



Golden Books® **THROUGH THE YEARS!**

1941 On December 8th, war was declared by Japan on the United States. Eleanor Roosevelt urged parents to read to their children to maintain an atmosphere of normality at home.

1942 On October 1st, in a full-color insert in *Publishers Weekly*, a new series of twenty-five-cent books for children, Little Golden Books, was announced.

1946 Illustrator Eloise Wilkin made her Golden debut as the illustrator of Lucy Sprague Mitchell's Little Golden Book, *The New House in the Forest*.

1947 A major new distribution channel for the sale of Golden Books was opened by introducing the books to supermarkets.

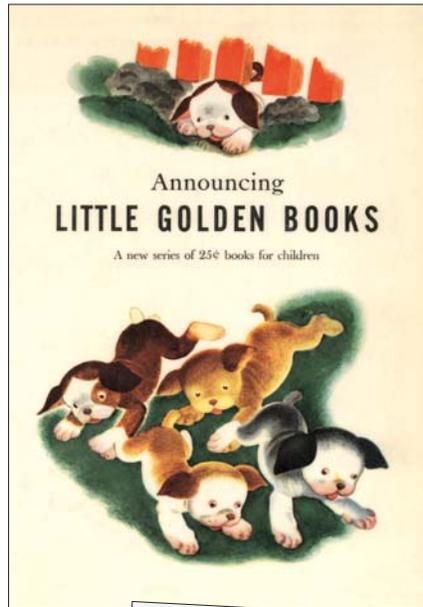
1948 An unknown artist named Richard Scarry signed a one-year exclusive services contract to create the artwork for four Golden titles.

1951 *Doctor Dan*, *The Bandage Man* was released with Johnson & Johnson® Band-Aids glued inside of the Little Golden Book's front cover. This marked one of the first ventures into book-and-product joint packaging.

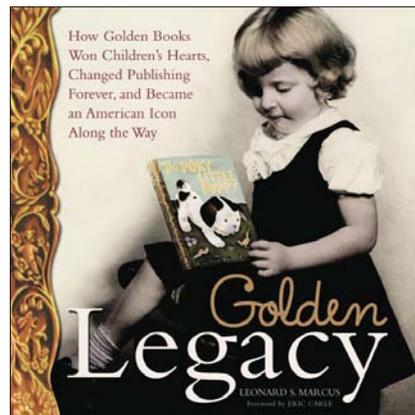
1952 *Mister Dog* became one of the first Little Golden Books to be published in France (*Monsieur Chien*).

1959 More than 150 Little Golden Books had sold at least one million copies.

1961 *Parade* magazine featured "the little girl in the White House," Caroline Kennedy. The article included a photograph of her sitting beside the First Lady, holding up a copy of the Little Golden Book *I Can Fly*.



Illustrations, counterclockwise from top: from the four-page 1942 *Publishers Weekly* ad insert; Officer Renny Hoogerhuis of the Racine Police Force poses with *The Little Fat Policeman* for the May 1955 issue of *The Westerner*; from *The Little Fat Policeman*; *Golden Legacy*; from *The Poky Little Puppy*; from *The Color Kittens*.



1971 Western Publishing made its first licensing agreement with Children's Television Workshop, the producer of *Sesame Street*.

1986 Work briefly came to a halt at the company's Racine headquarters when the one billionth Little Golden Book, just off the assembly line, was held aloft by the President and CEO.

2001 Random House acquired Golden Books Family Entertainment, Inc.

2004 Exhibitions of original art from Golden Books were mounted at Manhattan's National Arts Club and the New York Public Library.

2007 Celebrating Little Golden Books' 65th year, Random House published *Golden Legacy: How Golden Books Won Children's Hearts, Changed Publishing Forever, and Became An American Icon Along the Way* by Leonard S. Marcus.

