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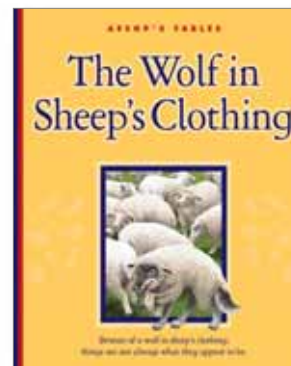
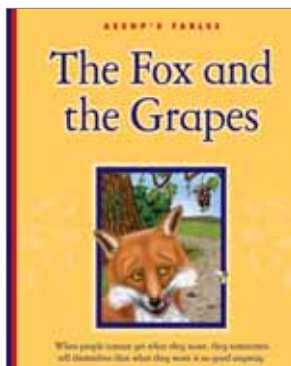
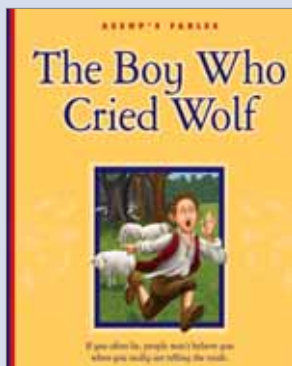
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PRE-PUBLICATION SPECIAL: SAVE 35% ON FALL 2010 RELEASES...

ISBN	DESCRIPTION	# SETS	LIST PRICE	35% OFF LIST	SAVINGS
978-15929-61320	All Fall 2010 Releases (145 Titles)		\$3,588.03	\$2,332.52	\$1,255.51
978-16025-35466	Aesop's Fables (4 Titles)		\$108.28	\$70.40	\$37.88
978-16025-35442	Children's Favorite Poems and Songs (6 Titles)		\$128.16	\$83.28	\$44.88
978-16025-35480	Favorite Mother Goose Rhymes (4 Titles)		\$85.44	\$55.52	\$29.92
978-16025-35299	Language Rules! (12 Titles)		\$324.84	\$211.20	\$113.64
978-16025-35220	Sounds of Phonics (33 Titles)		\$798.93	\$519.42	\$279.51
978-16025-35404	Ready, Set, Count! (10 Titles)		\$227.90	\$148.10	\$79.80
978-16025-35428	Science Definitions (8 Titles)		\$182.32	\$118.48	\$63.84
978-16025-35411	StateBasics (52 Titles)		\$1,333.28	\$866.84	\$466.44
978-16025-35398	Favorite Hockey Teams (8 Titles)		\$216.56	\$140.80	\$75.76
978-16025-35435	Hah-larious Joke Books (8 Titles)		\$182.32	\$118.48	\$63.84



Aesop's Fables



AUDIENCE

Reading Level: Grade 2
Interest Level: Kindergarten-Grade 3

FEATURES

- 24-32 pages, 7.25 x 8.25 inches
- Reinforced library binding
- Full-color illustrations
- Section defining fables and explaining moral lessons
- Introduction to the author and illustrator

SERIES REVIEWS

Children's Bookwatch

ACTUAL TYPEFACE

quick brown

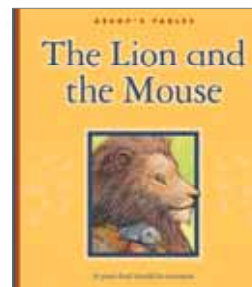
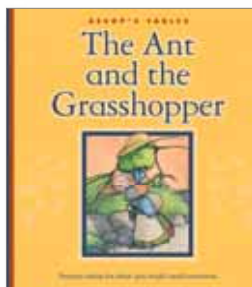
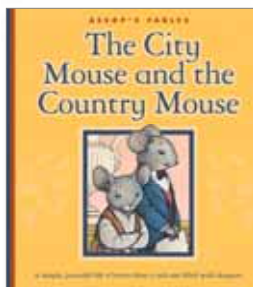
For over 2,500 years, generation after generation has passed along the animal stories known as Aesop's Fables. These much-loved tales do more than entertain—they also convey simple, essential life lessons. The characters in Aesop's Fables teach us how to be better—and wiser—human beings. Our editions feature charming illustrations and gently updated text that retains the stories' original feel yet appeals to a modern audience. Help a new generation of children enjoy the warmth, wit, and wisdom of these classic tales!

