

Center

for the Study of Books in Spanish
for Children and Adolescents

Centro

para el Estudio de Libros
Infantiles y Juveniles en Español

Fourth Annual Conference on Books in Spanish for Young Readers



Cuarta Conferencia Anual de Libros Infantiles y Juveniles en Español

Saturday, November 19, 1994
sábado, 19 de noviembre de 1994

San Diego Convention Center
San Diego, California

California State University San Marcos

Program • Programa

8:00 a.m.
Upper Level
Segundo Piso

Registration • Inscripciones, café, pan dulce

8:00 a.m. - 4:00 p.m.
Room 6A Upper Level
Sala 6A Segundo Piso

Books Exhibits • Exposición de libros

9:30 a.m.
Room 6D Upper Level
Sala 6D Segundo Piso

Introductions by **Dr. Isabel Schon**
Director, Center for the Study of Books
in Spanish for Children and Adolescents
Welcome by **President Bill W. Stacy**
California State University, San Marcos

*The Politics of Spanish-Language Translations
in the United States*

Professor David William Foster
Arizona State University
(Lecture to be delivered in English)

11:00 a.m.
Room 6D Upper Level
Sala 6D Segundo Piso

Lectura y Placer
José Emilio Pacheco
(Lecture to be delivered in Spanish)

1:30 p.m.
Room 6E Upper Level
Sala 6E Segundo Piso

Meet the Author • Conozca al Autor

Dr. Isabel Schon
Margaret Caraway
Dr. Robert Kueda

José Emilio Pacheco

Eduardo Aguilar Kubli (México)
Editorial Pax-México

Ione María Artigas de Sierra (Argentina)
Editorial Plus Ultra S.A. Argentina

Georgette Baker (United States)
The Talented

Cecilia Beuchat (Chile)
Editorial Andrés Bello Mexicana, S.A. de C.V.

Ruth Bowdoin (United States)
Webster's International, Inc.

Kathleen Contreras (United States)
Scholastic Inc.

Nubia Córdoba de Ruiz (United States)
Los Andes Publishing

Dra. Sarah Corona (México)
Universidad Autónoma Metropolitana, Xochimilco

Lic. Rodolfo Fonseca (México)
Con. Nac. de Fomento Educativo

Lourdes Gavaldón de Barreto (México)
Greenwood Press

Matthew Gollub (United States)
Tambourine Books

Carlos M. Jiménez (United States)
TQS Publications

Professor David William Foster

Alma Flor Ada (United States)
Clara Kohen (United States) —
Laredo Publishing Co.

Yalín Lozado (México)
"Fiesta Musical"

Aída Marcuse (Uruguay)
Editorial Plus Ultra S.A. Argentina

Dr. Maricarmen O'Hara (México)
Alegría Hispana Publications

José-Luis Orozco (United States)
Arcoiris Records

Marilyn Parke (United States)
Fearon/Paramount Communications

Emilio Rojas (México)
Editorial Emilio Rojas S.A. de C.V.

Gerardo Suzán (México)
Machincuepa Producciones

Louise Thistle (United States)
Literature Dramatization

Fabrico Vanden Broeck (México)
Machincuepa Producciones

Gloria Velásquez (United States)
Arte Público Press

Victor Villaseñor (United States)
Arte Público Press

3:00 p.m. — 4:00 p.m.
Room 6D Upper Level
Sala 6D Segundo Piso

Music, Stories and Songs from Mexico •
Música, Cuentos y Canciones de México

Margarita Robleda

José Luis Orozco

Book exhibits will remain open until 4:00 p.m. • La exposición de libros estará abierta hasta las 4:00 p.m.

