



LIBRARIES

UNIVERSITY OF WISCONSIN - MADISON

The calendar. Vol. 36, no. 2 (November 1977-June 1978)

New York: Children's Book Council, Inc., (November 1977-June 1978)

<https://digital.library.wisc.edu/1711.dl/LTY2WZWWACHUM8N>

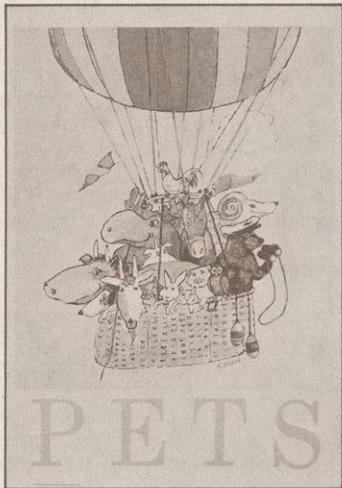
<https://rightsstatements.org/vocab/InC/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

— THE CALENDAR —

Vol. XXXVI, No. 2 • 1977-1978 Series • November, 1977-
June, 1978



*Poster by Bernard Waber for
PETS, the Children's Book
Council's third Year-Round
Reading Program. (See in-
side for further information.)*

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.

© 1977 The Children's Book Council, Inc.

POTPOURRI

In 1978, the Children's Book Council will make a small number of \$500.00 "seed" grants to persons or institutions organizing programs about books directed specifically to parents in their communities. For a copy of the release announcing this program, send a 13¢ *ssae*, marked "Grant Release," to the CBC, 67 Irving Pl., NY, NY 10003.

The October issue of *Wilson Library Bulletin* is about children's picture books. Kenneth Marantz, Ohio State University, writes on "Experience A Book: Picture Books As Art Objects;" Walter Lorraine, Director, Children's Books, Houghton, Mifflin Co. has "An Interview: Maurice Sendak"; Betsy Hearne, Editor, Children's Book Reviews, *Booklist* and Zena Sutherland, Editor, *Bulletin for the Center of Children's Books*, University of Chicago work toward a definition of a genre in "Definition: A Picture Book;" four well-known illustrators/authors, Trina Schart Hyman, Karla Kuskin, Arnold Lobel and Tomie dePaola contribute to "Favorites" wherein they identify their favorite children's books and children's book illustrators; Blair Lent, children's book illustrator and Caldecott Medalist notes "There is More to the Picture Than Meets the Eye." Walter Lorraine is the general editor for the issue. Single copies are available for \$1.50 from *Wilson Library Bulletin* (950 University Ave., Bronx, NY 10452).

Some readers might be interested to know that membership is possible in the Friends of the Osborne and Lillian H. Smith Collections, Toronto Public Library. Members receive as a gift a facsimile from the Osborne Collection. The gift-book for 1977 is a reproduction of the *Historia de Leonbruno* (1476), a Venetian fairy tale. Membership forms are available from Boys and Girls House, 40 St. George St., Toronto, Canada M5S 2E4.

An outstanding example of the thoughtful cataloging of early children's book holdings in a public library exists in the oversize, 125 page, illustrated *LITTLE TRUTHS BETTER THAN FABLES: A Collection of Old and Rare Books for Children in the Fort Worth Public Library* compiled by J. W. Roginski. Price information is available on paperback and hardcover editions from Branch-Smith, Inc., Box 1868, Fort Worth, TX 76104.

An international look at history and development of children's periodicals is the theme of the fall, 1977, number of *Phaedrus*, An International Journal of Children's Literature Research. Single issues of *Phaedrus* are available for \$7.50 from *Phaedrus*, Inc., Box 1166, Marblehead, MA 01945.

Literature and Young Children by Bernice E. Cullinan and Carolyn W. Carmichael, Coeditors, for the National Council of Teachers of English (NCTE) Committee on Literary Experiences for Preschool Children is a survey of current

knowledge of the uses of literature for children's language development and a guide to good books for preschool and primary grades. Information on the volume is available from the Publicity Director, Publications Dept., NCTE, 1111 Kenyon Rd., Urbana, IL 61801.

A 120 page research report on children's interest in fairy tales, *Child and Tale* by F. Andre Favat, has been issued by the National Council of Teachers of English. Information about ordering the report is available from NCTE, Publications Dept., 1111 Kenyon Rd., Urbana, IL 61801.

The 1978 *Horn Book* calendar features seasonal pictures by Barbara Cooney. Ordering information is available from The Horn Book, Inc., 31 St. James Ave., Park Sq. Bldg., Boston, MA 02116.

Readers may remember the note in "Potpourri" in the last issue of *The Calendar* regarding the mysterious appearance of the "J" between "Randolph" and "Caldecott." Several people wrote to the Council about this wondrous addition but no one was really able to explain the "J's" presence. The CBC thanks all those who wrote to us about the wandering "J." A unique contribution came forth from Carolyn Balducci, writer-in-residence at the University of Michigan and children's book author and is printed herewith.

Jacitation

*Randolph Caldecott, artist,
went through a curious phase:
His house and all his belongings
were shaped like capital "J's."
Randolph was SUCH a nice fellow,
though he jay-walked a jittery maze.
He had but one peccadillo:
eating "Casserole du Blue Jays."*

*When Caldecott died of a fever,
his friends couldn't put him away
Without toasting all that he stood for
and his perennial passion for "J."
So they called the Pope and Prime Minister,
the Llama, the Shah and the Bey,
And they said, "Grab your best bib and tucker,
we bury poor Randolph today!"*

*So the entourage marched to the chapel
where the choir sang, "O Saviour We Pray,"
To the band's rollicking Ragtime
and the jitterbugs' shouts of "Ole!"
Out to the churchyard they tangoed
with spirits so joyously gay,
For the tombstone was carved by a genius,
in the form of a jack-a-napes "J."*

*So that is the reason, Ms. Billington,
'twixt the "R" and the "C" came the "J."
(and who's fool enough to believe this
shall be getting his own, one fine day!)*

OFFICERS:

President—Judith Whipple
Vice-President & President-Elect—
Walter Lorraine

Secretary—John Briggs
Treasurer—Patricia Ross

BOARD OF DIRECTORS:

John Briggs (Holiday)
Dorothy Briley (Lippincott)
Judy Donnelly (Hastings)
Margaret Frith (Putnam's)
James Giblin (Seabury)

Suzanne Glazer (Atheneum)
Susan Hirschman
(Greewillow)
Richard Jackson (Bradbury)
John Keller
(Little, Brown)

Walter Lorraine
(Houghton, Mifflin)
Gloria Mosesson (Nelson)
Patricia Ross (Knopf)
Judith Whipple (Four Winds)
Refna Wilkin (Macmillan)