TITLES & PRICES

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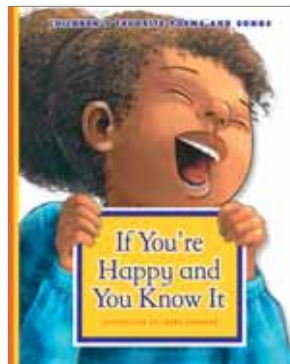
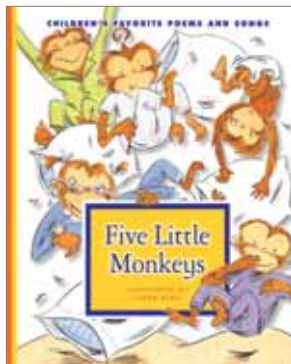
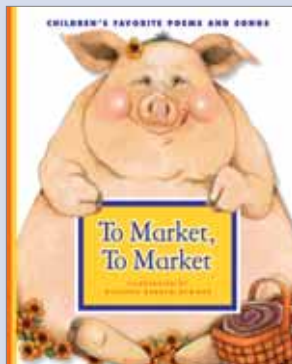
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Individual Titles: \$27.07 List / \$18.95 Library		
Complete Set (12 Titles): \$324.84 List / \$227.40 Library SAVE \$97.44!	978-15929-61207
Fall 2010 Releases (4 Titles): \$108.28 List / \$75.80 Library	978-16025-35466
The Boy Who Cried Wolf, Mary Berendes ©2011398.2	978-16025-35244
The Fox and the Grapes, Mary Berendes ©2011398.2	978-16025-35251
The Maid and the Milk Pail, Mary Berendes ©2011398.2	978-16025-35268
The Wolf in Sheep's Clothing, Mary Berendes ©2011398.2	978-16025-35275
Fall 2009 Releases (8 Titles): \$216.56 List / \$151.60 Library	978-16025-32472
The Ant and the Grasshopper, Graham Percy ©2010398.2	978-16025-32014
The City Mouse and the Country Mouse, Graham Percy ©2010398.2	978-16025-31987
The Fox and the Crow, Graham Percy ©2010398.2	978-16025-31994
The Fox and the Stork, Graham Percy ©2010398.2	978-16025-32007
The Heron and the Fish, Graham Percy ©2010398.2	978-16025-32021
The Lion and the Mouse, Graham Percy ©2010398.2	978-16025-32038
The Mice in Council, Graham Percy ©2010398.2	978-16025-31970
The Tortoise and the Hare, Graham Percy ©2010398.2	978-16025-32045





Children's Favorite Poems and Songs



AUDIENCE

Reading Level: Grade 1
Interest Level: Preschool-Grade 2

FEATURES

- 16 pages, 7.25 x 8.25 inches
- Reinforced library binding
- Full-color illustrations
- Section describing the activity's movements and gestures
- Page discussing the benefits of learning poems and songs
- Introduction to the illustrator

ACTUAL TYPEFACE

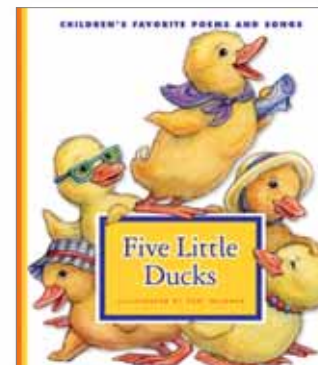
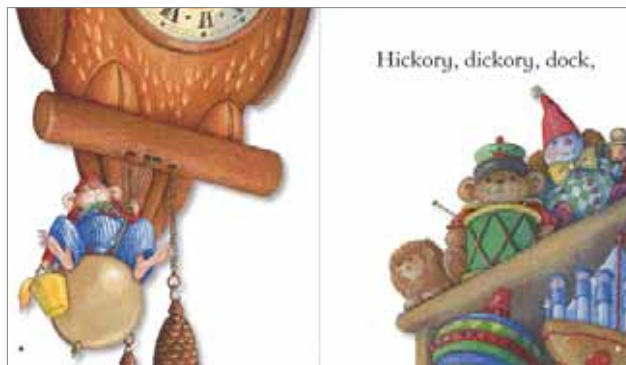
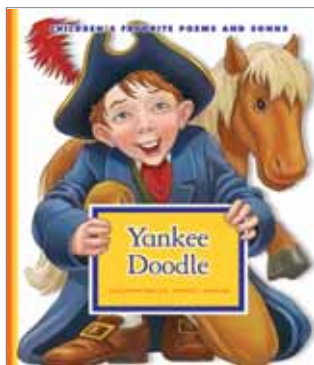
quick

Some poems and songs are time-tested favorites with very young kids. The simple rhymes and catchy melodies help youngsters develop key verbal skills and learn the essentials of storytelling—all while having fun! These cheery editions feature bright, whimsical, original art by some of today's favorite children's-book illustrators.

