

STORE TEACHES KIDS VOLUMES / PS 205 YOUNGSTERS DOING IT BY THE BOOK

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RUNNING A BOOKSTORE is a lot tougher than running a lemonade stand, Martin Laville, a fifth-grader at Public School 205, has discovered.

"We have to write down all the books we sell and keep track of what each of them costs," said the 11-year-old president of the student council. "Selling lemonade has some responsibility to it, but this has a lot more."

Since last month, he and about a dozen other students at the school in Belmont have been running a bookstore three days a week during their lunch hour.

The brainstorm of Principal Kathleen Pollina and run by school staff developer Carol Ann Rosado, the bookstore is designed to help students raise money for class trips, upgrade the school's library and for "making the school more beautiful," said Pollina.

"And selling books is a lot better than selling candy," Pollina added.

It also allows students to develop a love of reading early in their school lives, as well as hone their math skills as they learn how to give change to customers and keep track of inventory.

"The parents love this. They go up and shop for books all the time," said Frances Rubino, co-president of the school's parents association. "And parents also love that it teaches children responsibility."

The school gets its books from a Long Island company called Schoolwide, Inc., which serves about 1,500 schools around the country, said its president, Jess Cohen.

The company sells the books to the schools for 99 cents each and the schools resell them for \$1.50 or \$2, said Cohen.

The company serves about 200 schools in the city, but only 20 of them are in the Bronx, he said. "This is a very successful program in a lot of schools," said Cohen. "We would really like to work with more schools in the Bronx."

Since starting its book sale program in early February, the students at PS 205 have sold about 50 books a week, said Pollina.

In addition to the new books, they also have sold a number of used books that were donated to them.

The book subjects range from novels and poetry to history, science and, of course, dinosaurs. "I've already bought a couple of books there," said fourth-grader Frankie Lospoto. "Working here, I have learned how great it is to read. I have also learned what to say to get people to buy a book." Next year, Pollina said, she hopes to have the store open every day.