Executive Director:
John Donovan

Assistant Director:
John Herman

Librarian:
Robin Gottlieb

Associate Director:
Paula Quint

Publications Director:
Christine Stawicki

Prelude Producer:
Paulette Kaufmann

BOOKS REMEMBERED

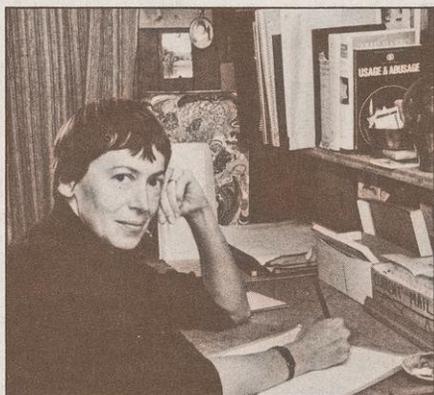
URSULA K. LE GUIN

I am taking this opportunity to try to get in touch with a piece of my childhood that I lost about thirty years ago. I know only the title of the missing piece: *THE RISE OF THE RED ALDERS*. I have no idea who wrote it. As a child I paid very little attention to authors' names; they were irrelevant; I did not believe in authors. To be perfectly candid, this is still true. I do not believe in authors. A book exists, it's there. The author isn't there—some grown-up you never met—may even be dead. The book is what is real. You read it, you and it form a relationship, perhaps a trivial one, perhaps a deep and lasting one. As you read it word by word and page by page, you participate in its creation, just as a cellist playing a Bach suite participates, note by note, in the creation, the coming-to-be, the existence, of the music. And, as you read and re-read, the book of course participates in the creation of *you*, your thoughts and feelings, the size and temper of your soul. Where, in all this, does the author come in? Like the God of the eighteenth century deists, only at the beginning. Long ago, before you and the book met each other. The author's work is done, complete; the ongoing work, the present act of creation, is a collaboration by the words that stand on the page and the eyes that read them.

I did, as time went on, discover one modest practical reason for noticing who wrote a book: if I liked one book by this author, I might like another; and authors frequently have the praiseworthy habit of writing more than one book. That was a useful discovery. But I am still bemused by the craving many people have to "know the author—not only their name, but what they ate for breakfast on April 8, 1934. I can't see the connection. Some authors may indeed be interesting people, who eat interesting breakfasts; that's as may be. But the connection that matters, as I see it, is between the *reader* and the *book*.

A further lapse of time has taught me the second valid reason for noticing the author's name: it's pretty hard to track down a lost, obscure, but beloved book, like *THE RISE OF THE RED ALDERS*, if you don't know who wrote it. Does anybody out there know? I mobilized the Children's Room of our splendid County Library some years ago, but even they couldn't track it down. I had had some hopes, because as I thought about the book, it seemed to me it might possibly be Oregonian. The red alder is a North West Coast tree, I believe; the main characters of the book are beavers, and Oregon is the Beaver State; and their world, as I recall it, is wet and green and dark and marvelous, like an Oregon forest. But we had no luck.

The Red Alders were not cute beavers with Disney goggle-eyes, nor were they scientifically accurate beavers. They were intelligent, literate beavers with complex emotional lives and—this may be the particular quality of the book—a long, strange history: a mixture of political power struggles and the rise and fall of nations with half-mythicized tribal lore. This element



Ursula K. Le Guin

gave, to its reader of ten or so, a vivid, haunting sense of great extents and expanses of time, lived time. It offered, to the mind just leaving the child's nonhistorical and self-centered world, the mystery and lure of other ages, other civilizations. A child may get the first taste of this in books about archaeology, Indians, ancient Egypt or Rome, or in the *National Geographic*, or—all too seldom, in our schools!—in a real history course. I expect many may get it now from *THE LORD OF THE RINGS* (Ballantine). I got it from a book about beavers.

Is it really a good book? I don't know. As I have tried to describe it, it sounds a bit like Richard Adams' *WATERSHIP DOWN*; but the mood was utterly different, and it was the mood (along with an amiable hero and a good solid plot) that was the beauty of it. It was intense: like a place in the woods, a deep remote stream-gorge, where nobody else ever comes, and where something mysterious happened a long time ago . . . *WATERSHIP DOWN* (Macmillan) has those ebullient and inventive rabbit-myths scattered through it, but the tale of the Red Alders was a myth. Or so I recall it. As I said, a book is created when it is read; and the amount of creative energy a ten-year-old can put into reading is incredible. We have all made deathless masterpieces out of sows' ears, at ten.

But I don't believe our beavers were sows' ears. I say "our" because my brother Karl was a Red Alder too, and I will never forget the day he came back from Garfield Junior High (I was still in Hillside Elementary) with a grin from ear to ear and, in his hand, O wonder! the sequel!—the book where we could find out what happened to the fascinatingly disgusting villain, a weasel. The sequel is called *SKA-DENGE*, which means, as I recall, "revenge," in Weasel. The villain left the one word scrawled on a rock at the edge of the boiling river-pit into which he vanished at the end of *THE RISE OF THE RED ADLERS*. I wish he had also left the author's name, the publisher and date of publication; but really that is too much to ask of a weasel. If there are any people or beavers or anything who read this and can help me, I shall be truly grateful.

Ursula K. Le Guin is an author of books for adults and young people ranging from science fiction to poetry. Her THE FARTHEST SHORE (Atheneum) received the National Book Award, Children's Book Category, in 1973. Ms. Le Guin's adult novel, ORSINIAN TALES (Harper), was nominated for the 1977 National Book Award. As Calendar readers now know, she lives in Oregon, possibly the only place where the secret of Red Alders can be resolved.

GIVE-A-BOOK CERTIFICATES

Many *Calendar* readers also read *The Horn Book*. The June issue of that magazine had good news for all friends of children's book owning. "Book-Giving Made Easy" by G. Roysce Smith, Executive Director of the American Booksellers Association described Give-a-Book Certificates, Inc. a newly formed corporation. Not to repeat Roysce Smith at length, Give-a-Book Certificates is a plan allowing you to purchase a book gift certificate in one store, and present the certificate to another person, who can redeem it in any store participating in the Give-a-Book Certificate program. It is no longer necessary to guess if the person to whom you are sending a book as a gift—and there is, after all, no better gift than a book!—already has the title you have selected; doesn't have it, and furthermore has absolutely no wish to own it; or has many new interests readily covered in new or old books that you have no way of knowing about.

What does the plan—are we the first to call it GAB Certificates? sorry!—have to do with children's books? Well, one of the great pleasures any children's book lover has is to come upon the numerous excellent bookstores in America that have a top-notch selection of children's books. Frequently, a good selection of children's books will be found in a general bookstore with strengths in many other areas as well as children's books. It is often a surprise for people to discover a wide and varied selection of children's books in a college bookstore; there are many reasons for this circumstance: faculty members and students have young children and have difficulty in finding good children's books to buy in nearby general bookstores; library schools, schools of education and English departments have courses in children's literature, and with inexpensive children's paperbacks readily available it is sometimes easier for students to buy children's books than to obtain them at the library of a college or university; and many college students who are or are not taking courses in children's literature sometimes find themselves deeply appreciative of a particular children's book illustrator, or of a genre of book—fantasies, say—in which children's literature has particular strengths. Another kind of bookstore that has cropped up in substantial numbers over the past decade sells children's books and nothing but children's books. These bookstores have burgeoned, in part, for many of the same reasons that college bookstores have stocked children's books: there were people who wanted to own children's books but had a limited selection available in their areas. Yet another kind of bookstore that probably did not exist a generation ago has come to prominence and may have a diverse sampling of children's books, and that is the store in a shopping center.

