



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

Leonard S. Marcus

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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.

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