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Children's Book Council Calendar. Vol. 24, no. 1 1967 (January-March)

New York: Children's Book Council, Inc., 1967 (January-March)

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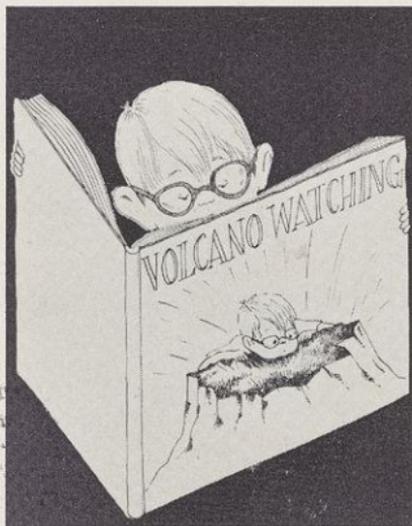
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CCBC - Ch. Bk. Council
Calendar

The Calendar

Vol. XXIV, No. 1 • January • February • March 1967



Sketch of figure from one of two Vacation Reading 1967 streamers.

The Calendar, a quarterly publication, is available free upon request from The Children's Book Council, Inc., 175 Fifth Avenue, New York, N.Y. 10010 (telephone: 212-AL 4-2666). The Council is headquarters for National Children's Book Week and a year-round promotion and information center. Its library is open, except for holidays, Mon.-Fri. 9-5; Saturdays, by appointment. Executive Secretary: Mrs. Mary C. Childs.

Interesting Dates In The Next Three Months

JANUARY

- 1—New Year's Day
- 1—First football games for the Orange Bowl (1933), Sugar Bowl (1935), and Cotton Bowl (1937)
- 3—Alaska became the 49th State, 1959
- 6—Sherlock Holmes "born"
- 7—First National Election, 1789
- 13-19—Stephen Foster Memorial Week
- 17—Benjamin Franklin born, 1706
- 24—Gold discovered at Sutter's Mill, starting California gold rush, 1848
- 27—Lewis Carroll born, 1832

FEBRUARY

- American Music Month (National Federation of Music Clubs, 410 S. Michigan Ave., Chicago, Illinois)
- 1—National Freedom Day
- 1—First meeting U.S. Supreme Court, 1790
- 6-11—National Negro History Week (Assn. for Study of Negro Life and History, 1538 9th St., N.W., Washington, D.C. 20001)
- 8—Boy Scouts Founded, 1910
- 9—U.S. Weather Service created, 1870
- 11—Thomas Alva Edison born, 1847
- 12—Abraham Lincoln born, 1809
- 14—St. Valentine's Day
- 15—Susan B. Anthony born, 1820

- 19-26—National Brotherhood Week (National Conference of Christians and Jews, 43 W. 57th St., New York 10019)
- 19-25—Catholic Book Week (Catholic Library Assn., 461 W. Lancaster Ave., Haverford, Pa. 19041)
- 22—George Washington born, 1732

MARCH

- Children's Art Month (The Crayon, Water Color and Craft Institute, Inc., Eden Hill Road, Newton, Conn. 06470)
- 3—Alexander Graham Bell born, 1847
- 6—Magellan Day
- 6—Fall of the Alamo, 1836
- 12—Jane Delano, founder of the American Red Cross, born
- 17—St. Patrick's Day
- 17—Camp Fire Girls founded, 1910 (Camp Fire Girls, Inc., 65 Worth St., New York 10013)
- 19-25—National Wildlife Week (National Wildlife Federation, Division of Conservation Education, 1412 16th St., N.W., Washington, D.C. 20035)
- 20—Spring begins
- 26—Robert Frost born, 1874
- 26—Jewish Holiday of Purim



Streamer by Bonsall

1967 Vacation Reading Preview

Vacation Readers will go everywhere this year with different and exciting display and promotion materials. The 1967 materials will be ready in mid-February and order forms will be sent to all *Calendar* readers at that time.

Because of the enthusiastic response to streamers used for Book Week and in order to provide a greater variety of display possibilities, this year, for the first time, Vacation Reading materials will feature two ebullient, 2-color streamers rather than a single poster.