Exhibitors Expositores

- An Affair with Books** TABLES 72-76
22700 Lyons Ave.
Newhall, CA 91321
Phone: 805-259-6566
Quality children's books in English, Spanish and bilingual. Felt, flannelboard supplies, sets. 10% discount. *Representative: Deborah Harth*
- AIMS International Books, Inc.** TABLE 107
7709 Hamilton Ave.
Cincinnati, OH 45231
Phone: 513-521-5590
Large selection of children's titles in fiction and non-fiction in Spanish. Also other foreign languages. *Representative: Tracie Lee Russell*
- Alegría Hispana Publications** TABLE 85
P.O. Box 3765
Ventura, CA 93006
Phone: 805-642-3969
Spanish and bilingual books for young and adult readers.
Representative: Dr. Maricarmen Ohara
- Los Andes Publishing** TABLES 65, 66
P.O. Box 2344
La Puente, CA 91746
Phone: 800-LECTURA
Literature in Spanish, textbooks, content materials, encyclopedias and dictionaries. *Representative: Diego Ruiz*
- Editorial Andrés Bello Mexicana, S.A. de C.V.** TABLE 139
Magdalena #615 - Col. del Valle
03100 México D.F. México
Phone: 525-543-1081
FAX: 525-543-5360
Libros de Preescolar, educación básica, textos para educadores, lecturas infantiles y juveniles (cuentos y novelas).
- Arte Público Press** TABLES 89, 90
University of Houston
Houston, TX 77204-2090
Phone: 713-743-2841
Works by U.S. Hispanic authors in both Spanish and English for young adults and children. *Representative: Cynthia Juarez*
- The Barksdale Foundation** TABLE 64
P.O. Box 187
Idyllwild, CA 92549
Phone: 909-659-4676
Haciéndome Cargo de Mi Vida: Opciones, Cambios y Yo, a book about self-esteem, stress, goals. *Representative: Jan Burnett*
- Barron's Educational Series, Inc.** TABLE 62
250 Wireless Blvd.
Hauppauge, NY 11788
Phone: 516-434-3723
Spanish textbooks, supplementary books and audio programs for PreK through 8th grade. *Representative: Andrew Dunning*
- Bellwork Enterprises, Inc.** TABLE 110
P.O. Box 205
Stanton, CA 90680
Phone: 800-782-8869
Pupil daily math practice materials which increase retention, achievement and test scores. *Representative: Kent De Pue*
- Bernard Hamel Spanish Book Corporation** TABLES 59, 60, 61
10977 Santa Monica Blvd.
Los Angeles, CA 90025
Phone: 310-475-0453
Spanish children's books, A.V. supplies, audio cassettes, curriculum support materials, retail and wholesale distribution.
Representative: Dr. Bernard H. Hamel
- BINET International** TABLES 44, 45
P.O. Box 1429
Carlsbad, CA 92018
Phone: 619-941-7929
Spanish lit., Spanish software MAC., 2E, IBM, ESL, sheltered English, K-12.
Representative: Moses Gonzales
- California Association for Bilingual Education** TABLE 132
320 West "G" Street, Suite #203
Ontario, CA 91762
Phone: 909-984-6201
Non-profit organization that advocates for bilingual education.
Representative: Rosa Linda Guadarrama
- California State Library** TABLE 167
P.O. Box 942837
Sacramento, CA 94237-0001
Phone: 916-653-5217
Information on library career opportunities. *Representative: Kathleen Low*
- Center for the Study of Books in Spanish for Children and Adolescents** TABLE 173
California State University, San Marcos
San Marcos, CA 92096-0001
Phone: 619-752-4070
FAX: 619-752-4073
The Center endeavors to maintain ties with organizations interested in meeting the needs of young readers. *Representative: Cathy Pullman*
- Childrens Press** TABLE 102
5440 N. Cumberland Ave.
Chicago, IL 60656
Phone: 800-621-1115
Curriculum and library bound Spanish books. Easy, science, social studies.
Representative: Cal Nullmeyer
- Clarion Books** TABLE 178
215 Park Avenue South
New York, NY 10003
Phone: 212-420-5881
Bilingual, multicultural children's titles published by Clarion Books, an imprint of the Houghton Mifflin Company. *Representative: Alison Wood*

