

Milligan News Letter

Fall 2010

75TH BIRTHDAY OPEN HOUSE

MILLIGAN NEWS CELEBRATION WILL MARK 75TH YEAR SERVING READERS

Milligan News Company will mark its diamond jubilee with a celebratory open house for customers and their families from 10 a.m. to 3 p.m. Saturday, October 9, 2010 at its warehouse store, 150 North Autumn Street.

Authors will be signing their books from 11 a.m. to 1 p.m., and door prizes, including popular children's books will be awarded every half hour.

Representatives from publishers including Scholastic Press, Simon & Schuster, and Random House will be present to give book talks and introduce exciting new titles.

The entire Milligan News Company warehouse/Showroom with its \$2.2 million inventory of books will be open for browsing and buying. A 30% discount is available on all purchases. Cash, check, Visa, MasterCard or purchase orders will be accepted.

There will be free posters, catalogs, samples and other classroom materials for teachers as well as other giveaways on our tradition "freebie table."

A buffet lunch with food by Una Mas will be served from 11 a.m. to 2 p.m.

A special drawing will be held at 12 noon for those who entered the special drawing by making early reservations for the open house. A mail in form appears on page 3 of this Newsletter or you may e-mail us at ed-dept@milligannews.com.

There will be plenty of free parking available in our lot.

Popular San Jose Author Francisco Jimenez and award winner Gennifer Choldenko will be signing books. Updates on activities will be listed on our web site:

milligannews.com



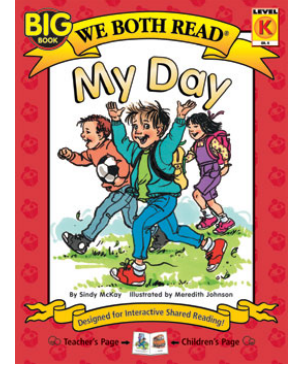
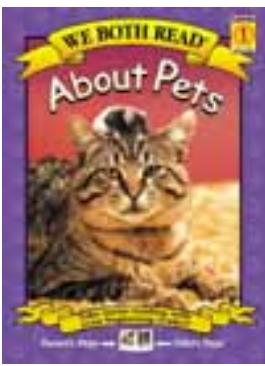
Donald A. Milligan founded Milligan News back in the days when deliveries were made by horse and buggy and magazine displays shared space with hot water bottles.

MILLIGAN NEWS CHANGED WITH TIMES FROM NEWSPAPERS TO 'ZINES TO BOOKS

When Donald A. Milligan and his wife, Margaret founded Milligan News Company in 1935 it was a small San Francisco Chronicle dealership.

A few years later, wholesale magazine distribution was added to its services and not long thereafter became its sole focus...until the paperback book was launched and the publishers chose to market them in the same fashion as magazines. The 25-cent product was frowned upon for its "lack of literary content" and was sold to the general public as "escape reading." Westerns and romances abounded.

Eventually, a few pioneering paperback publishers saw a new audience for its product, and at about the same time, Milligan News established (See History, Page 2)



Giant Big Books enhance story hours and classroom shared reading at primary levels.....

GIANT SIZE BOOKS—PERFECT CHOICE FOR GROUP READ-ALOUD SHARING

“We both read Big Books” are the perfect choice to use in a group setting to encourage early readers, and even pre-readers to participate in the shared story and discussion. They are specifically designed so children can easily participate in the reading with their own pages and appropriately leveled text.

Each 12.5” by 16.75” Big Book contains 44 full-color pages featuring the entire text, as well as all the illustrations from the original *We Both Read* edition.

Titles, priced at \$29.95 each, include:

“**About Pets**” by Sindy McKay, uses photographs of both popular and unusual pets and discusses the joys, as well as the responsibilities of pet ownership.

“**Being Safe**” by Sindy McKay, focuses on simple things a child can do to help them stay safe at home, at school and at play. The book was written with the advice of emergency response agencies and includes a special Safety Activity Guide.

“**Lulu’s Lost Shoes**” by Paula Blankenship with illustrations by Larry Reinhart, features a lot of humor and a common situation that all children can identify with.

“**My Day**,” by Sindy McKay with illustrations by Meredith Johnson, follows a young child through a simple happy day. Using clues from the rhymes and the pictures, even pre-readers can enjoy success with these books.

Accompanying books for all for titles from the *We Can Read* series, designed for one-on-one shared reading are also available at \$4.99 each. New *We Can Read* titles, also priced at \$4.99, include “**Wild Animals of the United States**,” “**We All Sleep**,” “**About Space**” **Animals Under Our Feet**” and “**About the Ocean**.”

