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The Children's Book Council, Inc.

Calendar

JANUARY • FEBRUARY • MARCH 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.

*Executive Secretary:
Joanna Foster*



By Neal V. Clark, Jr., Norfolk, Va.

CHILDREN'S BOOK WEEK
VOLUME XVII

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NUMBER 1

The Next Three Months

Below are listed some of the celebrations, events, and author's birthdays that occur in January, February, and March. We have selected those that directly concern children's books and also those that offer especially good possibilities for book displays. For more events and special weeks that suggest interesting themes for displays we recommend you to *Special Days, Weeks, and Months in 1959* combined with *Chases' Calendar of Annual Events* available for \$1.00 from the Apple Tree Press, 2322 Mallery St., Flint 4, Michigan.

JANUARY

- 1—New Year's Day.
- 2—March of Dimes begins.
- 3—A CHILD'S GARDEN OF VERSES by Robert Louis Stevenson was finished in 1885.
- 4—Jakob Grimm, 1785–1863, together with his brother Wilhelm gathered such wonderful fairy tales as SNOW WHITE AND THE SEVEN DWARFS.
- 6—Twelfth Night.
- 12—Charles Perrault, 1628–1703, French collector of those famous tales CINDERELLA and PUSS IN BOOTS.
- 14—Birthday of Hugh Lofting, creator of DR. DOOLITTLE.
- 18—Birthday of A. A. Milne, 1882–1956, author of CHRISTOPHER ROBIN.
- 19–26—National YMCA Week.
- 25—Feb. 1—Youth Week, sponsored by the United Christian Movement.
- 26—Louis Carroll, 1832–1898, author of the immortal ALICE IN WONDERLAND, was born.

FEBRUARY

- 1—First appearance of Palmer Cox's BROWNIES, text and pictures, in the Feb. issue of *St. Nicholas Magazine*, 1883.
- 2—Ground Hog Day and the beginning of Rare Book Week.
- 7—Birthday of Laura Ingalls Wilder, 1857, author of LITTLE HOUSE IN THE BIG WOODS.
- 7–13—Boy Scout Week (see page 4).
- 12—Lincoln's Birthday (see page 6).
- 13—Birthday of Eleanor Farjeon, winner of the first Hans Christian Andersen Medal for THE LITTLE BOOK ROOM.
- 14—St. Valentine's Day.
- 15–22—Brotherhood Week, sponsored by the National Conference of Christians and Jews.
- 17—National Congress of Parents and Teachers founded 1897.
- 22—Washington's Birthday.
- 22–28—Catholic Book Week (see page 6).
- 27—Birthday of Henry Wadsworth Longfellow, 1807–1862.
- 28—Sir John Tenniel, illustrator of ALICE IN WONDERLAND, was born in 1820.
- 28–Mar. 7—National 4-H Club Week (see page 6).

MARCH

- 5—Howard Pyle's birthday, 1853–1911. First great illustrator of children's books in America, PEPPER & SALT, OTTO OF THE SILVER HAND.
- 8—Kenneth Grahame, author of WIND IN THE WILLOWS, was born in 1859.

- 8-14—Girl Scout Week.
- 9—Birthday of Luther Burbank (see page 6).
- 13—Johann Rudolph Wyss was born in 1781, author of SWISS FAMILY ROBINSON.
- 15—Ides of March.
- 16-22—National Children's Week, sponsored by *Parent's Magazine*.
- 17—St. Patrick's Day. Kate Greenaway was born in 1846, author-illustrator of MARIGOLD GARDEN, UNDER THE WINDOW.
- 20—Newbery-Caldecott Medals awarded (see page 3).
- 22—Randolph Caldecott, famous English illustrator of children's books, born in 1846.
- 22-29—Camp Fire Girl Week.
- 26—Birthday of Robert Frost, 1875-
- 29—Easter (see page 6).
- 31—Andrew Lang, 1844-1912, compiler of the BLUE FAIRY BOOK, RED FAIRY BOOK, etc., was born.

Through The Looking Glass

A DISPLAY KIT AND BOOKMARKS FOR THE NEWBERY-CALDECOTT MEDAL BOOKS

A special display kit for the annual Newbery and Caldecott Medal winners will be available from The Children's Book Council, Inc. after Jan. 1st. This kit includes a sturdy three part standing poster and two slit cards all handsomely printed in blue, gold, and black. Both the poster and the slit cards carry large reproductions of the two medals and on the poster there are descriptive paragraphs explaining that these medals are given for "the most distinguished contribution to children's literature" and "the most distinguished picture book." Below each medal is a shelf on which to stand the new winners. The three pieces can be easily repacked in their shipping container which means that they can be saved and used year after year. The kits may be ordered at \$1.85 each from the Children's Book Council, Inc., 50 West 53rd Street, New York 19. Orders should be in by March 1 to guarantee arrival in time for the March 20 announcement date.

