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## **Children's Book Council Calendar. Vol. 19, no. 1 1961 (January-March)**

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# The Children's Book Council, Inc.

## Calendar

JANUARY • FEBRUARY • MARCH 1961

*Published quarterly by The Children's Book Council, Inc., 175 Fifth Ave., New York 10, N. Y., headquarters for National Children's Book Week and a year-round promotion and information center in connection with the field of literature for children. Executive Secretary: Joanna Foster Dougherty.*

**BOOK WEEK 1961**  
**NOV. 12-18**



*Victor Laredo*

**VOLUME XIX**

**NUMBER 1**

## *Interesting Dates In The Next Three Months*

### JANUARY

- 1—New Year's Day.
- 4—Jakob Grimm, author of GRIMM'S FAIRY TALES, was born in 1785.
- 6—Epiphany.
- 6—Joan of Arc was born in 1412.
- 6—107th Birthday of Sherlock Holmes.
- 12—Charles Perrault was born in 1628.
- 14—Thornton Burgess, author of OLD MOTHER WEST WIND, was born in 1874.
- 19—Edgar Allen Poe was born in 1807.
- 20—Presidential Inauguration.
- 24—Gold discovered in California in 1848.
- 25—Robert Burns was born in 1759.
- 26—Jefferson's books bought as nucleus of the Library of Congress in 1815.
- 27—Lewis Carroll, author of ALICE IN WONDERLAND, was born in 1832.

### FEBRUARY

- 2—Groundhog Day.
- 7—Boy Scout Week begins.
- 7—Charles Dickens was born in 1812.
- 7—Babe Ruth was born in 1894.
- 11—Thomas Edison was born in 1847.
- 12—Lincoln's Birthday.
- 12—Negro History Week begins.
- 14—St. Valentine's Day.
- 14—Mardi Gras in New Orleans.
- 19—Brotherhood Week begins.

- 19—Catholic Book Week begins.
- 22—Washington's Birthday.
- 27—Henry Wadsworth Longfellow was born in 1807.

### MARCH

- 1—American Red Cross Month begins.
- 1—Children's Art Month begins.
- 3—Alexander Graham Bell was born in 1847.
- 4—President's Day.
- 6—AIGA Children's Book Show opens.
- 6—Elizabeth Barrett Browning was born in 1806.
- 12—Girl Scout Week begins.
- 12—Establishment of U. S. Post Office in 1789.
- 13—Newbery and Caldecott Awards will be announced.
- 17—Kate Greenaway was born in 1846.
- 17—St. Patrick's Day.
- 17—Founders Day, Camp Fire Girls.
- 19—Birthday Week of the Camp Fire Girls begins.
- 21—Spring begins.
- 21—Johann Sebastian Bach was born in 1685.
- 26—Birthday of Robert Frost.
- 27—Nathaniel Currier, American lithographer, was born in 1813.

A date to look forward to is **National Library Week, April 16-22**. A folder, "Promotional Aids" which describes materials for the Week is available free from National Library Week, P. O. Box #365, Midtown Station, New York 18. For all other purposes their new address is 58 West 40th Street, New York 18.

# Through The Looking Glass

We begin the New Year, 1961, with a photographic introduction. The gentleman on our cover is William W. Babb, Business Manager of the Children's Book Council, who since 1949 has supervised the ever-increasing distribution of our materials for Book Week and the year-round promotion of children's reading.

You see Mr. Babb, in a rare moment of relaxation, enjoying one of the books in the new C.B.C. Library of current children's books. This Library is now open on Saturdays from 10 AM to 2 PM (except during the summer, June 10 to September 9) as well as on weekdays from 9 AM to 5 PM.

## AN ANNUAL LIST OF AWARDS

*order*  
A new booklet, "Children's Books Winning Awards and Prizes," prepared by the Westchester Library System will soon be available from the Children's Book Council. This booklet will give the history and purpose of some 25 of the current awards and list the winners for 1959-60 and those for 1961 that have been announced. There will be an annual supplement with the current winners and new awards as they are created. The booklet can be ordered from the Children's Book Council for 50¢ a copy. Please send remittance with the order. (Please do not send stamps.) The first shipment of this booklet will be on March 13th.