The owlish young man on our cover is just one of five lucky vacation readers who have discovered that through books they really can go everywhere. This adventurous quintet was created by Crosby Bonsall for her bright summer-sky blue streamer.

Back to medieval castles or forward to the future, Ellen Raskin has captured the joy of some fast-moving vacation readers. Their imaginative journeys and modes of transportation are pictured in a cool summery green.

"My Reading Record" Folder, designed by Arnold Lobel was so very popular last year that it will be available again this year in sparkling new colors.

Two more "firsts" this year were produced as a result of an overwhelming number of requests from librarians and youth centers: **Vacation Reading Club Membership Cards** and **Vacation Reading Certificates**, that can be used both to stimulate interest and as rewards for vacation readers, were designed by Ellen Raskin. The membership card, printed on sturdy stock, provides space for the name of the participating young person. The certificates, ideal awards for readers at summer's end, are gaily decorated and have ample space for the name of the vacation reader as well as the library or group sponsoring the reading program.

Other materials available again this year are the full-color, easel-back posters by Maurice Sendak and Beni Montresor; bookmarks decorated with Signor Montresor's sunny poster; *Reading on Vacation*, a booklet of general suggestions for encouraging children to read in leisure time; and a limited supply of the Emberley mobile.

HERE! KITS, KITS, KITS

For the second time in the Vacation Reading Program, a Kit will be available. This includes a set of the Bonsall/Raskin streamers, 50 Vacation Reading Club Membership Cards, 50 Vacation Reading Certificates, 50 "My Reading Record" folders, 100 Montresor bookmarks, and a copy of the Children's Book Council's new *Vacation Reading—Plan Ahead for It*, a booklet designed especially for teachers and school librarians.

Prices and more detailed descriptions of the materials will be given in the Vacation Reading order form.



Raskin Streamer

THE PLEASURE IS MUTUAL

The animation of children expanding their world through books is delightful to behold. Many children will first have their curiosity aroused and develop an enthusiasm for books as a result of effective picture book programs.

The Pleasure is Mutual, a 16 mm color film subtitled *How to Conduct Effective Picture Book Programs*, shows the value of good picture book programs for three to six-year-olds and demonstrates the kind of preparation and planning that is needed.

The Children's Book Council, Inc. is the exclusive distributor of this film produced for the Westchester Library System by Connecticut Films, Inc. with the assistance of Anne Izard, Children's Service Consultant, WLS. The purchase price is \$225 and *A Beginning Book List* accompanies the film.

For additional information about the film or the availability of Preview-for-Purchase prints write the Children's Book Council, Att: The Pleasure Is Mutual.

1967 NATIONAL LIBRARY WEEK — APRIL 16-22

IN THIS SEASON

Only recently published books are highlighted in this column, as we wish to bring new titles, which have not yet been extensively reviewed and circulated, to the attention of *Calendar* readers. There are, of course, many older titles available for each occasion.

The following symbols have been used to indicate approximate grade levels: P—Pre-reader; LE—Lower Elementary; UE—Upper Elementary; and J—Jr. & Sr. High School.

January • You can ring in the new with **NEW YEAR'S DAY** by Groh (Garrard) LE; if you want to see how the first of the year is celebrated in other countries **HAPPY NEW YEAR ROUND THE WORLD** by Johnson (Rand McNally), UE, describes customs and ceremonies.

The anniversary of the first football bowl games is a good time for younger boys to learn the rudiments with **KICK, PASS AND RUN** by Kessler (Harper) LE. There is a stadium full of fiction for the armchair quarterback, **THE LINEBACKER** by Maule (McKay), **TOUCHDOWN MAKER** by Friendlich (Doubleday) and **TOUCHDOWN FOR THE ENEMY** by McCormick (Putnam), all J. For a refresher course on the history of the game, **THE STORY OF FOOTBALL** by Leckie (Random) J.

Those interested in knowing more about Alaska, the 49th state to join the Union, may want to read **ALASKA: Pioneer State** by Spring (Nelson) UE & J; Wood's **ALASKA: The Great Land** (Duell) UE; and **THE PICTURE BOOK OF ALASKA** by Bailey (Whitman) UE. For the fiction fan, Atheneum suggests **FISHERMAN'S CHOICE** by Pederson (UE), the saga of a young Alaskan.