TITLES & PRICES

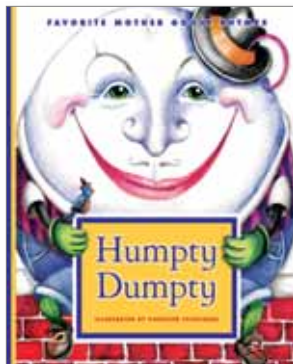
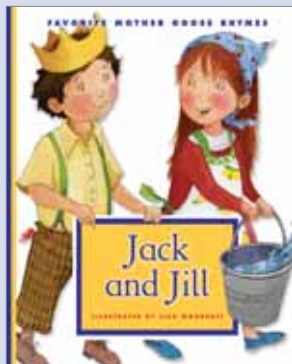
ISBN

Individual Titles: \$21.36 List / \$14.95 Library	
Complete Set (6 Titles): \$128.16 List / \$89.70 Library SAVE \$38.46!978-16025-35442
Five Little Ducks, Teri Weidner ©2011978-16025-35282
Five Little Monkeys, Lynne Avril ©2011978-16025-35305
If You're Happy and You Know It, Laura Freeman ©2011978-16025-35312
To Market, To Market, Winifred Barnum-Newman ©2011978-16025-35329
Twinkle, Twinkle, Little Star, Sharon Lane Holm ©2011978-16025-35336
Yankee Doodle, Robert Squier ©2011978-16025-35343





Favorite Mother Goose Rhymes



AUDIENCE

Reading Level: Grade 1
Interest Level: Preschool-Grade 2

FEATURES

- 16 pages, 7.25 x 8.25 inches
- Reinforced library binding
- Full-color illustrations
- Introduction to the author and illustrator

ACTUAL TYPEFACE

quick

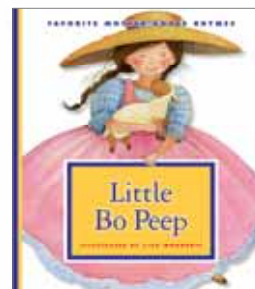
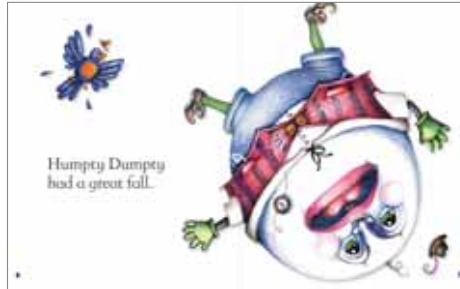
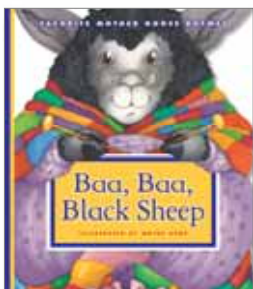
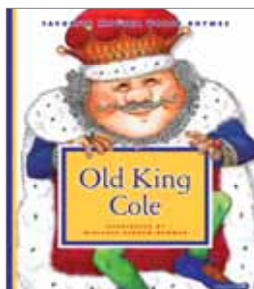
Some of kids' earliest—and best—childhood memories are of Mother Goose Rhymes they learn in their formative years. For many children, Mother Goose Rhymes are their very first storybook friends. The basic rhythms, simple rhyming words, and colorful images help youngsters develop key verbal skills and learn the essentials of storytelling—all while having fun. These editions feature fanciful, appealing illustrations by renowned children's-book artists and are sure to please every emerging reader.

