



Golden Legacy: How Golden Books Won Children's Hearts, Changed Publishing Forever, and Became An American Icon Along the Way

Leonard S. Marcus , Eric Carle (Foreword)

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THE YEAR 2007 marks the 65th anniversary of a bold experiment: the launch of the Little Golden Books during the dark days of World War II. At a time when the literacy rate was not nearly as high as it is now - and privation was felt by nearly all - quality books for children would now be available at a price nearly everyone could afford (25 cents), and sold where ordinary people shopped. *Golden Legacy* is a lively history of a company, a line of books, the groundbreaking writers and artists who created them, the clever mavericks who marketed and sold them, and the cultural landscape that surrounded them.

Golden Legacy: How Golden Books Won Children's Hearts, Changed Publishing Forever, and Became An American Icon Along the Way Details

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From Reader Review Golden Legacy: How Golden Books Won Children's Hearts, Changed Publishing Forever, and Became An American Icon Along the Way for online ebook

Robin Ryan says

Such a delightful reminder of books of my past and books I still love! The story behind how Golden Books came to be and came to be a staple in the homes of so many, is nicely told by Leonard Marcus. The best part of this book, however, are the reprints of the illustrations of so many books and the photographs of the artists and writers behind them. Check out the artwork of Feodor Rojankovsky - one of the early illustrators.

Alex says

I did not feel like this book was organized very well. I found this book in the juvenile nonfiction area of my library and after reading it I am shocked at this shelving. As an adult I had a hard time making sense of this scattered story. I would not recommend this book to an average reader. I felt like I was missing the background knowledge needed to enjoy this book. This is the kind of book that gives nonfiction a bad name. I didn't hate it, but I didn't like it.

Scott S. says

It's more about the founding and history of the company, and its personalities, than about the actual books themselves. However, when some of the notable titles are briefly discussed (or there are also pages with cover artwork) it will probably trigger a blast of nostalgia. Scuffy, Tootle, and many others have lived on in print for decades and I'd like to think they'll stick around for many more years.

Michelle Ule says

The magic of this heavy lavish book are the Golden Book covers, nostalgia from my childhood. Marcus has written a thorough book, but I prefered to look at the photos and read the memories of children associated with the artists and authors.

It made for a splendid hour of page turning and remembering.

Kelly Mahaney says

Good book for Golden book collectors. I use as a reference whenever someone gives me a new book.

Lisa says

The history of the Golden Book Empire is well documented in this fully illustrated (more pictures than text actually) coffee table book. From its early beginnings as a small printer in Racine Wisconsin, to its huge nation wide presence in more than just inexpensive picture books, this is a thorough story - people, places, and problems all take center stage. If you remember Golden Books as a child, you will find a lot of book covers full of memories and nostalgia, and some great stories about the authors and illustrators. This is not a children's book, however - the use of some very advanced vocabulary made it a challenging read.

Lynn says

Children's books are one of my passions. I found Marcus' Story of Golden books fascinating. It's interesting how librarians and big name publishers so looked down on Little Golden Books; My local library still doesn't stock them. The magic of these books wasn't that they were examples of great literature, but that they were books parents could afford and young children loved. Little Golden Books are responsible for helping three generations of children fall in love with books. The book is divided into sections that approximate the seven decades they've been around. Beautifully illustrated, it brought back memories of the books I loved as a child, the ones my children grew up with, and now my grandchildren are reading. One warning- Amazon advertises it as for ages 3-7; Altho children might like looking at the pictures, this is an adult book.

B says

I really enjoyed reading this book after attending a special presentation at our local library on the 75th anniversary of Golden Books. This is a fascinating history of the beloved children's books with wonderful illustrations.

Eloise says

Wonderful history of Golden Books made more meaningful by having met Leonard Marcus and hearing him speak in July.

Michael Fitzgerald says

Although this book contains a lot of information, there is also much that is not included, and the curious but unsatisfied reader is forced to look elsewhere to hunt down things.