For the first time the Newbery and Caldecott bookmarks can be ordered in advance. There will be *two separate* bookmarks: (1) a Newbery Medal Bookmark, printed in blue on gold, with a short history of the award and a list of all winners giving the year, title, author, and publisher; (2) a Caldecott Medal Bookmark, printed in blue on white, with a short history of the award and giving a list of all winners by year, title, author, and publisher. These sell for \$1.00 per 100, \$9.00 per 1,000. Orders should specify by name which bookmarks, either Newbery or Caldecott, are being requested. Those orders that come in before *March 1st* will be shipped on the day of the announcement of the 1958 winners.

OF SPECIAL INTEREST

Time of Wonder. Did you see this informative article in the November issue of *Mademoiselle Magazine* about the editing and publishing of children's books? Reprints are available at 25¢ per copy, or 20¢ for 10 or more, from the Alumnae Advisory Center, 541 Madison Ave., New York 22.

Effective Library Exhibits: How to Prepare and Promote Good Displays. For those interested in constructive ideas and pointers on book displays this book by Kate Coplan, Director of Publicity for Enoch Pratt Free Library, is available at \$4.50 per copy from Ocean Publications, 80 Fourth Ave., New York 3.

All in Play. This is a very handy little book by Rowena M. Shoemaker and illustrated by Leonard Kessler, about "the how and why of play." It is published by The Play Schools Association, Inc., 41 West 57th St., New York 19, for \$1.00.

Library Lure-A-Matics. The Washington State School Library Association has put out a very useful booklet full of ideas on how to display books. Send \$1.00 (no stamps please) to Miss Muriel Hamilton, Librarian, Chief Joseph Jr. High School, Richland, Washington.

Stories, A List of Stories to Tell and Read Aloud. A new edition of this fine list has been compiled by Augusta Baker, and is available for \$1.00 from the Public Relations Office, The New York Public Library, Fifth Ave. and 42nd St., New York 18.

The Family That Reads Together Grows Together. The Public Relations Planner, "A practical service for busy librarians," offers this special packet. It includes a news release, information for features, a series of radio spot announcements in the folder, 500 copies of this folder and 8 copies of the poster. The total price of this packet will be \$15.00 postpaid. Write to Public Relations Planner, Box 171, Tuckahoe 7, N. Y.

AWARDS AND PRIZES

Young Reader's Choice Award of the Pacific Northwest Library Association went to William Corbin McGraw for **THE GOLDEN MARE** (Coward). It was the popular choice of the children of the Pacific Northwest.

1958 International Hans Christian Andersen Award was given to RASMUS PA LUFFEN by the Swedish author Astrid Lindgren, who is so well known here for PIPPI LONGSTOCKING (Viking). One of the honor books was a United States entry, **THE HOUSE OF SIXTY FATHERS** (Harper) by Meindert DeJong.

Ohiana Book Awards gave Robert McCloskey's **TIME OF WONDER** (Viking) the juvenile medal.

The Canadian Children's Book Award offered by Little Brown for the best manuscript by a Canadian resident was awarded to Edith Lambert Sharp for **NKWALA**.

The Carnegie Medal and the Kate Greenaway Medal awarded each year in England for the outstanding book and picture book were won by William Mayne for **THE GRASS ROPE** and V. H. Drummond for her **MRS. ESTHER AND THE STORKS**. These two writers are represented on this side of the ocean by **SWARM IN MAY** (Bobbs) by Mayne and **MISS ANNA TRULY** (Houghton), **MR. FINCH'S PET SHOP** (Walck) by Drummond.

The Child Study Association Annual Award will be presented on March 16, for "a book for young people which deals honestly and courageously with the problems of the present day."

The Regina Award has been established by the Catholic Library Association to be given annually to the individual whose lifetime contribution to the field of children's literature has been most representative of Walter de la Mare's philosophy "Only the rarest kind of best in everything can be good enough for the young." It will be presented at a special luncheon at the CLA conference in Chicago Easter Week.

The 1958 DODD, MEAD Librarian Prize Competition winner is Leona Klipsch for her story **TREASURE YOUR LOVE**.

The Canadian Library Association's Book-of-the-Year Medal was given to John F. Hayes for his book **THE DANGEROUS COVE**, to be published in the fall of 1959 by Jullian Messner, Inc.