- Consejo Nacional de Fomento Educativo** TABLES 168, 169
 Homero 205-8° Piso
 11560 México D.F. México
 Phone 525-254-3278 or 525-254-7525
 FAX: 525-531-9265
 Libros educativos, literatura infantil, ciencia y pedagogía.
Representative: Orso Arreola Sánchez
- Consulado General de México en San Diego/
 Instituto Cultural Mexicano en San Diego** TABLE 185
 1549 India Street
 San Diego, CA 92101
 Phone 619-231-8414 Ext. 24
 FAX: 619-231-4802
 "Colección de Libros para Escuelas Secundarias"
Representative: Carmen Cuenca
- Continental Book Company, Inc** TABLE 147
 625 E. 70th Ave. #5
 Denver, CO 80229
 Phone 303-289-1761
 Import and distributor of Spanish books in all levels.
Representative: Annabella Capasso
- Creative Teaching Supplies** TABLES 152, 153, 154, 155
 985-C Lomas Santa Fe Drive
 Solana Beach, CA 92075
 Phone: 619-755-6871
 Selection of teacher resource/instructional bilingual materials and games for sale.
Representative: Doris Smith
- Curriculum Associates, Inc** TABLE 53
 5 Esquire Road
 N. Billerica, MA 01862
 Phone: 800-225-0248
 Supplementary educational materials for language arts/reading, study skills, test prep, multicultural and others. *Representative: Joyce McLain*
- RIGBY-DDL Books, Inc.** TABLES 94, 95
 919 Inspiration Lane
 Escondido, CA 92025
 Phone: 619-741-5260
 Emergent, early level materials for Spanish whole language classrooms, big-book and small-book format. *Representative: Bill Eastman*
- Demco Media/Turtleback Books** TABLE 101
 1020 So. Pegasus
 Anaheim, CA 92807
 Phone: 714-998-7689
 Turtleback prebound paperback books in Spanish. *Representative: Cal Nullmeyer*
- Disney Press & Hyperion Books for Children** TABLE 52
 114 Fifth Avenue
 New York, NY 10011
 Phone: 212-633-5908
 Hard cover and paperback books for children (preK-young adult) trade books.
Representative: Liisa-Ann Fink
- Dominie Press, Inc.** TABLES 50, 51
 5945 Pacific Center Blvd., Suite 505
 San Diego, CA 92121
 Phone: 619-546-8899
 We are publishers of emergent readers in Spanish. *Representative: Christine Yuen*
- Double Think, Inc.** TABLE 187
 2500 North Tucson Boulevard #132
 Tucson, AZ 85716
 Phone: 602-326-8557
 Publisher of critical thinking and problem solving materials.
Representative: Dr. Kirk L. Saunders
- Editorial Emilio Rojas S.A. de C.V.** TABLE 123
 Frambuesa 136
 Col. Nueva Santa María
 Azcapotzalco, C.P.
 02800 México D.F. México
 Phone: Oficina: 525-556-3808
 Casa: 525-516-5540
 FAX: 525-556-3203
 Libros literarios y de texto. Mayoreo. *Representative: Leslie Rojas*
- Editorial Everest** TABLE 115
 c/o Lectorum Publications
 137 West 14th Street
 New York, NY 10011
 Phone: 212-929-2833
 Spanish language books. *Representative: Lisa Pool*
- Editorial Pax-México** TABLE 125
 Av. Cuauhtemoc 1430
 03310 México D.F. México
 Phone: 525-605-7677
 FAX: 525-605-7600
 Libros de texto. *Representative: Gustavo Guerrero Ochoa*
- Educational Publishers** TABLE 143
 385 5th Street Jack London Square
 Oakland, CA 94607
 Phone: 800-579-0700
 PK-8th grade Spanish reading: liberal arts, science, social studies, math special education. *Representative: Dahn Midora*
- Edumate-Educational Materials, Inc.** TABLE 163
 2231 Morena Blvd.
 San Diego, CA 92110
 Phone: 619-275-7117
 Importers and distributors of books from Latin America/USA: visuals, resources, games, music and more. *Representative: Dahn Midora*
- ELFS-Educate and Learn with Felt Supplies** TABLE 99
 22916 Styles St.