TITLES & PRICES

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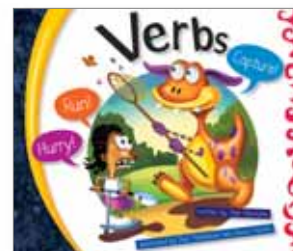
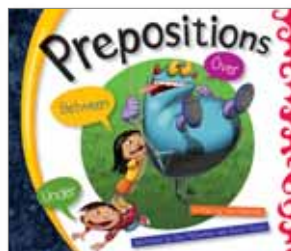
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Individual Titles: \$21.36 List / \$14.95 Library		
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Fall 2010 Releases (4 Titles): \$85.44 List / \$59.80 Library	978-16025-35480
Humpty Dumpty , Kathleen Petelinsek ©2011398.8	978-16025-35350
Jack and Jill , Liza Woodruff ©2011398.8	978-16025-35367
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Old Mother Hubbard , Carol Schwartz ©2011398.8	978-16025-35381
Fall 2009 Releases (8 Titles): \$170.88 List / \$119.60 Library	978-16025-33301
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Old King Cole , Winifred Barnum-Newman ©2010398.8	978-16025-33011
One, Two, Buckle My Shoe , Paige Billin-Frye ©2010398.8	978-16025-33035
This Little Piggy , Moira Kemp ©2010398.8	978-16025-32915





Language Rules!



AUDIENCE

Reading Level: Grade 2
Interest Level: Grades 1-4

FEATURES

- 24 pages, 9.5 x 8 inches
- Reinforced library binding
- Full-color illustrations
- Table of contents
- Glossary of key words and phrases
- Sources for further research, including Web sites
- Comprehensive index
- Introduction to the author and illustrators

ACTUAL TYPEFACE

quick fox



Language Rules! introduces readers to one of the most difficult things they'll ever have to learn—the English language. Using fun examples, helpful hints, and hilarious original illustrations, the author demystifies the mechanics of grammar. Each book tackles a different part of speech, untangling complicated usage rules point by point. These books will benefit any young reader learning the rules of language for the first time.

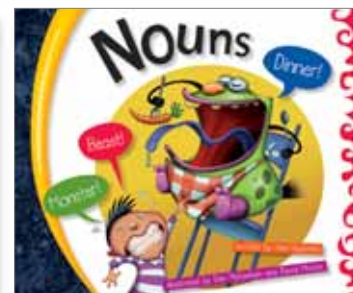
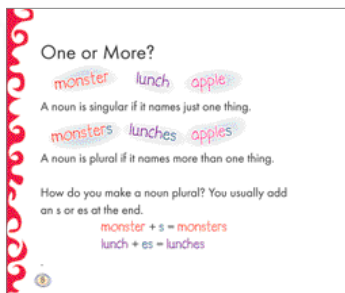
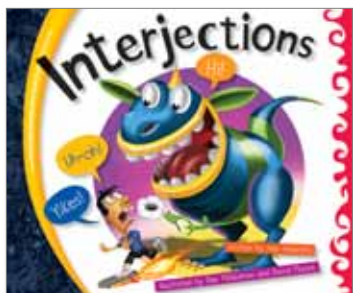
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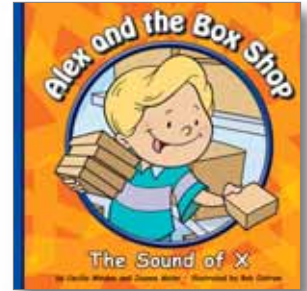
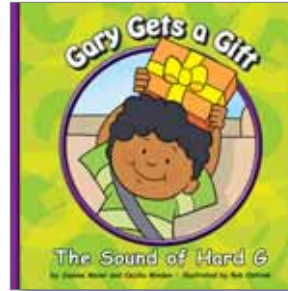
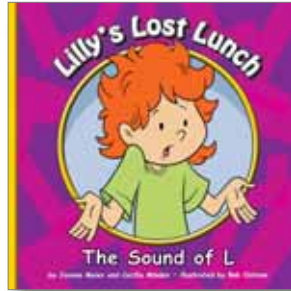
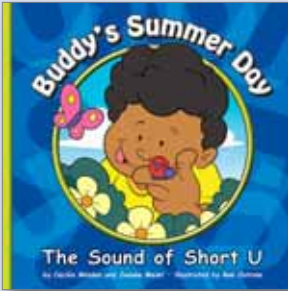
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Pronouns, Ann Heinrichs ©2011428.2978-16025-34322
Punctuation, Ann Heinrichs ©2011428.2978-16025-34339
Similes and Metaphors, Ann Heinrichs ©2011808978-16025-34346
Synonyms and Antonyms, Ann Heinrichs ©2011428.1978-16025-34353
Verbs, Ann Heinrichs ©2011428.2978-16025-34360