This brief mention of only four retail situations does not begin to cover the alternatives retailers have available to them. It only suggests that there are numerous bookstores with a lot of children's books in the United States that already serve a wide and varied public, and whose existence is sometimes overlooked by persons associated with children's books in other professional capacities. The significance of the GAB Certificates is that the opportunity now exists for you to encourage more and better children's bookselling in your community. In Britain, where Book Tokens, Ltd., has been in existence since 1932, many millions of dollars (pounds) are spent annually on Book Tokens,

and approximately 45% of the Tokens are redeemed for children's books. One of the reasons U. S. visitors to Britain are impressed with the selection of children's books available in bookstores is less than obvious to us as visitors, and that is that Book Tokens are so frequently redeemed for children's books. A similar, and successful, program exists in Holland, and children's books are a major beneficiary of it.

Roysce Smith has described in his *Horn Book* article the details of how the GAB Certificates will work for booksellers. For those *Calendar* readers who want children to own good books—and that's our entire readership—here are some things for you to keep in mind in relation to GAB Certificates:

- Be certain that booksellers in your area sell and redeem GAB Certificates. Some booksellers may be hesitant to participate in the program because they are unaware of it—especially in the early years of its existence—or unaware of the advantages of having people from 1 to 101 (and before and beyond!) owning books. Booksellers who need information about GAB Certificates can write to American Booksellers Association (122 E. 42nd St., NY, NY 10017).
- Encourage booksellers to stock children's books; encourage those booksellers already stocking children's books to have a wide and varied selection of both hardcover and paperback children's books from which young, lifetime customers can make selections.
- Consider numerous possibilities for using GAB Certificates: as they can be sold by any group at the present time, your Friends of the Library or local PTA may sell them to raise money for worthwhile endeavors—10% of the face value of the certificates remains with the seller; give the certificates to young people as prizes; or organize book fairs in cooperation with local booksellers who redeem the certificates; and, most importantly, as a book lover, give GAB Certificates to all the like-minded people you know. Exception: if you know exactly which book the young, middle-aged or ancient friends in your life wants, of course, buy it!

Give-a-Book Certificates are to be available in denominations of \$2.50 to \$25.00. When thinking of a more expensive certificate, it may be a good idea to get two or three smaller-priced certificates so that the redeemer can use a gift on several occasions Give-a-Books should be in full operation in the spring of 1978.

Pictured are some of the cards that you can purchase at 35¢ each and that you will be able to send with the GAB Certificates; there is no inside greeting, so you can write your birthday, holiday or personal message. The three original contributions to the GAB Certificate program are by Jose Aruego, Irene Haas and Wendy Watson. Reproductions from books illustrated by Anne Ophelia Dowden, David McPhail and Mercer Mayer will be on the GAB cards, and will appeal to both children and adults. We have seen color proofs of six other cards, including one of an illustration by Nancy Ekholm Burkert from *SCROOBIOUS PIP*, and it is not presumptuous to observe that all of the graphics for the GAB Certificate program are superb.

Now, *Calendar* readers, it's up to you to be sure that children's books, in both hardcover and paperback editions, will not only be available in your community, but will be purchased and given to children. Gab about Give-a-Book Certificates, O.K.?

Original
contributions
by—



Jose Aruego

Irene Haas



Wendy Watson



MATERIALS AVAILABLE

Please Remember: In writing to publishers for materials offered below and when enclosing self-addressed envelope, you must include your zip code. **ssae means a #10, 13¢ stamped, self-addressed envelope unless specified otherwise.**

Bibliographies, Lists, Special Editions

Classroom Choices 1977, an annotated listing of about 100 children's books published in 1976, appeared in the September issue of *Reading Teacher* and is available as a reprint from CBC (67 Irving Place, NY, NY 10003). Send a 24¢ *ssae* marked "Classroom Choices". The books listed were selected by children as part of an ongoing project of the International Reading Association-CBC Joint Committee.

The American Association of School Librarians (AASL) has announced that the following new items are available: a pamphlet, *Policies and Procedures for Selection of Instructional Materials* (#6317-X, 50¢ per copy); an annotated bibliography on metrication, *2... to get set* (#5453-7, 60¢ per copy); a source list, *The Reading Program and the School Media Center* (50¢ per copy). Direct requests to AASL (American Library Association, 50 E. Huron St., Chicago, IL 60611) and identify item by number where applicable.

"Books for Brotherhood" is an annotated bibliography produced annually by the National Conference of Christians and Jews (43 W. 57th St., NY, NY 10019, Att: Edith A. Selig). Single copies are 20¢; 100 copies are \$15.00; no postage, mailing requirements.

Two new annotated bibliographies have been prepared by the U.S. Office of Education's Educational Materials Review Center (EDMARC). *American Potpourri* (SN:017-080-01676-1, 35¢ per copy) is a list of children's trade books about ethnic groups in the U. S. *Dealing in Futures* (SN:017-080-01721, \$1.00 per copy) is a bibliography of career education and general career-related books. To order, send full title, stock number, and remittance to the Superintendent of Documents (U. S. Government Printing Office, Washington, DC 20402).

"Your Home is Your Child's First School" and "You Can Encourage Your Child to Read" are two brochures on reading, for parents, produced by the International Reading Association (800 Barksdale Rd., Newark, DE 19711). Single copies are free for a *ssae*. Quantities of 100 for \$2.25 are available and must be prepaid.

The National Association for the Education of Young Children (1834 Connecticut Ave., NW, Washington, DC 20009) has several publications available: an activity booklet, *Mud, Sand and Water* by Dorothy M. Hill, photos by Jean Berlfein (\$2.00 per copy); an annotated bibliography for those new to the field of early childhood education, *A Beginner's Bibliography* by Bernice H. Fleiss (1-24 copies, 50¢ each; 25-99 copies, 35¢ each; 100 or more, 25¢ each); a paperback book, *Science with Young Children* by Bess-Gene Holt (\$3.25 per copy). Direct requests to NAEYC; full payment must accompany orders under \$10.00. A free publications brochure is also available from NAEYC. No postage requirements.

Adventuring with Books, A Booklist for Pre-K—Grade 8 by Patricia J. Cianciolo and members of the National Council of Teachers of English Committee on the Elementary Booklist is an annotated list of books published since 1970. It is available from NCTE (1111 Kenyon Rd., Urbana, IL 61801, Att: Publications Dept.) for \$3.95 (non-members price) or \$2.95 (members price).

"Children's Books of the Year 1976" selected and annotated by Elaine Moss, the catalog of the annual exhibition at London's National Book League is being made available in the U. S. by Phaedrus, Inc., Box 1166, Marblehead, MA 01945. Write Phaedrus for price information.

Children's Books of the Year, an annotated booklist produced by The Child Study Association/Wel-Met Corp. (50 Madison Ave., NY, NY 10010), is available for \$1.50 plus 60¢ for postage and handling. Remittance must accompany order.

The Cleveland Public Library's annotated booklist, *Children's Books for Holiday Giving and Year 'Round Enjoyment*, is available as of December, 1977 from the Publications and Public Information Department, Cleveland Public Library (325 Superior Ave., Cleveland, OH 44114). Send a 20¢, 6x9, *ssae* marked Third Class for a free copy. Additional copies are 25¢ each.