Two biographies of Sherlock Holmes' creator, **THE REAL SHERLOCK HOLMES: Arthur Conan Doyle** by Hoehling (Messner) and **THE MAN WHO HATED SHERLOCK HOLMES** by Wood (Pantheon), and the great logician himself in **SHERLOCK HOLMES DETECTIVE** by Doyle (Dodd, Mead), all J, will have mystery fans saying, "Elementary, my dear Watson."

The 177th anniversary of the first National Election is a good time to read about presidential candidates in **THE HOPEFULS** by Robinson (Doubleday) J.

The diverse genius of Ben Franklin can be explored in **THE MANY WORLDS OF BENJAMIN FRANKLIN** by Donovan and Whitfield (American Heritage), UE.

In 1848, gold was discovered at Sutter's Mill. **JAYHAWKER JOHNNY** by Burt (Day), UE, the story of a family's journey west in 1849, and **THE 49'ERS: The Story of the California Gold Rush** by the Youngs (Messner), J, can be mined by young historians.

Pantheon suggests **THE SNARK WAS A BOOJUM: A Life of Lewis Carroll** by Wood (J) in celebration of Lewis Carroll's birthday.

His own poetry, as well as advice from a precocious versifier in **THE GOOD-BYES OF MAGNUS MARMALADE** by Orgel (Putnam), UE, is reading for Robert Frost's birthday.

February • **THE MEANING OF MUSIC: The Young Listener's Guide** by Seligmann and Danziger (World) UE, & J; **MEET THE ORCHESTRA** by Suggs (Macmillan) UE; and **MUSICAL INSTRUMENTS** by Willson (Walck), UE, are introductory materials for American Music Month.

OUR COUNTRY'S FREEDOM by Cavanah (Rand McNally), LE, and **CANALBOAT TO FREEDOM** by Fall (Dial), UE, are appropriate reading on National Freedom Day.

Teenage readers can celebrate the anniversary of the first meeting of the U.S. Supreme Court by reading **THE SUPREME COURT AND HOW IT WORKS** by Lewis (Random).

SHE WANTED TO READ: The Story of Mary McLeod Bethune by Carruth (Abingdon) UE; **A WEED IS A FLOWER: The Life of George Washington Carver** by Alike (Prentice-Hall) LE; **JIM BECKWORTH, NEGRO MOUNTAIN MAN** by Felton (Dodd, Mead), J, are three biographies of interest during National Negro History Week. **FROM BUSH TO CITY** by the Bernheims (Harcourt), J, and **TIME OF TRIAL, TIME OF HOPE** by Meltzer and Meier (Doubleday), UE & J, deal with aspects of Negro history.

THE SCOUT LAW IN ACTION by MacPeck (Abingdon), J, and the humorous tales of **TOPS IN TROOP 10** by English (Macmillan), UE, will help commemorate the founding of the Boy Scouts.

In 1870, the U.S. Weather Service was created and young meteorologists can read **TIROS: Weather Eye in Space** by Jakes (Messner), J, **ASK ME A QUESTION ABOUT THE WEATHER** by Rosenfeld (Harvey), UE, and **WEATHER** by May (Follett) LE.

For younger scientists, Four Winds Press suggests **THE STORY OF THOMAS ALVA EDISON, INVENTOR** by Compere (LE) for reading on Edison's birthday.

On **Mr. Lincoln's Birthday**: ABRAHAM LINCOLN IN PEACE AND WAR by Miers & Angle (Harper), UE, and IF YOU GREW UP WITH ABRAHAM LINCOLN by McGovern (Four Winds) LE.

WHAT COLOR IS LOVE? by Anglund (Harcourt), LE, is for romantics on **Valentine's Day**.

Stories of friendship between people of all races and creeds provide ideal reading during **National Brotherhood Week**. LOTS OF LOVE, LUCINDA by Bradbury (Washburn), UE, PATRICIA CROSSES TOWN by Baum (Knopf), UE, ONE SMALL BLUE BEAD by Schweitzer (Macmillan), LE, and THE STREET OF THE FLOWER BOXES by Mann (Coward), UE, are titles recommended by their publishers. Crowell suggests HUMAN RIGHTS DAY by Fisher & Rabe (LE) for those interested in the historical aspects of the brotherhood of man.

