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Artwork from *Little Elliot, Big City* by Mike Curato, published by Henry Holt and Company, 2014. Copyright © 2014 by Mike Curato. All right reserved. Used with permission.



Reading is a way for all of us to inhabit worlds other than the ones we live in every day. For the past thirty-five years, the librarians who create iREAD have chosen themes that take children and adults to faraway places, that introduce them to new concepts and ideas, that help them enjoy the pleasure of reading and the power of learning.

This year's theme, Reading by Design, is inspired by the creativity of authors, artists, builders, inventors, architects, everyone who makes our world a more interesting, livable, accessible, and beautiful place. In turn, we hope it inspires readers to explore their own creativity and design new worlds for themselves and for all of us.

One of the characters featured in the theme graphics for 2017 is Little Elliot, a two-foot-tall polka-dotted creation of author and illustrator Mike Curato. Little Elliot and his friend Mouse live by design, finding their own way in a world that's much bigger than they are, and where they don't always fit it. Their friendship and creativity combine to enrich their lives and expand their horizons.

For all summer readers, this year's theme introduces big ideas and invites creative responses. Ready, set, go...READ!



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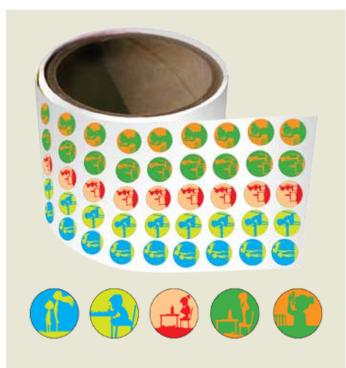




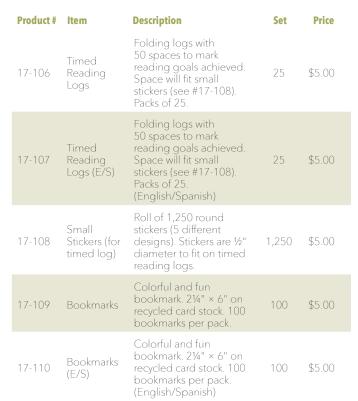
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17-106, 17-107



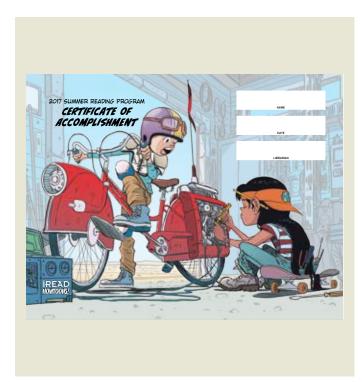
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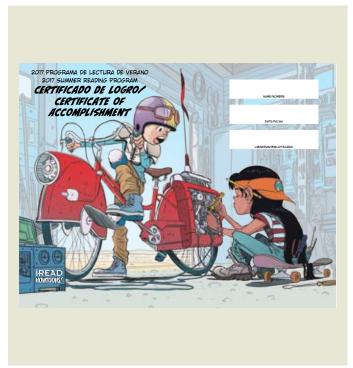




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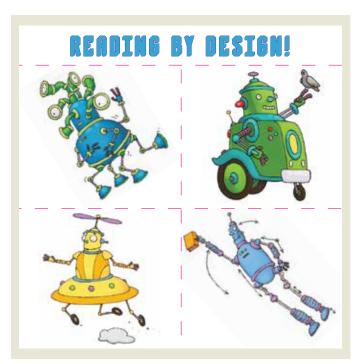
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17-112

Product #	Item	Description	Set	Price
17-111	Certificates	A full-color reward. 8½" × 11" on recycled card stock. 50 certificates per pack.	50	\$8.00
17-112	Certificates (E/S)	A full-color reward. 8½" × 11" on recycled card stock. 50 certificates per pack. (English/ Spanish)	50	\$8.00
17-113	Pencils	Blue #2 <i>Reading by Design</i> pencils. 100 pencils per pack.	100	\$20.00



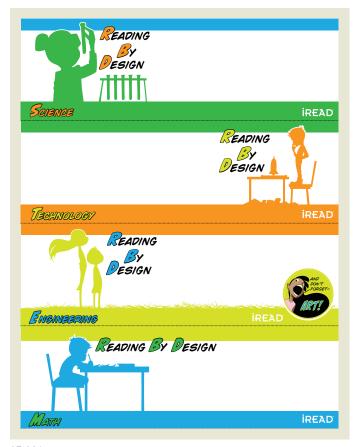


Product #	Item	Description	Set	Price
17-114	Temporary Tattoos	4 different colorful temporary tattoos for kids on a perforated sheet. 4" × 4" sheets. 25 sheets of 4 tattoos per pack.	25 sheets of 4	\$8.50
17-115	Stickers	8 different full-color 2" stickers on a perforated sheet.	20 sheets of 8	\$6.00