Thomas Alva Edison Mass Media Awards went to **OLD YELLER** as the Best Children's Film; **WHITE WILDERNESS** as the Best Science Film for Youth, both of which are Walt Disney productions. The book **OLD YELLER** (Harper) is by Fred Gipson. The Walt Disney adaptation is published by Golden Press as is **WHITE WILDERNESS**. **THE OLD MAN AND THE SEA** (Scribners) Hemingway's novel produced by Warner Bros. was selected the Film Best Serving the National Interest.

MATERIALS AVAILABLE

Viking Press Inc., 625 Madison Ave., New York 22 has free upon request two small colorful bookmarks, one for Marie Hall Ets listing her books and the other for Don Freeman and his books.

All of those Beverly Cleary fans will be pleased to know that William Morrow Co., Inc., 425 Fourth Ave., New York 16, is planning a six-page folder about her and the books she has written. All inquiries should be sent to the above address.

Boy's Life Magazine has for distribution an annotated list of books for boys 10 to 18. Single copies are free when accompanied by a stamped, addressed envelope (lots of 5 or more are 2¢ each). To supplement this list there is a reprint of an article on how to improve reading skill, priced as above. Requests should be sent to "Reading," *Boy's Life*, New Brunswick, New Jersey.

The Thomas Y. Crowell Co. will be glad to send you free of charge for a three week period a display figure of Betsy Ray, heroine of Maud Hart Lovelace's BETSY-TACY stories. It is made of plastiline, small and compact in size and shows Betsy in her bridal outfit. Write to Children's Books, Thomas Y. Crowell Co., 432 Fourth Ave., New York 16.

"Tools for Teaching English 1958-59" is now available free from the National Council of Teachers of English, 704 Sixth St., Champaign, Ill.

The John Day Co., 210 Madison Ave., New York 16 offers two lists free upon request, "Science Books for Boys and Girls and Young Adults" and "Books for Boys and Girls and Young Adults."

Longmans, Green and Co., Inc. is offering a graded and indexed list of Longmans Junior Books for home, school and public library. Write to them at 119 W. 40th St., New York 18.

How many times have you been told "I want another Freddy Book?" Knopf has just the answer, a list of the 26 FREDDY THE PIG books by Walter R. Brooks. Other circulars to accompany this one are the Ballet Circular, which lists four ballet books and has "how-to" pictures for the five positions, and a Humor Circular of six books with stories and poems for fun. Send requests to Borzoi Books for Young People, 501 Madison Ave., New York 22.

Readers of the *Calendar* are offered a special price on this very useful list, "A Guide to Books on Recreation" put out by the National Recreation Association. Orders for the guide should be accompanied by 25¢ and sent to the Association at 8 West Eighth St., New York 11.

Two flyers "Teen-age Treasury for Girls" and "For Teen-Age Boys and Girls novels by Don Stanford" are sent free upon request by Funk & Wagnalls Co., 153 East 24th St., New York 10.

The Caxton Printers, Ltd. has a circular available for Rosemary Yager's new book THE FOUR BRONZE HORSES to be published in February. Write to them at Caldwell, Idaho.

The John C. Winston Co. (1010 Arch St., Phila. 7) is again making available its popular Library Kit. The Spring 1959 edition contains jackets of new juveniles. Also offered are special graded kits containing book jackets suitable for display purposes. When ordering be sure to specify the age group desired.

G. P. Putnam's Sons, 210 Madison Ave., New York 16, has maps of the Great Lakes States (8½ x 11) free when requested from the above address.

Two booklists, Landmark Books and Science Books for Young Readers, are available for distribution to teachers, principals, supervisors, and librarians by writing to Children's Books, Random House, 475 Madison Ave., New York 22.

Bookmarks to celebrate the Elizabeth Nesbit Centennial, with a picture of E. Nesbit and a list of her books, are available from Coward McCann, 210 Madison Ave., New York 16.

Pantheon Books, Inc., 333 Sixth Ave., New York 14 has two very attractive folders, one on "Children in Foreign Lands" and the other on "Poetry for the Young." They are yours for the asking.

"WAKE UP AND READ"

National Library Week is April 12-18. For information on how you can join in this celebration write to National Library Week, 24 West 40th St., New York 18.

MISTAKEN IDENTITY

Our apologies to Houghton Mifflin Co. — in the October, November, December *Calendar* we credited the new edition of TWAS THE NIGHT BEFORE CHRISTMAS with illustrations by Jessie Willcox Smith to the wrong publisher. Houghton Mifflin brought the book back into print last June and since then half of the edition has been sold!

