLD: The People's Republic of China** by Rau (Messner), **THE PEOPLE OF NEW CHINA** by Rau (Messner), **THE SNOW MONKEY AT HOME** by Rau (Knopf).

Junior and Senior High School: **ACROSS THE BRIDGE TO CHINA** by Petersen (Elsevier/Nelson), **THE EASTERN GATE: An Invitation to the Arts of China and Japan** by Moore (Collins), **A FRIEND OF CHINA: Portrait of a Journalist** by Milton (Hastings), **THE INK-KEEPER'S APPRENTICE** by Say (Harper), **MAO** by Carter (Viking), **TO STAND AGAINST THE WIND** by Clark (Viking), **TULKU** by Dickinson (Unicorn/Dutton).

■ APRIL

Celebrate National Library Week
April 13-19, 1980

RUNNING and RUNNERS, need anymore be said?

Pre-School: **I AM THE RUNNING GIRL** by Adoff (Harper).

Upper Elementary: **THE BOY WHO DIDN'T STOP RUNNING** by Christopher (Little), **JOGGING AND RUNNING** by Lyttle (Watts), **THE MARATHON** by Sullivan (Westminster), **THE MARATHONERS** by Higdon (Putnam), **MY BROTHER IS SPECIAL** by Wartski (Westminster), **RUNNING BASICS** by Benjamin (Prentice), **RUNNING SCARED** by Morton (Elsevier/Nelson), **RUNNING WITH RACHEL** by Asch (Dial), **WESLEY PAUL, MARATHON RUNNER** by Fogel (Lippincott), **THE YOUNG RUNNER** by Olney (Lothrop).

Junior and Senior High School: **THE GIRL WHO WANTED TO RUN THE BOSTON MARATHON** by McKay (Elsevier/Nelson), **HOLISTIC RUNNING: Beyond the Threshold of Fitness** by Henning (Atheneum).

■ MAY

PHOTOGRAPHY lends itself to a very great variety of subjects, as these books with photographic illustrations suggest.

Pre-School: **ANIMAL WEAPONS** by Freedom (Holiday), **IS IT RED? IS IT YELLOW? IS IT BLUE?** by Hoban (Greenwillow), **ONE LITTLE KITTEN** by Hoban (Greenwillow), **THAT'S MY DOG MELLY!** by Bliss (Hastings).

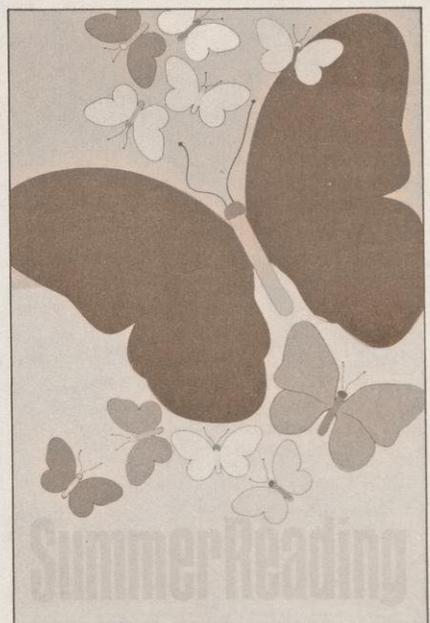
Lower Elementary: **ANTARCTICA: The Great White Continent** by Schlein (Hastings), **THE DURABLE DESERT TORTOISE** by Bare (Dodd), **FIND THE HIDDEN INSECT** by Cole (Morrow), **FROM SEED TO SALAD** by Johnson (Lothrop), **GIRAFFES** by Brown (Dodd), **IT'S A BABY!** by Ancona (Dutton), **LAMBING TIME** by Miller (Methuen), **PETE'S HOUSE** by Sobol (Macmillan), **THE PUMPKIN PEOPLE** by Cavagnaro (Sierra Club/Scribner), **THE REMARKABLE RIDERLESS RUNAWAY TRICYCLE** by McMillan (Houghton), **WALK WITH YOUR EYES** by Brown (Watts).

Upper Elementary: **AFRICA'S FLAMINGO LAKE** by Jacobs (Morrow), **THE BALL PARK** by Jaspersohn (Little), **CHILDREN OF THE INCAS** by Mangurian (Four Winds), **I SKATE!** by Faulkner (Little), **IMPRESSIONS** by Singer (Atheneum), **LEAKY THE ELDER, A CHIMPANZEE & HIS COMMUNITY** by Teleki (Dutton), **THE SUBMARINE BIRD** by Scott (Putnam), **A VERY YOUNG SKATER** by Krementz (Knopf), **THE VIOLIN** by Allen (McGraw), **YANKEE: The Inside Story of a Champion Bloodhound** by Caras (Putnam).

