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New Product Feature *(Feb, Apr, Aug Issues)*



Frank Schaffer Publications:
www.schoolspecialtypublishing.com

The "Language Arts Power Packs" series of workbooks addresses topics regularly covered in classrooms from kindergarten through grade 4. These workbooks feature units of reproducible activities to support national standards and NCTE standards for the English language arts. Language Arts Power Packs provide students with further opportunities to sharpen skills covered in the classroom through extra practice.

Product Showcase Ad *(June, Oct Issues)*

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Company Listing *(Aug Issue)*

Essential Learning Products
 PO Box 2590
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www.elp-web.com

- Supplementary Practice Books: graphic organizers, grammar, math, and language arts (including guided journals, writing, and vocabulary)
- Handwriting Materials: paper, journals, desk and wall strips (Zaner-Bloser)
- Crystal Springs resource books and Singapore Math Manipulatives.
- Creative Enhancement items: stencils, stickers, and Highlights craft and activity books.
- Dealer-friendly terms: no minimums, 50% discount, 24-hour shipping, free freight on prepaid orders and orders over \$1000.

See Ad Page 29

Industry News Announcement *(Feb, Apr, June, June, Aug, Oct Issues)*

Betsy Day Plowman has joined **Gryphon House** as its new marketing manager. She was the senior marketing manager at Hyperion Books and marketing manager at HarperCollins Children's Books before joining Gryphon House.

Catalog Showcase Ad *(April Issue)*

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