

# 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*

**FIRST PRINTING**

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Women's National Book Association

Dorothy M. McKittrick, President

*New York Chapter*

**WOMEN  
IN THE  
WORLD OF WORDS**

*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



*Pauline C. Sherwood*

*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.*



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

Victoria S. Johnson



*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 co-ordinating 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 reading 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**

**1963**

**Betty Russell**

**1960**

**Lilian Gurney**

**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



# 1917-1927



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

DEAR MADAM:-

YOU ARE CORDIALLY REQUESTED TO ATTEND AN  
INFORMAL MEETING TO BE HELD AT SHERWOOD'S BOOK  
STORE, NO. 19 JOHN STREET, NEW YORK CITY, ON MONDAY  
EVENING, OCTOBER 29TH, 1917, AT 8 P. M.

WAYS AND MEANS WILL BE DISCUSSED LOOKING  
TOWARD THE ORGANIZING OF A SOCIAL LEAGUE OR CLUB  
AMONG THE WOMEN IN ALL BRANCHES OF THE BOOK TRADE.

(Signed)

MISS L. M. PLEASANTON, of Brenlano's  
MISS PFANSTIEHL, of Hubbell, Leavens Co.  
MISS E. F. WIDMAN, of Swartz Co.  
MISS LULA JACOBS, of Greenhut's  
MISS BELLE MORRIS, of Koch & Co.'s  
MRS. PAULINE C. SHERWOOD, of Sherwood's

*Very Good  
I had they called  
on you & as*



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.

# Women's National Book Association 176



The Board of Managers announce the first Dinner of the season on  
January 30th, 1919, at the  
Aldine Club, 200 Fifth Avenue

Speakers:

Kate Douglas Wiggin,  
Mrs. Ida C. Bailey Allen,  
Miss Helen Scott, of London

Subject:

—Her Meeting with Dickens  
—The Professional Woman and Her Home  
—Society Dances

MRS. PAULINE C. SHERWOOD, President

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 Wiggin, 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.

# Women's Natl Book Association

Treas. report from Jan 4<sup>th</sup> to Feb 1 - 1921

Balance on hand Jan 4 - 1921 \$127.26

## New Members

Miss Edith L. Jackson 6.00  
" Marquinte Wilkinson 6.00  
" Frances Mantel 6.00  
18.00

Dues Paid  
H. O. Smith 6.00  
M. S. J. Werner 6.00  
G. Robinson 6.00  
M. Kelly 6.00  
M. Weil 6.00  
M. Loch 6.00  
G. G. Drayton 6.00  
B. Knopf 1920 11.00  
E. Widma 6.00  
D. Mulhain 1920 12.00  
E. Payer 6.00  
E. Goldsmith 6.00  
B. M. Walker 6.00  
W. H. Chandler 6.00  
L. Grant 6.00  
M. C. Hancock 6.00  
C. M. Nelson 6.00  
Grand Total 113.00  
258.26

## Disbursements

Rider Press 26.80 less Credit 3.50 less 2% 22.84  
B. M. Walker - To Am. News Co. 14.52  
Le Courver Press 4.50  
Sunrise Turn Meeting 1/20/21 2.00  
E. M. Lane - for dues 12.00  
55.86 55.86

Bal on hand Feb 1/21 \$202.70



"Miss Lane 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 Reader's Digest



No. 1 Minetta Lane, New York, N.Y.

**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 met 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 stripped 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, 437 Fifth Avenue.

— New York Times, March 22, 1921.

(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 Ostenso, *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

1917



1923

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	-	-	-	-	Frederic 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.

# *Saturday Review*

SEPTEMBER 29, 1962 / 25¢



RACHEL CARLSON

author

of

*SILENT SPRING*

Book-of-the-Month Club

Selection for October, 1962

CLS 1963

*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

# APPY THDA

*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.*



**WILLIAM MORROW AND COMPANY**  
425 Park Avenue South, New York, N.Y. 10016



# The HORN BOOK Magazine

April, 1955

Volume XXXI

Number 2

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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:*
- 1920 For Macmillan, Louise Seaman Bechtel, author, lecturer and long-time editor of the *New York Tribune's* "Books for Young People."
- 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*.
- 1923 For Doubleday, May Massee, librarian, and editor of American Library Association *Book List* in Chicago; in 1933, *Junior Books* for Viking. CLS 1950. In 1959, the Medal of the American Institute of Graphic Arts.
- 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 settings 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. And 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

**Lippincott**  
175th Anniversary

## Women's National Book Association Annual Banquet

THE Eighth Annual Banquet of the Womens' 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 bookselling in Paul Elder's store 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 Forgiome 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 reviews. 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 Freemantle, with a baritone voice of unusual clarity and beauty, responded to many thanks.