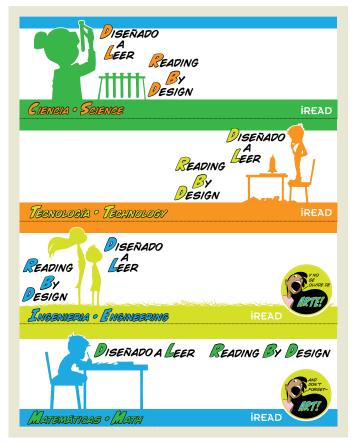
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17-115



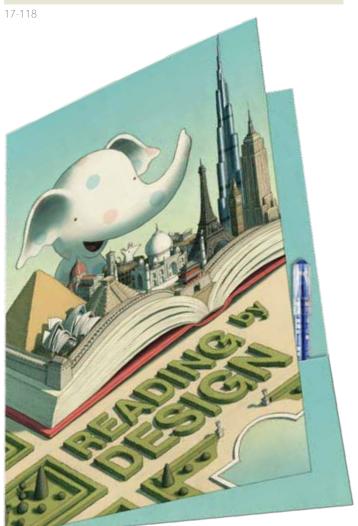
Product #	Item	Description	Set	Price
17-116	Custom Bookmarks	Each 8½" × 11" sheet has four bookmarks and a blank reverse side for imprinting. 50 sheets per pack.	50	\$6.00
17-117	Custom Bookmarks (E/S)	Each 8½" × 11" sheet has four bookmarks and a blank reverse side for imprinting. 50 sheets per pack. (English/ Spanish)	50	\$6.00



17-117



Product #	Item	Description	Set	Price
17-118	3-Ring Binder Pouch	This heavy-duty nylon pouch features three metal grommets and a full length zipper.  10" wide × 7½" high.	1	\$2.00
17-119	Pocket Folders	Pocket folders, great for keeping your program materials together. 9" × 12".	10	\$10.00
17-120	Eraser Stick with Smiley Face	The eraser that sharpens like a pencil! Looks like wood but it's made from eco-recycled paper. Smiley face theme. 6¾" long × ¼" diameter.	10	\$10.00





17-120



Artwork by Nick Dragotta from HOWTOONS: TOOLS OF MASS CONSTRUCTION by Dr. Saul Griffith, Nick Dragotta, Ingrid Dragotta, and Joost Bonsen. Copyright © 2015 Howtoons LLC. All rights reserved. Used with permission.



Sometimes we think of creativity as limited to the arts, but it has just as big a place in the sciences. HOWTOONS™, a brilliant series of doit-yourself comics and projects, was created at the Massachusetts Institute of Technology (MIT)...by scientists, Saul Griffith, a graduate student at the time, and Joost Bonsen. Together they enlisted professional comic book artist Nick Dragotta and toy designer Ingrid Dragotta to help show kids basic principles of science and engineering as a way to be able to make fun stuff. Like ice cream, goggles, origami robots, soda bottle rockets or marshmallow shooters. All made mostly from things we usually throw away, so a little environmentalism is thrown in for good measure.

Griffith and the Dragottas believe that kids can create and invent better toys for themselves than they can buy. The instructions are cartoon graphics so they can pretty much be followed no matter what language you speak. The brother-and-sister heroes of *HOWTOONS*™ (www.howtoons.com) have a sense of adventure and a can-do approach to their world.

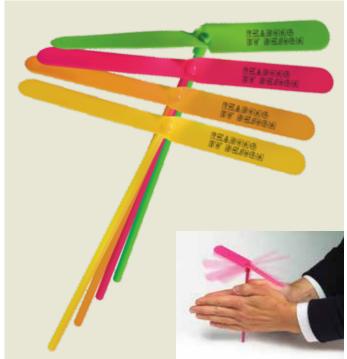
This summer's Reading by Design theme is a natural for activities that unleash creativity and ideas. Kids like the stuff they can make. But even more importantly, they learn that with imagination and a few skills and tools, they can create things out of almost nothing, giving them an incredible sense of power. Showing kids not to accept the world for what it is, but what it can be.