Junior and Senior High School: **DANCER** by Merry (Scribner), **AN EYE ON THE WORLD: Margaret Bourke-White, Photographer** by Siegel (Warne), **GRANDPA—A YOUNG MAN GROWN OLD** by Sobol (Coward), **THE LANGUAGE OF DANCING** by Selber & Swope (Scribner), **PHOTOGRAPHING THE FRONTIER** by Hoobler (Putnam).

■ JUNE

Inaugurate summer and leisure reading with materials from CBC's new Seasonal Reading program. Pictured below is a sketch for the Summer Reading poster by Donald Crews. (See Potpourri for more information about this new program.)



MATERIALS AVAILABLE

Please Remember: In writing to publishers for materials offered below and when enclosing a self-addressed envelope, you must include your zip code. *ssae* means a self-addressed, #10 envelope with one-ounce first class postage unless specified otherwise.

Bookmarks, Display and Other Materials

Available from Bantam Books (Educational Promotion & Publicity, Dept. CBC, 666 Fifth Avenue, NY, NY 10019) is a poster on Skylark books. No postage necessary.

Bookmarks on *THE GIRL WHO LOVED WILD HORSES*, story and illustrations by Paul Goble are available from Bradbury Press (2 Overhill Road, Scarsdale, New York 10583; Att: Paula Silberberg). Bradbury is also offering posters from *RUBY!* by Amy Aitken and *CATASTROPHE CAT AT THE ZOO* by Dennis Panek. Send a 10 x 13, 30¢ *ssae* for each poster.

Delacorte Press (School & Library Services, 245 E. 47th St., NY, NY 10017 Att: Terrie Welty) has a poster available for *TEX* by S. E. Hinton for 40¢ in stamps and an 11½ x 14½ *ssae*.

Available from Dial Press (School and Library Services, 245 E. 47th St., NY, NY 10017 Att: Terrie Welty) are posters on *I WILL NOT GO TO MARKET TODAY* by Harry Allard, illustrated by James Marshall (9 x 12, 20¢ *ssae*), *PINKERTON, BEHAVE!* written and illustrated by Steven Kellogg (11½ x 14½, 40¢ *ssae*) and *THUMBELINA* by Hans Christian Andersen, illustrated by Susan Jeffers (11½ x 14½, 40¢ *ssae*). Mailing information is for single copies of the posters. *Limited supply*.

Dodd, Mead & Company (Juvenile Dept., 79 Madison Ave., NY, NY 10016) is offering bookmarks on *RETURN OF THE MOOSE* by Daniel M. Pinkwater, *THE MAN IN THE MOON AS HE SAILS THE SKY* by Ann Schweninger, and *GATOR PIE* by Louise Mathews and Jeni Bassett. Specify which bookmark(s). Send *ssae* for 10, a 28¢ *ssae* for 20. *Limited supply*.

Doubleday & Co., Inc. (245 Park Ave., NY, NY 10017, Att: Books For Young Readers Publicity) is offering bookmarks on their series, *Reading-On-My-Own Books*. For 10 send a 9 x 12, 40¢ *ssae* marked Third Class. *Limited supply*.

A *Smart Cat Sampler Kit* including three titles from Smart Cat beginning reader series: *CAT AT BAT* by John Stadler, *NOISES IN THE WOODS* by Judi Friedman, and *ONCE, SAID DARLENE* by William Sleator, can be obtained from E. P. Dutton, 2 Park Ave., NY, NY 10016, Att: Library & Ed. Services

Greenwillow Books (Children's Marketing, 105 Madison Ave., NY, NY 10016) has available a poster on *BEN'S TRUMPET* by Rachel Isadora. Send 9½ x 12½, 28¢ *ssae*.

Harcourt Brace Jovanovich, Inc. (Institutional Marketing, 757 Third Ave., NY, NY 10017, Att: CBC) is offering posters on *RABBIT ISLAND* by Jorg Steiner, illustrated by Jorg Muller and *THE UGLY DUCKLING* retold and illustrated by Lorinda Bryan Cauley. For both posters, send a 9 x 12, 41¢ *ssae*.

Holiday House, Inc. (18 East 53rd St., NY, NY 10012) offers bookmarks on *MARCELLA'S GUARDIAN ANGEL* by Evaline Ness, *SONGS OF THE FOG MAIDEN* by Tomie de Paola, and *GHOST POEMS* by Daisy Wallace. For 25, send *ssae*; specify author. *Limited supply*.

Houghton Mifflin (Library Services, 2 Park St., Boston, MA 02107) has bookmarks available for *PORTLY MC SWINE* by James Marshall, and *APPLES HOW THEY GROW* by Bruce McMillan. Send 28¢ *ssae* for 25 of each bookmark.