The following books were given as souvenirs: "Synonyms and Antonyms" by Edith B. Ordway, Sully; address book, *Jordan Co.*; "O'Malley of St. Louis" by Donn Byrne, Century; "Cross Word Puzzles" by Ed. Wynn, Macaulay Bros.; "The Constant Nymph" by Margaret Kennedy, Doubleday; "Uncle Sam Needs a Wife" by Ida Clyde Clark, Weston; "The Prisoners" by Frank Moller, Bobbs-Merrill; "Noon" by Kathleen Norris, Doubleday; "The Dear Pretender" by Mrs. A. M. Colver, Penn. A Manila bag to hold the books was given by Grosset and 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 first of a series of Thursday night book talks on February 19th. The series was planned by Charles E. Rush, the librarian, to be held weekly until May. Mr. Rush began the series with little publicity, wishing to attract a group that would be seriously interested in book discussion and to contribute as well as listen. The first evening was on essays under the title, "By-Pass 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. If 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"

"What the Book"

## Annual Dinner

### PROGRAM

David Cory, Toastmaster

#### SPEAKERS

Kathleen Norris

Edward J. O'Brien

Charles G. Norris

Major A. Hamilton Gibbs

Louis Forgione

#### SOLOIST

Ravmond P. Freemantle, Baritone

Mrs. Freemantle, Accompanist

#### SELECTIONS

Rolling Down the Rio	- - -	Ge
Hard Trials	- - -	Bu
In an Old Fashioned Town	- - -	So
The Old Road	- - -	Scott
Heav'n, Heav'n	- - -	Burleigh
Invictus	- - -	Hubn

#### DANCING

## Annual Dinner

HOTEL McALPIN

Thursday Evening, March 5th, 1925

— o —

### 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 Seemeyer - - Asst. to Sec'y.

Miss Josephine Pfansteihl - - - Treasurer

— o —

#### 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  
(Fred'k Loeser & 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 Scherman, 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 *Teefallow*, 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.

# Book-of-the-Month Club *News*

*AN ANNUAL*

*MEMORIAL AWARD*

*to*

DOROTHY CANFIELD FISHER



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

1917



1927

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 Sturdevant  
Mrs. Sherwood  
Miss Walker

SEATING ARRANGEMENT  
Adeline E. Parker

PROGRAM



SPEAKERS

Honore Willsie 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

*Edward German*  
*Wilfrid Sanderson*  
*Eric Coates*  
*Frances Allittson*  
*Wilfrid Sanderson*

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 Johnson  
\$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

50th birthday?

You certainly  
don't look it!

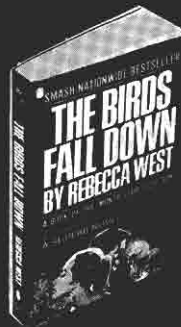
Congratulations  
WNBA

DAVID McKAY  
COMPANY, INC.  
New York

IN OCTOBER IT'S

# THE BIRDS FALL DOWN

BY REBECCA WEST



now in  
paperback  
from  
POPULAR  
LIBRARY



# "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 SEEMEYER, *Secretary*  
Tel. Rector 8230

MARJORIE SEILER,  
*Second Vice-President*  
Tel. Morningside 1390

JOSEPHINE PHANSTIEHL, *Treas.*  
Algonquin 7566

MAUDE TAYLOR,  
*Third Vice-President*  
Tel. Beekman 2024

ADELAIDE E. PARKER, 117 West St., N. Y. City. Tel. Cortland-2760  
In charge of reservations.

