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## **Children's Book Council Calendar. Vol. 17, no. 4 1959 (October-December)**

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# The Children's Book Council, Inc.

# Calendar

OCTOBER • NOVEMBER • DECEMBER 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*

**BOOK WEEK**  
**NOVEMBER 1-7**



*The Flatiron Building*

Our new address after Nov. 15: 175 Fifth Ave., New York 10, N.Y.

**VOLUME XVII**

**NUMBER 4**

# The Next Three Months

## OCTOBER

- 2—Birthday of Mahatma Gandhi: 1869-1948.
- 3—Rosh Hashana, Jewish New York.
- 4-10—Fire Prevention Week (Nat'l Fire Protection Assoc., 60 Battery-march St., Boston, Mass.) Great Chicago Fire was Oct. 9.
- 11—Birthday of Eleanor Roosevelt (see page 4).
- 12—Columbus Day.  
Yom Kippur, Jewish Day of Atonement.
- 15—World Poetry Day.
- 15-21—National Newspaper Week (Newspaper Assoc. Managers, Inc., 2717 North Front St., Harrisburg, Pa.).
- 18-24—United Nations Week (Amer. Assoc. for the U.N., 345 East 46th St., New York 17).
- 19-25—National Bible Week (Laymen's Nat'l Comm., Inc., 165 West 46th St., New York 36).
- 25-30—Sixth Arkansas Book Fair in Little Rock.
- 25-Nov. 14—Philadelphia Family Book Fair.
- 27-Nov. 2—Girl Scout Week (see page 4).
- 28—Statue of Liberty dedicated in 1886 (see page 4).
- 30—Halloween Eve (see page 4).
- 31—Birthday of Juliette Low, founder of Girl Scouts of Amer. 1860-1927.
- 31—Three city-wide book fairs open:  
Detroit Children's Book Fair (Oct. 31-Nov. 15).  
Seventh Chicago Tribune "Miracle of Books Fair" (Oct. 31-Nov. 8).  
Second Honolulu Book Fair (Oct. 31-Nov. 15).

## NOVEMBER

- 1-7—NATIONAL CHILDREN'S BOOK WEEK.
- 1—Two city-wide book fairs open:  
Fifth Hampton, Virginia, Book Fair (Nov. 1-7).  
Fifth Minneapolis Children's Book Fair (Nov. 1-8).
- 4—Birthday of Will Rogers, 1879-1935.
- 8-14—American Education Week.
- 8-15—Seventh Cleveland Boys' and Girls' Book Fair.
- 13—Birthday of Robert Louis Stevenson, 1850-1894.
- 20—Dec. 20—Jewish Book Month.
- 21—Mayflower Compact signed in 1620.
- 24—Birthday of Collodi, author of PINOCCHIO, 1826-1890.
- 26-28—Annual meeting of the National Council of Teachers of English in Denver, Colorado.
- 26—Thanksgiving Day (see page 4).
- 29—Birthday of Louisa May Alcott, 1832-1888.
- 30—Birthday of Winston Churchill, 1874-.  
Birthday of Mark Twain, 1835-1910.

## DECEMBER

- 6—Feast of St. Nicholas, patron saint of children.
- 10—Human Rights Day. Universal Declaration of Human Rights, adopted in 1948.
- 15—Bill of Rights Day.
- 21—Winter Solstice.
- 22—Death of John Newbery in 1757, bookseller and early publisher of children's books and man for whom Newbery Medal is named.
- 25—Christmas (see page 5).
- 26—Channukah, Jewish Festival of Lights.

## SPRING DATES TO KEEP IN MIND

- March 27-April 2—Golden Anniversary White House Conference on Children and Youth (see page 3).
- April 3-9—National Library Week (for information write to the National Book Committee, 24 West 40th St., New York 18).

# Through The Looking Glass

## BOOK WEEK IS COMING!

November 1-7 will be the forty-first celebration of National Children's Book Week. As you know from your last *Calendar* and from the coral and black folder picturing all the Book Week materials, the slogan this year is "Go Exploring in Books." If you didn't receive your Book Week folder or have misplaced it, write immediately for another and order as soon as you can since after October 12th we cannot guarantee delivery of your materials by November 1.

**Programs and Publicity:** With your order of Book Week materials will come a folder of suggestions for programs and displays that can be built around the theme. If you would like additional suggestions on how to get publicity for school, library, and PTA events look up the article "A Piece for the Paper" by Guy Fowler in the September issue of *Parents Magazine*. (Don't close the issue until you have also read what Mrs. Boyle has to say about books and reading in "Nourish the Love of Learning.")

