women
in the
world of words

A chronological vignette
drawn from the archives

for the fiftieth anniversary of the

WOMEN'S NATIONAL BOOK ASSOCIATION
New York, New York – October 24, 1967
No American town is too small,
no country too remote, for
the bookwoman to
become a member of the
Women's National Book Association
— from WNBA archives
OUR CREED. The purpose of this Association shall be to coordinate all the related interests which have to do with the making and distributing of books. Believing that it is impossible to isolate any single instrumentality in the great arterial circulation of thought, this Association is created to include in a single working body, women writers, women booksellers, women critics, women editors, women librarians, and women advertisers, together with women employed in the printing and bookmaking trades and in publishing houses, as a means of education to more consciousness in ourselves and as an organized power to further in every instance of which we can make use, the freer movement of life and truth. — quoted from Volume 1 No. 2 of "The Bookwoman" February, 1927.
1927-1937

—from SIXTY YEARS OF FASHION, Fairchild Publications, Inc.
Dear Members and Friends of WNBA:

As we look back on fifty years of accomplishment in our organization, we must pause and pay tribute to the founders of the Women's National Book Association, that small group of fifteen women who met on Monday evening, October 29, 1917, and dreamed a dream that has come true.

In the fifty years that have passed since the New York Chapter was founded, seven Chapters have been instituted – Pittsburgh, Chicago, Cleveland, Boston, Nashville, Binghamton, and Detroit – in that order.

Now we are looking forward to the formation of new Chapters in Little Rock (Arkansas), San Francisco and Los Angeles (California), and Texas. Let us hope that before the end of our Golden Anniversary Year we may welcome into our Association one or all of these sister Chapters.

Bookwomen in Tokyo and New Delhi have evinced an interest in forming WNBA affiliate Chapters. Perhaps by the time we celebrate our 75th Anniversary, we will have Chapters reaching around the world, all joining together in coordinating the related interests which have to do with the making and distributing of books.

The Women's National Book Association is the only professional organization in the book trade which covers a national cross section of women engaged in all phases of the industry. Our members are constantly on the alert for ways in which they may serve the world of books and enlarge and enhance the acquaintance and friendship of bookwomen the country over. Since the WNBA does not represent any special group interest within the industry, it provides an ideal medium for concerted action.

We have come far in the past fifty years and we still have far to go to achieve all the possibilities that lie before us. Together we can play a constructive and vital part in helping to make books attain their fullest and most influential role in these challenging times.

Sincerely,

Victoria S. Johnson
National President, 1967
CONTENTS

THE CHRONICLES OF THE WOMEN'S NATIONAL BOOK ASSOCIATION

1917 – 1967
THE COVER MAP. After careful study of the archives only a map seemed fitting as a cover† for the memoirs of WNBA. Communication and transportation, important to the Women's National Book Association, have forged the strongest of links between author and cartographer. Blair Niles, CLS 1941, was the founder of the Women Geographer's Society. Madge Jenison who helped chart the course for WNBA through its trying early years, wrote in Roads: "Rivers are roads that run. . . . All is roads, even the way we think. . . . It is not possible to minimize roads."

The map was designed to show ways of transportation and the major routes, rivers, wagon trails and railroads by which the printed page spread throughout America. The WNBA Chapter locations and important cities are also shown. Superhighways were omitted and, of course, the spaceman's path to the moon!

Hammond gave us these facts about the trails: The Santa Fe Trail, opened by William Becknell in 1822, was the main route of commerce between the American Midwest and Mexican-held Santa Fe. Missouri traders plied this route with their goods-laden wagons.

The Oregon Trail was the main route of settlers in moving from the Midwest to the virgin territory of the Willamette River Valley in the Oregon Country.

The California Trail served migrants heading west to the gold fields in 1849. It branched off from the Oregon Trail in present-day Idaho, crossed the arid lands of the Great Basin and entered California through the treacherous passes of the Sierra Nevada.

The Wilderness Trail, blazed by Daniel Boone in 1775, connected the Shenandoah Valley country with Kentucky. It was one of the first routes used by eighteenth-century pioneers of the Eastern Seaboard in penetrating the trans-Appalachian country.

The Great Wagon Road, connecting Pennsylvania with the Piedmont region, was the route of Scotch-Irish and German immigrants from their disembarkation port of Philadelphia and the frontier lands of the Carolinas in the 1700's.

The Donner party, for whom the Donner Pass was named, was a group of California-bound emigrants, trapped in the snowy Sierra Nevada during the winter of 1846–1847. Some of the members resorted to cannibalism to survive when the party was reduced to starvation.

†Our cover map was planned at a meeting around a conference table at the offices of Hammond Incorporated, Maplewood, N.J. Present were Caleb D. Hammond, President; Martin A. Bacheller, Editor-in-Chief; Andrew F. Kuber, Production Co-ordinator; and Kate Wilson, Publicity Director — also Sal Badawi, President, Auto Screen Print, Inc. and Sybil Hastings, Art Director, Columbia Mills, Inc.
INTRODUCTION

IN ONE of the grimmest periods of American history, the Women’s National Book Association was created. It came to be at a time when the world seemed aimed for total destruction. Yet women, ever optimistic, ever looking at the future, created their first national book association at a time when nothing could have seemed more black, or the clear probability of a future less visible. It was a significant start, and fifty years later this organization has an enormous amount to look back at with pride and an exciting fifty years ahead.

When the Association was founded there was nothing new about women in publishing, in the book business, or as creative writers or readers. But it was new to formalize their position, and that’s what the Women’s National Book Association did with such strength and purpose, a half century ago.

To list what women have done in the world of literature, much less comment on it, would take an enormous catalogue and would range from reporting for small weeklies to the most erudite, scientific writing; from short stories written for Sunday School papers to novels and poetry of distinction and penetrating understanding; from running Ye Little Gift Shoppe in Wet Moccasin, Wyoming to being the head of a great book department/book store; from the smallest volunteer librarian to librarians of the greatest libraries in the country. The range is endless and exciting.

Women represent the biggest, concentrated treading audience in the United States. They buy 85 per cent of the fiction, they read more than men, and they contribute in book reviews, in book lunches and lectures thousands of hours of time devoted to books.

The publishing business wouldn’t want to, and couldn’t do without them. Women have more and more important roles today in the world of letters, a fact that was the exception, not the rule, when the Association was founded.

The next fifty years are the challenge. The Association has come of age, has survived depression, war and affluence. Ahead lies the big purpose of where and how to be effective in the American world of letters. I know the Association will meet that challenge.

Ken McCormick
Editor-in-Chief
Doubleday & Company, Inc.
October 24, 1967
PRESIDENTS OF THE WOMEN'S NATIONAL BOOK ASSOCIATION

Prior to 1958 the Presidents of the New York Chapter were also the national presidents. In 1958 the Constitution was changed and a National Board elected.

Pauline Sherwood
Madge Jenison
Belle Walker
Marian Cutter
Effie C. Hubley
Muriel Simpson Fitzsimmons
Lilian Gurney
Marjorie Seiler
Alice Klutas
Rosamond Beebe
Lillian Bragdon
Mary Slavin
Helen S. Lowitt
Margaret Mitcham

Anne J. Richter
Elizabeth Morton
Martha Huddleston
Helen Parker
Mary J. Shipley
Helen Jo Jasper Turner
Virginia Mathews
Edith Busby
Dorothy West
Mary Turner
Eleanor Smith
Eleanor Nichols
Kathryn M. Nick
Dorothy M. McKittrick

NATIONAL PRESIDENTS

1958
Anne J. Richter

1960
Lilian Gurney

1963
Betty Russell

1965
Victoria S. Johnson
THE CHRONICLE of fifty years of WNBA was put together of bits and pieces like a patchwork quilt, between sundowns and dawns. It consists of chapter reports; condensed information covering long-range activities; Annual Dinner invitations and programs; pictures and brief items gleaned from a six-foot bookshelf of giant tomes holding records, some so fragile that a breath would blow them to the four winds.

I regret the omission of much fascinating material. The list of speakers at WNBA meetings reads like a Who’s Who of authors and publishers. The rise and fall of publishing empires can be traced from the archives.

My personal thanks to all the members of the New York Chapter who have toiled faithfully and diligently in the compilation of this commemorative journal — in particular to:

- Eleanor Nichols, Anniversary Celebration Committee Chairman
- Mary Shipley, Special Projects Chairman
- Gertrude Jennings and Iris Vinton, Editorial Advisory Committee
- Kathryn Nick and Kate Wilson, Special Materials Committee
- Freda Browne, Production

Sybil Hastings, Editor
8 P.M. Monday, October 29th, 1917, 19 John Street, New York City

"SO THEY came — about fifteen women — to No. 19 John Street and sat around on high stools. No one seems to remember just who these women were, other than the Committee who signed the call and Madge Jenison of The Sunwise Turn Bookshop and Effie Hubley, of Loeser's.

"They met again, with thirty-five women present, on November 13, 1917, and formed a permanent organization. The first President was the little woman with the big idea—Mrs. Pauline Sherwood, of Sherwood's Book Store."

THUS, with a little paper and thirty-five two-cent postage stamps, was launched the Women's National Book Association, which has grown in stature with each succeeding year. No mention in the archives of the reaction of Pauline's husband to the founding of WNBA, but, from reports of the glamorous banquets of those early years, a genial host was bookseller Bob Sherwood, once circus clown for P. T. Barnum.
Excerpts from The Bookman dated July 1921

THE WOMEN'S NATIONAL BOOK ASSOCIATION

By

Belle M. Walker

Publisher and Editor of the Bookseller and Stationer

WHY? Because it seemed to the little group of women who organized it at the inspiration of one of their number, that such an Association had a place and could be of service in the wider distribution of books. According to Burges Johnson, in a recent issue of "Harper's Magazine," there are sixty millions of persons in the country who never see a book. But the Women's National Book Association was formed before this arresting statement was made. It was organized four years ago, with the aim of bringing within its membership all the women in the country who were in any way connected with books, either in their making or their distributing. As far as the writer knows, it is the only association in the world that has such a function.

... Reports of meetings are given in The Publishers' Weekly and Bookseller and Stationer. Among those who have spoken for the Association are Kate Douglas Wiggins, the late Marjorie Benton Cooke, Yvette Guilbert, Edna Ferber, Josephine Dascam Bacon, Sergeant Farnum, Edna St. Vincent Millay, Mr. and Mrs. Louis Untermeyer, Henrik Van Loon, Lathrop P. Harper, Frederic G. Melcher, John T. Witsil, and a dozen more.

That the Association has been recognized as a factor in the book business was demonstrated last year by an invitation to the Association to join the American Booksellers' Association (an honor much appreciated but declined). At the Booksellers' Convention both this year, and last, two members of the women's association were elected officers.

And so the Women's National Book Association feels that, young and imperfect as it is, it has a place in the fallow fields of book distribution. For its desire is to be both pupil and guide in the literary labyrinth, to be with those who are building for the great future of the limitless possibilities of the book business.
“Miss Lone asked for permission to have a cut made for the *Bookseller and Collector* ads, and Miss Parker requested that we have two made so that she, too, could have one as the old one is very badly worn.”

— from Minutes of the Board of Managers on December 4th, 1930
The Magazine. The Women's National Book Association was about five years old when, on a cold day in February, 1922, a most remarkable baby was born in the basement of No. 1 Minetta Lane in the Greenwich Village section of New York City. The fledgling so modestly launched was a new pocket-size magazine destined in time to become one of the major phenomena of the publishing world.

Two years before, Minnesota-born DeWitt Wallace who had conceived the idea of condensing outstanding articles from current periodicals, had offered his sample copy to leading publishers of the day as an idea for a new magazine. When none showed the slightest interest, young Wallace almost abandoned the idea, taking a job with Westinghouse in Pittsburgh. It was after that job folded that he tackled his project with new zeal. And it was then that he and his bride, the former Lila Bell Acheson, decided to try — on faith, a dream and a small amount of borrowed capital — publishing the magazine themselves.

The rest, as they say, is history. With its first issue, the Digest was away and running. It listed DeWitt and Lila Acheson Wallace as co-founders, co-editors and co-owners. They still are.