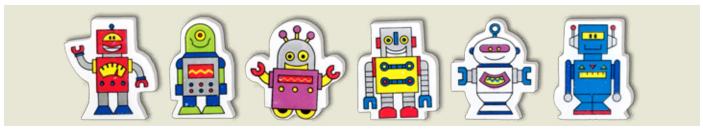
Product #	Item	Description	Set	Price
17-201	Geometric Light-up Bouncing Balls	Surprising, colorful, and high-bouncing light-up geometric-shaped balls. 1¾". Batteries included. Ages 3 and up.	12	\$13.75
17-202	Neon Robot Sunglasses	Neon robot-style sunglasses. Assorted neon colors—orange, blue, green, and pink. 5" wide, one size fits most. Ages 3 and up.	12	\$20.00
17-203	Robot Erasers	These erasers compute fun! Six different cool designs. 2" high. Ages 3 and up.	24	\$5.00
17-204	Propellers	Attach the stick to the blade, place stick across the palm of your hand, slide hands quickly in opposite directions, and watch the Propeller take off! 6¾" high. Pack of 10 assorted neon colors. Ages 5 and up.	10	\$10.00

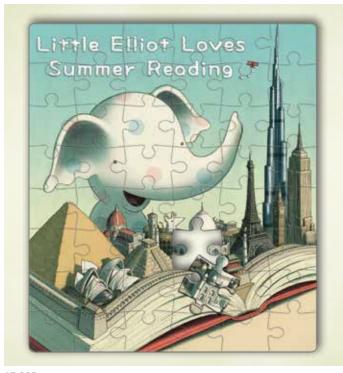
17-201





17-202 17-204





Product #	Item	Description	Set	Price
17-205	Jigsaw Puzzle	Little Elliot jigsaw puzzle. 36 pieces. 10" wide × 13 high".	1	\$2.00
17-206	Maze Pen	Rotate the pen to move the steel balls through the maze. 6" long. Ages 3 and up.	1	\$1.00
17-207	Water Bottle	20 ounce water bottle. Eco-friendly. BPA free. Ages 3 and up.	1	\$1.25
17-208	Drawstring Pack	Durable polyester sport pack. 13½" wide by 15" high.	1	\$1.50
17-209	Flying Rockets	Pull back the rubber band and let this foam rocket fly! 7¾" long by 2½" wide. Ages 3 and up.	1	\$2.00
17-210	Domino Set	Full set of plastic dominoes in a wood travel box. Box size: 5¾" long × 11/8" wide × 2" high. Ages 5 and up.	1	\$2.50

17-205



17-208



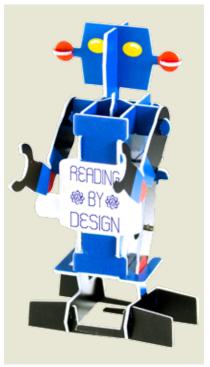
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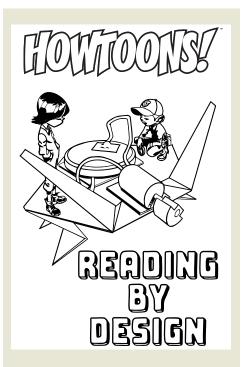


Product #	Item	Description	Set	Price
17-211	Bubble Illusion	Spin the wand and the iridescent Mylar strands create the optical illusion of an everchanging bubble. 12" long. Ages 3 and up.	1	\$3.00
17-212	Wind-up Robot Puzzle	Assemble the robot like a puzzle, punching out the pieces from perforated sheets. Wind him up and watch him go! 11/4" wide × 23/4" high. Ages 3 and up.	1	\$3.00
17-213	Fun Straws	Comes with 92 straws and 12 connectors that allow you to construct a maze of straws that makes drinking your favorite beverage a whole new adventure.  Ages 3 and up.	1	\$6.50
17-214	DIY Color-ons	Color-it-yourself fabric transfer. Works with any brand of crayon. Permanent, washable, and colorfast. 5" × 8".	10	\$8.00

17-211







17-212 17-213 17-214



Product #	Item	Description	Set	Price
17-215	Spaghetti Ball	Soft and stretchy, you just cannot put it down. Toss it, catch it, and stretch it! 10" long (before stretching!). Ages 3 and up.	1	\$3.50
17-216	Light-up Spinner Wand	Colorful LED patterns create spectacular spinning spiral lights. Just push the button and watch the fun. Batteries included. 7½" high. Ages 5 and up.	1	\$5.00
17-217	HOWTOONS™ Comic	32 page comic book featuring HOWTOONS™ projects. Grades 3-7.	5	\$10.00

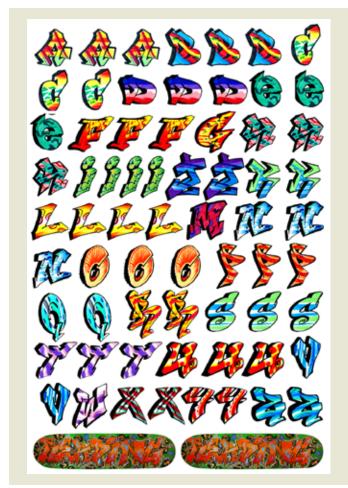
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17-216



17-217



Product #	Item	Description	Set	Price
17-301	Teen Tattoos	Grafitti alphabet teen temporary tattoos on a 4" × 6" sheet.	20 sheets	\$10.00
17-302	Teen Buttons	5 different 1" buttons. Teen art.	5	\$2.00
17-303	Kaleidoscope Pencils	4 colors in one wooden pencil provide a rainbow of writing fun. 7½" long.	5	\$4.50