Sounds of Phonics



AUDIENCE

Reading Level: Grade 1
Interest Level: Preschool–Grade 2

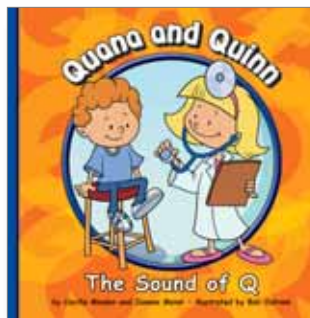
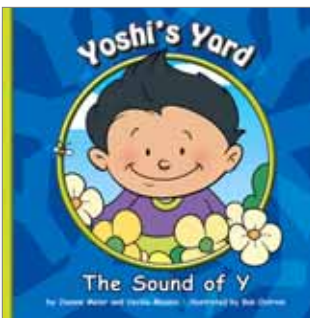
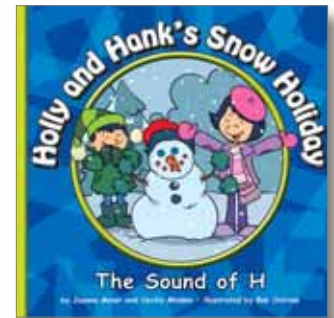
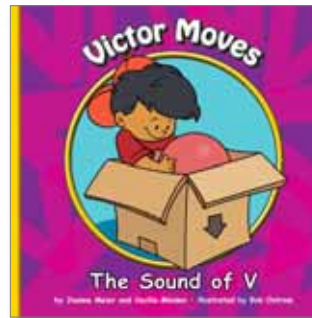
FEATURES

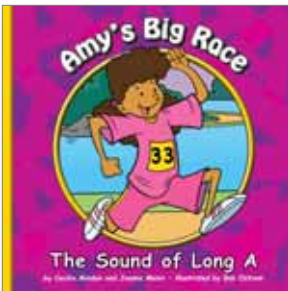
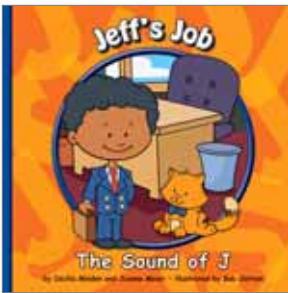
- 24 pages, 8 x 8 inches
- Reinforced library binding
- Full-color photographs
- Word list for review
- Note to parents and teachers from a leading educator
- Introduction to the authors and illustrator

ACTUAL TYPEFACE

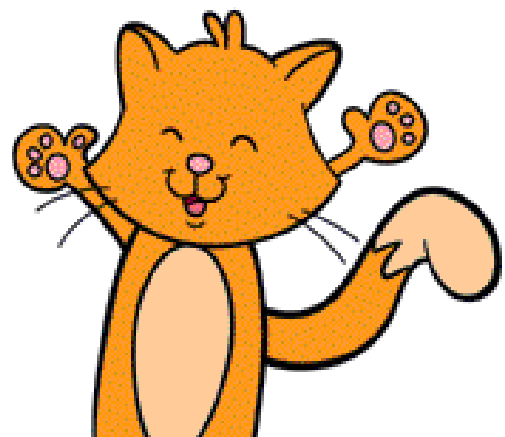
quick

The Sounds of Phonics series offers a fun way for new readers to master the sounds of the alphabet. Each book tells a simple, entertaining story that highlights a letter's sound. Controlled vocabulary, engaging text, and colorful illustrations help young readers master individual sounds—and begin a lifelong love of reading!





Kippy likes to look out the window. She likes to see the birds.