**ANNUAL DINNER**  
**Program**  
 FREDERIC MELCHER, Toastmaster

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**SPEAKERS**  
 ISA GLENN  
 HELEN ROWLAND  
 JOHN CLYDE OSWALD  
 DR. SIGMUND SPAETH

---

**MUSIC**  
 BLUE RIBBON QUARTETTE

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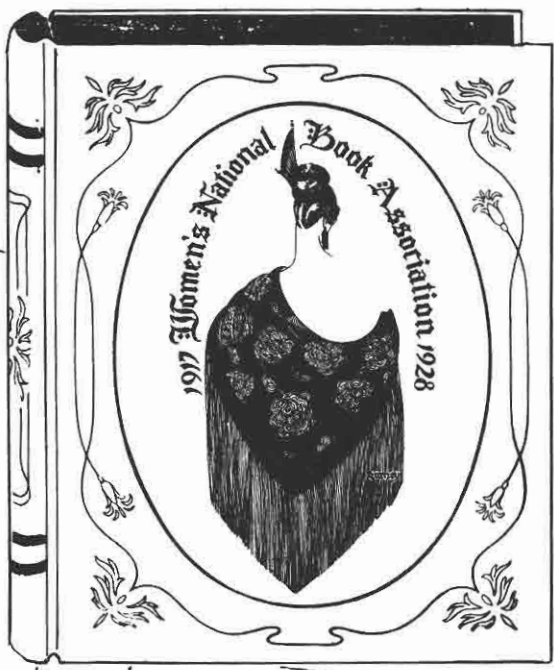
**ORCHESTRATION**  
 "EDWIN ALLEN AND HIS MUSIC"

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**DANCING**

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**BRIDGE**



**OFFICERS**

Mrs. Lilian Gurney	President
Mrs. Florence Rockefeller	First Vice-President
Mrs. Marjorie Seiler	Second Vice-President
Mrs. Maude Taylor	Third Vice-President
Miss Henriette Seemeyer	Secretary
Miss Josephine Pfantziel	Treasurer

**PRESIDENTS**

1918-1919	Mrs. Pauline Sherwood (HARVARD)
1920-1921	Miss Madge Jenison (THE DUWICH TEA ROOM SHOP)
1922	Miss Belle M. Walker (THE STATUEN & BOOKSELLER)
1923	Miss Marian Cutter (THE CHILDREN'S BOOK SHOP)
1924-1925	Mrs. Effie C. Hubley-Berkman (REDU'S FURNISH & CO.)
1926-1927	Mrs. Muriel Symptom Fitzsimmons (REDU'S FURNISH & CO.)

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  
*Lilian Gurney*

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)

WOMEN'S NATIONAL BOOK ASSOCIATION  
Pittsburgh Chapter  
437 Wood Street

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 PFANSTIEHL  
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 sweeter 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

# Women's National Book Association



## CONSTITUTION

REVISED AND AMENDED  
MAY 1930

CONSTITUTION  
Revised and amended May, 1930.

### ARTICLE I.

#### NAME AND OBJECT

The name of this organization shall be the "Women's National Book Association." The object of this organization is to coordinate all the related interests which have to do with the making and distributing of books.

### ARTICLE II

#### QUALIFICATIONS FOR MEMBERSHIP

Section 1. The regular membership of the Association shall comprise women writers, booksellers, critics, editors, librarians, and advertisers, as well as women in publishing houses and in the printing, stationery and book making trades, and any other persons whom the Board of Managers admit to membership by a majority vote.

Section 2. There shall also be an associate membership consisting of such women as are not directly connected with the book industry but who have been duly approved for membership by the Board of Managers. Such associate members shall not be eligible for office in the

1

"This Week" Feb. 27, 1932

## WOMEN'S NATIONAL BOOK ASSOCIATION

MISS ALICE E. KLUTAS

There was an unusually 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.

Mme. 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.

**MARJORIE 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.



PUBLISHING HOUSE OF  
FUNK & WAGNALL COMPANY  
354-356 FOURTH AVENUE  
NEW YORK

EDITORIAL BOARD OF  
FUNK & WAGNALL  
NEW STANDARD DICTIONARY  
OF THE  
ENGLISH LANGUAGE  
MANAGING EDITOR'S ROOM

NEW YORK, May 18, 1937.

Miss Ruth A. Stafford,  
Corresponding Secretary,  
Women's National Book Association,  
1387 Dean Street,  
Brooklyn, N. Y.

My dear Miss Stafford:

It is granted 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 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 We 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 cordially yours,

*Paul B. Gutzwiller*  
Editor.

P./V.