**Book Fairs:** If you are going to have a book fair or are even thinking of having one, be sure to consult the Book Week folder for the materials the Council has prepared on the subject. We will also be glad to try and answer any specific problem you may have. At a recent American Booksellers Association Convention the Council co-sponsored a program on the management of book fairs. A valuable report on this program appears in the July 13 issue of *Publishers' Weekly* (available from the R. R. Bowker Co., 62 West 45th St., New York 36). One important point that was brought up was the value of holding book fairs in the spring rather than always in the fall. The advantages stated were: a) volunteers for running the fair are easier to get; b) service on orders will be better and local booksellers will be better able to cooperate; c) sales (based on several reports) need not be less than the crowded pre-Christmas season.

## "LOOK FOR US ON TOP OF THE FLATIRON"

This is not a famous battlecry — it is directions to our new home. As of November 15th, the Children's Book Council will occupy the front of the 20th floor of the "Flatiron Building," one of New York's first skyscrapers. It gets its nickname from its pointed shape due, in turn, to a triangle created by Broadway crossing Fifth Avenue at Twenty-third Street. The exact address is 175 Fifth Avenue, New York 10. (Our research indicates that the phrase "Twenty-three skidoo" was born on this spot, since the winds created by this intersection used to lift 1909 skirts and police had to chase off young men who hung around to catch sight of young ladies' knees.)

## PREPARATIONS FOR THE 1960 WHITE HOUSE CONFERENCE ON CHILDREN AND YOUTH

1960 is the Golden Anniversary of this important conference that is held each ten years. The theme is a broad one, "to provide opportunities for children and youth to realize their full potential for creative life in freedom and dignity," but it will be interpreted in terms of specific and vital problems. Children's books touch many of these. To assist you in discussing the role that books play when you take part in local preparations or follow-up activities the Council has had a bibliographic survey prepared by Dorothy M. Broderick. This covers the recent literature about children's books that pertains to the subject matter of the Conference, annotated, and divided into five sections: Character Development and the Acquisition of Values Through Books; Books Aid the Physically, Mentally, and Emotionally Handicapped; Intergroup Relations; Toward a Life of Creativity; Youth Against the Community.

The Bibliography which is entitled "The Opportunities that Books Offer" will be published in the November issue of *Junior Libraries*. Reprints will be available through the Children's Book Council: Single copies free when request is accompanied by a stamped, self-addressed envelope; quantities available at cost.

## AWARDS AND PRIZES

The winner of the Carnegie Medal as the outstanding English children's book of 1958 is TOM'S MIDNIGHT GARDEN by Philippa Pearce which is being published this fall in the United States by Lippincott.

The Dorothy Canfield Fisher Children's Book Award goes this year to COMMANCHE OF THE SEVENTH by Margaret Carver Leighton (Ariel). This award is given on the basis of the votes of boys and girls in grades four through eight of the Vermont schools.

Children of the Northwest have also voted for a favorite book and this year their vote, in the form of The Young Readers' Choice Award was given to *OLD YELLER* by Fred Gipson (Harper).

Word from the American Library Association is that the traditional Newbery-Caldecott Banquet to be held in June 1960 will take on added glory this year and be called the Children's Book Awards Banquet. In addition to the Newbery and Caldecott Medals, the Laura Ingalls Wilder Medal will be given to an author or illustrator whose books have made a lasting contribution to literature for children. Since the meeting will be held jointly with the Canadian Library Association, their two children's book awards will also be given at this time.

## IN THIS SEASON

**CARE's Children's Book Fund Program**, through which individuals or groups can send packets of American books to children abroad, is a project that always ties in well with Book Week. For additional information about this fine international project send for the Children's Book Kit, CARE, 660 First Avenue, New York 16.

**Halloween** will be a good time to introduce these new books: *BABA YAGA'S SECRET* by Nancy K. Ford (Lippincott), *JACK AND JILL MYSTERY BOOK* edited by Ada Campbell Rose (Winston), *SIR HALLOWEEN* by Jerrold Beim (Morrow), and *TRICK OR TREAT* by Louis Slobodkin (Macmillan). *THE GHOST OF GARINA STREET* by Lillian Freehof (Abelard), and *THE LITTLEST WITCH* by Jeanne Massey (Knopf). If you are also looking for information and material on "Trick or Treat for UNICEF" write US Committee for UNICEF, P.O. Box 1618 Church Street Station, New York 8. (The UNICEF Halloween Planning Kit is \$1.00 per kit.)