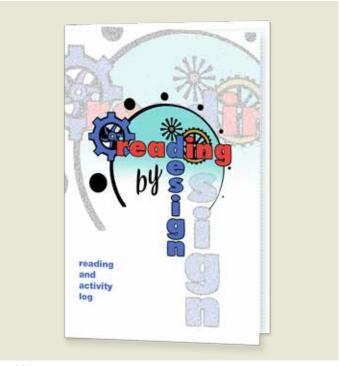


Product #	Item	Description	Set	Price
17-304	Sonic Amplifier and Stand (phone not included)	Handy media stand with built-in sound amplifier on metal split key ring. Compatible with most mobile phones. Plastic with silicone. 2½" long.	1	\$2.00
17-305	Retractable Ear Buds with Keychain Bag	Retractable ear buds inserted into a nylon and mesh keychain bag. Bag size: 4¼" wide × 3¼" high. Cord length is 15".	1	\$6.00

17-304

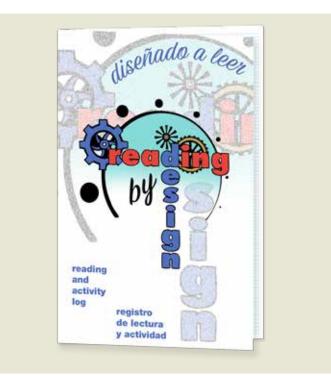






Product #	Item	Description	Set	Price
17-308	Teen Logs	Full-color front side with easy-to-use log side. Sturdy and colorful. 8½" × 11" on recycled card stock. 50 logs per pack.	50	\$8.00
17-309	Teen Logs (E/S)	Full-color front side with easy-to-use log side. Sturdy and colorful. 8½" × 11" on recycled card stock. 50 logs per pack. (English/Spanish)	50	\$8.00
17-310	Teen Bookmarks	Teen bookmark. 21⁄4" × 6" on recycled card stock. 100 bookmarks per pack.	100	\$5.00
17-311	Teen Bookmarks (E/S)	Teen bookmark. 21⁄4" × 6" on recycled card stock. 100 bookmarks per pack. (English/Spanish)	100	\$5.00

17-308





17-310



17-311



Product #	# Item Description		Set	Price
17-401	Adult Coloring Postcards	2 each of 6 different Reading by Design graphics. 4¼" × 6".	12	\$2.00
17-402	Engineer Multi-Tool	All your tools in one pocket-sized "pen" case. Includes two Phillips bits, three star head bits, one flathead bit, one bent flathead bit, and one spanner bit. Twist-off cap for bit storage. Magnetic base. Durable metal clip. 4¼" long.	1	\$3.50



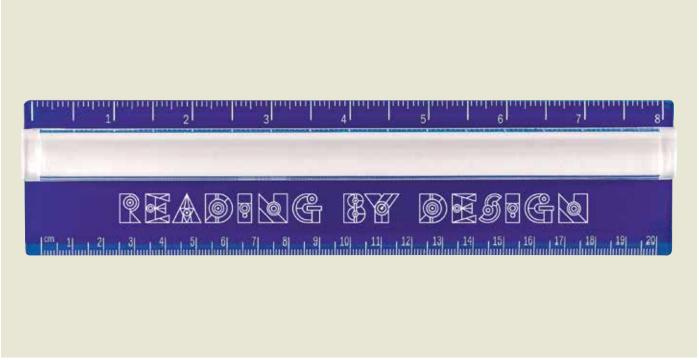
17-402

## Incentives



Product #	Item	Description	Set	Price
17-403	Gear Puzzle Stress Reliever	Three piece gear puzzle stress reliever. Made of polyurethane. 4" wide × 4" high× 5%" deep.	1	\$3.00
17-404	Measureview Ruler	Eight-inch plastic ruler has a built-in magnifier. Includes standard and metric scales. 8½" wide × 2" high × ¼" deep.	1	\$3.50

17-403



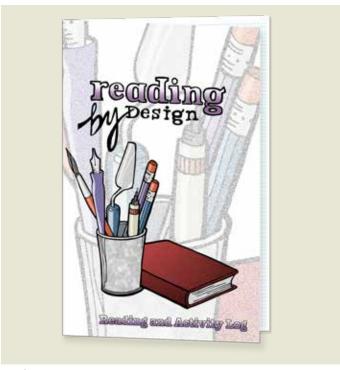
17-404



Product #	Item	tem Description		Price
17-405	Canvas Tote	12 oz. canvas tote with braided rope straps. Features cell phone pocket, mesh water bottle pocket, and inner zippered pocket. 12" high × 15½" wide × 2¾" deep.	1	\$10.00
17-406	Adult Book Bags	Strong plastic adult book bag. Made from recycled plastic. 15" wide × 19" deep with 3" gusset.	40	\$20.00