The Growth. Heart of the operation today is the complex of red-brick Georgian buildings and beautifully landscaped grounds in the rolling Westchester hills near Chappaqua (Post Office address: Pleasantville, N.Y.). But the Digest's international editions — started in 1938 with the British edition — now appear in over 100 countries with offices in major cities from Oslo to Hong Kong. Braille editions appear in five languages.

Still primarily a reprint magazine, the Digest now runs original articles bought from free-lancers or staff-written. The inclusion of advertising in the Digest format since 1955 has enabled the Digest not only to expand its size and coverage but has, in the opinion of most readers — added color and sparkle to its pages. Ventures into the fields of education, recorded music and book publishing are other milestones in the Digest story. It is in the last-named — the field of books — that our interests coincide.
The Books. The book supplement — usually a 30-page condensation of a current book — always has been one of the most popular features of the magazine. In 1950, convinced that many fine books would lend themselves to condensation in somewhat longer form, Digest editors started the Reader’s Digest Condensed Book Club, now the largest book club in the country reaching some two and a half million members. In preparing the quarterly volume which usually consists of four or five condensations, mainly fiction, in about 600 pages, Digest editors maintain close and cordial relations with publishers and agents. Selections are made, pre-publication, from the galleys and manuscripts they submit. And while “best sellers” are not consciously sought, the choice of a book for the magazine or the Condensed Book Club has often turned it into a best-seller.

The Condensed Book venture was only the beginning of what has become a major book publishing operation. Among those published, or soon to be published, by the Digest are the “Best Loved Books” series, a biography series, mystery and suspense collections, the annual Almanac, the Reader’s Digest World Atlas, “Great Painters and Paintings,” “Secrets and Spies of World War II,” “The Bible World,” “Marvels and Mysteries of Our Animal World” and many anthologies.

Like the magazine, Digest books in English and in translation enjoy a wide sale in Europe and Latin America, many of them, for instance, the Atlas and the animal book, being adapted to suit the needs of the various countries. Foreign offices also originate their own books — two of the most outstanding being “The Book of the Road,” published in Britain, and the three-volume set on World War II, originated in Paris, and adopted and adapted in several other countries.

The Digest Education Department, in addition to editing a School Edition of the magazine, has produced several series of books for teaching reading as well as various supplementary readers for science, social studies and language classes.

With the acquisition of Funk and Wagnalls as a wholly-owned subsidiary, the Digest hopes to initiate further books, launch new authors, and keep abreast as it always has with the growing demand for information and entertainment.
BOOKS ARE RAINED ON DINNER GUESTS

Women's National Association
Gives Popular Annual in
the Hotel Brevoort.

LITERARY LIONS ARE HEARD

Alexander Black, Mrs. Kate McLaurin, Wallace Irwin and Brock Pemberton Make Speeches.

One of the most popular annuals in the way of dinners, given in New York, that of the Women's National Book Association, was held last Thursday evening in the Hotel Brevoort and so many guests attended that the side wall of the hotel was said to have bulged a little at the end of the festivities.

At Thursday's dinner Alexander Black, Mrs. Kate McLaurin, Wallace Irwin and Brock Pemberton were speakers. Mr. Pemberton, who is producing "Miss Lulu Bett," came to speak for Zona Gale who had unexpectedly gone to Washington to help put Mr. Harding in the President's chair.

All the Lions Speak Well.

All of the lions spoke well and everyone would have been interested to hear them—those who did were delighted—but owing to the length of the room and the number of persons crowded into it the greater number could only hear a murmur of voices. And with all that they went away smiling and happy, said it was the best dinner and they ever had eaten and that they never had had such a good time. The secret was that they had their arms full of souvenirs.

Tribulations of a Playwright.

Madge Jenison, who presided, mourning the absence of the originator of Miss Lulu Bett, Zona Gale, said that the Women's Association had many times postponed its dinners. Presidential inaugurations had never been known to be postponed, and why not show that courtesy now to an organization of the Importance of the Women's, and let Miss Gale off. Brock Pemberton said that Zona Gale was the one person he had ever known who carried out the principles of the Golden Rule, and he was glad she had not come.

"Miss Gale had been here tonight," said Mr. Pemberton, "and seen all these souvenirs she would have sent up to the theatre and stipped it of every ticket."

"We will invite her to the next dinner," called R. E. Sherwood, husband of the founder of the Women's organization and general floor manager of the occasion.

Any one wishing to join the Book Women, or see about tickets for the next souvenir dinner, can write to the Women's National Book Association, 427 Fifth Avenue.


(First Edition only)

I REMEMBER a great many dinners. Probably the best story is the one of Belle Walker's year as President. We had cooked up a skit on the figures in the book trade. It was to be a marionette show of living marionettes, with Tony Sarg as showman. But at the rehearsal the afternoon before, Belle Walker—THE PRESIDENT—somehow was stuck in a barrel and had to be pulled out by the legs, which put a damper on the marionette show. But we had a Doubleday author—Dorothy Spears, who had studied singing with Caruso, and she went down from the speaker's table to the piano and sang. And we had a famous journalist from the Manchester Guardian and Fanny Hurst and Martha Otsonso, The Wild Geese woman, a Pulitzer Prize winner. Alexander Black was the chairman—perhaps the most hilarious toastmaster ever born. He introduced Belle as "Mr. Harold Belle Walker. We have retained Mr. Walker as President," he said.

MEMOIRS

OF

MADGE

JENISON
THE
Women's National Book Association

SIXTH ANNUAL DINNER

THURSDAY EVENING, MARCH EIGHTH
NINETEEN HUNDRED...

HOTEL McALPIN
Winter Garden

PROGRAM

MME. KNIPPER
Of the Moscow Art Theatre

MISS ELEANOR DAVIS
A Song Dedicated to the Woman's National Book Association

F. V. RATCLIFFE
American Representative of the "Manchester Guardian"

EUGENE LOCKHART
Musical Selections

TONY SARG
Presents "Stringing the Author"

By ETHEL R. PEYSER
Assisted by Madge Jenison and Belle M. Walker

CAST
Author - - - Fredene G. Melcher
Carol - - - A Doll
Rosalie - - - A Doll
SATURDAY REVIEW began life modestly as a weekly book-review supplement of the New York Evening Post. Henry Seidel Canby, Professor of Literature at Yale University, was editor-in-chief, and his colleagues were Amy Loveman, Christopher Morley, and William Rose Benét.

When the Post discontinued the supplement in 1925, Dr. Canby and his colleagues struck out on their own and founded an independent journal, with the aim of continuing the kind of literary criticism and book reviewing that had won the newspaper supplement widespread recognition.

With generous financial backing from Thomas Lamont, president of J.P. Morgan & Company, The Saturday Review of Literature published its first issue on August 2, 1924. Office space for the new journal was made available by another fledgling publication, Time, and Time, Inc., was listed as the publisher.

The magazine got off to a good start, quickly attracting some twenty thousand regular readers. However, the depression years were no kinder to SRL than to other magazines and to the country generally. By the early Forties, it was obvious that the magazine would have to broaden its base or die. Accordingly, Norman Cousins (who had become SR's executive editor in 1940 and its chief editor with the issue of October 10, 1942) and J.R. Cominsky (who had become its publisher in 1942) began to formulate a program of expansion and innovation. In 1947, a Travel section, edited by Horace Sutton, and a Music and Recordings section, edited by Irving Kolodin, became regular features in SRL. In subsequent years the magazine added (in chronological order) Science, Education, and Communications supplements. The magazine also instituted at various times departments regularly covering Art, Movies, the Theater, and Radio-TV, as well as special editorial features such as Photography in the Fine Arts, the Annual Business Issue in cooperation with the Committee for Economic Development, the World Travel Calendar, the World Travel Photo Contest, and the Annual University Press Issue.

It is worth emphasizing that this growth was achieved not by taking space away from book reviews and essays, but rather by expanding outward from the literary core. In recognition of the magazine's broadened role, the title was shortened in 1952 to simply Saturday Review — though it is a rare day's mail that does not bring a letter addressed to The Saturday Review of Literature.

In 1961, SR was acquired by the McCall Corporation, under a contract that carefully provided for the magazine's independence and integrity — e.g., the editor, publisher, and other key personnel were guaranteed tenure. SR's fortieth anniversary, in 1964, was celebrated with a giant 200-page issue. By mid-1967, its circulation stood at 450,000. On October 1, 1967, SR will deliver a guaranteed circulation of 510,000.

Both in retrospect and prospect, however, SR's main absorption has not been with the expansion of its circulation, advertising, and number of pages per issue. Rather, its chief concern has been and will continue to be the gathering, coining, and communication to its readership of new, refreshing, and constructive ideas about the world around us.
RACHEL CARLSON
author of
SILENT SPRING
Book-of-the-Month Club
Selection for October, 1962

Saturday Review says:
"This book should be read by every American who does not want it to be
the epitaph of a world not very far beyond us in time."

And from Harry Scherman, Chairman of the Board of Directors of the Book-
of-the-Month Club — "Only with two Selections in recent years have we advised
members that it was unwise to use their privilege of rejection or substitution."

As a tribute to our co-sponsors of the AMY LOVEMAN AWARD we chose this
cover of "Amy's Magazine" to illustrate the Saturday Review's own story.
— WNBA
Scott, Foresman and Company Educational Publishers salutes the Women's National Book Association for the many contributions you and your members have made to the world of books

Congratulations on this your 50th Anniversary

Coward-McCann, Inc. salutes The Women's National Book Association

Fifty years of dedication, service and inspiration to the publishing industry

Congratulations to the Women's National Book Association on its fiftieth anniversary from Harper & Row
Since we can't show it twice as big,
we'll just have to say it twice as strong—
Happy Birthday,
Women's National Book Association,
Happy Birthday, indeed.
BERTHA E. MAHONY MILLER, CLS 1955, launched The Horn Book in 1924. Probably no magazine has had a more important influence on the quality of children’s books.

Dates in the Pioneering of Children’s Books

1918 Anne Carroll Moore, CLS 1940, began her Annual Exhibit of children’s books.

1919 John Farrar, editor of The Bookman, introduced a children’s page. All review media followed. “Children’s Book Week” was put on a national basis.

First editors of the first three special children’s book departments in book publishing were:


1922 Bertha Gunterman, folklorist and anthologist, began working for Longmans, Green and soon thereafter started the third special department of children’s books.

1922 The first Newbery Medal went to Hendrik Willem Van Loon for The Story of Mankind.


1926 Publishers’ Weekly established its Children’s Book Number.

1938 The first Caldecott Medal for best pictures awarded to Dorothy Latham for her Animals of the Bible.
Will he follow in his father’s footsteps?

For many men, having sons follow in their footsteps is a fond dream.
For others, it’s a nightmare.

Unfortunately for the poor and unskilled, the nightmare all too frequently becomes reality through no fault of their own. Their children start out so far behind only the extraordinary ones catch up. The others drop out. Losers. And the loss isn’t only theirs. The country loses, too, every time one of these children can’t realize his potential to make his full contribution to society.

The problems are large and complex and the solutions are not easy. But headway is being made. Thanks to the combined efforts and ingenuity of concerned people everywhere—in government; in education; in local communities; and in private industry.

At McGraw-Hill, new techniques have been developed to minimize the effects of social, racial, and ethnic factors in testing. The results? The natural learning abilities of children are discovered before testing to get more accurate predictions of their readiness and learning potential.

There’s a new series of school books that take into account the experiences and environment of slum children. The stories unfold in places where people have black skins or Spanish names. Or where daffodils are unknown. The result is new interest in books and new incentive to develop reading skills.

And there’s a wide variety of films to deal frankly with the special social problems of these children so that they can better understand their world.

These are just a few examples of what we are doing. There are many more, and they all have a common denominator. They reflect an awareness of social problems. A willingness to explore scientific and technological advances to improve education, training and understanding between neighbors and nations. A readiness to experiment with new ideas, techniques, and systems, if they promise to be better than the old ones.

What’s new and better may come in a variety of packages. Improved books. Magnetic tapes. Records. Films. Instructional systems. They’re all part of our business. Part of an exciting revolution that offers a chance to make tomorrow better than today.