Crosscurrents of Criticism: Horn Book Essays 1968-1977 edited by Paul Heins, is available in hardcover for \$12.50. Direct orders to The Horn Book, Inc., (Publications Division, 56 Main St., Ashburnham, MA 11430).

✕ An illustrated booklet about Laura Ingalls Wilder, "Getting to Know Laura," has been produced by the Children's Services Roundtable of the Missouri Library Association. It is being distributed by Harper & Row (Dept. 363, 10 E. 53rd St., NY, NY 10022). For a single copy, send a #10, 24¢ *ssae*.

Seventy-five artists and twenty countries are represented by full-color reproductions in the catalog of the 1977 illustrators' exhibition held during the Bologna Children's Book Fair. The 1977 Annual, ILLUSTRATORS OF CHILDREN'S BOOKS, is available for \$23.00 from Phaedrus, Inc. (Box 1166, Marblehead, MA 01945).

Author/Illustrator Biographical Sheets

✕ 1) Thomas Y. Crowell Co. (Crowell Library Department, Harper & Row, 10 E. 53rd St., NY, NY 10022). Biographical sheet on Katherine Paterson. Send *ssae*.

✕ 2) Clarion Books, The Seabury Press (815 Second Ave., NY, NY 10017, Att: Juvenile Promotion). Biographical brochures on Edna Barth, Beatrice Schenk de Regniers, Jane Yolen. Send 7x9, *ssae* for single copy; specify author.

✕ 3) Delacorte Press (School and Library Services, 1 Dag Hammarskjold Plaza, NY, NY 10017, Att: Anne M. Biolsi). Biographical brochures on Arnold Adoff and Ron Himler. Specify author and send a 7x10 *ssae* for single copy.

✕ 4) Dial Press (School and Library Services, 1 Dag Hammarskjold Plaza, NY, NY 10017, Att: Anne M. Biolsi). Biographical brochures on Mildred D. Taylor and Leo and Diane Dillon. Specify which and send a 7x10 *ssae* for single copy.

✕ 5) Four Winds Press (Inquiry Dept., 906 Sylvan Ave., Englewood Cliffs, NJ 07632). Biographical brochures on Norman Bridwell, James Lincoln Collier and Christopher Collier, George Laycock, Mercer Mayer, Millicent E. Selsam, Jay Williams. No mailing requirements, just specify author/illustrator.

✕ 6) Harper & Row (Dept. 363, 10 E. 53rd St., NY, NY 10022). Brochures on Mollie Hunter

and Crescent Dragonwagon. Send *ssae*. Specify author.

7) Charles Scribner's Sons (School and Library Dept., 597 Fifth Ave., NY, NY 10017). A folder "Meet Our Authors" containing biographical sheets on Byrd Baylor, Marcia Brown, Berniece Freschet, Felice Holman, Leo Politi. Send 35¢ for postage and handling for one folder.

8) Viking Press (625 Madison Ave., NY, NY 10022, Att: EBF). Biographical sheets on Joan Aiken, Elaine Raphael and Don Bolognese, Gerald McDermott, Tobi Tobias. Specify author/illustrator; send *ssae* for a single copy.

Bookmarks and Other Materials

Bookmarks on ALBERT B. CUB & ZEBRA illustrated by Anne Rockwell and ANNO'S COUNTING BOOK by Mitsumasa Anno are available from Thomas Y. Crowell Co. (Crowell Library Dept., Harper & Row, 10 E. 53rd St., NY, NY 10022). For a quantity of 50 of the two, send a 39¢ *ssae*.

The 1977 Boston Globe-Horn Book Award bookmarks are available from The Horn Book, Inc. (Publications Div., 56 Main St., Ashburnham, MA 01430). Quantities of 50 are \$1.50 plus 28¢ postage; 100 for \$2.50 plus 39¢ postage. Include remittance with request.

Bookmarks on THE DREAM OF THE LITTLE ELEPHANT and LITTLE GORILLA by Ruth Bornstein, PUSS IN BOOTS by Paul Galdone (ages 3-8) and a bookmark on two Cultural History titles, THE ISLAND SUNRISE and GREEN BLADES RISING are available from Clarion Books, The Seabury Press (815 Second Ave., NY, NY 10017, Att: Juvenile Promotion). Specify which bookmark(s). Include a 7x10 envelope for all quantities and specifically 28¢ in stamps for 25; 39¢ in stamps for 50; 61¢ in stamps for 100; 83¢ in stamps for 150; 94¢ in stamps for 200.

Dodd, Mead & Co. (Juvenile Dept., 79 Madison Ave., NY, NY 10016) is offering bookmarks on THE TOP OF THE PIZZAS by Bill Blass and IF I WERE A HORSE by Elizabeth Bridgman. Specify which bookmark(s). Include a 13¢ *ssae* for 10; a 24¢ *ssae* for 20. Limited supply.

Doubleday & Co. (245 Park Ave., NY, NY 10017, Att: Children's Books) has bookmarks on its Natural History series and Doubleday Sports Biographies. For quantities of 25 each, send a 7½x10½, 35¢ *ssae*.

Charles Scribner's Sons (597 Fifth Ave., NY, NY 10017) has bookmarks on A POISON TREE AND OTHER POEMS illustrated by Mercer Mayer and a poster from HAIKU VISION by Ann Atwood. The bookmarks are available in quantities of 25 for 40¢; 50 for 60¢; 100 for 75¢. The poster is available for \$1.25, limited supply. All prices cover handling and shipping.

Bookmarks on ANNA'S MAGIC BROOM by Barbara Westman; HOW THE RABBIT STOLE THE MOON by Louise Moeri; THE UNEXPECTED GRANDCHILDREN by Carolyn Croll and Jane Flory; A WORM FOR DINNER by Ned Delaney are available from Houghton, Mifflin Co. (Two Park St., Boston, MA 02107, Att: Anita Silvey). Specify which bookmarks. For every 25 bookmarks, send a *ssae* marked Third Class. A poster on CASTLE by David Macaulay is also available from Houghton, Mifflin. Send a 7½ x 10½, 26¢ *ssae* with request.

Bookmarks on BENJY'S BOAT TRIP and two other books about Benjy by Margaret Bloy Graham; and WHEN THE WIND BLEW, GOODNIGHT MOON, THE RUNAWAY BUNNY all by Margaret Wise Brown are available from Harper & Row (10 E. 53rd St., NY, NY 10022, Att: Dept. 363). Specify which bookmarks. For 50 copies of one, send a 24¢ *ssae* marked Third Class.

The Follett Publishing Company (1010 W. Washington Blvd., Chicago, IL 60607, Att: Dan Campion) is offering bookmarks on TALES OF THE ELDERS by Carol Ann Bales. For 30 bookmarks, send a *ssae*.

Windmill Books (E. P. Dutton & Co., Library & Education Dept., 201 Park Ave. S., NY, NY 10003, Att: Nancy Golden) is offering a 24x18, full-color poster adapted from Gerald McDermott's THE VOYAGE OF OSIRIS. For each poster send a 9½x12½, 30¢ *ssae*.