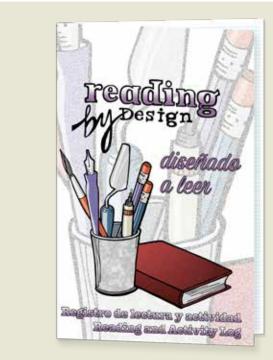
17-406





Product #	Item	Description		Price
17-407	Adult Reading Logs	Full-color front side with easy-to-use log side. Sturdy and colorful. 8½" × 11" on recycled card stock. 50 logs per pack.	50	\$8.00
17-408	Adult Reading Logs (E/S)	Full-color front side with easy-to-use log side. Sturdy and colorful. 8½" × 11" on recycled card stock. 50 logs per pack. (English/Spanish)	50	\$8.00
17-409	Adult Bookmarks	Adult bookmark. 2¼" × 6" on recycled card stock. 100 bookmarks per pack.	100	\$5.00
17-410	Adult Bookmarks (E/S)	Adult bookmark. 2¼" × 6" on recycled card stock. 100 bookmarks per pack. (English/Spanish)	100	\$5.00

17-407



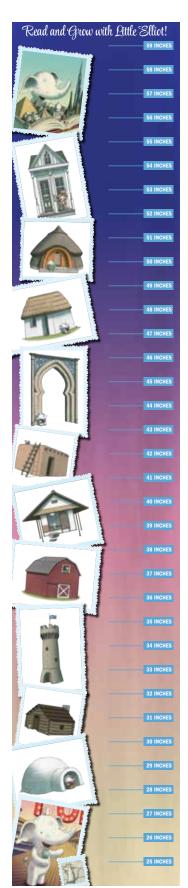
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17-409



17-410





Product #	Item	Description	Set	Price
17-501	Sippy Cup	5 ounce sippy cup with colorful Little Elliot graphic insert. Template to make additional inserts is included in Resource Guide. BPA free.	1	\$5.00
17-502	Growth Chart	Track their growth with this Little Elliot chart. 36" high × 7" wide.	6	\$5.00
17-503	Little Elliot Stuffed Character	Plush Little Elliot doll. Safe for all ages, perfect for ages 2-8. 9" tall.	1	\$12.00



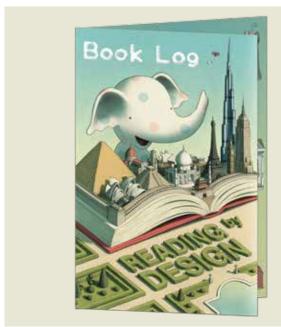
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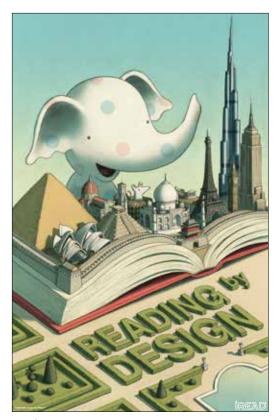
Product #	Item	Description	Set	Price
17-504	Toddler T-shirt–2T	Little Elliot toddler T-shirt. 100% blue cotton. Size 2T.	1	\$10.00
17-505	Toddler T-shirt–4T	Little Elliot toddler T-shirt. 100% blue cotton. Size 4T.	1	\$10.00
17-506	Toddler Reading Logs	Little Elliot-themed book log for early and pre-readers.	20	\$5.00
17-507	Toddler Reading Logs (E/S)	Little Elliot-themed book log for early and pre-readers. (English/ Spanish)	20	\$5.00



17-506



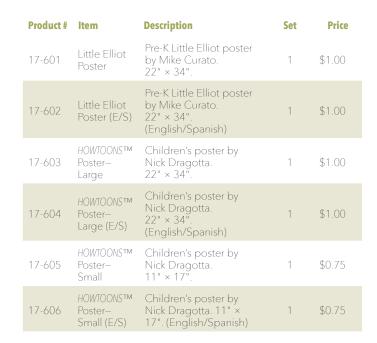
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17-604, 17-606





17-611, 17-613

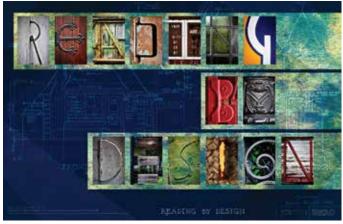


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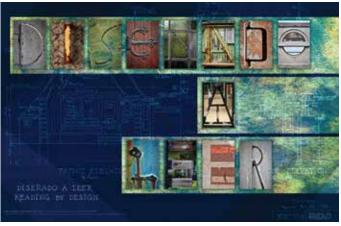
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17-608, 17-610