Clarion Books (Houghton Mifflin/Clarion Books, 52 Vanderbilt Ave., NY, NY 10017, Att: Marjorie Naughton) has available a poster from *THE STEADFAST TIN SOLDIER* by Hans Christian Andersen, illustrated by Paul Galdone. Send a 9 x 12, *ssae* for a single copy.

Bookmarks offered by Little, Brown & Company (Library Services, 34 Beacon St., Boston, MA 02106, Att: Felice Forrest) include those on *ARTHUR'S EYES* by Marc Brown, *ED EMBERLEY'S ABC* by Ed Emberley, *TIN TIN IN AMERICA* by Hergé, *THE MOUSE GOD* by Richard Kennedy and *STANLEY* by David McPhail. Also from Little, Brown is a poster from *HIPPUS GO BESERK* by Sandra Boynton and an informational flyer on the Brown Paper School series. Send a 10 x 13, 28¢ *ssae* for all of these materials. *Limited supply*.

Lothrop, Lee & Shepard Co. (Children's Marketing Dept., 105 Madison Ave., NY, NY 10016) has a poster available for *A LITTLE DESTINY* by Vera and Bill Cleaver (9 x 12, 28¢ *ssae*) and a postcard on *EATS* by Arnold Adoff, illustrated by Susan Russo (*ssae*).

Morrow Junior Books (Children's Marketing, 105 Madison Ave., NY, NY 10016) has available a poster of *RAMONA AND HER MOTHER* by Beverly Cleary for a 9 x 12, 28¢ *ssae*.

National Science Teachers Association (1742 Connecticut Ave., NW, Washington, D.C. 20009, Att: S & C Posters) offers 4 informational posters; *DANDELIONS*, *INSECTS*, *OWL FOOD*, and *BICYCLES*. Individual posters, \$1 each. Sets of 4, \$3.00 per set. Any 3 posters for \$2.50. Send check with order. Add 50¢ for postage and handling of each order.

Oak Tree Publications (11175 Flintkote Ave., San Diego, CA 92121, Att: Linda L. Rill) offers bookmarks on the Value Tales series. Available in quantities of 20 for \$1.30 which includes postage and handling.

Prentice-Hall (Children's Book Dept., Englewood Cliffs, NJ 07632, Att: Susan B. Jennings) offers two posters, *RAT'S CHRISTMAS PARTY* by Jim Murphy and *BY CAMEL OR BY CAR* by Guy Billout. Send self-addressed mailing label. No postage necessary.

Puffin Books has available a Puffin poster. For the poster write to Dept. CR Sales Promotion, Penguin Books, 625 Madison Ave., NY, NY 10022. No mailing requirements.

G. P. Putnam's Sons (200 Madison Ave., NY, NY 10016 Att: Jill Rauscher) offers posters for *STONEWALL* by Jean Fritz and *THE CAT ON THE DOVREFELL* by Tomie de Paola. Send 9 x 12, 25¢ *ssae* for each poster. *Limited supply*.

The Westminster Press (Public Relations Dept., 925 Chestnut St., Philadelphia, PA 19107) has available self-adhesive Hiway stickers and Hiway Flyers, plus a career flyer for books available on careers in tourism, bio-engineering, etc. Obtainable by sending a 28¢ *ssae*.

Author/Illustrator Biographical Sheets

1) Abingdon Press (Louise Vick, Abingdon Warehouse, 201 8th Ave. So., Nashville, TN 37202). Biographical sheets on Frank Gee, Dolores Rowland, Charles Mikolaycak and Paul Zepelinsky, Lillie Patterson, David Scott Brown, and Lorna Balian. Send *ssae*. Specify author/illustrator.

2) Bradbury Press (2 Overhill Road, Scarsdale, NY 10583, Att: Paula Silberberg) Biographical brochures on Paul Goble and Emily Hanlon. Send *ssae* for single copy; specify author.

3) Clarion Books (Houghton Mifflin/Clarion Books, 52 Vanderbilt Ave., NY, NY 10017, Att: Marjorie Naughton) Biographical brochures available on Stella Pevsner and Dick Gackenbach. Send 6 x 9 *ssae* for single copies.

4) Delacorte Press (School and Library Services, 245 E. 47th St., NY, NY 10017, Att: Terrie Welty) Biographical brochures on Paula Danziger, S. E. Hinton and Richard Peck. No postage necessary.

5) Dial Press School and Library Services, 245 E. 47th St., NY, NY 10017 (Att: Terrie Welty). Biographical brochure on Steven Kellogg. No postage necessary.

6) Harcourt Brace Jovanovich (Institutional Marketing, Att: CBC, 757 Third Ave., NY, NY 10017). Biographical brochures on Tomie de Paola and Lee Bennett Hopkins. Send *ssae*.