McGRAW-HILL BOOK COMPANY
A publisher who doesn’t always go by the book.
When you're 178 YEARS OLD, you don't mind revealing your age . . .

**ABINGDON PRESS**
America's Oldest Religious Publisher

- Religious Books
- Children's Books
- General Books
- College Textbooks

Since 1789, Abingdon Press has been a leading publisher. Among its most memorable achievements it lists *The Interpreter's Bible, The Interpreter's Dictionary of the Bible,* and *The History of American Methodism.*

**ABINGDON PRESS**
Nashville
New York

---

Congratulations
to the
Women's National
Book Association
on its
50th Anniversary
from
J.B. Lippincott
Company

---

**Oxford University Press**
in its 489th year
salutes the
Women's National
Book Association
on its
50th birthday
THE Eighth Annual Banquet of the Women's National Book Association was held at the Hotel McAlpin on March 5th, and four hundred and sixty-five attended. Effie Hubley, president of the Association, had, as her toast-master, David Cory, the well-known writer for children.

The first speaker of the evening was Kathleen Norris, who told of interesting experiences in her life, much of which is contained in her book "Noon" given as one of the book souvenirs. Mrs. Norris gave an amusing account of her personal experience in book-selling in Paul Elder's stores in San Francisco, and the enthusiasm she has for bookselling got her audience at once. Mrs. Norris referred to her impression, in one of her first visits to New York, of the rare intelligence of the saleswoman in Macy's Book Department whose recommendation of books was especially gratifying. Her experience at Gimbel's was also enjoyable when she came on to buy books at Christmas time and rolled up her sleeves, as it were, and helped.

Mrs. Norris was followed by A. Hamilton Gibbs, author of "Soundings" written over week-ends during a period of sixteen months, just published by Little, Brown & Company. Mr. Gibbs had just returned from seven months abroad and emphasized his allegiance to this country and his admiration of the work of the booksellers.

Edward J. O'Brien, compiler of the famous short story annual, has made it his business to put the short story on the book shelves and he gave some figures in the growth of short story writing showing how that form of literature has increased because of the public demand for brief tales. Louis Borgione read a chapter from his story of a young Italian workman, Reamer Lou, recently published by E. P. Dutton.

Charles G. Norris, husband of Kathleen Norris, was the last speaker. He believes that there are no strictly honest book reviewers. He feels that they are biased and restricted and said that the bookseller's opinion of a book is what counts. He has should be at perfect liberty to say what he thinks on any subject, in any way that he wishes, the important thing being that he should be honest. Mr. Norris emphasized the necessity of the salesman knowing the book he is selling. Raymond Fremont's book, with a baritone voice of unusual melody and beauty, responded to many.

The following books were souvenirs: "Synonyms and Antonyms" by Edith B. Ordway; "Sally" by Jordan Co.; "O'Malley of Stanhope" by Doinn Byrne; "Century" by C. A. Fessenden and "Puzzles" by Ed. Wynn; "Twice Three Dogs" by T. M. Brod; "The Constant Nymph" by Gerald Kennedy; "Doubleday's Needs a Wife" by Ida Clyde; "The Prisoners" by Franz Mol and "Bobbs-Merrill's Noon" by Kathleen Norris; "Doubleday's The Dear Prentice" by A. M. Colver, Penn. A Manila bookshelving was given by Gross, & Dunlap.

Dancing was enjoyed until a late hour.

A Library Reading Circle

ABOUT seventy-five book-interested people gathered in the auditorium of the Indianapolis Public Library at the time of a series of Thursday night book talks on February 19th. The series was planned by Charles E. Rish, the librarian, to be held weekly until May. Mr. Rish had the series with little publicity, wishing to attract a group that would be seriously interested in book discussion and its contribution as well as listen. The first evening was on essays under the title, "By-Paths in Print," and the audience showed a very ready interest in the whole plan. It seems likely that the series will grow to a great deal of importance in the community. The right group can be gathered for such talks, the effect of the reading on the city, whether large or small, will be undoubtedly felt. Some of the other topics that are coming are as follows:

"The Play's the Thing"

"With a Vengeance"

"The Heart of the Matter"

"The Bookseller's Guide to Bookseller's Books"
Annual Dinner

PROGRAM
David Cory, Toastmaster

SPEAKERS
Kathleen Norris
Edward J. O'Brien
Charles G. Norris
Major A. Hamilton Gibbs
Louis Forgone

SOLOIST
Raymond P. Freemantle, Baritone
Mrs. Freemantle, Accompanist

LECTIONS
Rolling Down the Rio
Hard Times
In an Old Fashioned Town
Heav'n, Heav'n
Invictus

DANCING

Annual Dinner

HOTEL McALPIN

Thursday Evening, March 5th, 1925

COMMITTEES

RECEPTION
Officers and Board of Managers

ENTERTAINMENT AND SPEAKERS
Miss Louise Seaman, Chairman
Miss E. Miriam Lone

SOUVENIRS
Miss Alice M. Dempsey

SEATING ARRANGEMENTS
Miss Adeline E. Parker

Officers

Mrs. Effie C. Hubley-Berkman. - - President
Miss Louise Seaman. - - Vice-President
Miss Adeline E. Parker. - - Secretary
Miss Henrietta Steeney. - Asst. to Sec'y.
Miss Josephine Pflanzehl. - - Treasurer

PRESIDENTS
1918-1919 Mrs. Pauline Sherwood
(Sherwood's)
1920-1921 Miss Madge Jenison
(The Sunwise Turn Book Shop)
1922 Miss Belle M. Walker
(The Stationer & Bookseller)
1923 Miss Marian Cutter
(The Children's Book Shop)
1924-1925 Mrs. Effie C. Hubley-Berkman
(Freed's Loew's & Co.)

MEETINGS
Third Tuesday of the Month
THE BOOK-OF-THE-MONTH CLUB is the oldest book club in the United States and probably the best known. In fact, it may be the best-known organization of its kind in the world. Its purpose is to select an outstanding new book from among the many hundreds published in the United States every month. This book, which may be a work of either fiction or non-fiction, is designated the Book-of-the-Month.

Because the Selections are printed by the Club in large quantities, they can usually be offered to Club members at prices below the publishers' list prices. A number of so-called Alternate Selections also are offered to Club members. Members may choose any of these in place of the Book-of-the-Month or may decide to exercise no choice at all during the month.

The Club was organized in 1926 as the result of an idea conceived by Harry Scheiman, a young New York journalist and advertising man, who developed a plan under which new books would be sent by mail, at advantageous prices, to the homes of readers who had agreed to become members of a "Club" and to purchase a specified number of titles in the course of a year.

The Club's first Selection, Sylvia Townsend Warner's Lolly Willowes, was distributed in April, 1926, to some 4500 members. The second Selection, T. S. Stribling's Tefefttallow, went to 12,000 members. By the end of the Club's first year the membership had reached 40,000. Today, more than four decades later, the membership exceeds 1,000,000.

From the start, Club Selections have been chosen by an independent Editorial Board, or Board of Judges. The members of this Board, which is entirely divorced from the business management of the Club, meet at regular intervals over a luncheon table in the Club offices in Manhattan to discuss among themselves the leading candidates for selection and to make the final choice.

The Editorial Board as established in 1926 consisted of Heywood Broun, Henry Seidel Canby, Dorothy Canfield Fisher, Christopher Morley and William Allen White. All five members of this original Board are now deceased.

The members of the Present Editorial Board are John Mason Brown, Clifton Fadiman, Gilbert Highet and John K. Hutchens.

Other members of the Board have been Amy Loveman, who died in 1955; John P. Marquand, who died in 1960; and Basil Davenport, who died in 1966.

Among the Club's most popular Selections over the years have been Edna Ferber's Show Boat; Sinclair Lewis' Elmer Gantry; All Quiet on the Western Front, by Erich Maria Remarque; The Good Earth, by Pearl Buck; Anthony Adverse, by Hervey Allen; Gone with the Wind, by Margaret Mitchell; For Whom the Bell Tolls, by Ernest Hemingway; Hiroshima, by John Hersey; Kon-Tiki, by Thor Heyerdahl; The Catcher in the Rye, by J. D. Salinger; The Second World War, by Winston S. Churchill; Hawaii, by James A. Michener; The Rise and Fall of the Third Reich, by William L. Shirer; The Guns of August, by Barbara W. Tuchman; and The Death of a President, by William Manchester.
All her life, from her girlhood to her last days, one of the deepest concerns of Dorothy Canfield Fisher was the wider and ever wider dissemination of books. In discussing how we might set up a lasting memorial to this beloved friend and associate, we felt that it would be most representative if it could take the form, in some way, of books. Accordingly, it was decided that an annual Dorothy Canfield Fisher Library Award will be made by the Book-of-the-Month Club, with the advice and co-operation of the American Library Association.

... There is nothing her friends at the Book-of-the-Month Club could do, we feel sure, that would have pleased Dorothy Canfield Fisher more than this expression of their devotion to her. This sort of thing would have delighted her inmost being; just the doing of it, unconnected with her name or any other; but there is no possible name such Awards could be more fittingly associated with than that of Dorothy Canfield Fisher.  — December 1, 1958

Harry Scherman
CHAIRMAN OF THE BOARD
Tenth Annual Dinner

of the

Women's National Book Association

in the

Winter Garden, Hotel McAlpin
Thursday Evening, March the Third, 1927

AT SEVEN O'CLOCK

COMMITTEES

RECEPTION
Officers and Board of Managers

SOUVENIRS
Miss Dempsey
Miss Simpson
Miss Gaige
Miss Walker

Seating Arrangement
Adeline E. Parker

PROGRAM

Speakers
Honore Willie Morrow
Hervey Allen
Dorothy Canfield Fisher
Edmund Vance Cooke

Soloist
Frederick Saunders
Mary Saunders, Accompanist

Four Jolly Sailor Men
The Company Sergeant Major
Stone Cracker John
Dender Courtship
The Lute Player
FRIEND O'MINE

Dancing
Orchestration
"Edwyn Allen and His Music"
1927-1937

-from SIXTY YEARS OF FASHION, Fairchild Publications, Inc.
Congratulations to
The Women's National
Book Association
on their Fiftieth Anniversary

from the publishers of

TO BE YOUNG WAS
VERY HEAVEN
Marian Lawrence Peabody
$6.00

A GLIMPSE OF EDEN
Evelyn Ames
$5.00

LADY IN ARMS
Virginia Wiesel |ohnson
$4.50

MADAME SARAH
Cornelia Otis Skinner
$6.95

THE PROSPERING
Elizabeth George Speare
$5.95

HOUGHTON MIFFLIN COMPANY
2 Park Street, Boston
Massachusetts 02107
"MAKE WAY for the LADIES"
OF THE
Women's National Book Association
WHO WILL HOLD THEIR
ELEVENTH ANNUAL DINNER
IN THE
Grand Ball Room of the Hotel Commodore
(Lexington Ave. and E. 42nd St., New York City)
ON TUESDAY EVENING, MARCH SIXTH,
NINETEEN TWENTY EIGHT
Dinner Promptly at Seven — Dancing at Ten Sharp
FREDERIC MELCHER—Toastmaster
Talent
DR. SIGMUND SPEATH AND FOUR BLUE RIBBON BOYS
ISA GLENN
Tickets, including dinner, souvenirs and dancing, four dollars and fifty cents each.
Sale limited to eight hundred. Reservations booked in the order of their receipt.
No bookings made or tickets delivered unless request is accompanied by remittance.
Print your own and the names of your guests plainly. The names of ticket holders
will not appear on the seating list, if purchased after five p.m. on Wednesday,
February twenty-ninth, nineteen hundred twenty-eight. Make checks payable to
Women's National Book Association.