**Eleanor Roosevelt**, whose birthday is October 11th, is the subject of a new biography by Alfred Steinberg in the series *Lives to Remember* (Putnam).

This year is the 150th anniversary of **Charles Darwin's** birth. To mark this event and the 100th anniversary of the publication of *THE ORIGIN OF THE SPECIES*, Harper's is publishing *THE VOYAGE OF THE BEAGLE BY CHARLES DARWIN*, abridged and edited by Millicent Selsam.

October 28th is the 75th anniversary of the dedication of the **Statue of Liberty**. The story of this American landmark is told in *BARTHOLDI AND THE STATUE OF LIBERTY* by Willadene Price (Rand McNally).

**The discovery of the North Pole** in 1909 is another anniversary of this year, and Morrow has just published *DISCOVERER OF THE NORTH POLE*, The Story of Robert Peary, written by his daughter Marie Peary Stafford who was born in the Arctic (a story she told in *SNOWBABY'S OWN STORY*).

**THANKSGIVING IS FOR WHAT WE HAVE** a new book by Bettina Peterson (Washburn) tells of two children who discover the real significance of this holiday. Another book in which the first Thanksgiving figures prominently is *THE WORLD OF CAPTAIN JOHN SMITH* by Genevieve Foster (Scribner's).

**For Girl Scout Week**, we call your attention to the many useful publications of the Girl Scouts of the U.S.A. (830 Third Ave., New York 22). Among their new ones is one telling the "what" and "why" of scouting, "Growing up is a Hard Thing to Do" (cat. No. 19-155, 100 for \$1.75). Also available are kinescopes of the television series "Adventuring in the Hand Arts."

In connection with the **National Defense Education Act** you will find considerable help in the *PURCHASE GUIDE FOR PROGRAMS IN SCIENCE MATHEMATICS, MODERN FOREIGN LANGUAGES* recently published by Ginn (\$3.95) in which many children's books are listed. Two new books of interest in connection with elementary language programs are *RAMON MAKES A TRADE* by Barbara Ritchie (Parnassus) which contains a Spanish translation of the story and *VOICI HENRI!*, which is one of twin books, the other being *HERE IS HENRY!* The two books are by Virginia Karl and Edith Vacheron (Scribner's). Both are easy-to-read books, but one is all in French and the other all in English — the three stories they contain are the same. In the line of science a particularly fitting book for this time of year is *SOON AFTER SEPTEMBER*, The Story of Living Things in Winter by Glenn O. Blough.

**Africa** continues in the news, and two new books on the subject are *THE GREAT EXPLORATIONS: AFRICA* by T. M. Butcher (Roy) and *THE ILLUSTRATED BOOK ABOUT AFRICA* by Felix Sutton (Grosset & Dunlap).

**Anne Emery**, author of many popular books, is the author of a short story of teen-age girls entitled "Baby Sitter's Boy Friend" in the October issue of *National Parent-Teacher*.

**John Ciardi**, well-known poet and Poetry Editor for the *Saturday Review*, this year adds to his books of poetry for adults one for children entitled **THE REASON FOR THE PELICAN** (Lippincott). **Robert Frost** is also represented this fall by a new collection of his best-loved poems, **YOU COME TOO, Favorite Poems for Young Readers**.

**"Good Books to Read"** which is described as "a basic list of children's books for schools and libraries" is an attractive new booklet put out by the Canadian Library Association (63 Sparks St., Ottawa, Canada).

**Contemporary masterpieces** are the illustrations for **GOING FOR A WALK WITH A LINE: A Step into the World of Modern Art** by Douglas and Elizabeth MacAgy (Doubleday).

**ROGER THOMAS, ACTOR**, a new Dodd Mead Career Book is written by Allen Ludden, who is Director of Program Services for CBS and familiar to young viewers as the emcee of "G.E. College Bowl." Another new addition in this series **LESLIE TAKES THE SKYROAD** by Patricia O'Malley and Mary McAssey has a heroine who is a stewardess on a jet plane.

Another addition to books that picture **librarianship** as a career is **LOIS THORNTON, LIBRARIAN** by Rita G. Brady (Abelard).

We will be watching with interest for the tally on the **"JS All-Stars!"**. This poll being conducted through *Junior Scholastic* has as its third question "The two or three books I would most like to get as Christmas presents are \_\_\_\_\_" The results will be in their November 15th issue.

This fall sees **two new series** bearing the Random House imprint, Legacy Books which are new versions of great myths and folktales and Easy-to-Read Books. They will also be distributing the new Looking Glass Library reprints of children's classics.