**LOOK IT UP!**

If a meaning isn't clear—  
Look it up.  
There's a dictionary near—  
Look it up.  
Should a knotty point arise,  
Don't rely on mere surmise.  
One mistake may lose the prize—  
Look it up in Funk & Wagnall's  
New Standard Dictionary

**HOTEL ALGONQUIN**

59 to 65 West Forty-fourth Street  
New York

FRANK CASE

I7 XI 34

My dear Miss Klutas,

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

I am very sincerely yours,

*A. B. Toklas*  
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

PW 12/7/35

### Book Women Elect Officers

ROSAMOND BEEBE, 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. Margaret 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 A. Stebbins**, who discussed "Where Are the Book Buyers of the Future Coming From?"

*Herald Tribune*  
February 18, 1935

### Book Notes

"American humorists of today are far and away ahead of humorists of preceding times," says Stephen Cobb in his forthcoming book, "Its Theory and Technique." Dodd, Mead are publishing it this month. "I consider Irvin Cobb a funnier man than Shakespeare," Aristophanes would have admitted the superiority of Bob Benchley to himself. Scholars would say that marks me as an ignoramus. I am so is Cobb, and so is Shakespeare."

The annual dinner of the Women's National Book Association, Friday evening, March 8, at the Hotel Pennsylvania, will have the following speakers: Pearl Buck, author of "A House Divided"; Alexander Woolcott, author of "While Rome Burns"; Rita W. Brown, author of "What Manner of Man?"; William Collins Brown, editor of "The Reader's Manual" and author of "The Story of Little Old New York"; Lambertson Becker, editor of "Reader's Guide in the New York Herald Tribune BOOKS"; Margaret Widdemer, author of "The Lovers," and Edward Corsi, author of "In the Shadow of Liberty."

*Variety*  
April 27, 1935

WNBA Convenes April 23  
Women's National Book Association will hold its next meeting April 23 at the Hotel Pennsylvania. A number of book scribbles will talk, among them Janet Lane, Edith Hamilton and Margaret Barker.

1917



1935

**EIGHTEENTH ANNUAL DINNER**

**of the**

**Women's National Book Association**

**in the**

**Small Ballroom, Hotel Pennsylvania**

**New York City**

**Friday Evening, March the 8**

**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

Vol. I No. 1

November, 1936

## INTRODUCING THE BOOKWOMAN

Introducing THE BOOKWOMAN - a new arrival in that realm of thought which is stimulated by books. She is the personal friend of everyone who has the advancement of culture at heart and who realizes that the reading of books is one of the great pleasures. She is the special emissary of our organization - The Women's National Book Association.

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 work.

It is true. We are and we are because, being practical too, we are more grateful for the benefits of our Association now that THE BOOKWOMAN enables us to share them with you.

We are more grateful for the benefits of our Association now that THE BOOKWOMAN enables us to share them with you.

*Constance Lindsay Skinner*

**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 Sapiha, 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*.

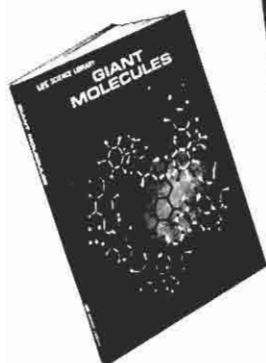
In the spring of 1950, it was necessary to return to a less expensive publication. Again copy was typed, then printed by offset. Iris Vinton became editor, assisted by a Bookwoman Committee. During the summertime, a special *Summer Newsletter* was mimeographed and distributed to keep members in touch 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.

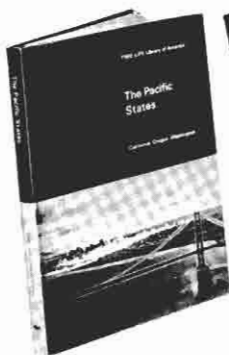
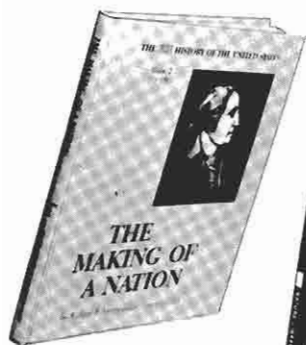
From 1962 to 1964 news was reported and produced by Jeanette Clarke of the Binghamton, New York, Chapter. Since 1964 Taffy Jones most ably served as editor. In June 1967 she regretfully resigned. Until further notice news should be sent to our National President—Victoria S. Johnson.