 Woodland Hills, CA 91367
 Phone: 818-702-9656
 Felt educational materials. *Representative: Arnold Gus Korman*

Exhibitors/Expositores

- Embajada de España, Oficina Comercial** TABLE 120
350 S. Figueroa St., Ste. 498
Los Angeles, CA 90071
Phone: 213-628-1406
FAX: 213-628-1504
Libros. *Representative: Paloma Marugan*
- Embajada de España—Oficina de Educación** TABLES 121, 122
6300 Wilshire Blvd.
Los Angeles, CA 90048
Phone: 213-852-6997
Exposición de libros y materiales didácticos en español.
Representative: Gisela Conde
- Encyclopaedia Britannica-North America** TABLE 47
310 South Michigan Avenue
Chicago, IL 60604
Phone: 312-347-7095
Encyclopaedia Hispánica . . . the most complete encyclopaedia in the Spanish language. *Representative: Lance Allard*
- Esperanza Publications** TABLE 119
P. O. Box 2711
Vista, CA 92085
Phone: 619-598-7892
Spanish alphabet products. *Representative: Rolayne Harris*
- Farnsworth's Books** TABLE 57
3911 Pacific Hwy., Suite 107
San Diego, CA 92110
Phone: 619-299-4041
Testing and remediation materials in Spanish for children/adolescents with learning differences. Professional books.
Representative: Bette C. Farnsworth
- Farrar, Straus and Giroux Mirasol/libros juveniles** TABLE 177
19 Union Square West
New York, NY 10003
Phone: 212-741-6900
Mirasol/libros juveniles: quality hardcover and paperback Spanish-language children's books. *Representative: Robbie Mayes*
- Fearon/Paramount Communications** TABLE 138
250 James St.
Morristown, NJ 07960
Phone: 201-285-7700
Quetzalcoatl Tales of Corn, Ballgame, Chocolate, 3 texts, 3 teacher's guides, brochures. *Representative: Marilyn Parke*
- Federación de Gremios de Editores de España** TABLE 172
Juan Ramón Jiménez 45 - 9º Izqda.
Madrid, 28036 Spain
Phone: 341-345-4086
Association of publishers from Spain.
- Fernández Editores, S.A. de C.V.** TABLE 140
c/o Latin Trading Corp.
539 H Street, Suite B
Chula Vista, CA 91910
Phone: 619-427-7867
Literature, text and workbooks, educational materials. Publisher
Representative: José Figueroa
- Fernández Editores S.A. de C.V.** TABLES 156, 157
Eje 1 Pte México Coyoacán No. 321
Col. Xoco
03330 México D.F. México
Phone: 525-688-9855
FAX: 525-688-9173
Libros infantiles y juveniles de texto, colorear, cuentos, novelas, material didáctico, diccionarios, etc. *Representative: Miguel Valdes Islas*
- "Fiesta Musical"** TABLE 190
2609 10th Avenue
Oakland, CA 94606
Phone: 510-533-4930
Representative: Anna Cherekovsky
- Firefly Books Ltd.** TABLE 63
250 Sparks Ave.
Willowdale, Ontario, Canada M2H2S4
Phone: 416-499-8412
Picture books and first novels in Spanish. *Representative: Josie Lahey*
- Fisher Hill** TABLE 111
18602 Rhine Place
Cerritos, CA 90703
Phone: 310-920-9902
English-as-a-second-language workbooks geared toward the Hispanic population for ages 10-adult. *Representative: Kathy Fisher*
- Fondo de Cultura Económica, USA** TABLE 160
2293 Verus Street
San Diego, CA 92154
Phone: 619-429-0455
FAX: 619-429-0827
Books in Spanish for children & young adults: award-winning picture books, board books, novels. *Representative: John Warren*
- La Galera** TABLE 114
c/o Lectorum Publications, Inc.
137 West 14th Street
New York, NY 10011
Phone: 212-929-2833
Spanish language books. *Representative: Lisa Pool*
- Greenwood Publishing Group, Inc.** TABLE 179
88 Post Road West
P.O. Box 5007
Westport, CT 06881
Phone: 203-226-3571
Books. *Representative: Marietta K. Yannetti*