HISTORY.....(Continued from Page1)

its Education Department, with the late Jim Barton at its helm. The company became nationally known for championing the use of paperback books in schools and libraries.

Over the years, hardcover book lines were added until now Milligan News carries inventory from all the major publishers.

In 2005 Milligan News sold its magazine distribution operation to The News Group to concentrate on the educational book business.

Pat Milligan, son of the founders, continues to be active in the business, ably assisted by Grady Lawyer, general manager; Sam Wallace, operations department manager; Gary Jensen, Asst. Operations manager and Bob Howard, production facilitator. Its corporate offices and warehouse facilities are located at 150 North Autumn Street, San Jose, California.

CORETTA SCOTT KING AWARDS NAMED

The 2010 Coretta Scott King Author Award for African American literature for children has been bestowed upon Vaunda Micheaus Nelson for “**Bad News for Outlaws: The Remarkable Life of Bass Reeves, Deputy U.S. Marshall**” (S&S, \$17.99.) It celebrates the life story of an unsung African American hero who was born into slavery and later became a feared and respected lawyer.

The King illustrator award went to Charles R. Smith for illustration of “**My People**,” the classic work by Langston Hughes (Lerner, \$17.95).

The Coretta Scott King/John Steptoe new talent award was earned by Kekla Magoon for “**The Rock and the River**” (S&S, \$6.99) about Sam who is torn between following the path of a father who works with Dr. King and an older brother who has joined the Black Panther Party.

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2010-2011 California Young Reader Medal Nominees

Order	PRIMARY CATEGORY	PB	/	HB
_____	Pete and Pickles HC 978-039925082-8			\$17.99*
_____	Visitor For Bear HC 978-076362807-9			\$16.99*
_____	Thelonus Monsters Sky High Fly Pie HC 978-037583218-5			\$16.95*
_____	Martina The Beautiful Cockroach HC 978-156145399-3			\$16.95*
	W/CD 978-156145468-6			\$19.95*
_____	Duck HC 978-076363072-0			\$15.99*
INTERMEDIATE				
_____	Greetings from Planet Earth HC 978-043980203-1			\$16.99*
_____	Igraine the Brave HC 978-043990379-0			\$16.99*
_____	Zorgamazoo HC 978-159514199-6			\$15.99*
MIDDLE SCHOOL				
_____	Cracker: Best Dog in Vietnam P 978-141690638-4 HC 978-141690637-7	\$7.99		\$17.99
_____	Elijah of Buxton P 978-043902345-0 HC 978-043902344-3	\$7.99		\$16.99
_____	Skulduggery Pleasant #1 P 978-0-06-123117-9 HC 978-006123115-5	\$7.99		\$17.99
YOUNG ADULTS				
_____	Hunger Games (Apr. 2010) P 978-043902352-8 HC 978-043902348-1	\$8.99		\$17.99
_____	Unwind P 978-141691205-7 HC 978-141691204-0	\$8.99		\$16.99
_____	Adoration of Jenna Fox P 978-031259441-1- HC 978-080507668-4	\$8.99		\$16.95
PICTURE BOOKS FOR OLDER READERS				
_____	John Paul George & Ben HC 978-078684893-5			\$16.99*
_____	Moon Over Star HC 978-080373107-3			\$17.99*
_____	Four Feet, Two Sandals HC 978-080285296-0			\$17.00*

*available only in hard cover

Note: price subject to change without notice

Bill To: _____ Ship To _____
 Address _____
 City, State, Zip _____
 Phone# _____ Contact: _____ P.O.# _____
 Visa/Master Card _____ - _____ Expiration Date _____



READING COUNCIL AT MILLIGAN NEWS FOR 2010 ‘LAUNCH INTO LITERACY’

Members of the Santa Clara County Reading Council and their guests will gather at Milligan News for its annual “in the trenches” program on September 23 at 4 p.m.

Keynote presentation will be made by Tony Leavitt of NASA Ames Research Center who will speak on “Integrating Literature and Science/” He notes that every NASA mission has great historical connections and engaging stories to capture student interest. He will discuss some of the exciting projects NASA is involved in right now.

Teachers will have an opportunity to browse and buy books at Milligan’s warehouse showroom before Mr. Leavitt speaks at 5 p.m. Following his talk, door prizes will be awarded and “out of this world” refreshments will be served.