LILLIAN GURNEY, President
Tel. Penn. 5100

FLORENCE ROCKEFELLER,
First Vice-President

HENRIETTA SEELEY, Secretary
Tel. Rector 8230

MARJORIE SEELER,
Second Vice-President
Tel. Morningside 1399

JOSEPHINE PHANSTIEHL, Treas.
Algonquin 7566

MAUDE TAYLOR,
Third Vice-President
Tel. Beckman 2024

ADELAIDE E. PARKER, 117 West St., N. Y. City. Tel. Cortland-2760
In charge of reservations.
Books are to buy - to cherish and read
Books are to borrow and lend
But that book is loved best that is
chosen with care
As a Gift from a friend to a friend

Lillian Guernsey

OFFICERS

Mrs. Lilian Guernsey  President
Mrs. Florence Rockefellers  First Vice-President
Mrs. Margaret Seiler  Second Vice-President
Mrs. Maude Taylor  Third Vice-President
Miss Henriette Sterneburg  Secretary
Miss Josephine Plintern  Treasurer

PRESIDENTS

1918-1919 Mrs. Pauline Sherwood
1920-1921 Miss Mudge Johnson
1922 Miss Bette M. Walker
1923 Miss Marian Barlow
1924-1925 Mrs. Effie K. Hubler-Berkman
1926-1927 Mrs. Muriel Simpson
WNBA saw no black cloud on the horizon in 1928. The Secretary reported in November that the 1929 Annual Dinner would be at the Commodore as the McAlpin did not have adequate facilities. The large ballroom would be used for dancing as well as dining "to avoid the crowded conditions of last year."

Seven hundred guests had been served at the 1928 annual dinner.

In September, 1930, a despairing president wrote: “Three speakers, two reporters from Publishers' Weekly, and eleven members attended the meeting.”

◊ ◊ ◊ ◊

From Pittsburgh, where Carnegie established a School of Printing, where the young depressionists learned how to delete glamor from publishing, came an inquiry. These excerpts from the brief correspondence:

WOMEN'S BOOK ASSOCIATION
of Pittsburgh

Oct. 27/28

Dear Miss Pfansteihl

. . . how can we become affiliated with the National Association? . . .

. . .

Yours sincerely
(signed) Eleanor M. Jones
(Mrs. T.E.)

Dear Henrietta (Seemeyer)
Will you please send to Mrs. Jones copies of our By-Laws . . . . I have mailed an association card for 1929 made out to Women's Book Assn. of Pittsburgh, Pittsburgh Chapter . . . .

Sincerely,
altho hurriedly
(signed) Josephine (Pfansteihl)

From the 1928 yearly report of Henrietta Seemeyer, Secretary:
. . . one important item in which members will no doubt be keenly interested, the formation of a woman's book association in Pittsburgh, 35 members, of which Mrs. T. Edward Jones is the founder and organizer . . . . This marks the first tangible evidence of branch organization . . . .

WOMEN'S BOOK ASSOCIATION
of Pittsburgh

Nov. 19/28

Dear Miss Pfansteihl
Enclosed find check for three dollars for membership in the National Association for the Pittsburgh Chapter.

Yours sincerely
(signed) Eleanor M. Jones
(Mrs. T. Edward)
April 16, 1929

Mrs. Lilian Gurney, President
Women's National Book Association
117-West Street
New York, N.Y.

Dear Sisters:

Well. Our first Annual Dinner was a very successful affair, about 80 attended . . . . How thrilled we were to receive the beautiful basket of flowers, also to have your telegram read by our Toast Master, the Honorable David J. O'Connell . . . . We hope you will be proud of us some day . . . .

Yours sincerely
(signed) Eleanor M. Jones, President
(Mrs. T. Edward Jones)

---

The Women's National Book Association
Pittsburgh Chapter
requests the pleasure of your company
at the
First Annual Informal Dinner
on Saturday, the sixth of April
nineteen hundred and twenty-nine
at seven o'clock
Keystone Athletic Club

Please reply to
Mrs. T. Edward Jones
437 Wood Street

Cover charge $3.00
Dancing

Then silence. We can only surmise that a young chapter in the city of steel might have been an early casualty of the Wall Street Crash of October, 1929.

After all these years should curiosity be satisfied—

Dear Mrs. Jones,
We write to inquire—
ANNUAL DINNER
The Commodore

THURSDAY EVENING, MARCH SEVENTH
NINETEEN HUNDRED AND TWENTY-NINE

SOUVENIRS
Mrs. Lilian Gurney
Miss Maude Taylor Miss Mabel Sturdevant
Mrs. E. H. Berkman

TABLE DECORATIONS
Miss Josephine Pfanzehl
Miss Belle M. Walker Miss Alice Dempsey
Miss Hanna J. Zolki

SEATING ARRANGEMENTS
Miss Adeline E. Parker,
Chairman Dinner Committee

ANNUAL BANQUET

PROGRAM

Here let us feast, and to the feast be joined Discourse,
the sweetest banquet of the mind. —Pope.

Horace Liveright, Toastmaster

SPEAKERS

James Thurber
Katherine Brush
Harry A. Overstreet
Helen Hull
Lester Cohen
Edward Dean Sullivan
James Garfield Dale, Soloist

DANCING
Bernard Levitow’s Commodore Orchestra
here WO. an onuaodly large attendance at the Women's National Book Association meeting held at the Pennsylvania Hotel, Manhattan, on Tuesday evening of this week. Dr. Houston Peterson, whose latest book is "Havelock Ellis, Philosopher of Love," prefaced his remarks with humorous anecdotes of his first experiences as an author. In speaking of the Washington bi-centennial celebration Mr. Peterson said that 1932 was a wonderful year for centennial celebrations, not only for Washington, but for the modern world. He compared 1932 with 1832, which was the year of the first reform bill, and said the post bellum conditions of the Revolution paralleled those of the World War. After both wars we had flappers, depressions, bank failures. He thinks there will be a change in the book publishing business. There will be fewer biographies and more records of periods. 1932 will be a good point from which to look back at 1832.

Mrs. Olga Woronoff, formerly Lady In Waiting to the Empress of Russia, author of "Upheaval," gave an intimate outline of the life she lived in the old days before the revolution in Russia. There were 125 rooms in her father's house and neighbors thought nothing of dropping in unexpectedly, with their families and servants, to make an indefinite stay. She paid a tender tribute to this country to which she came as a refugee with her husband and little girl, for the hospitality and understanding that was accorded to her.

Judy Acheson, fifteen-year-old author of her second book, "Young America Looks At Young Russia," gave a charming description of her first contact with her publishers from whom she demanded a copy of her first book, "Judy In Constantinople," before it had been published.

A delegation of the club attended the ladies' night dinner of the Booksellers' League, held Wednesday evening, February 24, at the Brevoort Hotel in Manhattan.
ANNUAL BANQUET
WOMEN'S NATIONAL BOOK ASSOCIATION
Hotel Commodore - March 5, 1931

1 COSMO HAMILTON: (Air, "Perfect Day")
We have come once again to the perfect day,
When we sit down to dine with our friends.
Cosmo Hamilton's voice makes us all rejoice
In the message of cheer that he sends.
We are swayed by the charm of his magic words,
Sometimes fiery and sometimes so cool;
Then a toast we'll sing—let your voices ring—
"Cosmo Hamilton's 'Damned Little Fool.'"

2 FANNIE HURST: (Air, "Prisoner's Song")
Oh, please meet me tonight at the banquet,
Fannie Hurst will be there as of old,
And she'll have a bright story to tell you,
A story that's never been told.
She makes 'em weep, makes 'em laugh, makes 'em ponder,
And believe what she writes is all true;
You'll admit Fannie Hurst is a wonder
Then three cheers, Fannie Hurst, just for you!

3 ROBERT LUTHER DUFFUS:
(Air, "Long, Long Trail")
There's a long, long trail a'winding
Through Robert Luther Duffus' dreams,
So he wrote a book about it,
Called it "Santa Fe Trail, it seems.
If your spirit longs for freedom
To soar above life's tearful vale,
Get a copy of this book and
Travel down the "Santa Fe Trail."

4 JOHN MULHOLLAND: (Air, "Jingle Bells")
Jingle bells, jingle bells, John Mulholland's here,
'Magic in the Making' is the book he wrote this year.
Read and learn how to turn one egg into six—
Oh, what fun it is to try to do Mulholland's tricks.

5 LOWELL THOMAS: (Air, "Smile, Smile, Smile")
Pack up your politics just for tonight and
Smile, smile, smile.
Hear Lowell Thomas make a speech that's right,
You'll find it is worth while.
Hear him on the radio,
For he is all the style, then
Pack up your politics just for tonight and
Smile, smile, smile.

6 ANITA BROWNE: (Air, "John Brown's Body")
Anita Browne's bringing back the fad of yesterday,
The books of poems she compiled are winging on their way.
A bright mosaic of the muses, songs from grave to gay—
Her books are marching along.
Glory, glory to Anita,
She's a girl so nice and sweeta,
After dinner you can meeta
The girl with the books of song.

MARJORIF B. SEILER: (Air, "Yankee Doodle")
Margie Seiler's a beguiler,
Publishers, beware!
Her coaxing looks will get your books
Unless you have a care.
To the presidents of this
Book Association,
Margie adds another name
To win our admiration.
WOMEN'S NATIONAL BOOK ASSOCIATION

FIFTEENTH ANNUAL BANQUET
MARCH 10, 1932

Hotel Pennsylvania
New York City

OFFICERS, 1932

Miss Alice E. Klutas, President
Miss Maude E. Taylor, First Vice-President
Miss Mary Graham Bonner, Second Vice-President
Mrs. Walter S. Hicks, Secretary
Miss Toinette M. Johnson, Assistant Secretary
Miss H. J. Pfanstiehl, Treasurer

BOARD OF MANAGERS

Mrs. Effie C. Hubley-Beakman
Miss Clarice Blake
Miss Grace Callahan
Miss Alice M. Dempsey
Mrs. Elizabeth Fance
Mrs. Lilian Gurney
Mrs. John H. Koch
Miss Anne Lemkowitz
Mrs. A. G. Seiler

PROGRAM

Dr. Lawrence McKinley Gould, Too
Faith Baldwin
Dr. Albert Edward Wiggam
Frank Buck
Sylvia Thompson
Josephine Daskam Bacon

Musical Program by
Harry Meyer's Orchestra
New York, May 18, 1937.

Miss Ruth A. Stafford,
Corresponding Secretary,
Women's National Book Association,
1057 Dean Street,
Brooklyn, N. Y.

My dear Miss Stafford:

It is gratifying to every man to have a sense of humor, and that
sense of humor was thoroughly awakened by your well-intended circular
of May 16th. I am not sensitive, but many years ago I was taught that
it was not the right thing to hide one's light under a bushel, so I
am sending you, under separate cover, with my compliments, copies of
several of my more interesting books — "Essentials of English Speech
and Literature," "A Desk-book of Twenty-five Thousand Words
Frequently Mispronounced," "How to Use English," "Idioms and Idiomatic Phrases,"
"Words de Misspell," and "The Development of the Dictionary of the
English Language."

As for any one of the others, you are just as welcome to them as
you are to flowers in May. If you care to add them to your collection,
but to round off the outfit, accept, please, a copy of the Practical
Standard Dictionary, with my best wishes.

Very truly yours,

[Signature]

P.S.

HOTEL ALGONQUIN
59 to 65 West Forty-Fourth Street
New York
FRANK CASE
I7 XI 32

My dear Miss Klutas,

Miss Gertrude Stein is leaving the 24th of this month
for the Mid-West and is therefore to her regret un-
able to accept your invitation to spend an hour with
your Association on Tuesday evening the 27th.

I am very sincerely yours,

[Signature]

Secty.
R. R. BOWKER COMPANY

Publishers to the Book World Since 1872

salutes the

WOMEN'S
NATIONAL
BOOK
ASSOCIATION

in recognition of 50 years
of enthusiastic service to
the book trade
Book Women Elect Officers

Rosamond Beene, of The Macmillan Co., was elected the new president of the Women's National Book Association at the Association's annual meeting on November 26th, succeeding Alice E. Klutas, who has directed the affairs of the Association for four years. Margarett Lesser, of Doubleday, Doran & Co., was elected first vice president; Constance Lindsay Skinner, second vice president; Mrs. Sophie L. Goldsmith, recording secretary, and Elinore Thaw Denniston, of Funk & Wagnalls, corresponding secretary. The new treasurer is Mrs. Edmund Bragdon of Stokes.