## OUTSTANDING ILLUSTRATION AND DESIGN

*have order*  
Every three years, The American Institute of Graphic Arts holds a show of the American children's books judged outstanding in design and graphic presentation. On March 6, the A.I.G.A. Children's Book Show with its outstanding books of 1958, 1959, and 1960, will open at the Central Children's Room of the New York Public Library. Later this Show will travel throughout the country. The catalog of this Show is available before February 1 from the A.I.G.A., 5 East 40 Street, New York 16, at a special pre-publication price of \$1.00. It contains photographs of each of the books in the Show and the comments of the judges which should be interesting and helpful to those who themselves evaluate the illustrations, design and graphic aspects of children's books. Only a very limited supply of these catalogs will be available after the Show's opening and then the cost will be \$1.50 each.

## WARNING! ORDER IN JANUARY

Before you know it, the new year will begin to gallop along and deadlines will bring disappointment so may we suggest that you place the following important orders *now* to be sure that you have the material when you need it. Do not wait, write now if you want:

- The Catalog of the A.I.G.A. Children's Book Show
- The booklet, "Children's Books Winning Awards and Prizes"
- Newbery and Caldecott Bookmarks, Display Kits and/or slit cards (Don't forget that we must have your order for bookmarks by March 1 for shipment on the day of the announcement.)
- National Library Week Materials (See change of address under the dates.)

## OF SPECIAL INTEREST

The fiftieth annual exhibition of children's books suggested as gifts was recently held in the New York Public Library's Central Children's Room. To commemorate the half-century mark, the exhibition was a retrospective one. "Children's Books 1910-1960," a descriptive list of the books, is available at any of the library's branches or by writing to Mr. Masato

Kawasaki, New York Public Library, 42 Street and Fifth Avenue, New York, enclosing 25¢ in stamps or coin. *order*

*rdn*  
Each year, the Horn Book, Inc. draws up its **Fanfare List**. This is the honor list of books chosen by their review editors after many months reflection. The Fanfare List for 1959 was published in the October 1960 issue. They will send copies of their Fanfare List 1954-58 for a stamped-self-addressed envelope. Copies in quantity up to 100 are 10¢ each; 5¢ each over 100.

**Sure to be of interest** will be the February issue of the *ALA Bulletin*, devoted to school libraries. The guest editor this year is Caroline Whitenack of Purdue University. We hope you saw the **two recent articles**—"Library On A Shoestring" in November's *Ladies Home Journal* and "Today is Book Day" in November's *Woman's Day*. A **new publication** of interest is *Books for Young Readers*, a magazine of reviews of the new books for pre-school through junior high school years. Many of the illustrations from the books are used. Further information can be obtained from Books for Young Readers, 18288 Prevost Avenue, Detroit 35. Another publication worth following is *Books*, the **journal of England's National Book League** (7 Albemarle Street, London W1) that regularly has articles of interest about children's books and reading. The publication is free to the League's members and membership is accepted from the United States.

**Interaction, a television public affairs report**, put out by the Television Information Office, lists some of the programs across the country that are featuring children's books. They are: "Telaventure Tales," Seattle; "Bookworm Playhouse," Milwaukee; "Let's Tell A Story," New Orleans; "Palace of Fun," Providence; "Book Bandwagon" and "Kids Korner," Sioux City; and "Buddy Bookworm Show," Tulsa. **Another TV note:** the recent special, "Story of a Family" was produced and directed by Joseph Krumbold, last year's winner of the Newbery Medal. *new cash for copy*

**An exciting new radio program** in the New York City area which employs books is "Teen Age Book Talk." Books are also used as the basis for the **forthcoming movies** "Master of the World," "The Mysterious Island" and "Misty." The first two are by Jules Verne and the last by Marguerite Henry.

Section 16 of the **HANDBOOK OF COMMUNITY SERVICE PROJECTS**, a handbook of the National Board of the YMCA, suggests ways in which **community volunteers** can make library service more effective. It is published by Association Press, 291 Broadway, New York 7, and is priced at \$6.50. *Order*

Word has reached us of the appointment of **Roy Gallant**, author of such books as *EXPLORING UNDER THE EARTH* (Doubleday), to the Executive Editorship of Rathbone Books in England.