TITLES & PRICES

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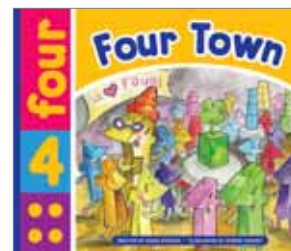
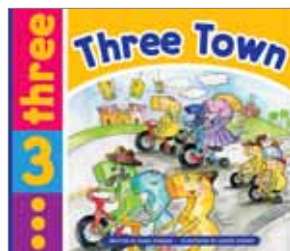
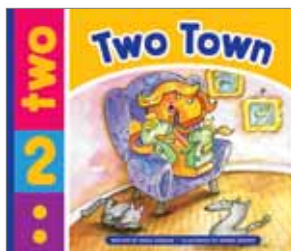
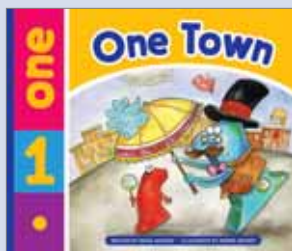
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Amy's Big Race: The Sound of Long A, Cecilia Minden ©2011E	978-16025-33936
Anna and the Dance Class: The Sound of Short A, Cecilia Minden ©2011E	978-16025-33929
Ben, Billy, and the Birdhouse: The Sound of B, Cecilia Minden ©2011E	978-16025-33943
Cindy, Cedric, and the Circus: The Sound of Soft C, Cecilia Minden ©2011E	978-16025-33967
Carrie's Surprise: The Sound of Hard C, Joanne Meier ©2011E	978-16025-33950
Dan's Darn Dog: The Sound of D, Joanne Meier ©2011E	978-16025-33974
Eve's Green Garden: The Sound of Long E, Cecilia Minden ©2011E	978-16025-33998
Erin and Her New Pet: The Sound of Short E, Joanne Meier ©2011E	978-16025-33981
Fran and Fay Find a Bird: The Sound of F, Joanne Meier ©2011E	978-16025-34001
Gina and the Magic Bear: The Sound of Soft G, Joanne Meier ©2011E	978-16025-34025
Gary Gets a Gift: The Sound of Hard G, Joanne Meier ©2011E	978-16025-34018
Holly and Hank's Snow Holiday: The Sound of H, Joanne Meier ©2011E	978-16025-34032
Isaac on the Farm: The Sound of Long I, Cecilia Minden ©2011E	978-16025-34056
Isabel's Favorite Things: The Sound of Short I, Joanne Meier ©2011E	978-16025-34049
Jeff's Job: The Sound of J, Cecilia Minden ©2011E	978-16025-34063
Kella's Kitten: The Sound of K, Joanne Meier ©2011E	978-16025-34070
Lilly's Lost Lunch: The Sound of L, Joanne Meier ©2011E	978-16025-34087
Max and the Mail: The Sound of M, Joanne Meier ©2011E	978-16025-34094
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Olivia by the Ocean: The Sound of Long O, Cecilia Minden ©2011E	978-16025-34124
Oliver's Box: The Sound of Short O, Joanne Meier ©2011E	978-16025-34117
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Zack's Zippers: The Sound of Z, Cecilia Minden ©2011E	978-16025-34247



Ready, Set, Count!



AUDIENCE

Reading Level: Grade 1
Interest Level: Kindergarten-Grade 2

FEATURES

- 24 pages, 9.5 x 8 inches
- Reinforced library binding
- Full-color illustrations
- Number game
- Number-facts section
- Introduction to the author and illustrator

ACTUAL TYPEFACE

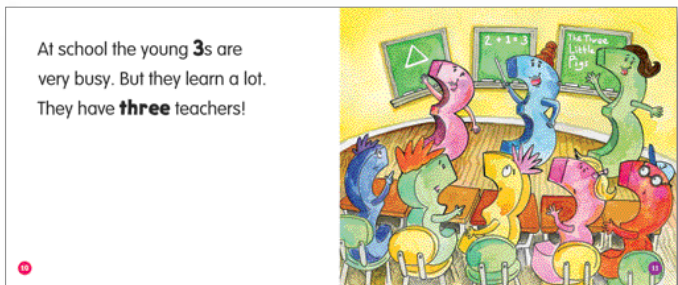
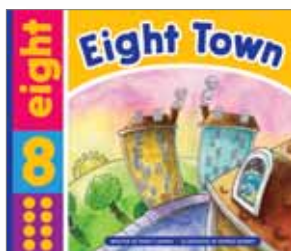
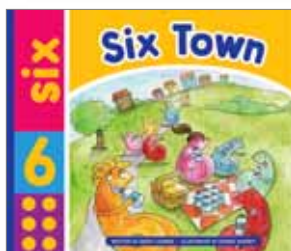
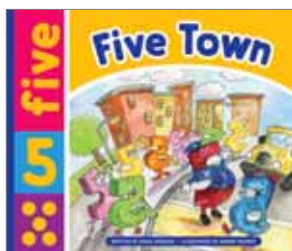
quick

The 1s of One Town enjoy having just one scoop of ice cream with just one sprinkle. The 10s of Ten Town love going bowling because there are ten pins and every player gets ten turns. Ready, Set, Count! teaches readers numbers one through ten by exploring fictional towns based on each number. With colorful artwork, hilarious characters, and fun number games, these books make counting a blast!