Product #	Item	Description	Set	Price
17-607	Teen Poster– Large	Graffiti skateboard art by James Spurgeon. 22" × 34".	1	\$1.00
17-608	Teen Poster– Large (E/S)	Graffiti skateboard art by James Spurgeon. 22" × 34". (English/Spanish)	1	\$1.00
17-609	Teen Poster– Small	Graffiti skateboard art by James Spurgeon. 11" × 17".	1	\$0.75
17-610	Teen Poster– Small (E/S)	Graffiti skateboard art by James Spurgeon. 11" × 17". (English/Spanish)	1	\$0.75
17-611	Alternate Teen Poster– Large	Alternate Teen Poster by Gino Cieslik. 22" × 34".	1	\$1.00
17-612	Alternate Teen Poster- Large (E/S)	Alternate Teen Poster by Gino Cieslik. 22" × 34". (English/Spanish)	1	\$1.00
17-613	Alternate Teen Poster– Small	Alternate Teen Poster by Gino Cieslik. 11" × 17".	1	\$0.75
17-614	Alternate Teen Poster– Small (E/S)	Alternate Teen Poster by Gino Cieslik. 11" × 17". (English/Spanish)	1	\$0.75
17-615	Adult Poster– Large	Photography by Russell McGonagle. 22" × 34".	1	\$1.00
17-616	Adult Poster– Large (E/S)	Photography by Russell McGonagle. 22" × 34". (English/Spanish)	1	\$1.00
17-617	Adult Poster– Small	Photography by Russell McGonagle. 11" × 17".	1	\$0.75
17-618	Adult Poster– Small (E/S)	Photography by Russell McGonagle. 11" × 17". (English/Spanish)	1	\$0.75





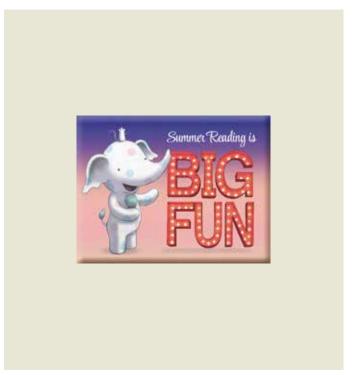


17-616, 17-618



17-701, 17-702, 17-703

Product #	Item	Description	Set	Price
17-701	Resource Guide and Disks	The heart of your Summer Reading Program! Over 600 pages of Reading by Design-themed activities, games, art, reading lists, and much more. Includes programming for children, teens, adults, military, early literacy, and families. Printed book and set of disks with graphics and PDFs.	1	\$25.00
17-702	Guide and Graphics Disks only	All of the <i>Reading by</i> Design graphics and programming on a set of disks.	1	\$10.00
17-703	Guide and Graphics Flash Drive only	All of the <i>Reading by Design</i> graphics and programming on a flash drive.	1	\$12.00
17-777	Guide and Graphics Download	All of the Reading by Design graphics and programming as downloadable files. Available at ireadprogram.org.	1	\$10.00
17-704	Program Buttons	Buttons to promote your summer reading program. 1½" × 2".	10	\$5.00
17-705	Patch	Reading by Design patch includes self- sticking back.	1	\$2.50









Product #	Item	Description	Set	Price
17-706	Adhesive Memo Note Cube	Reading by Design adhesive note cube. 2¾" × 2¾" × 2¾"; 550 Sheets.	1	\$7.50
17-707	Banner	Full-color vinyl Reading by Design banner with grommets. 72" × 24".	1	\$30.00
17-708	Lanyards	Full-color <i>Reading</i> by Design polyester lanyard. 36" long × 36" wide with swivel hook + split key ring attachments.	1	\$1.25





17-708



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Asking questions is the beginning of any adventure, project, or new undertaking. It's the only way to eventually find answers. In Ada Twist, Scientist, a new book with text by Andrea Beaty and illustrations by David Roberts, a young girl explores her world (and drives her parents slightly batty) by asking questions non-stop, once she finally begins to speak at age three.

Ada wanted to know how clocks work, why roses have thorns, and most of all, where smells comes from, both good ones and bad. Along the way, Ada's questions led her to explore books, ideas, objects, and experiments that went far beyond the original query.

Ada Marie did what scientists do: She asked a small question, and then she asked two. And each of those led her to three questions more, and some of those questions resulted in four.

The scientific method-formulating and testing a hypothesis in response to your questionsis another approach to this summer's theme, Reading by Design: reading with a specific purpose. Ada is a great role model for summer readers. Reading will sometimes lead to answers, but the best part is when it leads to more questions, and the sense that the reader is empowered to continue their search.