You will want to see the selected annotated list of "**Stories To Tell To Children**" with a special listing of stories for holiday programs that the Carnegie Library of Pittsburgh has recently published. It is well worth its cost of \$2.00. *have*

*||* A new USIA film, "Children's Classics" shows the making of one of the **Picture Book Parade Films** at the Weston Woods Studios. The international flavor of the operation is appropriately highlighted since the film will be distributed to television channels in fifty countries. Incidentally, the **four new titles** that the Weston Woods Studios added to their Picture Book Parade Film Series, *CAPS FOR SALE*, *IN THE FOREST*, *MAGIC MICHAEL*, and *PANCHO*, brings the total of their list up to twenty titles.

We are sure that you will be interested in the materials being offered for **Catholic Library Week**. They have available three separate kits—one for children, one for young adults, and one for adults at \$1.00 each. Other materials that they will have are the *Parish Library Manual* for \$1.00 and the *Catholic Booklist* for 1960. Two publications which are now in preparation are a *Basic List of Books for Catholic Elementary School Libraries* and *Basic List of Books for Catholic High School Libraries*. The former will be ready this spring, the publication date for the latter has not yet been set. Further information and materials are available from the Catholic Library Association, Villanova, Penn.

## IN THE SEASON

As a new year begins you will be interested to know that there is now an almanac expressly for children. It is **DAYS TO REMEMBER—AN ALMANAC** by William Lipkind (Obolensky).

Here are some more additions to the long list of books appropriate for the birthday of Jakob Grimm. They are: **RAPUNZEL** with Felix Hoffmann's illustrations (Harcourt), **GRIMM'S FAIRY TALES**, illustrated by Charles Folkard (Dutton), and Wanda Gag's translations of the tales, **THREE GAY TALES FROM GRIMM**, **TALES FROM GRIMM**, and **MORE TALES FROM GRIMM** (all three from Coward-McCann). There is also a new edition of **PERRAULT'S FAIRY TALES** with some of the tales translated from the original French by Raymond Bond (Dodd, Mead).

To commemorate Negro History Week or Brotherhood Week, there are **LOOKING FOR ORLANDO** by Frances Brown (Criterion); **THE STORY OF THE NEGRO** and **FREDERICK DOUGLASS: SLAVE-FIGHTER-FREEMAN**, both by Arna Bontemps (Knopf); **BY SECRET RAILWAY** by Enid Meadowcroft, **FLIGHT TO FREEDOM** by Henrietta Buckmaster, **GREAT AMERICAN NEGROES** by Ben Richardson, **HARRIET TUBMAN** by Ann Petry (all from Crowell); and **BRADY** by Jean Fritz (Coward-McCann).

Climax the Golden Jubilee celebration of the Camp Fire Girls by reading **WO-HE-LO: THE STORY OF THE CAMP FIRE GIRLS** (Holt, Rinehart & Winston) which is available from your book dealer or the Camp Fire Girls' Supply Division, 450 Avenue of the Americas, New York 11.

To mark the anniversary in January of the gift of insulin to mankind, the description of the exciting event can be read in **GREAT MOMENTS IN MEDICINE** by L. J. Ludovici. The story of Dr. Jonas Salk's search is told in **THE POLIO MAN** by John Rowland. (Both of these are from Roy).

What could be more fitting for Edgar Allen Poe's birthday or the 107th birthday of Sherlock Holmes than the reading of **THE THREE POLICEMEN** by William Pene de Bois (Viking), **THE MYSTERY OF THE BAMBOO BIRD** by Carolyn Keene or a new mystery series, "Bret King Mystery Series" (both from Grosset).

New titles for Lincoln's birthday are **ABRAHAM LINCOLN: MAN OF COURAGE** by Bernardine Bailey (Houghton), **INDY AND MR. LINCOLN** by Natalia Belting (Holt, Rinehart & Winston), and **ABE LINCOLN'S BIRTHDAY** by Wilma Pitchford Hays (Coward-McCann).

**THE SILVER ANSWER: A ROMANTIC BIOGRAPHY OF ELIZABETH BARRETT BROWNING** by Constance Burnett (Knopf) will be appropriate on the poetess' birthday.

For St. Patrick's Day there is **THE LIFE OF ST. PATRICK** by Quentin Reynolds (Random House) and in a lighter vein, a story of Irish country life, **SHAWNEEN AND THE GANDER** by Richard Bennett (Doubleday).