Susan B. Anthony's birthday reminds us of the earnest struggle of the early suffragettes, detailed in WOMEN'S RIGHTS by Coolidge (Dutton) J.

GEORGE WASHINGTON AND THE MAKING OF A NATION by Cunliffe & Morris (American Heritage), UE & J, and THE ADVENTURES OF GEORGE WASHINGTON by Davidson (Four Winds), LE, are two of the many books inspired by the life of our first President.

March • Youngsters can learn more about telephones in NEWS TRAVELS by Chapin (Whitman), LE, and about their inventor Alexander Graham Bell in MAN THE INVENTOR by Chandler (Rand McNally) UE.

FIRST AROUND THE WORLD by Sanderlin (Harper), UE, and FIVE SHIPS WEST by Israel (Macmillan), UE, will interest fact-hungry explorers on **Magellan Day**.

American history buffs can remember the **Alamo** with Alter's TWO SIEGES OF THE ALAMO (Putnam), UE & J, and SAM HOUSTON by Mooney (Follett) UE.

Jane Delano founded the **American Red Cross**, and teenagers interested in the growth of social service may read TOWARD A BETTER WORLD by Paradis (McKay).

When the leprechauns are gamboling on **St. Patrick's Day**, PHILIP AND THE POOKA AND OTHER IRISH FAIRY TALES by Green (Lippincott), UE, will provide reading for the fanciful. Youngsters of a more factual turn of mind may read about the man who became President of free Ireland in THE LONG FELLOW by Steffan (Macmillan) J.

National Wildlife Week suggests a gaggle of books: WILDLIFE OF NORTH AMERICA by Mason and WILDLIFE OF SOUTH AMERICA by Shuttlesworth (both Hastings, J); ANIMALS AT MY DOORSTEP by Hoover (Parents' Magazine) LE; WILDLIFE IN OUR NATIONAL PARKS by Colby (Coward) UE; AMERICAN DESERT ANIMALS by Beebe (McKay) UE; THE VALLEY OF THE SMALLEST by Fisher (Crowell) UE; WILDLIFE IN DANGER by Pinney (Duell) UE; OUR WILD ANIMALS by Bailey (Nelson) UE & J; WILDERNESS PET by Nicholson (Platt & Munk) J; and for information on preserving rare wildlife, Van Nostrand suggests CONSERVATION AND YOU by Hitch & Sorenson (J).

Children may greet the **beginning of spring** with WHO KNOWS WHEN WINTER GOES? by the Simons (Follett) P & LE; SPRING BEGINS IN MARCH by Little (J) and I LOVE SPRING by Lewis (LE), both from Little, Brown.

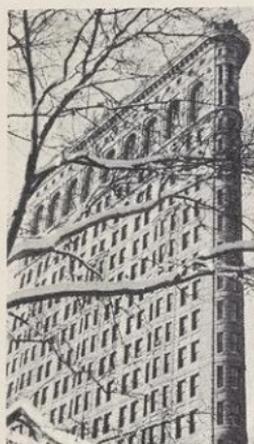
IN AND AROUND THE CHILDREN'S BOOK WORLD

Ursula Nordstrom, Vice-President and Director, Books for Boys and Girls, Harper & Row, has accepted the chairmanship of the forthcoming bi-annual **Exhibition of Children's Books** sponsored by the American Institute of Graphic Arts. Assisting Miss Nordstrom are Augusta Baker, Coordinator, Children's Services, New York Public Library; Harriet Quimby, Coordinator, Children's Services, Brooklyn Public Library; Lucille Ogle, Artists and Writers Press; Joyce K. Morrow, Executive Director, AIGA. Jurors are Lillian Gerhardt, R. R. Bowker; Atha Tehon, Alfred A. Knopf; Maurice Sendak, illustrator-author.

CHILDREN'S BOOKS FOR SCHOOLS AND LIBRARIES lists some 17,000 children's books available in publishers' reinforced library editions, as well as a selection of books available in trade editions. The book costs \$4.95 net postpaid and can be ordered from R. R. Bowker Co., 1180 Avenue of the Americas, New York 10036.