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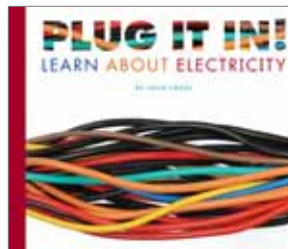
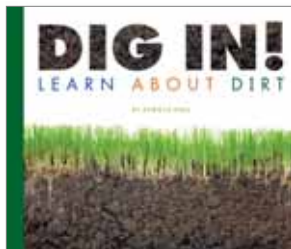
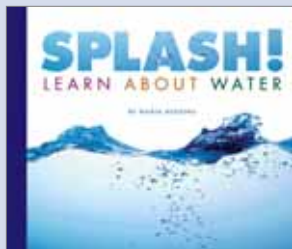
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Science Definitions



AUDIENCE

Reading Level: Grade 1
Interest Level: Preschool-Grade 2

FEATURES

- 24 pages, 9.5 x 8 inches
- Reinforced library binding
- Full-color photographs and illustrations
- Table of contents
- Informative sidebars
- Glossary of key words and phrases
- Section for final review

ACTUAL TYPEFACE

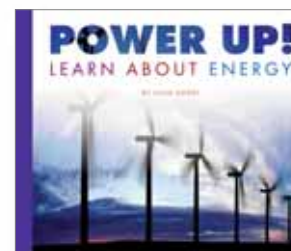
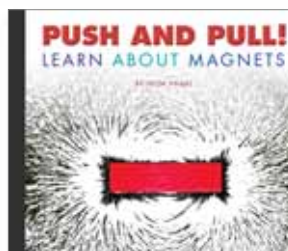
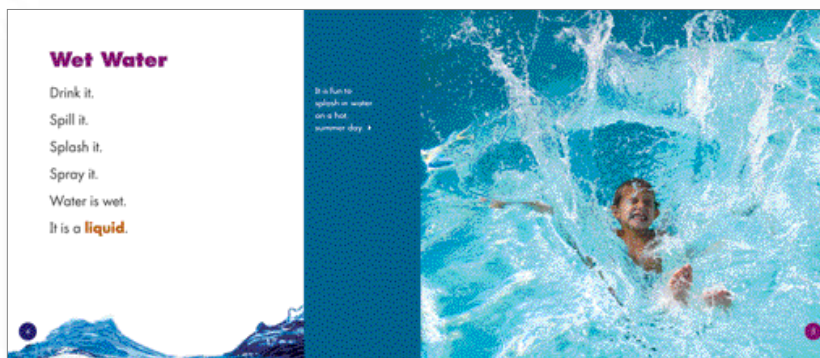
quick fox

Children are keen observers of the world around them. This series helps kids understand the scientific basics behind their everyday experiences. Through simple, clear text and colorful images, these books provide the tools children need to start thinking like scientists!

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StateBasics



AUDIENCE

Reading Level: Grade 1
Interest Level: Preschool-Grade 2

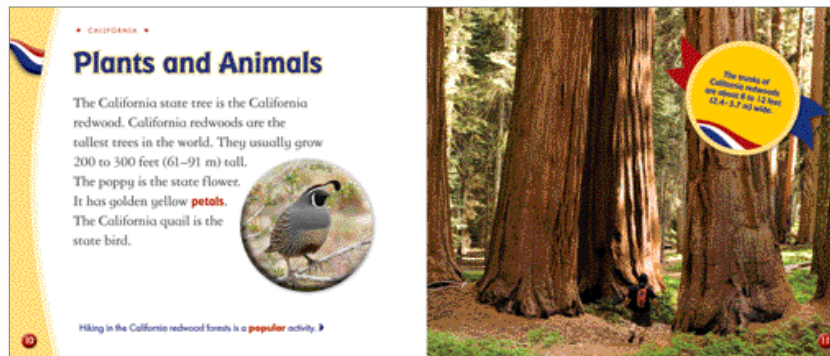
FEATURES

- 24 pages, 9.5 x 8 inches
- Reinforced library binding
- Full-color photographs and illustrations
- Table of contents
- Informative sidebars
- Detailed maps
- Glossary of key words and phrases
- Sources for further research, including Web sites
- Comprehensive index
- State symbols section