On the birthday of the great Johann Sebastian Bach we recommend **SEBASTIAN BACH: THE BOY FROM THURINGIA** by Opal Wheeler and Sybil Deucher (Dutton).

To tie in with the anniversary of Joan of Arc's birth and Catholic Book Week they can read **JOAN OF ARC** by Nancy Ross (Random House), **JOAN, MAID OF FRANCE** by Christophe Herold (Dutton), and **ST. JOAN, THE GIRL SOLDIER** by Louis de Wohl (Farrar, Straus & Cudahy).

**A MAN NAMED WASHINGTON** by Gertrude Norman, one of Coward-McCann's "See and Read" biographies for beginning readers, is the one for the 22nd of February.

For the Lenten season you will want to see **PIA'S JOURNEY TO THE HOLY LAND** by Sven and Pia Gillsater (Harcourt).

Young scientists will want **EDISON EXPERIMENTS YOU CAN DO**, based on Thomas Edison's original notebooks. Prepared under the direction of the Edison Foundation, it is published by Harper.

**THEY LIVED IN THE WHITE HOUSE** by Frances Cavanah (Macrae Smith) tells about the children who have lived in the executive mansion and is good reading for the presidential inauguration.

You can read all about the '49ers in **THE CALIFORNIA GOLD RUSH** by May McNeer (Random House).

Little classicists can now enjoy WINNIE THE POOH in Latin! Dr. Alexander Lenard's translation, WINNIE ILLE PU, is published by Dutton and contains some of the Ernest Shepard illustrations.

Fine for any season are the broadcasts of the "Carnival of Books." The schedule for January, February and March is: THE COMPLETE PETERKIN PAPERS by Lucretia Hale (Houghton), WHAT DO YOU THINK? and THE SECRET HIDING PLACE by Rainey Bennett (World), A SPY IN OLD NEW ORLEANS by Anne Emery (Rand McNally), MY FRIEND MAC by May McNeer (Houghton), TOUCHED WITH FIRE by Margaret Bell (Morrow), ZACHARY, THE GOVERNOR'S PIG by Bruce Grant (World), HENRY CLAY: STATESMAN AND PATRIOT by Regina Kelly (Houghton), TALES FROM THE STORY HAT by Verna Aardema (Coward-McCann), HITTITE WARRIOR by Joanne Williamson (Knopf), BOTTICELLI by Elizabeth Ripley (Lippincott), THE FAR FRONTIER by William O. Steele (Harcourt), THE OLD TESTAMENT, illustrated by Marguerite de Angeli (Doubleday), and the Newbery Award winner.

## AWARDS AND PRIZES

Time is drawing near for the announcement of the most exciting prizes of all—the Newbery and Caldecott Medals! We are sure that you will want to display the winners and the display kit is available for this purpose once again this year at \$2.00. Included is one set of slit cards for displaying last year's winners. Additional pairs of slit cards may be ordered for 75¢. The 1961 Newbery bookmarks and Caldecott bookmarks will be shipped on March 13th, the announcement day, to those whose orders are in by March 1st. They are each 100 for \$1.00; 1,000 for \$9.00.

Here is the list of books judged the 10 best illustrated books of the year that recently appeared in the *New York Times Children's Book Supplement*: M. Sasek's THIS IS NEW YORK (Macmillan), Nicolas Sidjakov's BABOUSHKA AND THE THREE KINGS (Parnassus), Juliet Kepes's TWO LITTLE BIRDS AND THREE (Houghton), Jane Miller's SCRAPPY THE PUP (Lippincott), Bruno Munari's ABC (World), Devorah Boxer's 26 WAYS TO BE SOMEBODY ELSE (Pantheon), Andre Francois's ADVENTURES OF ULYSSES (Criterion), Isabel Gordon's THE SHADOW BOOK (Harcourt), Maurice Sendak's OPEN HOUSE FOR BUTTERFLIES (Harper), and Leo Lionni's INCH BY INCH (Obolensky).

Mary Libal Barker, a teacher, has won Dodd, Mead's Librarian-Teacher Prize Competition for her book, MILENKA'S HAPPY SUMMER.