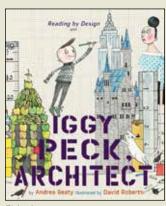


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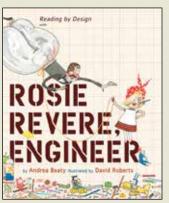
Product #	Item	Description	Set	Price
17-709	Window Decals	Summer Reading is Big Fun on a removable adhesive window decal. 4" × 4". Pack of 20.	20	\$5.00
17-710	Hand Stamp	1" diameter <i>Reading by Design</i> hand stamp.	1	\$4.00
17-711	Hanging or Bulletin Board Decorations	Featuring Iggy Peck, Architect; Rosie Revere, Engineer; and Ada Twist, Scientist. Eight different colorful cards. Full-color, two-sided, 936" × 111/4" on card stock. Drilled holes for hanging or posting on bulletin boards (string not included).	8	\$7.50



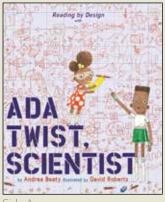
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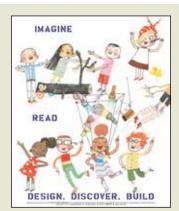
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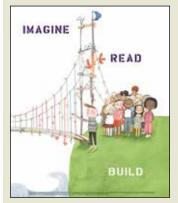
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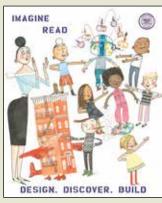
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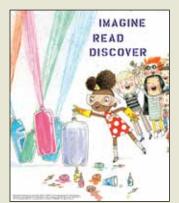
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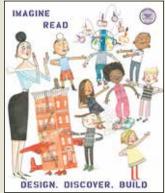
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Side B



Side B



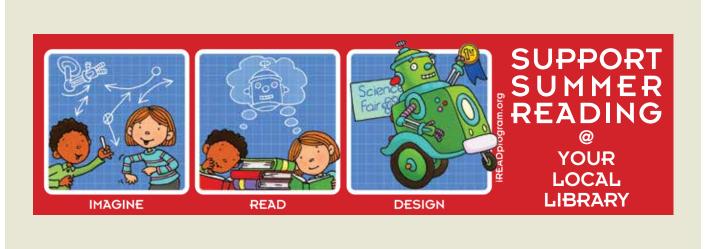


17-712

Product #	Item	Description	Set	Price
17-712	Lawn Sign	Full-color, two-sided lawn sign to promote summer reading. Frame included. 26" wide × 16" high.	1	\$10.00
17-713	Little Elliot T-shirt Iron- ons	Easy to apply fabric prints transfer on to a T-shirt. 6" × 9" Little Elliot image.	10	\$15.00
17-714	Imagine– Read– Design Bumper Sticker	Imagine–Read–Design removable bumper sticker. 11½" × 3¼".	12	\$6.00
17-715	Large Plush Elliot (not shown; see page 24)	Large version of the plush Little Elliot for library displays and grand prizes. 20" high.	1	\$75.00



17-713



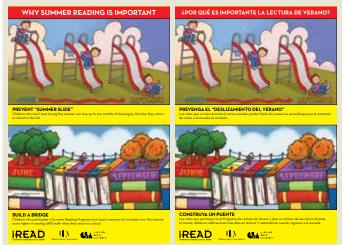


17-801, 17-802



17-805, 17-806



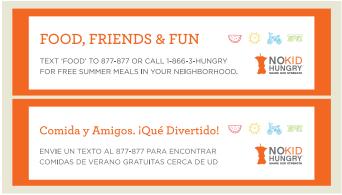


17-803, 17-804





17-852



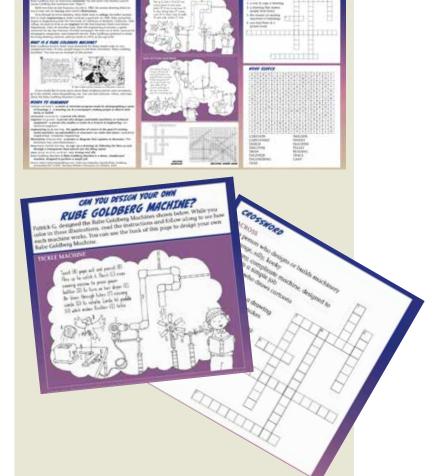
17-853





Product #	Item	Description	Set	Price
17-851	Lunch at the Library Bookmarks (E/S)	Lunch at the Library bookmarks. 3¾" x 11½". Pack of 100. (English/Spanish)	100	\$7.50
17-852	Lunch at the Library Stickers	Lunch at the Library stickers. 1½" diameter. Roll of 100 stickers.	100	\$5.00
17-853	No Kid Hungry Bookmarks (E/S)	No Kid Hungry summer meals bookmark. 3" x 8". (English/Spanish)	100	\$7.50
17-854	No Kid Hungry Poster (English)	English version, No Kid Hungry summer meals poster. 18" x 24".	1	\$1.00
17-855	No Kid Hungry Poster (Spanish)	Spanish version, No Kid Hungry summer meals poster. 18" x 24".	1	\$1.00
17-856	Activity Placemats	Summer meals activity placemats feature games that encourage and build reading skills. 11" x 17". Packs of 20.	20	\$5.00