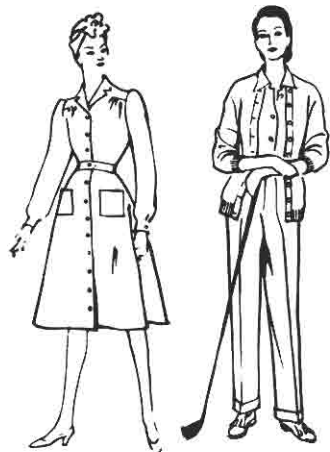


**TIME  
LIFE  
BOOKS**

salutes  
the Woman's National  
Book Association

**UPON ITS 50th ANNIVERSARY**





1937-1947



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

PUBLISHERS TO THE AMERICAN BOOK TRADE

R. R. **Bowker** COMPANY • 82 WEST 45TH ST. • N. Y. • MU 2-0150  
*Publishers' Weekly • Library Journal*

October 25, 1961

Miss Mary J. Shipley  
c/o Franklin Spier, Inc.  
232 Madison Avenue  
New York 15, New York

Dear Mary:

Anne has just given me a copy of the dossier on the Amy Loveman Award. It is altogether a good piece of planning — amount fine, connections good, and the Women's Association has again proved its creative enthusiasm for the good of literature.

I am sure there will be many campuses where this will create a fine spirit of competition and will gain good results. The fact that college bookstores are so much more numerous and their choice offered is so different indicates there can be a collection that will be quite worthwhile.

With congratulations and good wishes,

*Frederic G. Melcher*

Frederic G. Melcher

POM/db



PUBLISHERS' WEEKLY

*founded 1872*

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



Constance Lindsay Skinner

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.



CSL

*Criterion Photocraft*

January 15, 1940

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.

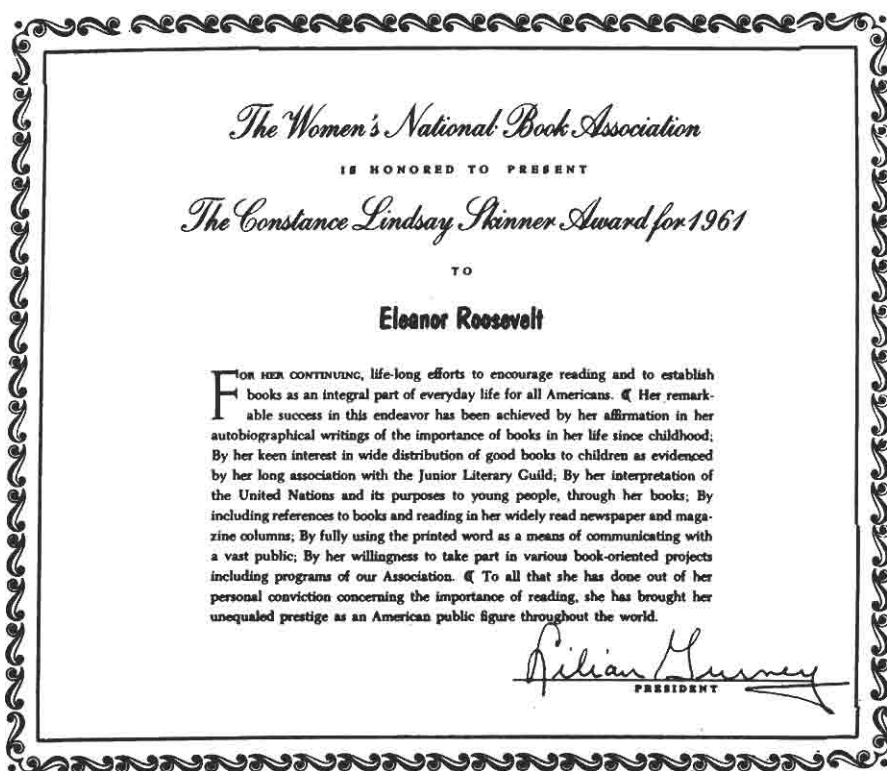
In order that the Committee of Award may have your choice, will you fill in the enclosed blank and mail it to Miss Klutas in the enclosed envelope, to reach her not later than January 30, 1940.

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.