- Harcourt Brace & Company Children's Books** TABLE 80
525 B Street, Suite 1900
San Diego, CA 92101
Phone: 619-699-6598
Hardcover and paperback children's and young adult books.
Representative: Jane Washburn
- Harcourt Brace School Publishers** TABLE 88
131 Stony Circle, Suite 500
Santa Rosa, CA 95401
Phone: 707-578-2324
Textbooks. *Representative: Karen Stevens*
- Houghton Mifflin Company** TABLE 69
925 E. Meadow Dr.
Palo Alto, CA 94303
Phone: 415-496-2108
Publisher of bilingual reading programs, new bilingual math program for 1995 and multicultural trade titles. *Representative: Gary Emert*
- Hyperion Books for Children** TABLE 52
114 Fifth Avenue
New York, NY 10011
Phone: 212-633-5908
Hardcover and paperback books for children (preK-young adult) trade books. *Representative: Liisa-Ann Fink*
- Mariuccia Iaconi Book Imports, Inc.** TABLE 159
970 Tennessee Street
San Francisco, CA 94107
Phone: 415-821-1216
FAX: 415-821-1596
Distributor of children's (Pre-K thru young adult) quality Spanish literature.
Representative: Mara Iaconi
- Hampton Brown Books/Iaconi Book Imports, Inc.** TABLES 130, 131
P. O. Box 33926
San Diego, CA 92163
Phone: 619-298-3535
Spanish language literature, whole language materials, emergent readers, multicultural literature. *Representative: Phil Ellis*
- Kane/Miller Book Publishers, Inc.** TABLES 136, 137
P. O. Box 8515
La Jolla, CA 92038
Phone: 619-456-0540
Children's picture books from around the world—Translations and Spanish language titles. *Representative: Madeline Kane*
- Kidship Associates** TABLE 124
P.O. Box 1925
South Gate, CA 90280
Phone: 213-564-9311
Creators and publishers of Spanish and English supplemental Language Arts materials and games. (Elementary level) *Representative: S. Pettric*
- Laredo Publishing Co.** TABLES 108, 109
22930 Lockness Ave.
Torrance, CA 90501
Phone: 310-517-1890
FAX: 310-517-1892
Spanish book publisher and distributor of best-selling children's authors and illustrators. *Representative: Clara Kohen*
- Latin Trading Corp.** TABLE 145
539 H Street, Suite B
Chula Vista, CA 91910
Phone: 619-427-7867
Literature, text and workbooks, audios, videos, Latin American authors.
Wholesaler & retailer. *Representative: José Figueroa*
- Lectorum Publications, Inc.** TABLE 117
137 West 14th Street
New York, NY 10011
Phone: 212-929-2833 or 800-345-5946
Spanish language books. *Representative: Teresa Mlawer*
- LERNER** TABLE 148
211 B Ave.
Coronado, CA 92118
Phone: 619-435-1596
Spanish tradebooks. *Representative: Lynn Graver*
- Libros Hispanoamericanos** TABLE 129
10922 Anja Way
Lakeside, CA 92040
Phone: 619-448-7282
Books in Spanish for children and adolescents, many recommended by the State. *Representative: Quentin & Maria Olson*
- Literature Dramatization** TABLE 165
1089 Sunset Cliffs Boulevard
San Diego, CA 92107-4037
Phone: 619-222-2462
Teacher resource books and readers dramatizing tales, myths, and fables pre-school to high school. *Representative: Louise Thistle*
- McGlocklin Educational Materials** TABLE 93
2702 Cadiz St.
Davis, CA 95616
Phone: 916-757-1244
McGlocklin Educational Materials is a publisher and distributor of Spanish big books for primary grades. *Representative: David McGlocklin*
- McGraw-Hill/Interamericana de México, S.A. de C.V. (México)** TABLE 146
c/o Latin Trading Corp.
539 H Street, Suite B
Chula Vista, CA 91910
Phone: 619-427-7867
Literature, text and workbooks. Publisher
Representative: José Figueroa