Zena Sutherland has been appointed Editor of *Saturday Review's* monthly feature "Books for Young People," succeeding Alice Dalglish. Mrs. Sutherland is the Editor of the University of Chicago *Bulletin of the Center for Children's Books*, and author of a forthcoming bibliography of history books for young readers.

At The Top Of The Flatiron Building



On a recent visit to Children's Book Council offices, Kathleen Molz, energetic young Editor of *Wilson Library Bulletin*, stopped to admire Vacation Reading posters from previous years.

The rapt attention of the young reader on the poster that caught Miss Molz's eye might well duplicate the expression of readers of the October 1966 issue of *Wilson Library Bulletin*. Children's literature was the subject and the Council was pleased to see that the issue took its theme from the 1966 Book Week Slogan, "Books Please."

The Board of Directors of the Children's Book Council has accepted with regret the resignation of Mrs. Mary C. Childs, who has been directing the Council since 1961. She plans to return to the children's book field in a year.

Mr. John Donovan will become the Council's new Executive Director in January. He has been director of promotion and advertising at St. Martin's Press since 1960. Prior to that he was with the Copyright Office at the Library of Congress and a teacher of English. He is the author of a play and a children's book.

Miss Paula Quint, who was formerly Publications Manager, has been appointed Assistant Director of the Council.

AWARDS AND PRIZES

The first Hans Christian Andersen International Children's Illustrator's Medal was awarded to Alois Carigiet of Switzerland, and the 1966 Author's Medal went to Tove Jansson of Finland. The books of both winners are published in America by Henry Z. Walck, Inc. MY NAME IS PABLO by Sommerfelt (published in the U.S. by Criterion), THE NAME-SAKE by Hodges (published in the U.S. by Coward-McCann), and WHERE THE WILD THINGS ARE by Sendak (Harper) were among the 15 books on the jury's Honor List.

The 6th Annual Awards of the Southern California Council on Literature for Children and Young People were presented to Mary Rogers Smith for her distinguished contribution to the field of Children's Literature; Carol Ryrie Brink, author of the Newbery winner CADDIE WOODLAWN (Macmillan), for her lasting contribution to Children's Literature through her books; and, DORP DEAD by Julia Cunningham (Pantheon), Notable Book published during 1965.

In the November 6, 1966 fall children's book section, *The New York Times* published its choice of the ten best illustrated books of 1966. The titles with their illustrators and publishers were named in the following order: ZLATEH THE GOAT, Sendak (Harper); WONDERFUL TIME, Alcorn (Lippincott); THE MONSTER DEN, Gorey (Lippincott); THE MAGIC FLUTE, Montresor (Putnam); SHAW'S FORTUNE, Tunis (World); ANIMAL ABC, Piatti (Atheneum); JAZZ MAN, Grifalconi (Atheneum); NOTHING EVER HAPPENS ON MY BLOCK, Raskin (Atheneum); A BOY WENT OUT TO GATHER PEARS, Hoffmann (Harcourt); ANANSE THE SPIDER, Wilson (Pantheon).

The 1966 Jane Adams Children's Book Award for the book which best combines literary merit and themes of brotherhood went to Emily Cheney Neville for BERRIES GOODMAN (Harper).

As part of the Rutgers bicentennial celebration, Awards of the Graduate School of Library Science at Rutgers University for a New Jersey resident who has made a distinguished contribution to the writing, illustrating, or publishing of books for children and young people were presented to John Ciardi, author of numerous children's books, and Roger Duvoisin, children's book illustrator and author.

The Pacific Northwest Booksellers' Association Award to regional authors was presented in the juvenile field to Doris Burn, author of ANDREW HENRY'S MEADOW (Coward).

The film, "And Now Miguel," from the novel of the same title by Joseph Krungold (Crowell), received the Minerva Medal of the children's section of the Venice Film Festival.

PRIZES DISPLAYS AND INFORMATION

Again this year, The Children's Book Council will issue **Newbery and Caldecott bookmarks** listing the 1967 winners and runners-up as well as all previous winners. Each bookmark, also, has a short history of the award. They are available at \$1.50 per 100. Please indicate which bookmark(s) you wish. If your order is received by March 1, the bookmarks will be shipped in time to reach you immediately after the official announcement of this year's winners.