A full-color poster and stand-up doll from Tomie de Paola's HELGA'S DOWRY: A TROLL LOVE STORY is available from Harcourt Brace Jovanovich (Karen Rosenberg, Institutional Sales Manager, 757 Third Ave., NY, NY 10017, Att: HELGA). Send a self-addressed, gummed mailing label only.

Full-color posters on WHO'S IN RABBIT'S HOUSE by Leo and Diane Dillon and DON'T SPILL IT AGAIN, JAMES by Rosemary Wells are available from The Dial Press (1 Dag Hammarskjold Plaza, NY, NY 10017, Att: Anne M. Biolsi). For each poster send a 9x12, 14¢ *ssae*.

Bonim Books (80 Fifth Ave., NY, NY 10011, Att: Juvenile Promotion) is offering book jackets on RIFKA GROWS UP by Chaya Burstein and THE HANNUKAH STORY by Marilyn Hirsch. Send self-addressed mailing label. No postage necessary. Limited supply.

Addison-Wesley Publishing Co. (Promotion Dept., Reading, MA 01867, Att: Dorothy I. Williams) has posters adapted from BLUEBERRIES LAVENDER by Nancy Dingman Watson, illustrated by Erik Blegvad; MEET GUGUZE by Spiridon Vanghen, illustrated by Trina Schart Hyman; BLUE-WINGS-FLYING by Elizabeth Willis de Huff, illustrated by Dorothea Sierra and SIX IMPOSSIBLE THINGS BEFORE BREAKFAST by Norma Farber. For the packet of four posters, send a 9x12, 24¢ *ssae*. Limited supply.

A poster on MATTIE: THE STORY OF A HEDGEHOG by G. D. Griffiths, illustrated by Norman Adams is available from Delacorte Press (School & Library Services, 1 Dag Hammarskjold Plaza, NY, NY 10017, Att: Anne M. Biolsi). For each poster, send a 9x12, 14¢ *ssae*.

Little, Brown & Co. (34 Beacon St., Boston, MA 02106, Att: Felice Katzenberg) is offering a brochure and bookmarks on ED EMBERLEY'S GREAT THUMBPRINT DRAWING BOOK and full-color posters on THE PERFECT PEACH by Stephen Schwartz, illustrated by Leonard Lubin and THE SLEEPING BEAUTY by Trina Schart Hyman. For all of these, send a 10x12, 26¢ *ssae*. Limited supply.

Prentice-Hall, Inc. (Children's Books, Box SBJ, Englewood Cliffs, NJ 07632) is offering a full-color poster (15x22) from FOUR STORIES FOR FOUR SEASONS by Tomie de Paola and a postcard on THE GIFT OF WINTER by John Leach and Jean Rankin. Specify item and send self-addressed mailing labels only. Limited supply.

Posters adapted from CHASING THE GOBLINS AWAY by Tobi Tobias, illustrated by Victor Ambrus and JABBERWOCKY by Lewis Carroll, illustrated by Jane Breskin Zalben are available from Frederick Warne & Co. (101 Fifth Ave., NY, NY 10003). Specify which poster. Send self-addressed, gummed mailing label. No postage necessary.

A brochure about Wanda Gág, commemorating the 50th anniversary of the publication of MILLIONS OF CATS, is available from Coward, McCann & Geoghegan, Inc. (School & Library Dept., 200 Madison Ave., NY, NY 10016, Att: Alice Bollinger). Send a 10x7, 39¢ *ssae*.

CBC NOTES

CHILDREN'S BOOK WEEK In case word hasn't spread, the 1977 Book Week slogan is READ ALL ABOUT IT. The official dates for Book Week are November 14-20—no doubt many of you have made plans for the celebration. If you haven't there's still time to buy the materials produced by the CBC especially for Book Week. Illustrator/author Anita Lobel's Book Week poster is pictured in the "Up to Date with Books" section of this *Calendar*; Ms. Lobel's full-color book character was inspired by prints of 18th Century French people who wore the equipment associated with their trade. Photographer Bill Binzen snapped many shots—a far-away castle; a satisfied bullfrog, a country train station and others—to arrive at a splendid vertical black and white photographic frieze that really says READ ALL ABOUT IT. And then, Ellen Raskin, master of just about every craft, devised an incredibly mobile mobile with a rather large dragon as its focal point. The set of three imaginative streamers includes a mischievous cat and mouse, by Claudia Fregosi; a bookish gent surrounded by cats, by Charles Mikolaycak; and a great group of feathered and furry friends reading, by Eve Rice. A cheerful little bookmark illustrated in full color by Anita Lobel bears a poem written for Book Week by Arnold Adoff.

Young magicians enjoy Sid Fleischman's special pamphlet "Magic Tricks for Book Week" (single copy available free, for a 13¢ stamped, self-addressed envelope sent to the CBC, 67 Irving Pl., NY, NY 10003, Att: Magic Tricks).

A full-color brochure on these and other materials has already been sent to *Calendar* readers. Remember the dates for Book Week, November 14-20, and have a good celebration!

PETS The CBC is most pleased to be producing its third Year-Round Reading Program, PETS. Some wonderfully funny and useful materials have been produced for this program by some equally wonderful children's book illustrators and authors. Bernard Waber's airborne gondola of curious pets appears on the program's full-color poster (pictured on *The Calendar* cover). Stan and Jan Berenstain have created a "Pet Parade" frieze that pictures a colorful assortment of sometimes obstreperous pets and their jovial owners. The frieze will be great to head a bulletin board where children can pin up photos or drawings of their own, or imagined pets—or anything they think of on the subject. There are large format bookmarks for the program, too, bearing zany animal riddles by Barbara Seuling (illustrated by D. Manus Pinkwater) and by William R. Gerler (illustrated by William Steig). Children will be well-occupied when they tackle the search for 114 animals hidden in Robert Byrd's animal puzzle created especially for this program. Teachers, librarians and parents will find particularly helpful, the pamphlet "Pets and Animals and Children's books"—an annotated list selected by Barbara Elleman, Children's Book Reviewer for *Booklist*. (A single copy is free from the CBC, 67 Irving Pl., NY, NY 10003, Att: Pet Bibliography, for a #10, 13¢ stamped, self-addressed envelope).

Lots of programs can be created around the theme PETS at any time of the year; we hope you have fun with yours!

Complete ordering information on these materials is in the CBC's 1977-78 Materials Brochure; if you don't have a copy, just send a #10, 13¢ stamped, self-addressed envelope to CBC, Att: BW Brochure.

(See Zena Sutherland's article in this issue of *The Calendar* and the "Up to Date with Books"

section regarding animals and pets in children's books.)

1978 SUMMER READING Astonishing as it may seem, CBC has already made definite plans for 1978 Summer Reading. We asked illustrator/author Donald Carrick if he would create the materials for this program; he agreed. A preliminary depiction of Mr. Carrick's inviting poster can be seen in the "Up to Date with Books" section of this *Calendar*. Besides the marvelous 17x19 poster, Donald Carrick illustrated a "Summer Reader's Book Record," a "Summer Reading Participation" certificate and a bookmark all in hues of blue, green, yellow and red. The pieces for 1978 were created with the middle age to older child in mind but we hope all children will find them pleasing and nice to have. Complete information on these materials will be mailed to all *Calendar* readers in January of 1978—something to look forward to in the cold months ahead.