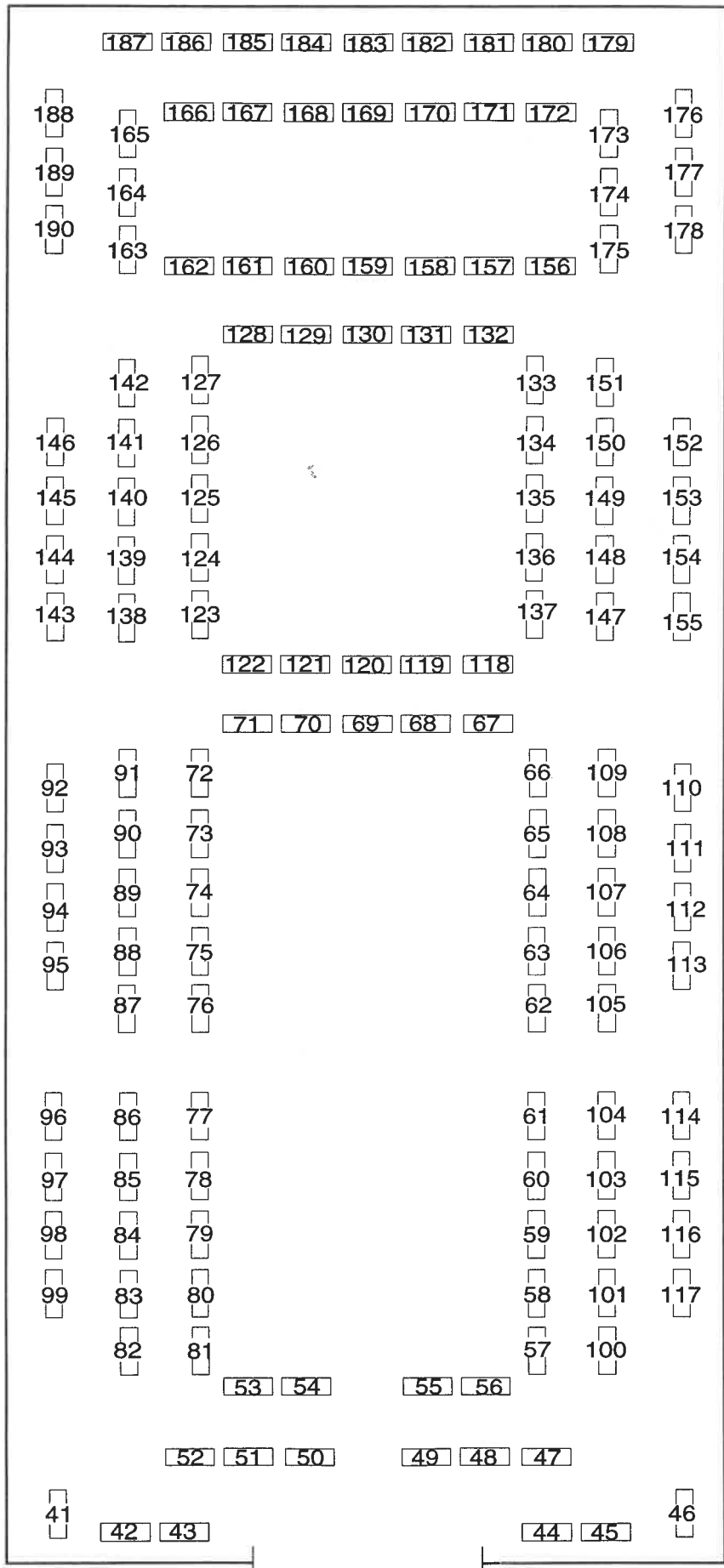
Exhibitors/Expositores

- Machincuepa Producciones** TABLES 161, 162
 Emilio Castelar 6-203
 Col. Polanco
 11560 México D.F. México
 Phone: 525-531-6770
 FAX: 525-531-6770
 Libros y originales de ilustración, textos inéditos en español e inglés de folclore mexicano. *Representative: Judith Goldman*
- Companhia Melhoramentos de São Paulo** TABLE 158
 Rua Tito No. 479 Lapa
 05051-000 São Paulo, BRAZIL
 Phone: 55-(11)-873-2200
 FAX: 55-(11)-871-1274
 Literatura infantil y juvenil en general. *Representative: José Carlos Neves*
- Mi Globo Publishing** TABLE 91
 15345 Midland Road
 Poway, CA 92064-2222
 Phone: 800-777-0929
 Mi Globo, Spanish language newspaper for grades K-1, 2-3 and 4-6 New English edition. *Representative: Eric Zimberg*
- Midwest European Publications** TABLE 82
 8220 Christiana Ave.
 Skokie, IL 60076
 Phone: 708-676-1199
 Distributor of books from South America, Spain, and U.S.
Representative: Charles Liebowitz
- Mimosa Publications** TABLE 128
 90 New Montgomery
 San Francisco, CA 94105
 Phone: 415-982-5350
 FAX: 415-982-2418
 Big books in Spanish to learn and reinforce math for grades K-3.
Representative: Layne Vinton
- Modern Curriculum Press and Coronet/MTI** TABLES 112, 113
 P.O. Box 5364
 Orange, CA 92613
 Phone: 714-633-6487
 Supplemental textbooks and videos. *Representative: Erwin Smith*
- Nana's Book Warehouse/El Almacen de Libros de Nana** TABLE 171
 848 Heber Avenue
 Calexico, CA 92231
 Phone: 619-357-4271
 FAX: 619-357-4271
 Libros bilingües y en español para toda la familia—nos especializamos en libros infantiles/juveniles. *Representative: Marta Stiefel Ayala*
- National Textbook Co.** TABLES 55, 56
 4255 West Touhy Ave.
 Lincolnwood, IL 60646
 Phone: 708-679-5500
Representative: Bob Bright
- North-South Books** TABLE 176
 1123 Broadway, Suite 800
 New York, NY 10010
 Phone: 212-463-9736
 Publisher of children's hardcover and paperback books by writers and artists from around the world. *Representative: Susan Hawk*
- Novel Units** TABLE 79
 P.O. Box 1461
 Palatine, IL 60078
 Phone: 708-253-8200
 Novel Unit teacher guides and paperback books for popular children's literature translated in Spanish. *Representative: Kathy Lindstedt*
- José-Luis Orozco/Arcoiris Records, Inc.** TABLE 186
 P.O. Box 7428
 Berkeley, CA 94707
 Phone: 510-527-5539
 Songbooks, cassette tapes, Latin-American and Chicano children's music. Featuring the new book "De Colores." *Representative: José-Luis Orozco*
- Pan American Publishing Co., Inc.** TABLES 67, 68
 4362 Melrose Ave.
 Los Angeles, CA 90029
 Phone: 213-665-1241
 Spanish/Bilingual books, games, music, posters, dictionaries. Reading, Science, History, Mathematics, and Social Studies. (K-12) *Representative: Vanessa M. Allen*
- Patria Editorial, S.A. de C.V. (México)** TABLE 141
 c/o Latin Trading Corp.
 539 H Street, Suite B
 Chula Vista, CA 91910
 Phone: 619-427-7867
 Literature, text, and workbooks. Publisher
Representative: José Figueroa
- Penguin USA** TABLE 133
 375 Hudson Street
 New York, NY 10014
 Phone: 212-366-2000
 Children's Spanish language trade books; children's and young adult Spanish interest trade books. *Representative: Jennifer Tyber*
- Perma-Bound** TABLE 54
 29685 Circle R Greens Dr.
 Escondido, CA 92026
 Phone: 619-749-4955
 Fiction and nonfiction books in Spanish and bilingual with reinforced covers.
Representative: David Furlan
- Editorial Plus-Ultra S.A. Argentina** TABLES 126, 127
 Av. Callao 575
 Buenos Aires-Capital
 República Argentina
 Phone/FAX: 374-2953/2973/5092
 Libros de texto, libros de literatura infantil-juvenil, Ensayos, Historia, Folclore.
Representative: Rafael Román