The bookmarks are a perfect complement to the **Newbery-Caldecott Display Kits** (\$2.00 each). Each kit contains a blue and gold stand for the current winners and two slit-cards, reproducing the award medals, to identify the previous year's winners. Additional slit-cards are 75¢ a pair. There is only a limited supply left, so, if the kit you have been using is showing wear and tear, now is the time to re-order.

When ordering these materials from The Children's Book Council, please enclose remittance with orders under \$5.00.

For an information sheet on the Newbery and Caldecott Awards, send a stamped, self-addressed envelope to the Council with your request.

Awards & Prizes Booklet

The 1966-67 edition of **Children's Books: Awards and Prizes**, listing the most recent winners of over 40 honors and including a brief explanation of each award, will be available mid-March 1967 for 75¢. Copies of the previous **Awards and Prizes** booklets, first issued in 1961, are still available at 25¢ each.

MATERIALS AND PUBLICATIONS AVAILABLE

Please Remember: In writing to publishers for materials offered below and when enclosing self-addressed envelopes, you must include your zip code.

Atheneum makes three separate offers: a stand-up illustration from Tomi Unger's **THE THREE ROBBERS**, a pamphlet, *Why Read About Scientists?* by Navin Sullivan (available in large quantities), and three pamphlets on poetry by Eve Merriam. Send a stamped, self-addressed envelope to Charles Dorsey, Atheneum, 162 E. 38th St., New York 10016.

From India's Divali to Halloween, holidays of special interest to the young are described and illustrated in UNICEF's **FESTIVAL BOOK**, a hard cover, 28-page volume, available from the U.S. Committee for UNICEF, P.O. Box 22, Church Street Station, New York 10008. It is priced at \$2.00 and sales benefit the United Nation's Children's Fund.

Two bibliographies are now available from The Horn Book, Inc. (585 Boylston St., Boston, Mass. 02116): *Fifty Eventful Stories*, an annotated list of adventure stories compiled by Ruth Hill Viguers (20¢ each), and the new edition of *Fanfare: The Horn Book's Honor List of Children's Books, 1961-1965* (single copies 10¢ each; orders of 100 or more, 5¢ each). All orders should be accompanied by a stamped, self-addressed envelope.

"This is the Junior Book Awards Program," a symposium article on the Boys' Clubs of America's reading program appeared in the fall issue of *The Journal*. Extra copies are available for 25¢ each from Boys' Clubs of America, 771 First Ave., New York 10017.

"Editors' Choice: Pick of the 1966 Juveniles," an annotated list of the year's outstanding children's books as selected by the editors of *School Library Journal's* Junior Books Appraised section appeared in the December issue of *SLJ*. Reprints are available; for information on single and quantity rates, write Order Dept., *SLJ*, 1180 Avenue of the Americas, New York 10036.

Children's Books of the Year, 1966 containing over 400 selected titles published in 1966 and Fall 1965, and *Recommended Reading About Children and Family Life 1966* are available from the Child Study Assn., 9 E. 89th St., New York 10028. Each pamphlet is 75¢, plus 25¢ for postage and handling.

People working with visually handicapped children and adults can subscribe, at no charge, to *Talking Book Topics*, a bimonthly magazine published by the American Foundation for the Blind. To subscribe write to Dept. TC, Division of the Blind and Physically Handicapped, Library of Congress, Washington, D.C. 20540. LC warns there may be a six week wait between request and receipt of your first issue.

CLA Booklist, an annotated subject bibliography of the best books of Catholic interest published during 1966, may be ordered from The

Catholic Library Association, 461 W. Lancaster Ave., Haverford, Pa. 19041. Single copies are \$1.50. Quantity orders are accorded the following discount: 10-20, 15%; 20-40, 25%; 40 or more, 30%.

Single copies of the new edition of *Books for Brotherhood* are free from the Paula K. Lazrus Library, National Conference of Christians and Jews, 43 W. 57th St., New York 10019. Also available in quantities of 100 for \$5.00.

Two new 8-page leaflets, *The Color Book Craze*, by Blanche Jefferson and *Guide to Children's Magazines, Newspapers, Reference Books*, by Nancy Nunnally may be ordered from the Assn. for Childhood Education Internat'l., 3615 Wisconsin Ave., N.W., Washington, D.C. 20016. Single copies are 10¢ each; 25 copies for \$2.00.