7) Greenwillow Books (Children's Marketing, 105 Madison Ave., NY, NY 10016) Biographical sheet on Crosby Bonsall. Send *ssae*.

8) Alfred A. Knopf (Random House, Inc., Westminster, MD 21157, Att: Joan Shank). Biographical brochure on Sue Ellen Bridgers (#68274). No mailing requirements. Specify code number with request.

9) J. B. Lippincott (Dept. 363, Lippincott Junior Books, 10 East 53rd Street., NY, NY 10022) is offering single copies of a new flyer on Alvin Schwartz. Send *ssae*.

10) Little, Brown & Co. (34 Beacon St., Boston, MA 02106, Att: Felice Forrest) Biographical sheet on Larry Callen. Send 28¢, 10 x 12 *ssae*.

11) Morrow Junior Books (Children's Marketing, 105 Madison Ave., NY, NY 10016). Biographical brochure on Beverly Cleary. Send 6 x 9 *ssae*.

12) Pantheon Books (Random House, Inc., Westminster, MD 21157, Att: Joan Shank). Biographical brochure on Sue Alexander (#68274). No mailing requirements. Specify code number with request.

13) The Viking Press (Dept. CR, 625 Madison Ave., NY, NY 10022). Biographical sheets on H.M. Hoover, Ossie Davis, Joe Lasker, Janet and Allan Ahlberg. Send *ssae*. Specify author/illustrator.

14) The Westminster Press (Public Relations Dept., 925 Chestnut St., Philadelphia, PA 19107). Biographical sheet on Robert I. Alotta. Send *ssae*.

Miscellaneous

A pamphlet, "Storytelling: Readings, Bibliographies, Resources" edited by Margaret Bush is available from the American Library Association (Order Dept., 50 E. Huron St., Chicago, IL 60611). Include a check for \$1.00 with request.

The latest editions of three annual bibliographies are available free-of-charge from the Children's Book Council upon receipt of a self-addressed envelope stamped for two ounces. Kindly indicate on the envelope which bibliography (ies) you wish to receive and provide additional postage as required. *Children's Choices* (formerly *Classroom Choices: Books Chosen by Children*) is an annotated list compiled under the auspices of the International Reading Association-Children's Book Council Joint Committee. Books included in the bibliography are chosen by some 10,000 children throughout the U.S. who participate in field-testing books published during the current year. The compilation first appeared in the October issue of *The Reading Teacher*; it is available now. The two remaining bibliographies will be available in May. *Notable Children's Trade Books in the Field of Social Studies for 1979* is compiled and annotated under the direction of the National Council for the Social Studies-Children's Book Council Joint Committee and first appears in the April issue of Social Education. The National Science Teachers Association-Children's Book Council Joint Committee produces the annotated *Outstanding Science Trade Books for Children in 1979* which initially appears in the March issue of *Science and Children*.

Houghton Mifflin has produced a pamphlet, "Comments From Bill Peet's Toughest Critics—Children". A single copy is available for a *ssae*. Requests should be directed to Anita Silvey, Houghton Mifflin, 2 Park St., Boston, MA 02107.

Children's Books of the Year, 1978 edition, is available from the Child Study Children's Book Committee at Bank Street College of Education. The annual catalog describes 600 outstanding books selected from more than 2,500 current titles for youngsters ages 3-13. The catalog is \$2 prepaid from the Child Study Children's Book Committee, 610 West 112th St., NY, NY 10025.

Two brochures, *Caldecott Medal Books 1979* and *Newbery Medal Books 1979* have been produced by the Association for Library Service to Children. Each is available for a *ssae* sent to ALSC, 50 E. Huron St., Chicago, IL 60611.

An annotated list "Notable Children's Books 1978" produced by Association for Library Service to Children is available for a *ssae* sent to ALSC/ALA, 50 E. Huron St., Chicago, IL 60611.

For a reprint of Alvin Schwartz's articles on humor from the June and August, 1977 issues of *The Horn Book*, please send a 6½ x 9½, 28¢ *ssae* to Dept. 363, J. B. Lippincott, 10 East 53rd St., NY, NY 10022.

Two pamphlets are available from the National Association for the Education of Young Children (1834 Connecticut Ave., NW, Washington, D.C. 20009): "Answers about Careers in Early Childhood Education" provides information to all who are considering working with young children or in related fields; "Developing a Good Early Childhood Program"—includes procedures for planning a program for young children and resources for further reading. Single copies of each available for 25¢. Send remittance with request, please.

The Church and Synagogue Library Association has published a new, enlarged edition of *Helping Children Through Books*, a graded and annotated bibliography of children's books by Helen Keating Ott. The publication is available for \$3.75 prepaid from Church and Synagogue Library Association, P.O. Box 1130, Bryn Mawr, PA 19010.

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