

Several juvenile editors expressed similar concern. "I was surprised," wrote Virginie Fowler, editor of Knopf's Borzoi Books for Young People, "to realize how few books we have on our list that accept an integrated society. . . . as I look at my titles and think of the books [I realize] in many instances they could easily have been books about a Negro child or could have been shared books of child and friend."

Executives at Golden Press analyzed the Little Golden Books of 1962, 1963, and 1964 and decided that thirteen of their all-white books could have included Negroes in a perfectly natural, realistic way. One of these is *A Visit to a Children's Zoo*, cited by Whitney Young, Jr. ("He is certainly right," said the Golden Press editor. "A missed opportunity for a natural handling of the situation.")

In the meantime, the Negro market has expanded to at least \$25 billion in consumer purchasing power, according to John H. Johnson, publisher of *Ebony*. The Negro school population and the number of Negro teachers are growing rapidly, particularly in the large urban centers. With vastly increased funds available through government sources, a huge economic force is building up for integrated schools and integrated reading materials.

Lacking good children's books about Negro history, many school libraries are purchasing the \$5.95 adult book, *A Pictorial History of the Negro in America*, by Langston Hughes and Milton Meltzer (Crown). Boards of education in both New York and Detroit have written and published their own paperback Negro histories for young readers.

The integrated readers produced by the Detroit Board of Education and published in 1964 by Follett for in-school use are now being sold in paperback in the bookstores—where parents are reported to be buying eagerly.

The market that most publishers are avoiding is being cultivated by—of all corporations—the Pepsi-Cola Company, which has produced an excellent LP recording *Adventures in Negro History*. This has been made available to schools through local soft-drink distributors. The first pressing of 10,000 copies was grabbed up almost immediately, according to Russell Harvey, director of Special Market Services. After a year, 100,000 copies had been distributed and a second record is being made. (The first record, filmstrip, and script may be purchased for \$5 through the Special Markets Division of Pepsi-Cola, 500 Park Avenue, New York, N. Y. 10022).

What about the children's books coming out in 1965? According to reports from editors, about 9 per cent of their 1965 books will include one or more Negroes. This is 1.5 per cent above the average for 1964.

In addition, there will be a continuing trend to up-date or reissue earlier books that include Negroes. Among those reissued in the past three years: *My Dog Rinty*, by Ellen Tarry and Marie Hall Ets (Viking); *Black Fire: A Story of Henri Christophe*, by C. Newcomb (McKay); *Famous Women Singers*, by Ulrich (Dodd, Mead); *The Story of the Negro*, by Arna Bontemps (Knopf); and *The Barred Road*, by Adele DeLeeuw (Macmillan). *Ladder to the Sky*, by Ruth Forbes Chandler (Abelard), which went out of print for several years, has returned in 1965.

This year Doubleday is launching its new Zenith Books, "to explain America's minorities." These books are planned for supplementary reading in high school English and social studies classes. The accompanying Teacher's Manual puts them more definitely with textbooks than with trade books.

Many juvenile editors who state determination to present a completely fair picture of Negroes in our multiracial society add the reservations: "where it seems natural and not forced."

"We don't set about deliberately to do these things," writes Margaret McElderry, editor of children's books at Harcourt, Brace & World, "but take them as they seem natural and right."

"We plan to continue to introduce Negroes where it can be handled in context and illustrations in a normal way," says Margaret E. Braxton, vice president of Garrard Publishing Company. "Artificial books forcing the racial issue are not a part of our future plans."

"Most publishers are eagerly looking for manuscripts that deal with integration and the problems faced by Negroes in our country," writes Mrs. Esther K. Meeks, children's book editor of Follett Publishing Company. "If we found twice as many publishable books that included Negroes in a natural and sympathetic manner, we should be happy to publish them." *South Town*, by Lorenz Graham, winner of the Follett Award of 1958, is one of the few books for young people that tells a realistic story of the violence resulting from racial prejudice.