CARNIVAL OF BOOKS

Schedule for January, February and March. Dates given are for WMAQ in Chicago so check your local stations for day and time in your area. January 4 — A PARENT'S GUIDE TO CHILDREN'S READING by Nancy Larrick (Doubleday); January 11 — THE TROUBLE WITH FRANCIS by Beman Lord (Walck); January 18 — GIFT FROM THE MIKADO by Elizabeth P. Fleming (Westminster); January 25 — GALILEO AND THE MAGIC NUMBERS by

Sidney Rosen (Little Brown); February 1 — THE SPETTECAKE HOLIDAY by Edith Unnerstad (Macmillan); February 8 — IT HAPPENED ON A HOLIDAY by Lavinia R. Davis (Doubleday); February 15 — TREASURE OF GREEN KNOWE by L. M. Boston (Harcourt); February 22 — CHAMPION DOG PRINCE TOM by Jean Fritz and Tom Clute, THE CABIN FACED WEST by Jean Fritz (Coward); March 1 — PANCHO, A DOG OF THE PLAINS by Bruce Grant (World) and AMERICAN INDIANS (Dutton); March 8 — DE LESSEPS, BUILDER OF SUEZ by Laura Long (Longmans); March 15 — WHEN THE DIKES BROKE by Alta Seymour (Follett); March 22 — THE WITCH OF BLACKBIRD POND by Elizabeth Spere (Houghton); March 29 — PAGES, PICTURES, AND PRINT by Joanna Foster (Harcourt).

DON'T FORGET

Remember the CARE Book Program — a way children can share books around the world. For information write to CARE, 660 First Avenue, New York 16.

IN THIS SEASON

Books to keep in mind during this season: ST. LAWRENCE SEAWAY (Follett) by Clara Ingram Juson for the opening of the Seaway in April; LUTHER BURBANK, NATURE'S HELPER (Abingdon) by Lillian Bragdon, a new title in celebration of Burbank's birthday on March 9; NEW BIRTH OF FREEDOM (Dodd, Mead) by Virginia S. Eifert, the fifth title in her series about Abraham Lincoln, to be published on the 150th anniversary of his birth; ABE LINCOLN GETS HIS CHANCE (Rand McNally) by Frances Cavanah; THE VALENTINE CAT by Clyde Robert Bulla (Crowell); THAT FIRST EASTER (Crowell) by Henry Denker; MR. MEADOWLARK (Hastings) by Miriam Mason; ST. FRANCIS AND THE ANIMALS by Leo Politi (Scribners); TIS-TOU OF THE GREEN THUMB (Scribner) by Maurice Druon; BROWNIES — HURRY! (Walck) by Gladys Adshead; ONCE UPON A HOLIDAY (Abingdon) by Lillian Moore; OPERATION DEEP FREEZE (Harcourt) by Rear Admiral George Dufek, Commander of Operation Deep Freeze in the Antarctic; ILLUS-TRATORS OF CHILDREN'S BOOKS 1946-1956 (Horn Book) by Ruth Hill Viguers, Marcia Dalphin, and Bertha Mahony Miller.

National 4-H Club Week will be observed by more than 2,200,000 4-H'ers throughout the country from Feb. 29 to March 7. A fact sheet is available after Jan. 1 from the Division of Information Programs, Federal Extension Service, U.S. Dept. of Agriculture, Washington 25.

To help celebrate Catholic Book Week, Feb. 22-28 the Catholic Library Association offers a Children's Kit for \$1.00 which includes posters, booklists, bookmarks and a list of Catholic newspapers and magazines. Write to the CLA at Villanova Univ., Villanova, Pa.

An excellent list of "Books for Holidays" for children from kindergarten through sixth grade appeared in the Nov. 15th issue of *Junior Libraries*.

DON'T MISS THIS OPPORTUNITY!

BILL #864 CAN MEAN BOOKS FOR YOU

The recent National Defense Education Act allots funds through State Education Departments for local school purchases of *printed materials* on both elementary and secondary levels in the fields of science, mathematics, modern foreign languages and guidance. To find out how to qualify for these funds (1) Contact your State School Library Supervisor or State Library; (2) If you have not already received it, write for "A Summary of the Implications of the National Defense Act for School Libraries and School Librarians" available from AASL, American Library Association, 50 East Huron Street, Chicago 11, Ill.; (3) Check booklists and publishers' catalogs for books in these areas that would strengthen your collection.

THE CHILDREN'S BOOK COUNCIL, INC.

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