Saxe Commins of the editorial department of Modern Library Giants told of some of the facts and ideals of that series. The combined total sales of Modern Library and of Modern Library Giants exceed a million per year, of which twenty-five per cent are Giants. Last year the average sale of each title in the series was 10,000 copies. Particularly interesting was the demand for John Strachey's "Coming Struggle for Power," of which 20,000 copies were sold in two months and a half, and "Look Homeward Angel," of which 16,000 were sold in three months. Other titles in highest demand have been "The Novels of Jane Austen," "Poems of Keats and Shelley," "The Complete Works of Browning" and Lamb's "Complete Works."

The other speaker on the program was Frederick G. Jackson, who discussed "Where Are the Book Dealers of the Future Coming From?"
EIGHTEENTH ANNUAL DINNER
of the
Women's National Book Association
in the
Small Ballroom, Hotel Pennsylvania
New York City
Friday Evening, March the E
Reception at Seven-thirty Dinner
Followed by Dancing
Three dollars and fifty cents per person

Dinner Committee
MISS ALICE E. KLUTAS
MISS ROSAMOND BEEBE
MISS ELIZABETH L. GILMAN
MRS. SOPHIE L. GOLDSMITH
MISS RUTH A. STAFFORD
MISS GRACE P. CALLAHAN
MISS ALICE M. DEMPSEY
MISS ELINORE THAW DENNISTON
MRS. ROSE KURZMAN
MRS. ELIZABETH FANCE
MRS. JOHN H. KOCH
MARY GRAHAM BONNER
MRS. A. G. SEILER
MISS CLARICE BLAKE
MISS LENA BARKSDALE
MISS H. JOSEPHINE PFANSTIEHL

Reply to
MISS GRACE P. CALLAHAN
A. G. SEILER — Books
1224 Amsterdam Ave.,
NEW YORK CITY
UNiversity 4-5740
THE BOOKWOMAN. For many years the organization had no official magazine. With the growth in membership, especially in the number of corresponding members, in the 1930's, The Bookwoman was founded through the interest and generosity of Constance Lindsay Skinner.

Volume I, No. 1, dated November 1936, was a small four-page publication, neatly typed and printed by offset. Its editor, Constance Lindsay Skinner in "Introducing The Bookwoman" stated its purpose:

“One of our activities is the monthly meeting, at which authors talk of their books, booksellers discuss their problems, and librarians tell us how they go about their subtle business of introducing patrons to books they will enjoy. We feel that the intellectual profit we derive from these meetings should be shared with other women outside of New York, and that these other women can tell us inspiring things about their own experiences in their individual book centers. We all have one great common aim: to take books out of the luxury category and to make them a necessity in the lives of the literate. But in order to work with power towards this end, we need to know one another and to talk intimately together.

"The Bookwoman . . . tours the states to spread news of our doings and to jot
down for the delight and edification of ourselves and the national book field whatever you care to tell us of your experiences in the handling of books.”

It was emphasized that the quarterly was being published primarily for the benefit of the corresponding members who were too far from New York “to enjoy the meetings and our comradeship.”

With the Vol. I, No. 3 issue, April 1937, Alice E. Klutas, who had served four years as president of WNBA, became the managing editor and continued as the editor until the Fall 1944 issue.

For the 25th anniversary of the WNBA, The Bookwoman reported the launching of a massive membership drive, and a highly successful Silver Anniversary Dinner-Dance in celebration of the drive was reported in a later issue. The affair was held at the Hotel Pennsylvania, with Bennett Cerf as Toastmaster, Rex Stout of Nero Wolfe fame as speaker together with suspense writer Helen McInness and Princess Sapieha, author of Beyond This Shore.

The Fall 1946 issue displayed a new makeup and typography and a masthead especially designed by Albert Bader of American Type Founders, all brought about through the interest of Martha Huddleston, the new editor, and the generosity of Annie Laurie Williams. It carried the obituary of Pauline Sherwood of Sherwood’s Bookstore, the founder of the organization. She had died February 27, 1946. Alice E. Klutas was again editor, but this time with a staff to assist her. She was followed by Martha Huddleston in 1947; then Alice P. Hackett of Publishers’ Weekly.

In the spring of 1950, it was necessary to return to a less expensive publication. Again copy was typed, then printed by offset. Iris Vinton became editor, assisted by a Bookwoman Committee. During the summertime, a special Summer Newsletter was mimeographed and distributed to keep members in touch with WNBA people and activities. Jinx Junkin followed as editor in the fall of 1953.

Then, with Nora Kramer as editor, and Freda Browne in charge of production and design, The Bookwoman took on a new look in the spring of 1954 when the typography was completely restyled and The Bookwoman was issued bimonthly.

The organization of Chapters had been making remarkable headway and in Volume 17, No. 5 (Spring 1956), a great advance was reported in bold face type: “On March 17, all Chapter Presidents met at Jo Jasper Turner’s to plan the National Board. A notable event.”

When Kathryn Nick became editor in 1957, with Freda Browne continuing as production manager, the magazine went back to quarterly issues. The leading article, November 1958 issue, was by Anne J. Richter, the first National President of WNBA, in which she wrote of the growth of the organization from a small group of bookwomen in New York to a national association with Chapters in leading cities and corresponding members throughout the country.

From 1962 to 1964 news was reported and produced by Jeanette Clarke of the Binghamton, New York, Chapter. Since 1964 Taffy Jones most ably served as editor. In June 1967 she regretfully resigned. Until further notice news should be sent to our National President—Victoria S. Johnson.
TIME LIFE BOOKS
salutes
the Woman's National Book Association

UPON ITS 50th ANNIVERSARY
1937-1947

— from SIXTY YEARS OF FASHION, Fairchild Publications, Inc.
MAGAZINES AND NEWSPAPERS have come and gone, and though in the past fifty years many of them have given aid and encouragement to WNBA, Publishers' Weekly has been a foundation rock. In the early and trying years WNBA was allotted a page each month in the magazine, copy to be supplied by WNBA editors.

Many women from R.R. Bowker have been on the WNBA Board of Managers, and Mary Turner, now in South America, served a term as President of the New York Chapter. Both Mildred Smith and Anne J. Richter were given the WNBA CLS Award.

When the Constitution was changed Anne Richter, who had served as President when New York was WNBA headquarters, became the first national President. And today no WNBA function seems quite right without Anne to give advice and encouragement, and to lend a helping hand.
CONSTANCE LINDSAY SKINNER, Canadian-born, lived the greater part of her life in the United States, San Francisco, Chicago, and New York. She was famous as an author, and as an historian and as a poet. She contributed two volumes to the Yale Chronicles, wrote the story of the fur trade in North America, and was editor of the Rivers of America Series.

She brought new vitality to WNBA when she became a member in 1936; the originator of the “Annual Teas” given each year in May by WNBA, which until her death were held in her home; the guiding spirit in the founding of The Bookwoman.

When Constance died, March 26, 1939, Alice Klutas suggested the Constance Lindsay Skinner Award to keep green the memory of a woman who left an indelible impression on WNBA. In September, 1939 the idea was approved by the Board and the membership. Alice Klutas was made permanent chairman of the Award Committee. Present at the Board meeting were Rosamond Beebe, Mary Graham Bonner, Helen Lowitt, Mildred Bowman, Renee Spinner, and Alice Klutas.

ALICE KLUTAS, the farmer’s daughter-schoolteacher from Illinois, migrated to the Poultry Tribune; finally left the cornfields to write advertising copy and editorials for the National Builder in Chicago; next step New York and the Coal Age of McGraw-Hill; then across a few streets to the School and Camp Department of Crowell-Collier’s American Magazine.

For two decades she was a dynamic force in WNBA. She was elected President in 1932, the lowest point in the depression. For nine years she edited The Bookwoman. “Her enthusiasm ran like an electric current through WNBA, galvanizing members into action, with the result that at the dinner-dance of 1932 Old Man Depression was laughed out of sight for one night at least, and a feeling of optimism was created which still persists. No ordinary person could accomplish such results in so short a time, but Miss Klutas was no ordinary person.” – Margaret L. Hicks, This Week, April 16, 1932. “The secret of her magic touch is enthusiasm . . . She probably tosses a mountain over her left shoulder every morning before breakfast.” – Muriel Fuller.
Dear Member:

Some weeks ago, the decision was made to award a medal to an outstanding Book Woman - the award to be made at our Dinner Dance in 1940.

This is not to be a contest -- the award has no intrinsic value -- it is merely a pat on the back and a "Well done" given to a woman who has earned it. The award is to be given in memory of Constance Lindsay Skinner and in gratitude for the privilege which has been ours of knowing Miss Skinner and working with her.

This gift, which we hope to make annually, is to be a bronze medal, which may be used as a paper weight. It has been designed by Frances O'Brien Garfield, author of YOU CAN DRAW, and the staff artist of THE BOOKWOMAN.

The conditions are simple. The recipient will be a woman (a) resident of the United States of America (b) deriving a part of her income from books (c) who, in the opinion of the Committee, has done meritorious work.

In order that the Committee of Award may have your choice, will you fill in the enclosed blank and mail it to Miss Klutas in the enclosed envelope, to reach her not later than January 30, 1940.

Sincerely yours,

LILLIAN BRAGDON, PRESIDENT

THE WOMEN'S NATIONAL BOOK ASSOCIATION
WE RECOGNIZE THESE women as having given to humanity and to books something over and beyond the duty owed to their allotted tasks. We have presented them with the Constance Lindsay Award.

The Women's National Book Association
is honored to present
The Constance Lindsay Skinner Award for 1961
to
Eleanor Roosevelt

From her unceasing, life-long efforts to encourage reading and to establish books as an integral part of everyday life for all Americans. Her remarkable success in this endeavor has been achieved by her affirmation in her autobiographical writings of the importance of books in her life since childhood; by her keen interest in wide distribution of good books to children as evidenced by her long association with the Junior Literary Guild; by her interpretation of the United Nations and its purposes to young people through her books; by including references to books and reading in her widely read newspaper and magazine columns; by fully using the printed word as a means of communicating with a vast public; by her willingness to take part in various book-oriented projects including programs of our Association. To all that she has done out of her personal conviction concerning the importance of reading, she has brought her unequaled prestige as an American public figure throughout the world.

From the thirty winners of the CLS Award we chose the citation given to Mrs. Eleanor Roosevelt as an illustration.

ANNE CARROLL MOORE
First winner of the CLS Award. In 1906 she left Pratt Institute and crossed the bridge from Brooklyn to take charge of children's reading in New York. She affected the practice of librarianship in a hundred ways. Two generations of publishers have attested to the leadership and inspiration which she supplied to a growing profession.

New York, February 16, 1940    Hotel Pennsylvania
BLAIR NILES
In appreciation of her many fine books and for her work in furthering friendship and understanding between the Americas—North, South and Central. She is the founder of the Women Geographers’ Society.
New York, March 14, 1941 Hotel Pennsylvania

IRITA VAN DOREN
Chosen because of her work for books. She has achieved outstanding success in dramatizing books for the masses, both in her weekly book supplement and as chairman of the Book and Author Luncheons held under the joint sponsorship of the Herald Tribune and the American Booksellers’ Association.
New York, March 20, 1942 Hotel Pennsylvania

MARY GRAHAM BONNER
Author widely known for the quality of her children’s books. Her twenty-fifth book, Canada and her Story, is particularly important in this country as it is a history of Canada for American children.
New York, March 23, 1943 New Weston Hotel

MILDRED C. SMITH
In recognition of more than twenty years of service to the book trades, and as an expression of gratitude for the help and encouragement which she has given to book women throughout the United States, above and beyond her duties as co-editor of Publishers’ Weekly.
New York, March 28, 1944 Hotel Pennsylvania

LILLIAN SMITH
For many years she has talked, worked and written for her beloved South. She has torn the veil of silence from “forbidden” subjects; she has striven to overcome narrow provincialisms of thought and feeling; she has taught the brotherhood of man.
New York, March 24, 1945 Fifth Avenue Hotel

AMY LOVEMAN
New York Post, Saturday Review of Literature, Book-of-the Month Club. She has given so much to so many. She has stood steadfastly for what she believed to be for the good of the book world, and has given unstintingly of her time and energy to that end.
New York, March 29, 1946 Hotel Pennsylvania

(Continued on page 56)
IT WAS spring of 1947 when Margaret Kinzer of the Methodist Publishing House, and Elizabeth Solem of the Encyclopaedia Britannica Press received permission from New York to set about organizing a Chicago Chapter of the WNBA. In June of that year, Hanna Kister of Roy Publishers came to Chicago and talked to a small gathering of Chicago bookwomen. Marion Dittman of Rand McNally agreed to assume the job of temporary treasurer and plans were made for the first official meeting of the Chapter in October. All Chicago bookwomen were invited to that meeting. Three of Chicago's outstanding bookmen, all literary editors, were speakers: Frederic Babcock, Emmett Dedmon, and James Gray. Officers and a Board of Managers were duly elected in December of 1947, and the Chicago Chapter was off to an enthusiastic start.