For example, the magnificent (and very influential) Deluxe Golden Books of the late 1950s and 1960s really ought to be the subject of a separate presentation. Here they are treated as an aside, at best. There is absolutely no mention of The Golden Treasury of Natural History, The World We Live In, The Epic of Man, The Golden Book of Lost Worlds: Great Civilizations of the Past, Man and Power, The Golden Book of the Renaissance, The Golden Book of America, The American Indian, The Golden Book of the American

Revolution, The Golden Book of the Civil War, The Second World War, The Golden Book of Chemistry Experiments, or The Golden Book Of Science. Although there were some connections (through authors like Jane Werner Watson), these were books of an entirely different character than the Little Golden Books.

Other wonderful titles like the Tenggren King Arthur and the Knights of the Round Table and the Benvenuti The Merry Adventures of Robin Hood are also unmentioned. This gives a somewhat unbalanced view of what the publisher managed to accomplish over the years. Given some time, I'd be able to come up with several more issues.

Cindy Mitchell *Kiss the Book* says

Marcus, Leonard S. Golden Legacy : The Story of Golden Books, 245 pgs. Penguin Random House, 2007. \$40.00. Content: G.

If you remember Golden Books as a child, you will find a lot of book covers full of memories and nostalgia, and some great stories about the authors and illustrators. This is not a children's book, however, the use of some very advanced vocabulary made it a challenging read.

ADULT - GIFT Lisa Librarian
<https://kissthebook.blogspot.com/2017...>

Cross-posted on reviewers personal GoodReads account

Kimberly Yoghourtjian says

This is a wonderful account about the history of Golden Books. I grew up with Little Golden Books, and they primed me to love the written word. I am from Racine, WI, and Western Printing was a household name. When I grew up and had a daughter in the 1980's, I would take her to Western Printings discount...over flow store called The Boat House. I would grab a cardboard box and fill it up with Golden Books...she was 3 months old and would actually sit still to listen to me read.

This book explains the extraordinary vision of the people who ran with the Golden Book idea to make it affordable for every family. The book covers topics such as the people who ran the company, the business side of printing and publishing, the writers, the illustrators, and the books themselves.

Donna says

There are many nostalgic pictures in this book about the history of how the "Little Golden Books" publication was started and the many changes over the years since 1942. I read some of the narrative and skipped through some, but enjoyed all the pictures of the book covers, recognizing many of the books I had read as a child.

Ryan says

I admit that I gave up reading at one point and just looked at all the pictures. These were pictures from books at my grandmother's house, of books always on the shelf at home. Fresh-faced, apple-cheeked children, colorful, smiling animals...a good journey back in time.

The story is an interesting look at the publishing industry - how it has changed, and how it continues to change, especially with the introduction of new technology.

I wonder if there will be favorite picture books that children only experience in electronic form. I have managed to integrate the electronic media format into my life, but I am still most in love with the pictures I see in physical books.

Denise says

The history of the iconic Golden Books that we all knew & loved - if not when we were kids, when we had kids. I'm especially fond of Eloise Wilkin's illustrations and this book provided more insight into her work and character. It also made me appreciate how radical these inexpensive, yet creative and artistic books were in their time.

Something I learned from the book: Scientists thought they knew all there was in 1918 about dinosaurs, and that area of study became less popular. But there was a renewed interest after a huge mural was painted at Yale in the 1940's, followed by the 1960 Giant Golden Book, Dinosaurs and Other Prehistoric Reptiles, written by Jane Werner Watson & illustrated by Zallinger: "Men learned about dinosaurs from fossils in rocks. It was a bit like learning to read. The rocks of earth are like a huge book. The rock layers are its pages. Hidden in them is the story of the earth's past. But to learn that story, men had to learn to read the book of the rocks."

The book ends with a quote from Sir Arthur Conan Doyle: "It is a great thing to start life with a small number of really good books which are your very own."

Golden books provided that for many kids, just as Dolly Parton's book program, and others like it do today.
