

A New Deal for the Nursery

**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

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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.



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