- Quality Books, Inc.** **TABLE 87**
 918 Sherwood Drive
 Lake Bluff, IL 60044
 Phone: 708-295-2010
 Spanish published material. *Representative: Donna Hyde*
- Random House, Inc.** **TABLE 175**
 201 East 50th Street
 New York, NY 10022
 Phone: 212-572-2265
 Wide range of trade titles in Spanish, from children's to young adult and adult. *Representative: Peter Janssen*
- The Reading and Computing Place** **TABLE 81**
 14752 Beach Blvd. #200
 La Mirada, CA 90638
 Phone: 714-523-9000
 Display of computer software for ESL/Bilingual/LEP students from K-12 using Apple/Macintosh/IBM. *Representative: Joyce R. Cutler*
- Rourke Publishing Group** **TABLE 100**
 1020 So. Pegasus
 Anaheim, CA 92807
 Phone: 714-998-7689
 Library bound nonfiction Spanish books. *Representative: Cal Nullmeyer*
- Ediciones SM** **TABLE 116**
 c/o Lectorum Publications, Inc.
 137 West 14th Street
 New York, NY 10011
 Phone: 212-929-2833
 Spanish language books. *Representative: Lisa Pool*
- SRA** **TABLES 77, 78**
 1221 Farmers Lane
 Suite C
 Santa Rosa, CA 95405
 Phone: 800-882-2502
 Educational supplemental textbook publisher. *Representative: Murrell Peddicord*
- Saddleback Educational, Inc.** **TABLES 103, 104**
 3505 Cadillac Ave., Building F-9
 Costa Mesa, CA 92626
 Phone: 714-540-4010
 FAX: 714-545-1108
 K-12 supplementary Spanish curriculum materials. *Representative: Thomas J. Milano*
- Santillana Publishing** **TABLES 134, 135**
 901 W. Walnut St.
 Compton, CA 90220
 Phone: 800-245-8584
 Leading publisher of Spanish literature and reference titles.
Representative: Maggie Rodriguez
- Scarecrow Press** **TABLE 174**
 52 Liberty Street
 P.O. Box 4167
 Metuchen, NJ 08840
 Phone: 908-548-8600
 Reference titles by Isabel Schon. *Representative: Lorraine Krisanits*
- Scholastic, Inc.** **TABLES 70, 71**
 1630 W. Arbor Drive
 San Diego, CA 92103
 Phone: 619-542-1525
 Books, texts, software, magazines, and professional books.
Representative: Marty Sutton
- School Art Materials-Kids at Heart** **TABLES 188, 189**
 P.O. Box 94082
 Seattle, WA 98124
 Phone: 206-340-1889
 Teresa Walsh multicultural kids of all ages presented on tees, totes, prints and more. *Representative: Sam McCracken*
- D.F. Schott Educational Materials** **TABLE 46**
 P.O. Box 5296
 Ventura, CA 93005
 Phone: 805-646-8508
 PASITOS Kindergarten Spanish Reading Readiness Materials including teacher and student books, manuals, and ABC cards.
Representative: Darlyne F. Schott
- Scott-Foresman** **TABLE 149**
 1900 E. Lake Ave.
 Glenview, IL 60025
 Phone: 800-628-4480
 Spanish and E.L.D. textbooks for curriculum supplemental books.
Representative: Lynn Graver
- Seedling Publications, Inc.** **TABLE 166**
 4079 Overlook Drive East
 Columbus, OH 43214-2931
 Phone: 614-451-2412 or 614-792-0796
 Books for the beginning reader. *Representative: Josie Stewart*
- Simon & Schuster Children's Publishing Division** **TABLE 170**
 866 Third Avenue
 New York, NY 10022
 Phone: 212-702-9045
 Children's trade books in Spanish and English, including "Libros Colibrí."
Representative: Ken Holland/Patricia Kelly
- Sitesa/México** **TABLES 105, 106**
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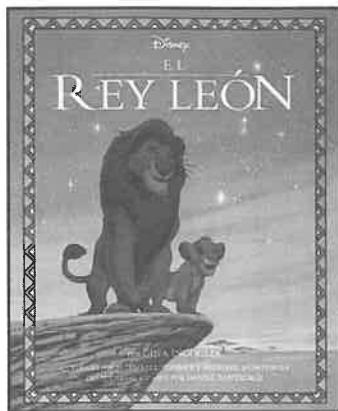