Beverly Cleary's book HENRY AND THE PAPER ROUTE has been selected for the 1960 Young Reader's Choice Award by popular vote of the children in Washington, Oregon, Montana, Idaho and British Columbia. The award is given by the Division of Work with Children and Young People of the Pacific Northwest Library Association.

Gus Tavo has received the 12th Annual Texas Writers' Roundup Award for two of his books, THE BUFFALO ARE RUNNING and HUNT THE MOUNTAIN LION (Both from Knopf).

The Canadian Book of the Year for Children Medal has been won by William Toye for THE ST. LAWRENCE (Walck). He was the designer of THE GOLDEN PHOENIX (Walck) which was last year's winner of this award.

STONEWALL JACKSON, a Landmark Book by Jonathan Daniels (Random House) has won the annual prize of the North Carolina chapter of the American Association of University Women for the best juvenile written by a North Carolinian during 1959.

## MATERIALS AVAILABLE

**A Special Note:** *Over the years, more and more materials are being produced to help encourage children's reading and enjoyment of books. This happy fact has forced this column to limit itself to new and special materials. It seems only proper, therefore, to start the New Year with a reminder of our members most valuable annual offering—their catalog. Every publisher has a catalog or annotated listing of their books. Sometimes they have additional catalogs for special professional uses. Therefore in writing for a catalog clearly indicate if you are especially interested in 1) just the new children's books 2) a full list with age or grade levels 3) books for a special subject area such as science, easy-reading etc. 4) adult books suitable for young adults or 5) professional books. All of these catalogs are designed for adult use and are available upon request.*

*We also commend to you an article, "Help from Publishers" by Louise Mortensen in the November issue of Elementary English. In this article Miss Mortensen discusses additional materials and services publishers offer. She also points out the hardship and possible disappointment created if every child in a class writes for material and recommends instead that the class as a whole send one request for something they may all share.*

*have* The American Association of School Librarians (50 East Huron Street, Chicago 11) will send single copies of a reprint of a supplement to the November 1960 issue of *The Instructor* entitled, "You and Your School Library" for 10¢. They also have a pamphlet prepared in cooperation with the American School Counselor Association (1605 New Hampshire Avenue, NW, Washington 9) called "Librarians and Counselors Work Together."

*have* A helpful new list, "Science Book List for Children" has been put out by the American Association for the Advancement of Science (1515 Massachusetts Avenue, NW, Washington 5). You can get it from them for \$1.00.

"Books for Children: A Selected List" is offered by the Bank Street College of Education (69 Bank Street, New York 14) for a stamped self-addressed envelope.

The 1961 edition of "Best Books for Children" can be ordered from the R. R. Bowker Company (62 West 45 Street, New York 36) for \$3.00.

Available from the Child Study Association of America (9 East 89 Street, New York 28) for 50¢ is their new "Selected Books of the Year."

*have* The Children's Department of the Cleveland Public Library will send single copies upon request of "Children's Books for Holiday Giving and Winter Reading." Be sure to enclose a stamped self-addressed envelope.

*have* F. E. Compton & Company (1000 North Dearborn Street, Chicago 10, Attention: Library Service Department) has available reprints from COMPTON'S PICTURED ENCYCLOPEDIA. They are "American Folklore," "Following the Folk Tales Around the World," and "How To Tell A Story." Librarians and teachers may obtain single copies free of charge.

Circulars of their "See and Read Series" and their "Let's Go" books are being offered by Coward-McCann (210 Madison Avenue, New York 16, Att: School and Library Department).

The Educational Materials Laboratory (U.S. Department of Education, Washington 25) has issues of "Keep Tab on the Lab," #4, devoted to South Asia and #5, Professional Literature, free on request.

Farrar, Straus & Cudahy (19 Union Square West, New York 3) has a limited supply of leaflets which describe the new book, *THE CRICKET IN TIMES SQUARE* by George Selden. It carries two of the Garth Williams illustrations from the book.

Field Enterprises (Merchandise Mart Plaza, Chicago 54) will send Himalayagram Packets—containing 40 copies of the newsletter and a map—to teachers so that their classes can follow Sir Edmund Hillary's World Book Encyclopedia Scientific Expedition to the Himalayas.

"An Annotated List of Filmstrips for Use with the Deaf" priced at \$1.70, and "School Library Services for Deaf Children," priced at \$3.20, are put out by the Alexander Graham Bell Association for the Deaf (1537 35th Street, NW, Washington 7).