Determined to be a "do-something" organization, Chicago members promptly looked about for ways to bring publishing and book business before the public eye, and came up with plans for a series of eight lectures — Merchandising Print. In the spring of 1949, in cooperation with the University of Chicago and under the chairmanship of Jane Ross of the University of Chicago Bookstore, Merchandising Print opened with over 250 attending Lloyd Wendt's lecture, "Writing the Manuscript." A second series in 1950, "Writing and Its Consequences," included as speakers some of the outstanding publishers and editors in the business. Transcripts of both lecture series were made available to the public at a nominal cost.

Through the efforts of the Chicago WNBA, and in particular through WNBA member, Mary Alexander of the University of Chicago Press, a beginning course in Book Design and Book Production, an advanced course, and a course in book selling were begun and have been incorporated into a permanent course on the curriculum of the downtown college of the University of Chicago.

Chicago WNBA is a co-sponsor of the Chicago Tribune Miracle of Books Fair, and has, as a group and as individuals, donated books to special schools and libraries, the most recent donations going to a Peace Corps worker in the Philippine Islands.

The Officers for 1967-1968 are Lillian Wuerfel, Society for Visual Education, Inc., President; Susan Bishop, Chicago Tribune, Vice President; Judy Booth, Encyclopaedia Britannica, Inc., Corresponding Secretary; Margaret Bjorck, Encyclopaedia Britannica, Inc., Recording Secretary; Mary V. Hartley, Society for Visual Education, Inc., Treasurer; Elizabeth Solem Dutton, Historian. The Directors are Martha B. King, The Art Institute of Chicago, Jean W. Morey; Anne Neigoff, Standard Education Society, Inc.; Mary Radmacher, Skokie Public Library; Mary Ruth Tichenor, Marshall Field and Company, and Elizabeth J. Webber.
Marion Dittman,
Margaret Kinzer,
and Elizabeth Solem Dutton

In her letter dated June 10, 1967, Elizabeth Solem Dutton wrote:
"Looking back on these 20 years is scary — where did they go!

— from Photo by
Earle H. Mac Ledd (Chicago, Ill.)
as it appeared
in
the Fall 1947 Issue of "The Bookwoman"

Regular Meeting —
January 23, 1934

. . . . "Our first speaker of the evening was then introduced. Mr. Ernst Reichl is a publisher and designer of fine books. His presentation of "Some Problems of Designing" was interesting.

Mr. Reichl designed a special binding for the two hundred and fifty thousandth copy of Anthony Adverse which was presented to President Roosevelt by Farrar & Rinehart. Two books — November by Gustave Flaubert and Blood and Oil by Essad Bey were included among the fifty best books of the year 1933." Chicago, Illinois
Congratulations to the Women's National Book Association on its 50th Anniversary.

AMERICAN BOOK-STRATFORD PRESS
75 Varick Street
New York, N.Y. 10013
Complete Book Manufacturer Since 1899

To another 50 years of outstanding service to book publishing . . .

Sincere congratulations from LITTLE, BROWN and COMPANY

Congratulations to the Women's National Book Association on its Fiftieth Anniversary.

May your fine contribution to the world of books continue throughout the years to come.

THE SEABURY PRESS

Happy Birthday WNBA Parents' Magazine Press
AMERICANA, destined for the library of the collector, was bound in Columbia book cloth.

Nowhere are there greater treasures than those found between the covers of a book.

THE Columbia MILLS, INC.
Syracuse, New York
The apology of Hendrik Van Loon who was unable to attend a WNBA meeting November 23, 1937.

Miss Grace Castagnetta, co-author of *The Songs We Sing*, read his speech.
SUMMER OUTINGS. "On the afternoon of August 18, 1950, two carloads of members set out from New York for an outing at the home of Hanna Kister, member, in Shrewsbury, Vermont" — so begins the report of the first of a number of unforgettable "summer outings" at the country home of the Kisters. At that first occasion, besides the Kister household and neighbors, there were bookwomen from Manchester, Rutland, Burlington, Vermont; Manchester, New Hampshire; Bath and New York, New York; Bristol, Connecticut; and Boston, Massachusetts.

Helen Pendleton Rockwell, whose cookbook, Here's How: A Journey Through Good Food, was published by Roy Publishers that fall, came all the way from Warren, Pennsylvania, bringing with her a special salad, packed in huge, iced containers, as part of the menu, which also featured chicken hunter's style, prepared by Irene Lorentowicz, an illustrator of children's books, and szaszlyk barbecued over the great outdoor fireplace.

At the 1952 outing at the Kisters, Dorothy Canfield Fisher was the honored guest and gave the welcoming speech to WNBA members, librarians, and booksellers who attended the large gathering. It was considered a Shrewsbury affair and guests were entertained with color slides, refreshments and square dancing at the Town Hall in the evening. As in previous events, Phyllis Fenner and Clara Sipprell made all fellow members feel that their charming house in Manchester, Vermont, was the association's center.
EMILY P. STREET
Secretary of William Morrow & Company and Director of Sales and Advertising. No one in the book trade who has received a "Polly Street letter" will ever forget it. It goes through the recipient with the sincere personal touch that characterizes everything she does. . . an all-seeing eye and an understanding heart.

New York, March 21, 1947  Hotel Pennsylvania

MAY LAMBERTON BECKER
Lecturer, editor, author. Her long and distinguished association with publishing on both sides of the Atlantic began in 1915 when she created and managed a book department for the New York Evening Post. This was the beginning of "The Reader's Guide." In World War I, chief of the Foreign News Bureau of the Council of National Defense.

New York, March 19, 1948  Hotel Pennsylvania

LUCILE PANNELL
A High School Librarian in Chicago when this was a relatively new field. Here she did pioneer work with young people who were hungry for good books. As manager of the juvenile department of Carson Pirie Scott, The Hobby Shop, she made an enviable name. One of the six book women who started the Chicago Chapter of WNBA. Active in the work of the Chicago Children's Reading Round Table.

New York, March 18, 1949  Hotel Statler

MAY MASSEE
Director of Doubleday's new department, Books for Children, 1923-1933. Director of the Junior Book Department at The Viking Press from 1933 until she retired. The books she has published have given delight to countless children and become prized volumes in homes and libraries. For her creative contribution to book design she was given the AIGA Medal.

New York, February 17, 1950  The Waldorf Astoria

DOROTHY CANFIELD FISHER
Novelist, translator, educator, critic. Retired after twenty-five years as one of the members of the original panel of judges for the Book-of-the-Month Club. "I hope you will not find me excitable if I say that it looks to me as though modern life were sneaking up on democracy from behind, in an attempt to wrest from it a tool without which a free country cannot survive—the book." D.C.F.

New York, February 16, 1951  Ritz Carleton Hotel
MARGARET C. SCOGGIN
Inspired link between books and young people. Library training in London, Columbia and Teachers College. No opportunity to serve the reading needs of young people escaped her attention; no project she served failed to gain from her sparkling enthusiasm. Superintendent of Work with Young People at the New York Public Library.
_New York, February 15, 1952_ Town Hall Club

LILIAN GURNEY
Her knowledge of books and her insight into the problems of book distribution grew with her years at Gimbel’s and The American News Company. Her patience and the wisdom and soundness of her advice have had a profound influence on all who have had the privilege of working with her.
_New York, February 27, 1953_ Town Hall Club

ELIZABETH GRAY VINING
Tutor to the Crown Prince of Japan. Japanese Ambassador Sawardo spoke of his people’s deep appreciation of her contribution to Japan. Her book opened doors, not only for the Crown Prince and the world, but made the Royal Family human for the Japanese people.
_New York, February 27, 1954_ Advertising Club

FANNY BUTCHER (Dual Selection)
Literary Editor of the Chicago Tribune. Among the first to perceive the greatness of and give encouragement to Willa Cather, Carl Sandburg, Sinclair Lewis, and Ernest Hemingway. Her lifelong dedication to books is evidenced in her reviews and her sparkling weekly column, “The Literary Spotlight.”
_New York, February 25, 1955_ Advertising Club

BERTHA E. MAHONY MILLER (Dual Selection)
She brought a freshness of spirit to old Boylston Street when she opened her story-telling Bookshop for Boys and Girls; conceived and launched the first Bookmobile. In 1924 she launched The Horn Book, beloved guide and counselor to all who serve the reading interests of children, a magazine without parallel or precedent.
_New York, February 25, 1955_ Advertising Club

MARY ELLEN CHASE
Professor of English Literature at Smith College. She has developed the love of books among her students and, as a novelist she has won a large and devoted public. She wrote the delightful introduction to our own publication, “Americana, As Taught to the Tune of a Hickory Stick.”
_New York, March 16, 1956_ Advertising Club

(Continued on page 68)
CLEVELAND, Ohio Founded 1952

INSPIRED BY MARGARET JOHNSON, our first President, formerly Juvenile Page Editor of the Cleveland Press, Minnie Monti, retired order librarian of the Cleveland Public Library, and Ann Udin of the Higbee Company, the Cleveland Chapter co-sponsored the first Book Fair for children in 1952. In 1955 the Chapter became an active co-sponsor of Cleveland’s successful Book and Author Luncheons.

Among its present membership are authors May Hill Arbuthnot, a Constance Lindsay Skinner Award winner, Margaret Mulac, Elsa Posell and Shirley Simon.

The Officers for 1967-1968 are Cora Geiger Newald, free-lance advertising writer, President; Gloria Teel, Cleveland Public Library, 1st Vice President; Rachel Nelson, University Heights Public Library, 2nd Vice President; Mary Timchick, The Cleveland Press, Recording Secretary Marjorie Borne (retired), Cleveland Public Library, Treasurer. Members of the Board are Lorraine Furbish, Lakewood Public Library; Laurel Lefler, Mercer Elementary School; Helen Maunu, Cleveland Public Library; Margaret Mulac, Recreation Consultant Service; Mary Peters, Thelma Rose, Cleveland Public Library; Dorothy Van Gorder, Retired Librarian; Marjorie Whitcomb, Cuyahoga County Library; Martha Driver, East Cleveland Public Library.
The New York Chapter of the WNBA, for a fund-raising project, presented at the Hotel Plaza on April 16, 1953, the first fashion show in the book world, in cooperation with Bonwit Teller.

At left is the cover design of the booklet on books about Food, Figures, and Fashions published by the New York Chapter of WNBA and distributed to the guests at the Fashion Show.

At right are Charles Marshall and Keith Jennison—masters of ceremonies, and Mary Shipley, dressed as *The Silent World* for her part in the Show.

The Boston Chapter, in cooperation with the Boston Herald, has sponsored several successful Book and Author Luncheons in the past several years. Under the skillful chairmanship of Lillian Gillig, the 1966 Luncheon drew a sell-out audience of close to one thousand people who heard Sam Levenson, May Sarton, Brian Moore, and Ilka Chase in the Main Ballroom of the new Sheraton-Atlantic Hotel.

Another noteworthy activity has been the support of the new retrospective collection of children's books now being established at the Boston Public Library. To be known as the Alice M. Jordan Collection, these books will be a primary reference source for authors, illustrators, publishers, teachers, and librarians in this area. The Boston Chapter not only presented a gift of one thousand dollars to the Library but individual members have donated books from their private collections.

For several years the Chapter has been a supporter of Boston's fine educational station WGBH-TV through generous gifts.