*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)*

## CHICAGO, Illinois    Founded 1947

*ALL GOOD WISHES TO CHICAGO'S NEW WNBA STOP WE ARE  
PROUD AS CAN BE OF OUR FIRST OFFSPRING STOP MAY  
THIS FIRST MEETING BE THE FORERUNNER OF A LONG  
AND SUCCESSFUL LIFE — Anne Richter, October 22, 1947*

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*



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John Kepler \*

Many more!

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*Congratulations  
to the  
Women's National  
Book Association  
on its  
50th Anniversary*

**AMERICAN BOOK-  
STRATFORD PRESS**

75 Varick Street  
New York, N.Y. 10013

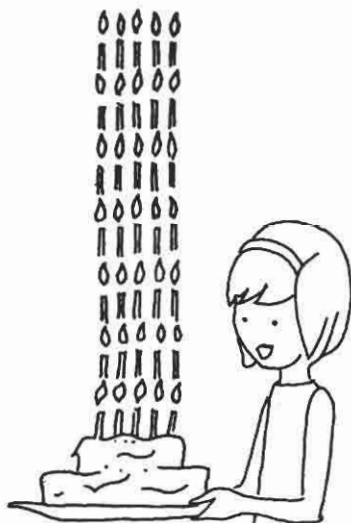
*Complete Book Manufacturer  
Since 1899*



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

Sincere  
congratulations  
from

**LITTLE, BROWN  
and COMPANY**



**Happy Birthday  
WNBA**

**Parents' Magazine Press**

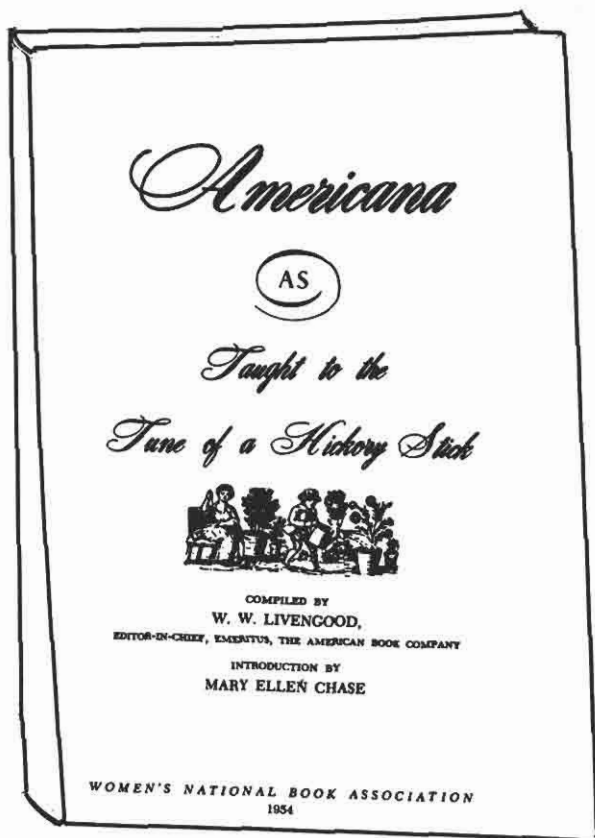
Congratulations  
to the  
Women's National  
Book Association  
on its Fiftieth Anniversary.

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



**THE SEABURY PRESS**

*Publishers of the Book of Common Prayer,  
religious books for the general reader,  
and children's books.*

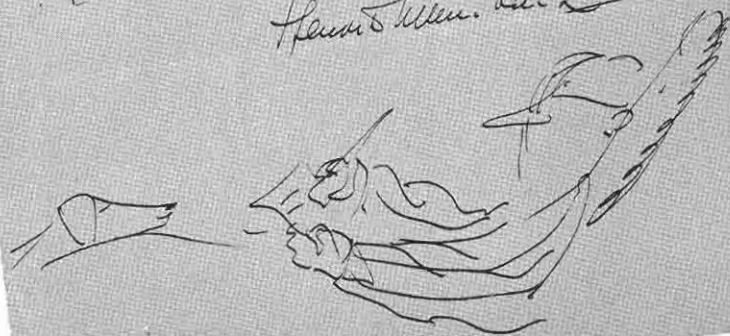


**AMERICANA**, destined for the library of the collector, was bound in Columbia book cloth.

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

**THE**  
*Columbia*  
**MILLS, INC.**  
Syracuse, New York

I am terribly sorry but the  
 doctor says = No = and the  
 little child has to  
 succumb to their power that I  
 can hardly stand.  
 But I composed you a precious  
 message which you can throw  
 away after reading it to the  
 multitude. Throw it away afterwards.  
 Hendrik Van Loon



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.