Harvey House, Publishers (Irvington-on-Hudson, New York) has a limited supply of a full-color leaflet picturing nine of the shells from *THE STORY OF SHELLS* by Curtis Martin.

A jacket-circular display from *THE RUGGED DOZEN ABROAD* can be had from Macmillan (60 Fifth Avenue, New York 11, Attention: Children's Book Department).

Brochures of science and nature books and a catalog of "Recommended Books Suitable for Young Adults" are offered by Alfred Knopf, Inc. (457 Madison Avenue, New York 22, Attention: Borzoi Books for Young People).

*order* Single copies of the new edition of "Books for Brotherhood" can be obtained free from the headquarters of the National Conference of Christians and Jews (43 W. 57 Street, New York 19) or from any of the organization's branch offices.

*order* Numbers 4 and 6 of the National Council for the Social Studies' *How To Do It Series*, "How To Use A Bulletin Board" and "How To Use Group Discussion" respectively, can be obtained from their office (1201 16th Street, NW, Washington 6) for 25¢ each.

Do we have?  
order

"Adventuring with Books" in its new 1960 edition is available from the National Council of Teachers of English (508 South Sixth Street, Champaign, Illinois) at a price of 75¢. Other materials are described in their order blank which you can get at the same address.

The Package Library of Foreign Children's Books (69-41 Groton Street, Forest Hills 75, New York) has a new brochure available upon request.

Black-and-white line portraits from *LOST STATESMEN*, suitable for mounting, are being offered by Reilly & Lee (14 E. Jackson Blvd, Chicago 4). They also have a folder containing a story from the book, *AESOP WITH A SMILE*. It carries the cover art work from the book.

St. Martin's Press (175 Fifth Avenue, New York 10) has jackets from *PATRIOT SILVER* and a bookmark which features two of their recent horse books.

The Scholastic Book Services (33 W. 42 Street, New York 36) has just published a new *Readers' Choice* Catalog of paperback titles for grades 4-12. The catalog is available upon request in three different editions—"Best Paperbacks for Elementary Schools and Libraries," "Best Paperbacks for Junior and Senior High Schools and Libraries," and a combination of the other two, "Best Paperbacks for Schools and Libraries."

## TIPS ON WRITING FOR MATERIALS

To get the best and fastest response to your request:

1. Give author's name or title of book when requesting biographical material or extra book jacket (remember by being specific you are demonstrating a genuine interest in some of the publisher's authors or books. Your request will not only be easier to fill, but also a source of pleasure).
2. When requesting free bookmarks or other items to hand out specify the quantity you need. (Many of these list books, and for effective stimulation of reading you will want to be sure the books are available to your children in their library collection.)
3. If you have read about the material you are requesting in the *Calendar* or in a magazine, mention this and give the name of the publication. (Because this is helpful to the publisher, your request will be given special attention.)
4. Within the letter itself include the sentence "Please send the material to the following:

Your Name (printed)

Your Address (exactly as it should appear on the label)  
(Remember the city and state and postal zone")

Even the best letterhead can pose problems for the girl filling your request, not to mention the mysteries of some handwriting, so be sure—leave nothing in doubt even if you think it seems repetitive.

5. If you know the size of the material you are requesting, a *large*, stamped, self-addressed envelope is a generous proof of interest, and is the surest way to encourage a speedy reply.
6. If you need the material for a certain date, indicate this. A specific date is far more effective than the word "Rush" or "Immediately." (Remember the staff of most children's book departments is small, requests may come in the hundreds, and it may take the post office several days to deliver, so order early and allow a reasonable amount of time.)
7. If you are working with children, have the class write a joint letter rather than a number of individual letters, and be sure you are prepared to help them share and use what they are requesting. Appreciating or using the response is an increasingly important part of any letter-writing project.
8. If you work with student teachers, help them to avoid sending requests for general information that would require a lengthy, analytical answer. The more specific they can be, the quicker they will get an answer. They should not ask to be put on a mailing list until they are in a full-time teaching position with a permanent address.
9. The books of a publisher which you or your children have especially enjoyed, how you may have used their materials—words of appreciation will show that your request comes from someone who shares their interest in books and reading. (They will also help the assistant who fills requests feel her efforts are well worth while.)

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

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