SPANISH-ENGLISH READ-ALONG BOOKS COME WITH MULTILINGUAL CD

Sharing stories becomes a cross cultural opportunity with the new multilingual read along prepacks from Scholastic.

Each kit includes two paperback books—one in English and one in Spanish—and an audio CD with tracks in English, Spanish, French and Portuguese, all packaged in a portable reusable storage case.

Four favorite titles are now available, “**A Bad Case of Stripes**” by David Shannon, “**Clifford The Big Red Dog**” by Norman Bridwell, “**How Do Dinosaurs Say Good Night?**” by Jane Yolen and Mark Teague, and “**Is Your Mama a Llama**” written by Deborah Guarino and illustrated by Steven Kellogg. Each is priced at \$12.99 and would cost \$36 if the contents were purchased individually.

EXPLORING SPACE THRU LATEST BOOKS

Young readers can explore the boundless frontier of space through colorfully illustrated books and a bit of imagination.. A sampling of titles from our comprehensive collection include:

“**Scholastic Atlas of Space: The Ultimate Space Guide**” (Scholastic, \$17.95); “**Kingfisher Voyages: Space**” (Kingfisher, \$14.95) by Dr. Mike Goldsmith and Dr. Sally K. Ride; “**Life on Earth--and Beyond: An Astrobiologist’s Quest**” by Pamela S. Turner; “**A True Book of Stars**” by Ker Than (Scholastic, \$6.95).

Illustrations include a treasury of NASA photographs.



BELPRE AWARDS HONOR LATINO BOOKS

Julia Alvarez has won the 2010 Pura Belpre Award for writing “**Return to Sender**” (Random, \$6.99), the timely and moving story about a farm family and the undocumented workers who share their labors.

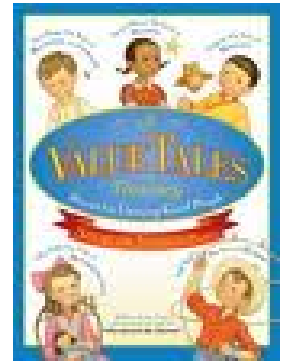
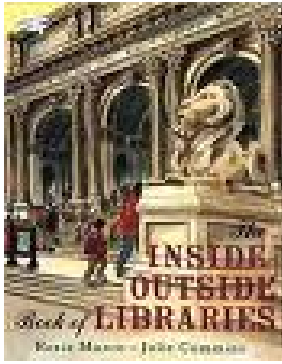
Raphael Lopez won illustrator honors for “**Book Fiesta**” by Pat Mora (Harper, \$17.99). The book, a valuable resource for schools and libraries, invites children of all cultures to share in Children’s Day/Book Day.

PUBLISHERS HELP WITH OPEN HOUSE

Thanks to our publisher-partners for their support and contributions in celebrating our 75 anniversary with the October 9 open house.

At press time, sponsorships had been pledged by Children’s Press/Franklin Watts, Scholastic, Hachette, Houghton Mifflin/Harcourt, Random House, Boyds Mills, Simon & Schuster and Barrons.

The list will be updated on our website, www.milligannews.com as further sponsorships come in.



New and Noteworthy Books for Young Readers...

“**The Inside Outside Book of Libraries**” by Roxie Munro (Random, \$7.99) shows the diversity of library formats to serve the communities that use them—from the all-encompassing Library of Congress to the Berkeley Public Tool Lending Library. Colorful illustrations by Julie Cummins accurately depict the spaces these libraries occupy.

“**Thanking the Moon**” by Grace Lin (Knopf, \$16.99) follows a Chinese-American family in their observance of a traditional Fall holiday.

“**The Boxcar Children: Surprise Island**” (Whitman, \$6.99) brings the very popular mystery series created by Gertrude Chandler Warner to graphic novel format that will attract a new group of young readers.

“**The Adventures of Ook and Gluk: Kung-Fu Cavemen from the Future**” (Scholastic, \$9.99) comes from the creators of the best-selling *Captain Underpants* series and will appeal to the same young audience.

“**A Value Tales Treasury: Growing Good People One Story at a Time**” by Spencer Johnson, M.D. (S&S, \$19.99) collects and updates his series of story books that encouraged children to grasp important lessons through the lives of famous figures. The first of five planned volumes, it features five favorite ValueTales.

“**The Boy in the Garden**” by Allen Say (HMC., \$17.99) offers a beautifully illustrated, creative twist on a Japanese folk tale in a world woven between dream and reality.