CHILDREN'S BOOKS: AWARDS & PRIZES (1977 edition) Many people involved with children's literature find this volume a valuable reference book and we're pleased to announce the availability of the 1977 edition. This edition has been completely updated (since the 1975 edition) and for the first time is separated into the categories of U. S. Awards, British Commonwealth Awards and International Awards; the edition also has a helpful "Awards Classified" section. Artist/author Edward Gorey designed the clever jacket for this 196-page, paperbound edition. (Price and ordering information is in the CBC 1977/78 Materials Brochure.)

PRELUDE Series 3 of PRELUDE: Children's Book Council Mini-Seminars on Using Books Creatively is now available. The tapes and creators for Series 3 are: YOU CAN'T START TOO SOON: BOOKS AND READING FOR THE PRESCHOOL CHILD by Nancy Larrick, author of *A Parent's Guide to Children's Reading*, and numerous poetry anthologies; formerly President of the International Reading Association; FOLKLORE IN THE CULTURE OF THE CHILD by Virginia Haviland, Head Librarian, Children's Book Section, Library of Congress; author of *Famous Fairy Tale* books; WHAT'S SO FUNNY? HUMOR IN CHILDREN'S BOOKS by Caroline Feller Bauer, Associate Professor of Librarianship, University of Oregon; author of *Handbook for Storytellers*; EXPLORING AMERICAN HISTORY THROUGH FICTION by Jean Fritz, author of numerous historical works for both children and adults; TRADE BOOKS AS REMEDIES FOR RELUCTANT READERS by William Jenkins, Vice President, Academic Affairs, Florida International University; formerly Editor, *Language Arts* and President, National Council of Teachers of English; COGNITIVE DOMAIN: WAYS OF KNOWING by Lazer Goldberg, Associate Professor, School of Education, Hofstra University and author of *LEARNING TO CHOOSE* (Scribner).

PRELUDE remains a highly successful and useful tool; both Series 1 and 2 continue to be available. (Ordering information is contained in the CBC 1977/78 Materials Brochure.)

OOPS! Attention Budget-Pack Buyers CBC's illustrated fall order brochure offers an anti-inflation Budget-Pack. One hundred and fifty poetry folders are included in each Budget-Pack. Er, that is, they should be. Unfortunately, a small number of Budget Packs shipped early this summer did not include folders. If you ordered a Budget-Pack in June or July and did not get poetry folders, please let us know. Just send your invoice number (or prepaid packing slip number) and your full mailing address to Dept. BP, Children's Book Council, Inc., 67 Irving Place, NYC 10003. We will ship the missing poetry folders to you immediately.

UP TO DATE WITH BOOKS

Only books published since 1976 and submitted 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.

■ NOVEMBER



Pictured above is Anita Lobel's poster for 1977 Children's Book Week. (See "CBC Notes" for further information.)

■ DECEMBER

Most children love animals and, with few exceptions, the reverse is true. Only picture books that feature ANIMALS and PETS are listed below. (See Zena Sutherland's article elsewhere in this issue of *The Calendar* and also "CBC Notes".)

Pre-School: AMY'S GOOSE by Holmes (Crowell), ANIMAL BABIES by McNaught (Random), CHASING THE GOBLINS AWAY by Tobias (Warne), ETHEL'S EXCEPTIONAL EGG by Bourke (Harvey), FOURTEEN RATS AND A RAT CATCHER by Cressey (Prentice), GOBLIN, A WILD CHIMPANZEE by Teleki & Steffy (Dutton), IF I WERE A HORSE by Bridgman (Dodd), JETHRO'S DIFFICULT DINOSAUR by Sundgaard (Pantheon), HAPPY BIRTHDAY DEAR DRAGON by Hillert (Follett), KING OF THE FISH by Parry (Macmillan), LITTLE BLACK BEAR GOES FOR A WALK by Freschet (Scribner), LITTLE GORILLA by Bornstein (Clarion/Seabury), MISS PIGGY by Lisowski (Holt), THE MYSTERIOUS TADPOLE by Kellogg (Dial), OLD MACDONALD HAD A FARM by Adams (Grosset), ONCE UPON A TIME IN A PIGPEN by Brown (Addison), PLEASANT FIELDMOUSE'S VALENTINE TRICK by Wahl (Windmill), SAND CASTLE by Wegen (Greenwillow), SWIM, LITTLE DUCK by Miles (Atlantic-Little), THE TELEPHONE by Chukovsky (Delacorte), THE VISIT by Wolkstein (Knopf), WALK RABBIT WALK by McNaughton & Attenborough (Viking), WHICH IS THE BEST PLACE? by Ginsburg (Macmillan).

Lower Elementary: THE ANIMAL HOUSE by Cutler (Morrow), A BEAR, A BOBCAT AND THREE GHOSTS by Rockwell (Macmillan), BEARYMORE by Freeman (Viking), THE BEST OF THE BARGAIN by

Domanska (Greenwillow), CATS AND DOLLS by Heymans (Addison), CROCUS by Duvoisin (Knopf), A CURIOSITY FOR THE CURIOUS by Cross (Coward), CURLEY CAT BABY-SITS by Watson (Harcourt), A DOG'S BOOK OF BIRDS by Parnall (Scribner), THE ELEPHANT'S BALL by Johnson (McGraw), FIVE LITTLE FOXES AND THE SNOW by Johnston (Putnam), A FLEA STORY by Lionni (Pantheon), GARTH PIG AND THE ICE CREAM LADY by Rayner (Atheneum), THE GORILLA IN THE HALL by Shertle (Lothrop), HANNIBAL & HIS 37 ELEPHANTS by Hirsh (Holiday), HERE COMÉ RACCOONS! by Hoban (Holt), HOW THE RABBIT STOLE THE MOON by Moeri (Houghton), I DIDN'T WANT TO BE NICE by Jones (Bradbury), JABBERWOCKY by Carroll (Warne), MONKEY AND THE THREE WIZARDS by Harris (Bradbury), THE MOUSE AND THE ELEPHANT by Hewett (Little), ODETTE: A BIRD IN PARIS by Fender (Prentice), ONCE THERE WAS A GIANT SEA COW by Gordon (McKay), PETTIFUR by Williams (Four Winds), PIG AND THE BLUE FLAG by Stevens (Clarion/Seabury), A ROBBER! A ROBBER! by Brandenburg (Greenwillow), A SINGLE SPECKLED EGG by Levitin (Parnassus), SIX RAGS APIECE by Newfield (Warne), A SMALL SHEEP IN A PEAR TREE by Lobel (Harper), SOMETHING QUEER AT THE LIBRARY by Levy (Delacorte), THE STORY OF EDWARD by Dumas (Parents'), SUMMER ON CLEO'S ISLAND by Sylvester (Farrar), THE TERRIBLE TROLL-BIRD by d'Aulaire (Doubleday), THE TURTLES' PICNIC by Berger (Crown), VIOLA HATES MUSIC by Schick (Lippincott), WHERE'S MY HIPPOPOTAMUS? by Stamaty (Dial).