**WILDWING**, written and illustrated by Phoebe Erickson (Harper) is a new fall book that ties in with the current investigations by a House Judiciary subcommittee on the inhumane hunting of wild horses.

**Christmas** and children's books are a natural combination. Again this year there are a number with Christmas themes. These include **THE CHRISTMAS MOUSE** by Elizabeth Wenning (Holt) that tells how "Silent Night" came to be written; **OUR CHRISTMAS STORY** by Mrs. Billy Graham (Nelson) which is a written version of the story told each Christmas to the five Graham children presenting Christmas as the joyous climax to the whole Bible; **CANDLE LOVE FEAST** written by Julia Montgomery Street (Coward McCann) that tells of the beautiful Moravian Christmas service; **THE LONG STOCKING** by Velma Ilesley (Lippincott) about a little girl's discovery of the meaning of Christmas; **THE NUTCRACKER** by Daniel Walden (Lippincott) a new version of a holiday classic; **YEAR OF THE SECOND CHRISTMAS** by Eth Clifford (Bobbs-Merrill); **THE BABY JESUS** by Miriam E. Mason (Macmillan) which is a telling of the Christmas story for beginning readers; **THE LITTLE SILVER HOUSE** by Jennie D. Lindquist (Harper) which culminates in a great Swedish Christmas celebration; **THE BABY DRAGON** by Witold T. Mars (Houghton Mifflin) telling of a Christmas Eve miracle at the cathedral; **ON CHRISTMAS DAY IN THE MORNING!** (Harcourt) a book of carols handsomely illustrated by Anthony Groves-Raines; **AND IT WAS SO** and **THE LORD WILL LOVE THEE**, two books for pre-schoolers illustrated by Tasha Tudor (Westminster).

This year's **UNESCO Christmas cards** include a series "Children and Their Animal Playmates of Five Lands" by the well-loved children's book artist-author Bettina. If you have not received the attractive folder-order form for these write U.S. Committee for UNICEF — Greeting Cards, P.O. Box 22, Church Street Station, New York 8, N.Y.

## CARNIVAL OF BOOKS

Schedule for the next three months. Dates given are for WMAQ in Chicago so check your local stations for day and time in your area. October 4 — **EXPLORING THE HIMALAYA** by Justice William O. Douglas (Random); October 11 — **WILLA** by Ruth Franchere (Crowell); October 18 — **JIM AT THE CORNER** by Eleanor Farjeon (Walck); October 25 — **DIAMONDS** and **SHOOTING STARS** by Dr. Herbert S. Zim (Morrow); November 1 — **HE WENT WITH JOHN PAUL JONES** and **HE WENT WITH CHAMPLAIN** by Louisa Andrews Kent (Houghton); November 8 — **MARYA OF CLARK AVENUE** by Marie Halun Bloch (Coward); November 15 — **HELLO DAY** and **CINDY** by Dorothy Aldis (Putnam); November 22 — **MAGIC OR NOT** by Edward Eager (Harcourt); November 29 — **EDDIE AND LOUELLA** by Carolyn Haywood (Morrow); December 6 — **ENEMY AT THE GATES** by Rita Ritchie (Dutton); December 13 — **YOU COME TOO** by Robert Frost (Holt); December 20 — **TIME FOR LISSA** by Rebecca Caudill (Nelson); December 27 — **STORMY** by Jim Kjelgaard (Holiday).

## MATERIALS AVAILABLE

Abingdon Press (150 Fifth Ave., New York 11) has available two book marks, one featuring activity books and one featuring a book set in Alaska, *VICTORY AT BEAR COVE*, and two folders, one listing religious books and the other featuring *THEY SANG A NEW SONG* (a book of hymn stories).

American Assoc. of University Women (1634 Eye St., N.W., Washington 6, D.C.) has a helpful publication "Between the Leaves, A Radio Book Quiz for Children — How it Started and How it Grew," 15 cents a copy. O

Binders who use the Treasure Trove Illustrated Covers (a Treasure Trove ad in the Sept. issue of *Junior Libraries* lists fifty of them) are distributing free a handsome poster showing all of the Caldecott Award winners in full color.

Bobbs-Merrill (1720 East 38th St., Indianapolis 6) offers a brochure on The Childhood of Famous Americans Series.

R. R. Bowker (62 W. 45th St., New York 36) announces the new 1959 "Growing Up With Books" and "Growing Up With Science Books," available at 10 cents per single copy or \$3.35 per hundred.