ACTUAL TYPEFACE

quick brown

StateBasics takes readers on an exploration of all 50 states, the District of Columbia, and Puerto Rico. With straightforward text and captivating photos, these books give kids up-to-date information on the colorful customs, people, and places of the United States.





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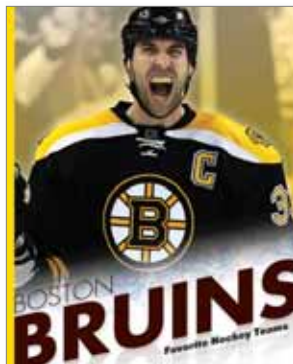
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Favorite Hockey Teams



AUDIENCE

Reading Level: Grade 2
Interest Level: Grades 1-3

FEATURES

- 32 pages, 8 x 9.5 inches
- Reinforced library binding
- Full-color and historical photographs
- Table of contents
- Glossary of key words and phrases
- Sources for further research, including Web sites
- Comprehensive index
- Introduction to the author
- Team statistics and records

ACTUAL TYPEFACE

quick brown fox

From face-offs to game-winning slapshots, this series captures the non-stop excitement of the National Hockey League! Each book features a well-known NHL team. Young readers will meet the star players, travel to their home ice, and see them in action. They'll experience the team's greatest—and worst—moments and see their key players' stats. These books let kids live the Stanley Cup experience all year round!

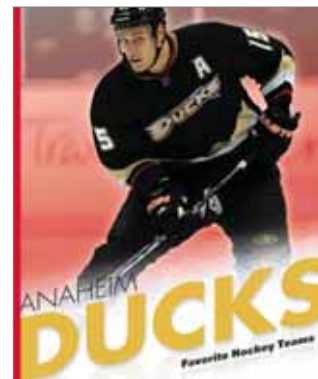
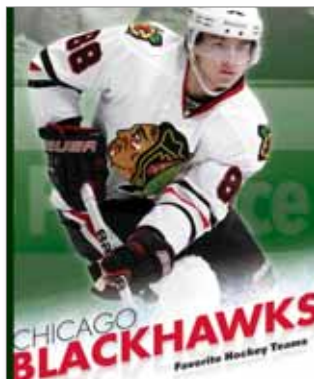
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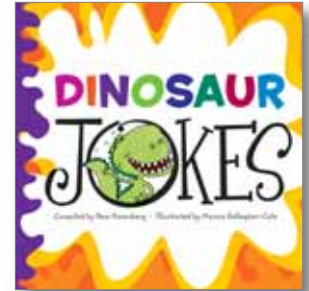
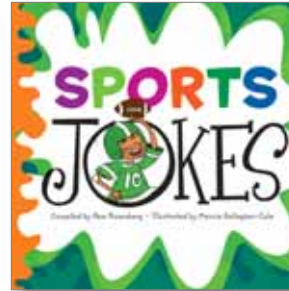
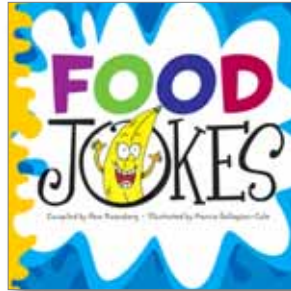
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Hah-larious Joke Books



AUDIENCE

Reading Level: Grade 2
Interest Level: Grades 1-8

FEATURES

- 24 pages, 8 x 8 inches
- Reinforced library binding
- Full-color illustrations
- Introduction to the author and illustrator

ACTUAL TYPEFACE

quick brown fox

Looking for a laugh? Young readers will giggle and guffaw all day long with our Hah-larious Joke Books! Jokes are a great way to entice kids into reading. Packed with puns and filled with fun, these books will keep kids reading—and retelling—for hours on end!

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