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



*Edith Patterson Meyer*

*Iris Vinton*

*Irena Lorantowicz*

**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.



*Martha Huddleston*

*Helen Parker*

*Mary Shipley*



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. Superintendant 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*

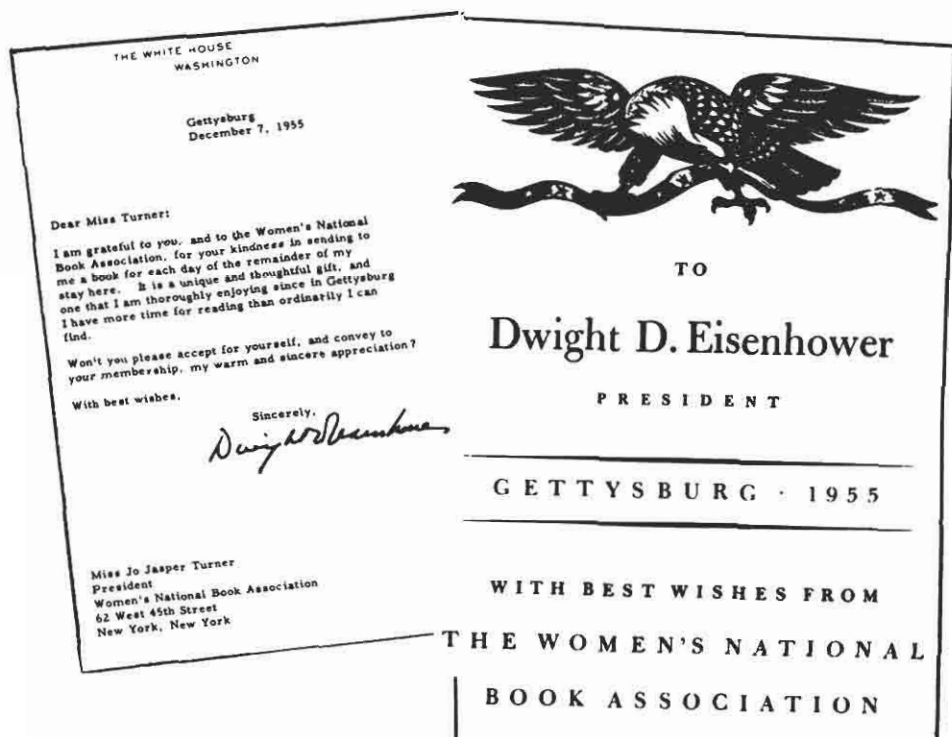
*(Continued on page 68)*

## 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 Leffler, *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*.





Helen Parker and  
Anne Richter, in costume,  
for their performance  
at the Fashion Show

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.

## BOSTON, Massachusetts Founded 1954

Our ninety-three members represent many aspects of the book world in Boston: writing, publishing, librarianship, book selling, and book reviewing.