■ JANUARY

Adults have had their CALENDARS for a long time; now children can choose from a varied and intriguing assortment of calendars. The calendars listed are for 1978 and, for all ages.

CYNDY'S ANIMAL CALENDAR 1978 by Szekeres (Pantheon), LITTLE CREATURES: THE 1978 SIERRA CLUB CALENDAR AND ALMANAC FOR YOUNG PEOPLE (Scribner), GIANTS! THE 1978 RIDDLE CALENDAR by Sarnoff (Scribner), 1978 MACMILLAN CHILDREN'S CALENDAR by Doty (Macmillan), THE NIGHT-LITE-CALENDAR 1978 by Kraus (Windmill), 1978 REMINGTON CALENDAR (Rand), THE SESAME STREET 1978 CALENDAR by Smollin (Random), 1978 VOLLAND MOTHER GOOSE CALENDAR (Rand), WALT DISNEY'S MICKEY MOUSE CALENDAR 1978 by Kraus (Windmill), WINNIE-THE-POOH'S CALENDAR BOOK 1978 by Milne (Dutton), THE 1978 CALENDAR FOR CHILDREN by Ruthven Treman (Doubleday). See Materials Available section of this Calendar for information about Horn Book's 1978 calendar for children and adults.

■ FEBRUARY

Younger readers like to know about famous figures in life, as can be seen by some of these BIOGRAPHIES for children up to 10 years old.

Lower Elementary: LOUIS ARMSTRONG by Iverson (Crowell), P. T. BARNUM by Edwards (Putnam), JANE GOODALL by Coerr (Putnam), DANIEL INOUE by Goodsell (Crowell), PETE GRAY: ONE-ARMED MAJOR LEAGUER by Nicholson (Prentice), MAHALIA: GOSPEL SINGER by McDearmon

(Dodd), **THE MANY LIVES OF BENJAMIN FRANKLIN** by Alikì (Prentice), **MODERN WOMEN SUPERSTARS** by Gutman (Dodd), **THE MYSTERIOUS RAYS: MARIE CURIE'S WORLD** by Veglahn (Coward), **PELÉ** by Gutman (Grosset), **BILL PICKETT: FIRST BLACK RODEO STAR** by Hancock (Harcourt), **THE PICTURE LIFE OF BOBBY ORR** by Edwards & Wohl (Watts), **THE PICTURE STORY OF WALT FRAZIER** by Liss (Messner), **SPORTS HERO: FRAN TARKENTON** by Burchard (Putnam), **SPORTS STAR: NADIA COMANECHI** by Burchard (Harcourt), **TAKE ME OUT TO THE AIRFIELD: HOW THE WRIGHT BROTHERS INVENTED THE AIRPLANE** by Quackenbush (Parents').

Upper Elementary: **AFTER OLYMPIC GLORY** by Bortstein (Warne), **CAPTAIN JOHN SMITH** by Kurtz (Watts), **COILS, MAGNETS AND RINGS: MICHAEL FARADAY'S WORLD** by Veglahn (Coward), **DOROTHY HAMILL** by Steewyk (Harvey), **THE IMPOSSIBLE MAJOR ROGERS** by Gauch (Putnam), **FISK OF FENWAY PARK** by Jackson (McKay), **THE JUICE** by Belsky (McKay), **MISTER PEALE'S MAMMOTH** by Epstein (Coward), **100 GREATEST WOMEN IN SPORTS** by Hollander (Grosset), **THE PICTURE STORY OF TERRY BRADSHAW** by Devaney (Messner), **THE PICTURE STORY OF NADIA COMANECHI** by Sullivan (Messner), **PRIDE OF THE METS: TOM SEAVER** by Belsky (McKay), **SET POINT: THE STORY OF CHRIS EVERT** by Sabin (Putnam).

■ MARCH

Tales of ANIMALS and PETS are not only featured in picture books but in older fiction, too. Some current, and forthcoming, titles (fiction only) are listed here.

Lower Elementary: **CAROLINA HURRICANE** by Rumsey (Morrow), **CARROUSEL** by Kroeber (Atheneum), **DOODLEBUG** by Brady (Houghton), **MARBLE CAKE CAT** by Allen (Coward), **OLGA CARRIES ON** by Bond (Hastings), **WARTON'S CHRISTMAS EVE ADVENTURE** by Erickson (Lothrop).

Upper Elementary: **ALAN AND THE ANIMAL KINGDOM** by Holland (Lippincott), **THE BEAST OF LOR** by Bulla (Crowell), **THE BIG CHEESE** by Bunting (Macmillan), **THE BOOK OF MAGICAL HORSES** by Mayo (Hastings), **BUCCANEER** by Burnham (Warne), **CLIMBING TO THE SUN** by Carroll (Clarion/Seabury), **DOGSBODY** by Jones (Greenwillow), **THE DRAGON CIRCLE** by Krensky (Atheneum), **GALLOPING WIND** by Maloscay (Putnam), **A HORSE LIKE MR. RAGMAN** by Rivers-Coffey (Scribner), **JEREMY AND THE GORILLAS** by Gould (Lothrop), **KENTUCKY TIME** by Wood (Addison), **MAKE WAY FOR THE ARK** by Dinneen (McKay), **MALCOLM YUCCA SEED** by Gessner (Harvey), **MATTIE: THE STORY OF A HEDGEHOG** by Griffiths (Delacorte), **ONE MAN'S HORSE** by Henry (Rand), **RUN OF THE SEA WITCH** by Francis (Abingdon), **RUNNING WILD** by Griffiths (Holiday), **A SUMMER IN THE SOUTH** by Marshall (Houghton), **THE TOWN CATS AND OTHER TALES** by Alexander (Dutton), **YOU CAN'T TAKE TWENTY DOGS ON A DATE** by Cavanna (Westminster).

Junior and Senior High School: **CRY OF THE WOLF** by Spencer & Leech (Westminster), **FLY INTO DANGER** by Phipson (Atheneum), **HI FELLA** by Zistel (Lippincott), **THE HUNDRED ISLANDS** by Clark (Macmillan), **SUMMER SECRETS** by Glaser (Holiday), **ORDINARY JACK** by Cresswell (Macmillan).

■ APRIL

International Children's Book Day is April 2nd—Hans Christian Andersen's birthday.

National Library Week, April 2-8, 1978



Cover by Edward Gorey for CHILDREN'S BOOKS: AWARDS & PRIZES, 1977 edition.

April is a good month to create displays of award-winning children's books in the library or classroom. A thorough listing of children's book awards can be found in the 1977 edition of CHILDREN'S BOOKS: AWARDS & PRIZES. (See "CBC Notes" for further information.)

■ MAY

Time to think about Summer Reading. PAPERBACK NOVELS seem to fit the bill for peripatetic young readers when school is out. The novels listed here are all paperbacks published in 1977 and 1978 and are for grades 4-8.