The Officers for 1967-1968 are Rose Moorachian, Boston Public Library, President; Margaret Langley, Milton Public Library, Vice-President; Helen Thompson, Robbins Library, Arlington, Secretary; and Suzanne Reed, The Horn Book, Treasurer. Board members are Past President Lillian Gillig, Bay Colony Book Shop; Alice Buckley, Jamaica Plain High School; Anne Greenaway, Houghton Mifflin Company, Martha Engler, South Boston Branch Library; Margaret Hastings, Ginn and Company; and Josephine Hale, Simmons College School of Library Science.

Our very best to a very spry 50-year-young WNBA

AB BOOKMAN'S YEARBOOK: The Specialist Book Trade Annual
BOOKMAN'S WEEKLY: The Specialist Book Trade Weekly
P.H. GLATFELTER COMPANY
Paper Manufacturer
Spring Grove, Pa.
17362
Since 1864

PERKINS & SQUIER Co.
Merchant
225 W. 34th St.
New York, N.Y. 10001
Since 1905

The Outstanding
merchant-mill combination.
Specialists in papers for book publishers.
THE NEW YORK CHAPTER, on April 30, 1954, at a fund-raising social at the Hotel Plaza, presented a skit of an old-fashioned schoolroom with Norman Brokenshire as the Schoolmaster. This was to introduce to the book world the WNBA anthology of early American textbooks, *Americana As Taught to the Tune of a Hickory Stick*,” by W. W. Livengood. A limited number of copies are still available.

The grand entrance march. Norman Brokenshire acted as schoolmaster, and among the pupils were (left to right, front row): Martha Overhold, Virginia Mathews, Helen Parker, Edith Busby, Margaret Martignoni, Barbara Emerson, Sybil Hastings, Gertrude Blumental; (back row) Anne Richter, Marjorie Thayer, Helen Sill and Betty Ferguson. [Not clearly visible are Theresa Coolidge and Betty Neebe.]

Emmett Kelly, the famous clown, presented his fellow Kansan, Sybil Hastings, with a bouquet of giant sunflowers.
THE MEMORABLE 1954 SUMMER OUTING was held late in June at “The Old Stone House,” the beautiful country place of Annie Laurie Williams near Riverton, Connecticut. Hikes, swimming, games and visits to nearby historic places were enjoyed by all the outers over the long weekend. Among them, pictured here were: Mary Shipley, Anne Richter, Helen Parker, Nancy Larrick and Iris Vinton.

When she opened her own office in New York about 1930, Annie Laurie Williams was the only motion picture representative working both for author and publisher. Some of her greatest finds — As the Earth Turns, Tortilla Flat, and Gone with the Wind — were unheard of by the public when she first started bombarding producers with predictions of their ultimate success.

Coming from Texas to New York in order to become an actress, she became instead a motion-picture reviewer on the staff of a newspaper. There she had a chance to study the tastes of audiences as well as the material supplied by producers. She concluded that new material was needed and found that not only the bestsellers possessed promising material. Studying books which had received little publicity, she placed several of them and became convinced of the necessity for authors, publishers, producers, and agents to work together.
NASHVILLE, Tennessee  Founded 1955

THE NASHVILLE CHAPTER of the Women's National Book Association held its organizational meeting May 20, 1955, with 27 persons present. Prior to that meeting, a group of 42 women had gathered for the purpose of informing themselves about the Women's National Book Association. Mrs. Anne Richter from the New York Chapter had given a very full and detailed report on the organization and the group had voted by assent to hold an organizational meeting at a date in the near future to carry out the plan to organize a Nashville Chapter of this organization.

Miss Kate Ellen Gruver was named President. Other officers and a board of managers were duly elected at the same meeting.

Today, the Chapter has 69 active members. It meets monthly.

Highlights of the 1966-1967 year were:

Participation last fall in a local Book Fair for Boys and Girls; and on April 16, the first day of National Library Week, a seated tea honoring women authors in the Nashville area. Approximately 65 WNBA members and guests attended. From the guest list new members for WNBA are being enlisted. All programs are geared to help librarians, authors, and all who work in the book field.

The Officers for 1967-1968 are Mary Ann Walker, Baptist Sunday School Board, President; Katherine Fite, Abingdon Press, Vice President; Ethel Kershaw, Woodmont School, Treasurer; Katherine Andrews, Metropolitan Schools, Corresponding Secretary; The Board members are Carleen Ralph, Metropolitan Schools; Mabel Pullen, Antioch High School; Joyce Fordyce, Baptist Sunday School Board; Mary Nelson Bates, Public Libraries Division, State Library and Archives; Willodene Scott, McCann School; Estelle Friedman, Author.
1957-1967

—from SIXTY YEARS OF FASHION, Fairchild Publications, Inc.
AMY LOVEMAN, for many years an associate editor of Saturday Review, was a judge of the Book-of-the-Month Club, and a prominent member of the WNBA. She received the CLS Award in 1946.

As a discriminating collector of books, she inspired people with her love of reading and ideas. In her memory, the Amy Loveman National Award was established in 1961 by the Women's National Book Association, with the Book-of-the-Month Club and Saturday Review as co-sponsors. Although a project of the Women's National Book Association, the Amy Loveman National Award has been administered by the New York Chapter.

The Book-of-the-Month Club, the Saturday Review, and the Women's National Book Association — sponsors of the Sixth Amy Loveman National Award — are pleased to report that the response from universities and colleges was most satisfying. Forty-six entries were received from twenty-three states.

The Amy Loveman National Award is given annually for the best personal library collected by an undergraduate student at any 4-year college or university in the United States. The award is one thousand dollars for first-place and two honorable mention awards of two hundred dollars each.

The judging took place on May 26. Two of the entries were of such high quality that the judges could not determine which one should be first-place winner, therefore the sponsors decided that this year equal prizes of one thousand dollars each should go to these two top-ranking entries.

— as reported in “The Bookwoman”
June, 1967
ANNE J. RICHTER
From her vantage point in Frederic Melcher's office, she became hostess and friend to many foreign book trade emissaries. Her thorough understanding of the industry and her skill in interpreting its various elements has helped to effect a more closely knit and cooperative industry.

New York, February 15, 1957 Columbia University Club

EDITH HAMILTON
Scholar, educator, author. At age sixty-three she wrote "The Greek Way" and rose to a height few women attain. When she spoke in the amphitheatre under the Acropolis in Athens, she was decorated by King Paul of Greece who made her an honorary citizen of that ancient city.

New York, February 28, 1958 Columbia University Club

MAY HILL ARBUTHNOT (Dual Selection)
Teacher at Western Reserve University, a pioneer in the use of children's books in the elementary grades; author of anthologies and textbooks; and a story-teller of renown. Her influence has been widespread in keeping high the criteria of reading for children and in making these standards known to parents, librarians, teachers, and booksellers.

New York, February 27, 1959 Biltmore Hotel

MARCHETTE CHUTE (Dual Selection)
She has greatly enhanced the image of the writer as an active influence in American life and has made a unique contribution to our national culture. As a member of the National Book Committee, she has been a motivating force in its work for a better-read and better-informed America.

New York, February 27, 1959 Biltmore Hotel

PEARL BUCK
Winner of the Pulitzer Prize in 1931 for *The Good Earth;* in 1938 the Nobel Prize in literature. "... global responsibility is up to women; the crucial problems of today ... to keep the worldwide family in good health and sanity; give all children the opportunity for education; provide for the aged and the handicapped." — from acceptance speech

New York, February 26, 1960 Biltmore Hotel

ELEANOR ROOSEVELT
"I wish that we could cultivate among young people an appreciation of beautiful printing and binding. ... and of everything that goes into the making of a fine book. ... Reading is one of the best ways in which young people can stretch their horizons." — from acceptance speech

New York, February 24, 1961 Sheraton-Atlantic Hotel
CATHERINE DRINKER BOWEN
Outstanding author intensely interested in libraries; widely acclaimed as historian and biographer. Two of her best known books, “Yankee from Olympus” and “John Adams and the American Revolution.” She is a member of the Board of the Free Library of Philadelphia.
New York, February 16, 1962 Sheraton-Atlantic Hotel

RACHEL CARSON
Were the gift of poetic insight into science her only contribution, it would still be unique in the present day. . . . She has challenged the conscience of man. . . . has aroused people to an appreciation of the beauty of the world around them. . . . and warned them of the danger of losing it.
New York, February 16, 1963 Sheraton-Atlantic Hotel

POLLY GOODWIN
Children’s Editor of the Chicago Tribune’s “Books Today.” “. . . for creative leadership in bringing together children and the limitless world of books. In an era of opportunism and changing values she has held an unwavering faith that only the best is good enough for children.”
Chicago, May 21, 1964 Sheraton-Blackstone Hotel

VIRGINIA H. MATHEWS
From enthusiastic seller of books at Brentano’s to Deputy Director of the National Library Week Program and Director of Reading Development Services for the American Book Publishers Council. Her great gift is the ability to instill in others her feeling of the importance of good reading and her enthusiasm for good books.
New York, May 10, 1965 Astor Hotel

BLANCHE W. KNOPF
Distinguished president of the firm of Alfred A. Knopf, Inc., which together they founded a half century ago. “. . . most remarkable woman in the history of publishing.” The Award was posthumously accepted by Alfred A. Knopf.
New York, October 11, 1966 Sheraton-Atlantic Hotel

MILDRED L. BATCHELDER
University lecturer, and head of the American Library Association’s office for library service to children and young people. Her appreciation of the human potential and her skill in giving substance to her vision have made her an outstandingly versatile figure in the realm of books.
Chicago, May 18, 1967 Conrad Hilton Hotel
COURSES IN BOOKSELLING were among the activities that began early in the history of the WNBA. “What does the reading public want and hope to find in a bookstore” was the topic of a symposium which started off one of the first courses. Madge Jenison of The Sun Wise Turn bookshop was chairman and Frederic G. Melcher of R.R. Bowker Company was the chief speaker at the first of this nine-session course, held at the New York Public Library, Fifth Avenue and 42nd Street.

In the fall of 1947, Virginia Mathews, who was then head of the Children’s Book Department, Brentano’s, inaugurated a series of courses, and later workshops, with Selling Children’s Books, described as “a course of lectures (six), planned for the young woman in a bookshop or book department, who displays, promotes and sells children’s books... to familiarize her with the tools of her work, acquaint her with the best current practices of arranging and keeping stock, and help her form a general background knowledge of her subject.”

Selling More Books, the course offered in the spring of 1949, consisting of “six evening lectures featuring the techniques of specialized bookselling, sponsored jointly by the WNBA and the Booksellers League of New York,” was open to all men and women booksellers, and was given in the auditorium of the New York Herald Tribune at 230 West 41st Street.

Sales angles were presented on all kinds of books, from cook to religious and technical, by specialists in their fields – Helen Lowitt of the Magic Circle Bookshop, Great Neck, Long Island (child care and interior decoration); Albert Rice Leventhal, then of Simon and Schuster (art books); Lucile Pannell, Hobby Horse Book Shop, Carson Pirie Scott & Co., Chicago, and Eleanor Brent (Nora Kramer), The Little Bookshop, R.H. Macy (children’s books); Charles Karvel and Elsa Lichtenstein of Barnes & Noble (reference and technical).
Beginning September 29, 1954, *A Survey of Children's Literature and Children's Book Publishing for the Classroom Teacher*, a 30-hour credit lecture course, was held in cooperation with the New York City Board of Education. It was planned with the help of Helen R. Sattley, Director of the School Library Service for the Board of Education, "to give teachers an opportunity to familiarize themselves with books for boys and girls and to introduce them to the work of the authors, artists, editors and designers who produce the books." Lecturers were specialists in the juvenile field. Another 30-hour course the next year in *Modern Books: Introducing Adult Literature to Young Adults* was completed by sixty-five public school teachers.

In the spring of 1956, Rutgers University jointly sponsored an Institute on Children's Books and Book Production, which was designed to aid "teachers who need a refresher on new trends in the publication of children's books; librarians... a survey of newer titles and authors... and parents who want to help their children to read with interest and discrimination." Ninety enrolled and completed the course.

