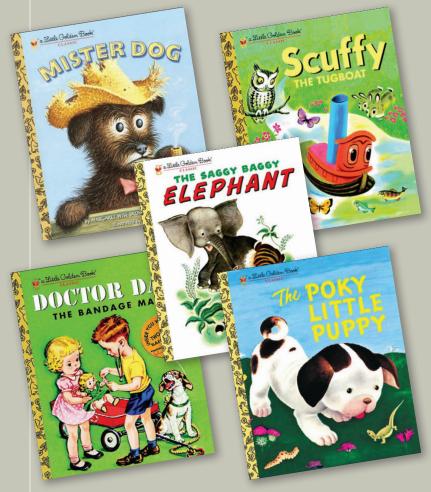
CENTER FOR ADVANCED STUDY

A New Deal for the Nursery



Golden Books and the Democratization of American Children's Book Publishing

Little Golden Books were a radical innovation in children's publishing when they first appeared in 1942. Their economically published and priced package faced strong resistance from librarians and reviewers for their overtly commercial appeal. At the same time, their wide availability and 25-cent price revolutionized the way families viewed books for young people. Marcus describes the economic and social forces that brought top authors and artists, advanced book production technology, and innovative marketing together and made Golden Books a household name.

Leonard S. Marcus

Author, critic and children's book historian

September 18, 2008 Thursday, 7:30 pm

Knight Auditorium, Spurlock Museum 600 South Gregory Street, Urbana

University of Illinois at Urbana-Champaign

Hosted by:

Center for Children's Books Graduate School of Library and Information Science

In Conjunction with: American Indian Studies Bureau of Educational Research **Department of Communication Department of History** Department of Human and **Community Development** Early Childhood and Parenting Collaborative Family Resiliency Program School of Art and Design Trowbridge Office on American Literature, Culture, and Society University High School **University Library Champaign Public Library** Urbana Free Library

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