Upper Elementary: **ABEL'S ISLAND** by Steig (Bantam), **BLACK STALLION BOOKS** by Farley (Random), **CENTERBURG TALES: MORE ADVENTURES OF HOMER PRICE** by McCloskey (Viking/Puffin), **CHARLIE AND THE CHOCOLATE FACTORY** by Dahl (Bantam), **THE CHILDREN OF GREENE KNOWE** by Boston (Harcourt), **ELLEN TEBBITS** by Cleary (Morrow), **MOOMINPAPPA AT SEA** by Jansson (Avon), **THE MYSTERY OF THE GINGERBREAD HOUSE** by St. John (Avon), **MARIA LOONEY ON THE RED PLANET** by Beatty (Avon), **MATT GARGAN'S BOY** by Slote (Avon), **ONE MORE FLIGHT** by Bunting (Dell Yearling), **OTIS SPOFFORD** by Cleary (Morrow), **THE PEPPERMINT PIG** by Bawden (Viking/Puffin), **RABBIT HILL** by Lawson (Viking/Puffin), **THE SHY ONES** by Hall (Avon), **SOMEBODY ELSE'S CHILD** by Silman (Dell Yearling).

Junior and Senior High School and beyond: **GOING TO THE SUN** by George (Harper), **IT LOOKS ALIVE TO ME!** by Baum (Harper), **THE MIN-MIN** by Clark (Macmillan), **MY GLORIOUS BROTHERS** by Fast (Bonim), **OWNSELF** by Calhoun (Harper), **TOUCH AND GO** by Poole (Harper), **WILD JACK** by Christopher (Macmillan).

■ JUNE

And, time to plan Summer Reading programs.



Sketch (without type) of poster by Donald Carrick for 1978 Summer Reading (See "CBC Notes" for further information.)

PUBLISHING

Book Publishing And Production: A Selective Bibliography

by Robin Gottlieb

Robin Gottlieb, Children's Book Council Librarian, is an author, as well. She has prepared a number of articles for *The Calendar* and for other publications. The annotated bibliography that follows grows out of an American Library Association-Children's Book Council Joint Committee observation that a short, accessible listing of this sort would be valuable for children's literature specialists and students.

BOOKS

Colby, Jean Poindexter. *Writing, Illustrating and Editing Children's Books*. New York, Hastings House, 1967. 318 pp. A rewritten and enlarged edition of Colby's *The Children's Book Field*, this book contains information about all aspects of juvenile publishing, as well as a substantial bibliography of books and magazines for further reading.

Dessauer, John P. *Book Publishing: What It Is, What It Does*. New York, R. R. Bowker Company, 1974. 231 pp. Includes chapters on how books are created; how they are manufactured; how they are marketed; how they are stored and delivered; and how publishers finance, plan, and manage. A capsule history of publishing introduces the work. "What Does the Future Hold?" concludes it.

Duke, Judith S. *The Children's Literature Market, 1977-1982*. White Plains, New York, Knowledge Industry Publications, Inc., 1976. 241 pp. A report that examines "the structure of the juvenile publishing industry as it is today"; analyzes market trends; discusses current trends in juvenile literature; and, finally, attempts to "arrive at some conclusions about the directions in which the industry must go and the things it must do in order to improve its sales during the coming years." (\$450.00)

Grannis, Chandler B., ed. *What Happens in Book Publishing*. 2nd edition. New York, Columbia University Press, 1967. 467 pp. An introduction to the procedures in the various areas of book publishing, with each chapter written by a specialist. Jean Karl contributed "The Children's Book Department," which gives a fine overall view, from editor to sales force.

Greenfeld, Howard. *Books: From Writer to Reader*. New York, Crown Publishers, Inc., 1976. 211 pp. A thorough, altogether excellent account, for young adults, of the various activities that go on in a publishing house as a manuscript is transformed into a book. Many informative photographs and drawings illustrate the text.

Karl, Jean. *From Childhood to Childhood: Children's Books and Their Creators*. New York, The John Day Company, 1970. 175 pp. Much of this book by the director of children's books at Atheneum is devoted to publishing, with the emphasis on editorial judgments and the editor's work.

Lee, Marshall. *Bookmaking: The illustrated guide to design & production*. New York, R. R. Bowker Company, 1965. 399 pp. A handbook that offers information about bookmaking as a profession; gives basic knowledge about methods, materials, and equipment; and discusses in detail the various operations involved in bookmaking.

Spector, Marjorie. *Pencil to Press: How This Book Came To Be*. New York, Lothrop, Lee & Shepard Company, 1975. 95 pp. For ages nine and up, a simple explanation of the publishing process, taking in editorial work, design and production, and contractual matters.

Tebbel, John. *A History of Book Publishing in the United States*. Volume I: *The Creation of*

an Industry, 1630-1865. New York, R. R. Bowker Company, 1972. 646 pp. Volume II: *The Expansion of an Industry, 1865-1919*. New York, R. R. Bowker, 1975. 813 pp. Volume III: *Publishing Comes of Age, 1919 to the present*, in progress. Children's book publishing is included in this comprehensive history of the publishing industry in America.

ARTICLES

Doebler, Paul D. "Book Design: 1976." *Publishers Weekly*, December 6, 1976, pp. 21-42. Interviews with five "leading figures in the book design world" (Robert Scudellari, Roderick Stinehour, Ernst Reichl, Hermann Zapf, and Muriel Cooper) explore some of the changes in book design being brought about by new market demands and technological advances.

———. "Engineered systems for producing the smaller edition." *Publishers Weekly*, April 5, 1976, pp. 72, 76-77. Describes the R. R. Donnelley & Sons Company's new short-run book production module, a self-contained plant devoted exclusively to books produced in small editions.

———. "Making up pages on video screens: the last frontier." *Publishers Weekly*, March 1, 1976, pp. 74-75. A discussion of the visual display terminal and its place in the recently developed electronic editing and composition systems that can be used directly in publishing-house offices, thus replacing in part operations formerly carried out by typesetting companies. (See also p. 78 of this issue of *Publishers Weekly*: "AIGA Book Clinic hears review, forecast on use of in-house keyboarding for books.")

Durell, Ann. "Trends in the publishing of Children's Books." *Illinois Libraries*, March, 1971, pp. 192-96. The children's book editor at E. P. Dutton examines some of the social and technological developments that have affected children's publishing—the black movement, the women's movement, student power, audio-visual media—and concludes that editors are "doing much to make the content of books relevant" and that the book as a form is worth fighting for because it is for individuals.

"How Young Children's Book Editors See the Future." *Publishers Weekly*, February 24, 1975, pp. 63-65. Eight young editors from eight different publishing houses give their views on what the next ten years will mean for children's books.

McElderry, Margaret K. "The Best of Times, the Worst of Times: Children's Book Publishing, 1924-1974." *The Horn Book*, October, 1974, pp. 85-94. In this picture of fifty years of children's book publishing in America, a distinguished editor points out that the balance has always shifted between hard times and good times. She predicts that books for children "will triumphantly ride the tides of chance and the winds of change."

Editorial note: Two filmstrips, *How a Book Is Made* (New York, Media Plus, Inc., 1969) and *How a Picture Book Is Made* (Weston, CT, Weston Woods, 1976) are germane.

THE CHILDREN'S BOOK COUNCIL
67 Irving Place
New York, N. Y. 10003

ADDRESS CORRECTION REQUESTED

Children's Book Week
READ ALL ABOUT IT
November 14-20, 1977