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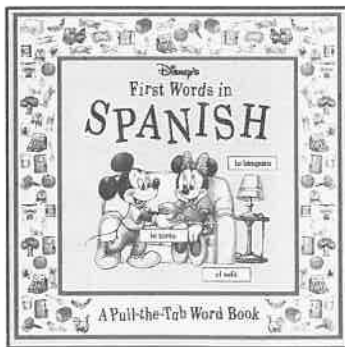
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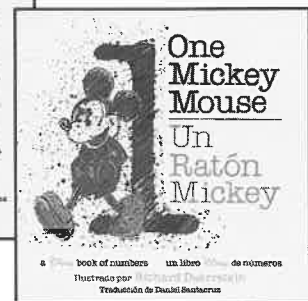
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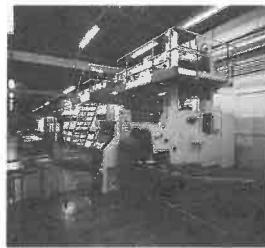
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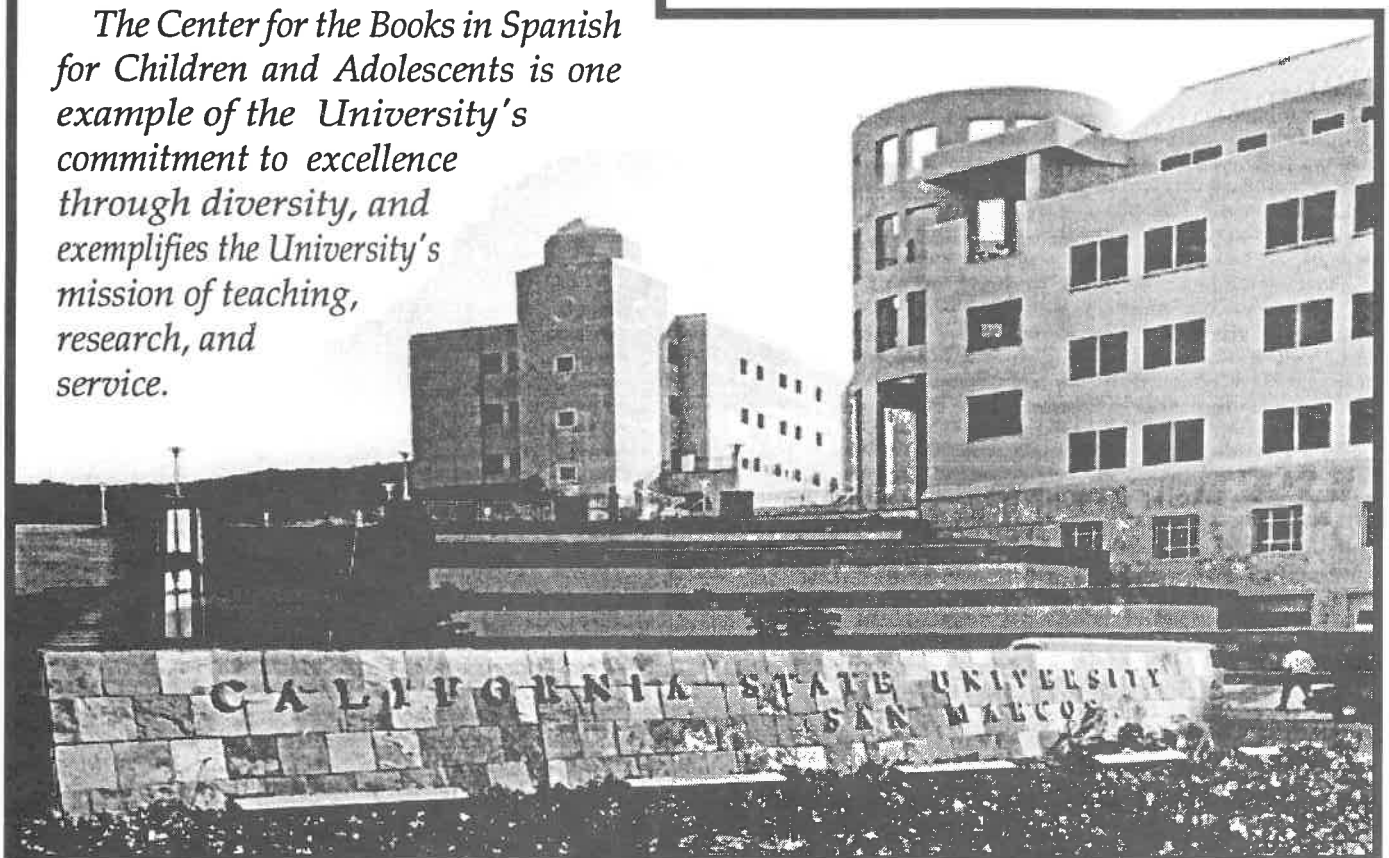
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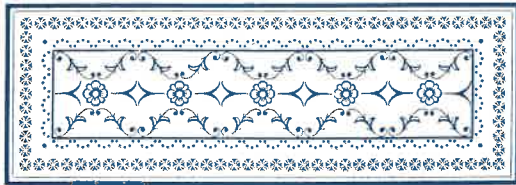
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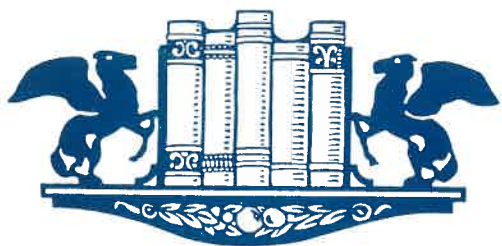
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