Boys' Clubs of America, Supply Service (381 Fourth Ave., New York 16) has published two helpful new manuals: "Stagecraft for Boys Clubs" (\$1.25) and "Career Films" (25 cents) which is an annotated list of free and low cost films. X

T. Y. Crowell (432 Fourth Ave., New York 16) offers bookmarks featuring authors Clyde Robert Bulla, Maud Hart Lovelace, Lenora M. Weber, and Barbara Cooney and the Child Study Association books. Also available are reprints of an article on T. Y. Crowell's 125th Anniversary. O

Doubleday & Co. (Att: Lou Ann Gaeddert, 575 Madison Ave., New York 22) offers a packet of bulletin board display materials featuring books for children of pre-school age through fourth grade; bookmarks featuring several authors and their books; and, on loan, a 10" LP record of Marguerite deAngeli, Nancy Faulkner, Dorothy Sterling, Myron Ehrenberg and Winifred Lubell discussing their work (a display accompanies the record).

The Educational Materials Laboratory (U.S. Office of Education, Washington 25, D.C.) offers free to teachers and librarians single copies of the July issue of *Keep Tab on the Lab.* listing new materials useful in teaching about Japan. X

Field Enterprises Educational Corporation (Att: Ruth Tarbox, Merchandise Mart Plaza, Chicago 54) has available a reprint "Research is the 4th R" with a student's worksheet "It's Easy to Find" which deal with use of an encyclopedia.

The French Book Guild (1860 Broadway, New York 23) has a catalog for high school teachers who are increasing their activities in foreign languages. X

Funk & Wagnalls Co. (153 E. 24th St., New York 10) has a circular describing their new teen-age books.

Girl Scouts of the U.S.A. (830 Third Ave., New York 22) have interesting materials for "Say It" a new language project: a four-language card (Cat. No. 6-200, 20 for \$1.00) and a 12" record (Cat. No. 18-01 for \$2.98).

Golden Press, Inc. (att: Educational Division, 630 Fifth Ave., New York 20) has available a "Reading and Study Guide to the Use of the Golden Book Encyclopedia" (single copies free on request) and also a brochure "Golden Science Books as Curriculum Material."

Harcourt, Brace & Co. (att: Rachel Robinson, 750 Third Ave., New York 17) has available a decorative announcement piece *CHRISTMAS DAY IN THE MORNING* and a poster jacket for *THE WOLF AND THE SEVEN LITTLE KIDS*.

Houghton Mifflin Co. (att: Anne Eiseman, 2 Park St., Boston 7) will send stuffers listing North Star books which will be imprinted on orders of 250 or more.

*Library Journal* (62 West 45th St., New York 36) announces the new "Recommended Children's Books of 1958-59," available at \$2.00 per copy.

J. B. Lippincott (East Washington Sq., Philadelphia 5) offers Supplement I to their "Permission List for Educational Radio and Television" and a folder on their Portraits of the Nations series. X

McGraw Hill Book Co. (att: M. Ann Heidbreder, 330 W. 42nd St., New York 36) has available bookmarks for *THE GIRL IN THE WHITE HAT* by W. T. Cummings; *THE LITTLE NATURALIST* by Frances Frost; *WATER ALL AROUND* by Tillie S. Pine and Joseph Levine, and a three dimensional display for *BASIL OF BAKER STREET* by Eve Titus.

Morrow Junior Books (425 Park Ave. South, New York 16) will supply an illustrated brochure on *AMERICA IS BORN, A History for Peter*, first of a projected three volume history of The United States by Gerald Johnson.

The National Recreation Association (8 West 8th St., New York 11) has available a new catalog "Guide to Books on Recreation" at 25 cents a copy.

Package Library of Foreign Children's Books (69-41 Groton St., Forest Hills 75, N.Y.) has a new list with books from eleven different countries.

Parnassus Press (33 Parnassus Rd., Berkeley, Calif.) will supply free up to three copies of the words and music for the Christmas carol as it appears in their book *THE FRIENDLY BEASTS*.

Random House (457 Madison Ave., New York 22) has the following booklists available: "Science Books for Young Readers," "Landmark Books," "Reading Is Fun For Teen-Agers," and "Beginner Books."

Roy Publishers (30 East 74th St., New York 21) will supply a science catalog listing Roy books that are collateral reading under the National Defense Education Act.

St. Martin's Press (175 Fifth Ave., New York 11) offers for display a poster jacket of *BORN TO TROT* with the illustration of a young racing colt.

Viking Press (att: Elizabeth Eulass, 625 Madison Ave., New York 22) has available "Storytelling and Stories I Tell" by Gudrun Thorne-Thomsen, at 15 cents a copy.

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

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