“**Splurch Academy for Disruptive Boys: #1 The Rat Brain Fiasco**” and “**#2 Curse of the Bizarro Beetle**” (Grosset & Dunlap, \$6.99 each) mark the start of a new series that mixes comic book-style art and gross-out adventure—a combination little boys can’t resist. Julie Gardner Berry and Sally Faye Gardner are the creators of the “frightfully sinister boarding school for disobedient children run by a group of monstrous teachers.

“**Bella and Stella Come Home**” by Anika Denise and Christopher Denise (Philomel, \$16.99) finds Bella and her imaginary friend moving to a new house where things are just not the same. When does a house become a home?

“**Thelonius Monster’s Sky-High Fly Pie,**” a revolting rhyme by Judy Sierra with delicious drawings by Edward Koren (Random, \$7.99) offers a read-aloud treat for youngsters.

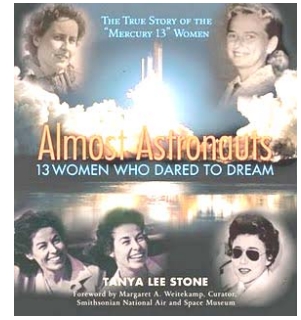
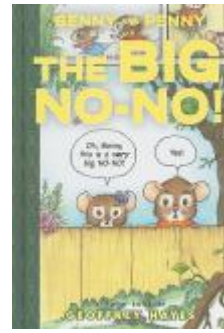
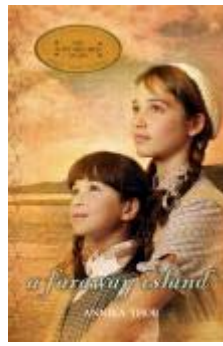
“**The Thinga-ma-Jigger is Coming Today**” (Golden, \$3.99) introduces readers to the the cast of the new PBS *Cat in the Hat* television show in typical Dr. Seuss rhyme.

Milligan News Company Open House, October 9, 2010

R.S.V.P by September 29 and your name will be entered in our special drawing for \$100 worth of books
Yes, I am coming to Milligan News Company’s Open House

Name _____ Organization _____ Phone _____
Number of adults attending _____ Number of children attending _____

Please return this form to Milligan News Co., 150 N. Autumn St, San Jose 951110 Fax (408) 293-5669



A.L.A. ANNOUNCES CHILDREN'S BOOK AWARD WINNERS FOR 2010

The American Library Association has named Medalists for its 2010 Children's Book Awards.

John Newbery Medal for most distinguished contribution to American Literature for children went to Rebecca Stead for **"When You Reach Me"** (Random, \$6.99), the adventures of 12-year-old Miranda as she tries to make sense of a series of mystifying events.

Caldecott Medal for most distinguished American picture book for children was awarded to Jerry Pickney for **"The Lion and the Mouse"** (Random, \$16.95) his virtually wordless retelling of Aesop's classic fable in textured watercolors.

Batchelder Award for best foreign language book published in the U.S. in an English translation went to Random House for **"A Faraway Island."** written by Swedish author Annika Thor and translated by Linda Schenck. It tells the story of two young Jewish sisters from Vienna who are sent by their parents to Sweden to escape the Nazis.

Theodor Geisel Medal for most distinguished book for beginning readers was awarded to Geoffrey Hayes, creator of **"Benny and Penny"**

in the Big No-No!" (Toon Books, \$12.95) a graphic novel designed just for young readers

Sibert Medal for author and illustrator most distinguished informational book published in English during the preceding year went to Tanya Lee Stone for **"Almost Astronauts: 13 Women Who Dared to Dream"** Candlewick, \$17.99). It is the true story of women aviators and aspiring astronauts known as the Mercury 13 who in the early 1960s repeatedly proved themselves capable but could not overcome prevailing prejudices.

SUGGESTIONS FOR SAVING THE EARTH

Children are never too young (or too old) to make a difference in the world they live in. These books Can help them discover how:

"Recycle Every Day" by Nancy Elizabeth Wallace (Cavendish) features a bunny family that shows the littlest readers how they can help.

"Trash and Recycling" by Stephanie Turnbull (Usborn, \$4.99) shows what happens to our refuse.

"Trash Action" (Tundra Books, \$14.95) urges kids to reduce their ecological footprints.

Some of the books mentioned in this newsletter will be released in the near future. You may check on availability of specific titles by calling (408) 286[7604 or (1-800) 873-2387

Milligan News Company, Inc.

Serving Readers Since 1935

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