This was followed by the Workshop in Children's Books and Publishing at Indiana University in Bloomington, that same year. Co-sponsored by the WNBA and the Division of Library Science at Indiana, it was the first for-credit such workshop ever offered by any college or university in the Middle West.

The New York Chapter held Winter Workshops in 1965 and in 1966, at the Sheraton-Atlantic Hotel. The first of three sessions covered four major publishing areas: censorship, subsidiary rights, advertising, promotion and publicity; design and production. A second series initiated "an Editorial Workshop which included Subsidiary Rights and Censorship." A highlight of that series was the panel on production which demonstrated the effective and practical use of silk screen printing.

In 1950, the association offered its first tuition scholarship to the Summer Course in Publishing Procedures at Radcliffe College, which was directed by Helen Everitt, New York editor for Houghton Mifflin. Nora Kramer was chairman of the committee that selected for award, Marian Freda, an honor graduate of Barnard College, employed at Harper Brothers, who was one of twenty-eight applicants from thirteen states.

At intervals from the early 1950’s, the organization participated in projects for the collection and distribution of books to settlement houses, libraries, and centers serving underprivileged children, and often adults, in deprived areas in this and other countries.

It was a joint sponsor with the Publishers' Ad Club and the Publishers' Publicity Association of the Annual Children's Gift Book Program through which donations were made in the memory of Mary Elizabeth Edes Agnew, one of the program's founders.

The New York Chapter presented two programs on the Festival of Books, an annual event of WNYC, the municipal broadcasting station, during 1953 and 1956.

In cooperation with the *New York Times* and working with Pauline Rivers, who was then director of the newspaper's Organization Activities, the association prepared lists of "Books for Collateral Reading" and a list for the Annual Barnard Women's Forum. Many thousands of these were distributed during the years 1956 and 1957.
Under a committee headed by Lavinia Dobler, librarian and book review editor of Scholastic Magazines and Book Services, bibliographies were also prepared each month, beginning in September 1956, to accompany Patrick Hazard’s regular feature, “Windows on the World—The Popular Arts in the Classroom,” which appeared in the national magazine for teachers, Elementary English. Later, Iris Vinton of the New York Chapter replaced Mr. Hazard as editor of the feature which was then continued wholly under WNBA auspices. Within a few years, Miss Vinton was followed by Alice Sankey of the Chicago Chapter, then by Victoria Johnson of Chicago.

The World Publishing Company shares the enthusiasm you women have increasingly generated over the past fifty years. The world of books is indeed a fascinating one, and we’re happy to see a group such as yours so deeply involved in it.

Here’s to fifty more years of the same!
BINGHAMTON, New York Founded November 9, 1962

THE BINGHAMTON CHAPTER was organized on November 9, 1962 at a delightful reception and buffet supper at Roberson Memorial. Twenty-five prospective members, including booksellers, librarians—school, public and special, representatives from the Vail-Ballou Press, and three editors from Syracuse University Press attended. Anne Richter, Sybil Hastings, and Lillian Glaser from the New York Chapter attended and spoke of the purposes and accomplishments of WNBA. They aided us immeasurably in the organization of our Chapter. Jeannette Clarke was elected our first President, and with the aid of a steering committee, completed the organization. Soon we had forty charter members. In the ensuing years we have had new members and a few resignations. At the present time, we have forty-six members.

Some of our outstanding programs have been:

Film — *The Lively Art of Picture Books* presented as a community service with accompanying brochure and exhibit.

Slides and commentary on *The Three Stratfords* (England, Canada, and Connecticut) in commemoration of the 400th anniversary of Shakespeare's birth.

Two dinner meetings with two National Presidents as speakers and guests: Mrs. Betty Russell, and Mrs. Victoria S. Johnson.

Two widely different, but intensely interesting meetings on *Collecting of Rare Books and Maps*.

*Local History and Local Authors—Treasured Collections* presented by the Director of the Binghamton Public Library.

Four meetings at which authors discussed their books and the writing of them.

Our most outstanding and successful project has been our First Annual Book and Author Dinner, held April 17, 1967, with the *Sunday and Evening Press* as co-sponsor. Three authors attended and spoke. It was well received by the community and we plan to continue this project each year.

We wish to express our sincere congratulations and good wishes to the New York Chapter in the celebration of the Golden Anniversary of WNBA.

The Officers for 1967-1968 are: Donna Gundeman, Glenwood School, President; Anne Anderson, State University of New York, Vice President for Program; Lillian Millsbaugh, Vestal Hills Elementary School, Vice President for Membership; Janet Jennings, Binghamton Public Library; Agnes Grippo, Vail-Ballou Press, Corresponding Secretary; Anne Molessa, Vail-Ballou Press, Treasurer. Board members are Eleanor Robinson, retired but formerly, Chenango Valley School District; Jean Kennedy, Vestal Central School District; and Ruth Disbrow, Binghamton City School District.
THE DETROIT CHAPTER of the Women's National Book Association was organized in 1966, largely through the efforts of Miss Marilyn Abel, of the Wayne State University Press. Miss Abel, with other interested women, had attended the first annual meeting of the WNBA held in Detroit in 1965 during the American Library Association Conference.

Our first meeting (for informational purposes) was held January 19, 1966 in the Explorers Room of the Detroit Main Library. Mrs. Victoria S. Johnson, National President, spoke to the group, giving the interesting history of WNBA and also organizational information. Following her talk, a Temporary Committee was set up to plan an organizational meeting and draw up a slate of officers.

The Organizational Meeting was held May 4, 1966 with 19 women present in the McGregor Memorial Conference Center, Wayne State University Campus. Miss Abel presided, by-laws were adopted, officers elected, and we were ready to go!

During this first year, 1966-67, we have held four program meetings, six Board Meetings, the annual business meeting, and have grown to a membership of 38.

Now, with our first year over — a year of finding our way — and with the nucleus of a fine Chapter, we hope to really move forward in the year ahead.

The Officers for 1967-1968 are Marian C. Young, Detroit Public Library, President; Josephine Mitchell, Dearborn Public Library, 1st Vice President; Louise Naughton, Librarian, 2nd Vice President; Mary E. Nephler, Detroit Public Library, Recording Secretary; Marilyn Abel, Wayne State University Press, Corresponding Secretary; Julia Woodbury, Liberty School, Highland Park, Treasurer.

**UNITED NATIONS NEWS**

Lucille Ogle and Helen Wessells Hettinger, your UN representatives have attended many briefing sessions at the three organizations which have accredited the WNBA: the U.S. Mission to the U.N.; the Office of Public Information, UN; and the Conference of UN Representatives of the United Nations Association of the United States of America. In addition, Helen Hettinger is a member of the ad hoc committee for UNESCO of the last organization and attended a number of the monthly luncheon sessions.

The UNA-USA Biennial Convention will be in New York City November 8-11, 1967 and we are entitled to two voting delegates and an adviser.
We, the editors of The Reader's Digest salute the ladies of the Women's National Book Association on the occasion of their 50th anniversary and thank them for letting us share in these happy festivities.
DETROIT, Michigan Founded 1966

THE DETROIT CHAPTER of the Women's National Book Association was organized in 1966, largely through the efforts of Miss Marilyn Abel, of the Wayne State University Press. Miss Abel, with other interested women, had attended the first annual meeting of the WNBA held in Detroit in 1965 during the American Library Association Conference.

Our first meeting (for informational purposes) was held January 19, 1966 in the Explorers Room of the Detroit Main Library. Mrs. Victoria S. Johnson, National President, spoke to the group, giving the interesting history of WNBA and also organizational information. Following her talk, a Temporary Committee was set up to plan an organizational meeting and draw up a slate of officers.

The Organizational Meeting was held May 4, 1966 with 19 women present in the McGregor Memorial Conference Center, Wayne State University Campus. Miss Abel presided, by-laws were adopted, officers elected, and we were ready to go!

During this first year, 1966-67, we have held four program meetings, six Board Meetings, the annual business meeting, and have grown to a membership of 38.

Now, with our first year over — a year of finding our way — and with the nucleus of a fine Chapter, we hope to really move forward in the year ahead.

The Officers for 1967-1968 are Marian C. Young, Detroit Public Library, President; Josephine Mitchell, Dearborn Public Library, 1st Vice President; Louise Naughton, Librarian, 2nd Vice President; Mary E. Nephler, Detroit Public Library, Recording Secretary; Marilyn Abel, Wayne State University Press, Corresponding Secretary; Julia Woodbury, Liberty School, Highland Park, Treasurer.

UNITED NATIONS NEWS

Lucille Ogle and Helen Wessells Hettinger, your UN representatives have attended many briefing sessions at the three organizations which have accredited the WNBA: the U.S. Mission to the U.N.; the Office of Public Information, UN; and the Conference of UN Representatives of the United Nations Association of the United States of America. In addition, Helen Hettinger is a member of the ad hoc committee for UNESCO of the last organization and attended a number of the monthly luncheon sessions.

The UNA-USA Biennial Convention will be in New York City November 8-11, 1967 and we are entitled to two voting delegates and an adviser.
For two years, the New York Chapter conducted a series of Winter Workshops to give book people an opportunity to keep abreast of areas outside their own particular field and maintain a rounded view of the book publishing business as a whole. Courses were offered in Advertising, Promotion, Publicity; Censorship; Editorial-Subsidiary Rights; Design, Production.

The Annual Children’s Gift Program, made in memory of Mary Elizabeth Edes Agnew (a WNBA member) is a Christmas Project jointly sponsored by the Publishers’ Ad Club, the Publicity Association, and the WNBA. Over 3165 books were donated and distributed Christmas, 1966, to eighteen settlement houses, child care centers, and hospitals throughout the New York area.

Through an active Special Projects Committee, ways and means are constantly being sought for new opportunities for New York, as well as the entire organization, to continue to serve the world of books.


WOMEN NATIONAL BOOK ASSOCIATION
Founded 1917

President for 1931:
Mes. A. G. Seiler

All women engaged in book production and selling are invited to become members.

Meetings are held every third Tuesday in the Month.

Further particulars may be obtained from the Secretary, Miss H. Seemeyer,
117 West St. New York City.

The first advertisement used by the WNBA.
THERE ARE MANY who have served WNBA long and faithfully. It is unwise
to attempt an evaluation of the living, but of those who have gone before us,
as gleaned from the archives, these were outstanding:

Pauline Sherwood, founder and inspirational leader. Belle Walker, in her
eighties when she died in 1953, a dynamic force in building a road for us to
follow. Madge Jenison, who marched in the 1917 suffrage parade, Alice
Klutus, and Constance Lindsay Skinner, all had in common an understanding
of the importance of transportation to the spreading of knowledge. After the
death of Constance Lindsay Skinner, March 26, 1939, Alice Klutus wrote:
"She gave so much to so many—advice, help, and encouragement.

"Not to every person is given the privilege of seeing the culmination of
one's hopes and dreams—yet her dream of the rivers, and the folk who were
drawn to them and followed them, came to life in the Rivers of America
Series. . . . Not to every person is given the privilege of finishing a job before
they pass on—yet Constance had put her final OK on the galleys of The
Hudson River book, and died as she sat over a cup of tea."

In her book Roads, Madge Jenison wrote of silk roads and amber trails and
salt roads, and roads over water and over mountains, and of the ideas that
weighed less but went further than the caravans that carried the traders' goods.
And the reminiscences of Madge Jenison, May 27, 1947: "It always seems
strange to me that I am myself living by the words Dan Burnham once said,
'Make no small plans. They have no power to stir men's blood. But a logical
diagram nobly planned, once recorded, will not die. Long after you are gone,
it will be a living thing, asserting itself with ever growing force.' By this I
live; and by this the Women's National Book Association will live."

Time and space have run out, and so here ends the WNBA journal of our
travels through fifty years. However, we have an obligation to the future,
therefore must not tarry but be on our way, as the road ahead of us is long,
and we are faced with another fifty years of archive-building. But whatever we
do achieve, this we know, that for those of us who deal in words there will
always be new roads to build and new worlds to explore. — S.H.
1947-1957

— from SIXTY YEARS OF FASHION, Fairchild Publications, Inc.