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  
W N B A

**AB**

**BOOKMAN'S YEARBOOK: *The Specialist Book Trade Annual***  
**BOOKMAN'S WEEKLY: *The Specialist Book Trade Weekly***

## P.H. GLATFELTER COMPANY

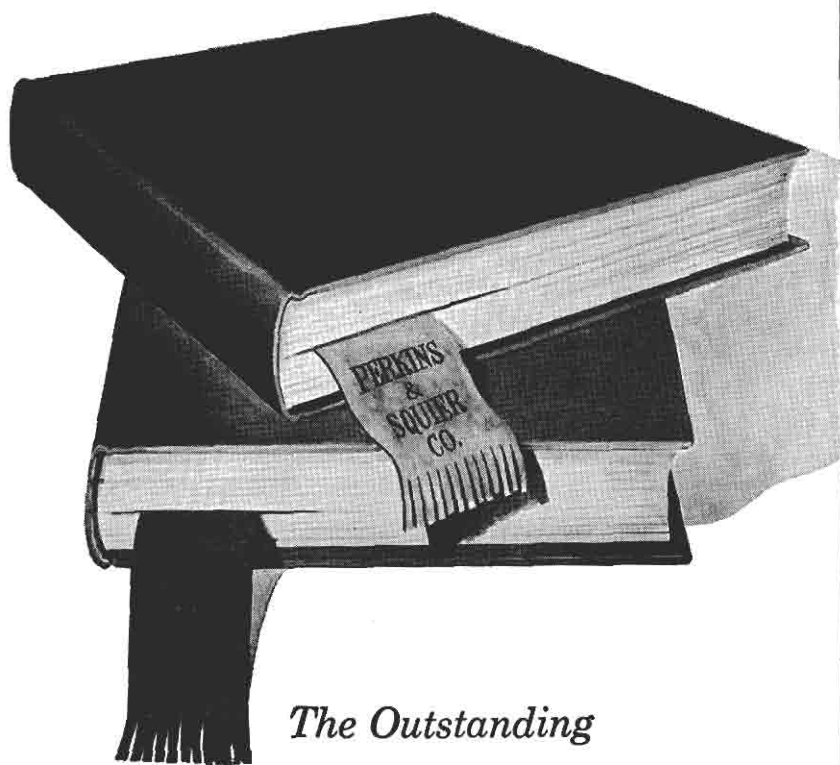
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*Since 1905*



*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.



*Attending the dinner at Highland Crest the time the Nashville Chapter was formed were: seated from left, Anne Richter, Kate Ellen Gruver, and Edith Patterson Myer. Top row: Mrs. Thomas C. Barr, Susan Brandau, and Mildred Bosworth.*

## 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.

# The Amy Loveman

## National Award

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, WORKSHOPS, AND EDUCATIONAL ACTIVITIES



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.

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Webster's "Old Blue Back" Speller and Guffey's *Eclectic Readers* sold by the millions of copies during the 19th century this day no "best-seller" except the Bible outdressed these titles in America. Besides teaching spelling and reading to several generations of American children, these little darlings for civilization performed the equally important service of the present "e" education.

## Books in Brief

**"AMERICAN AS TAUGHT, TO THE TUNE OF THE HICKORY STICK,"** compiled by W. W. Livengood. Women's National Book Association. \$2.50.

Drawing on his vast knowledge and collection of early textbooks, Dr. Livengood, editor emeritus of the American Book Co., has presented a delightful anthology. Here are excerpts from old schoolbooks with charming illustrations, reproductions of famous texts and a charming introduction by Mary Ellen Chase (Women's National Book Association).

**A HICKORY STICK.** Compiled by W. W. Livengood, with an introduction by Mary Ellen Chase. Women's National Book Association. \$2.50.

This interesting collection, full of familiar pages and quotations from McGuffey's readers and such geographies as that of Harriet Beecher Stowe, provides

# WNBA, you're golden.

## Congratulations!

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!



THE WORLD PUBLISHING COMPANY  
A SUBSIDIARY OF THE TIMES MIRROR COMPANY  
Cleveland and New York

## 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 Gunderman, *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 Eleanore Robinson, *retired but formerly, Chenango Valley School District*; Jean Kennedy, *Vestal Central School District*; and Ruth Disbrow, *Binghamton City School District*.



## 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.



**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.**

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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.

The Officers for 1967-1968 are Dorothy M. McKittrick, *Doubleday & Company, President*; Joan Cunliffe, *Crowell-Collier Division of Macmillan, 1st Vice President*; M. Ann Heidbreder, *American Book Publishers' Council, 2nd Vice President*; Harriet S. Coles, *R.R. Bowker Co., Treasurer*; Edith C. Younghem, *Free-Lance Editor, Corresponding Secretary*; Mary Ann O'Brian Malkin, *Antiquarian Bookman, Recording Secretary*. Board of Managers includes Eleanor Nichols, *McGraw-Hill Junior Books*; Elizabeth Nichols, *Farrar, Straus & Giroux*; Marjorie Mitchell, *McGraw-Hill Book Company*; Lucia Engle, *N.Y.C. Board of Education*; Mary J. Shipley, *Franklin Spier, Inc.*; Ann Sperber, *G.P. Putnam's Sons*; Kathryn Nick, *Fairchild Publications, Inc.*; Elsa Russell, *the Reader's Digest*; Ethel Stresow, *McGraw-Hill Book Company*.

**WOMEN'S NATIONAL BOOK  
ASSOCIATION**  
Founded 1917

President for 1931:  
MRS. 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 Klutas, 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 Klutas 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.