SUMMER MEALS ACTIVITY PLACEMAT



17-855 17-856



17-901 to 17-909



17-911 to 17-916

Product #	ltem	Description	Set	Price
17-901	Little Elliot T-shirt– Child Small	Little Elliot illustration on pre-shrunk sapphire blue 100% cotton. Children's sizes.	1	\$5.75
17-902	Little Elliot T-shirt– Child Medium		1	\$5.75
17-903	Little Elliot T-shirt– Child Large		1	\$5.75
17-904	Little Elliot T-shirt– Adult Small	Little Elliot illustration on pre-shrunk sapphire blue 100% cotton. Adult sizes.	1	\$5.75
17-905	Little Elliot T-shirt– Adult Medium		1	\$5.75
17-906	Little Elliot T-shirt– Adult Large		1	\$5.75
17-907	Little Elliot T-shirt– Adult XL		1	\$5.75
17-908	Little Elliot T-shirt– Adult 2XL		1	\$6.50
17-909	Little Elliot T-shirt– Adult 3XL		1	\$7.00
17-911	Imagine– Read– Design T-shirt– Adult Small	Imagine–Read–Design illustration on a red frost T-shirt. Super soft, 4.5 oz. tri-blend fabric. Adult sizes.	1	\$10.00
17-912	Imagine– Read– Design T-shirt– Adult Medium		1	\$10.00
17-913	Imagine– Read– Design T-shirt– Adult Large		1	\$10.00
17-914	Imagine– Read– Design T-shirt– Adult XL		1	\$10.00
17-915	Imagine– Read– Design T-shirt– Adult 2XL		1	\$11.00
17-916	Imagine– Read– Design T-shirt– Adult 3XL		1	\$12.00



17-921 to 17-926



17-931 to 17-936



17-941 to 17-946

Product #	Item	Description	Set	Price
17-921	Teen T-shirt– Adult Small	James Spurgeon teen illustration on 100% pre-shrunk indigo blue cotton T-shirt. Adult sizes.	1	\$7.00
17-922	Teen T-shirt– Adult Medium		1	\$7.00
17-923	Teen T-shirt– Adult Large		1	\$7.00
17-924	Teen T-shirt– Adult XL		1	\$7.00
17-925	Teen T-shirt– Adult 2XL		1	\$8.00
17-926	Teen T-shirt– Adult 3XL		1	\$8.50
17-931	Adult T-shirt– Adult Small	Russell McGonagle photography on pre- shrunk dark grey cotton/ poly blend T-shirt. Adult sizes.	1	\$7.00
17-932	Adult T-shirt– Adult Medium		1	\$7.00
17-933	Adult T-shirt– Adult Large		1	\$7.00
17-934	Adult T-shirt– Adult XL		1	\$7.00
17-935	Adult T-shirt– Adult 2XL		1	\$8.00
17-936	Adult T-shirt– Adult 3XL		1	\$8.50
17-941	Staff T-shirt— Adult Small	"Ask me about summer reading" illustration on pre-shrunk heather sapphire cotton/poly blend. Adult sizes.	1	\$8.00
17-942	Staff T-shirt– Adult Medium		1	\$8.00
17-943	Staff T-shirt– Adult Large		1	\$8.00
17-944	Staff T-shirt– Adult XL		1	\$8.00
17-945	Staff T-shirt— Adult 2XL		1	\$8.50
17-946	Staff T-shirt— Adult 3XL		1	\$9.00



17-951 to 17-956



17-961 to 17-966

Product #	Item	Description	Set	Price
17-951	Men's Polo–Small	"Ask me about summer reading" illustration on comfortable lightweight blue poly knit polo. Fabric is snag resistant and has UV protectant. Adult sizes.	1	\$16.00
17-952	Men's Polo– Medium		1	\$16.00
17-953	Men's Polo–Large		1	\$16.00
17-954	Men's Polo–XL		1	\$16.00
17-955	Men's Polo–2XL		1	\$16.00
17-956	Men's Polo–3XL		1	\$16.00
17-961	Women's Polo–Small	"Ask me about summer reading" illustration on women's fitted comfortable lightweight blue poly knit polo. Fabric is snag resistant and has UV protectant. Adult sizes.	1	\$16.00
17-962	Women's Polo– Medium		1	\$16.00
17-963	Women's Polo–Large		1	\$16.00
17-964	Women's Polo–XL		1	\$16.00
17-965	Women's Polo–2XL		1	\$16.00
17-966	Women's Polo-3XL		1	\$16.00

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