The School Librarian and the Partially Seeing Child is a title of a free brochure published jointly by the American Association of School Librarians and the National Society for the Prevention of Blindness. Write the Consultant in Education, Nat'l Society for the Prevention of Blindness, 16 E. 40th St., New York 10016 for single copies of the remaining limited supply.

BOOKS FOR CHILDREN: 1965-66 (128 pp., \$2.00), the first annual supplement to BOOKS FOR CHILDREN: 1960-1965, lists 770 new titles as selected and reviewed by the *Booklist* from September 1965 to August 1966. It is classified, annotated and indexed by author, title and subject, and may be purchased directly from ALA, 50 E. Huron St., Chicago, Ill. 60611.

Extra copies of *Childhood Education's* October 1966 issue on "The Modern Library," November 1966 issue on Social Studies and December 1966 number, "Living Through the Arts," are available for \$1.00 each by writing ACE, 3615 Wisconsin Ave., N.W., Washington, D.C. 20016.

Teachers and librarians can write to the Publications Distributions Unit, United States Office of Education, Washington, D.C. 20202, for free copies of two bibliographies prepared in the Educational Materials Center: *Education—Literature of the Profession* (OE-14031-37) and *The Education of Disadvantaged Children* (OE-14031-38). Be sure to give the OE number as well as title.

A new edition of *Growing Up with Books*, an illustrated, annotated booklist of 300 children's books, is available to teachers, parents and librarians at 10¢ per copy. Please send cash and a self-addressed, stamped envelope. Quantity rates, starting at 50 copies for \$2.50 (plus postage), are also available on request from R. R. Bowker Co., 1180 Avenue of the Americas, New York 10036.

The 1967 edition of *Best Books for Children* will be off the press in March. Those wishing quantities of this annual catalog with their personal imprint on the cover should place their order before the January 10 deadline. Quantity rates, with or without imprint, are available on request from Adeline Rovegno, R. R. Bowker Co., 1180 Avenue of the Americas, New York 10036.

Elementary school teachers can write to R. R. Bowker Co. (1180 Avenue of the Americas, New York 10036) for free single copies of the new PAPERBOUND BOOK GUIDE FOR ELEMENTARY SCHOOLS, a 48-page annotated guide to 730 paperbacks arranged by subject. Available to others at 50¢ each, cash with order. Special quantity rates sent on request.

Teachers and librarians can get free copies of a 4-page, pictorial newsletter about the L. Frank Baum Oz Books by writing Ozmapolitan, Reilly & Lee, 114 W. Illinois St., Chicago, Ill. 60610.

The Boy Scouts of America (New Brunswick, N.J. 08903, Att: School Relationships Service) offer free to interested readers *The Librarians' Guide to Scouting 1966-67: Scout Literature and Program Helps*.

A new booklet about Irving Werstein, author of books about World War II, is being offered by Thomas Y. Crowell (201 Park Ave. S., New York 10003, Att: Children's Book Dept.). Crowell also has available bookmarks on the "Let's-Read-And-Find-Out Science Books," the "Crowell Holiday Books," Dorothy Childs Hogner, Lorenz Graham, and the "Crowell Poets Series." Please specify quantity and type of bookmark.

A current list of the publications and materials of the Children's Book Council is available upon request.

For use during their birthday week, March 19-25, the Camp Fire Girls (Public Relations Div., 65 Worth St., New York 10013) offer free single copies of colorful posters for use by schools and libraries.

Up to five copies of "Books" a chapter reprint from the 1965 yearbook of agriculture, CONSUMERS ALL, are available free from Services to Children and Young Adults, Library Services Branch, U.S. Office of Education, Washington, D.C. 20202, Att: Pauline Winnick.

The Children's Book Council offers single copies of *Vacation Reading—Plan Ahead for It*, a new brochure designed to help teachers and school librarians encourage reading during out-of-school hours, for a stamped, addressed envelope. Quantity rates: 25 for \$1.00.

THE CHILDREN'S BOOK COUNCIL, INC.

175 FIFTH AVENUE
NEW YORK, N.Y. 10010

RETURN REQUESTED

JAN 5

1967

BULK RATE
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