Little Golden Books launched in 1942 at 25 cents each, democratizing reading for young Americans. At that time, children’s books normally sold for $1.50 and were a luxury for many families.


October 1, 1942: Simon & Schuster published the first jacketed Little Golden Book. The original 12 titles included:

- The Poky Little Puppy
- Little Golden Book
- The Little Red Hen
- The Little Red Caboose
- Little Golden Book
- The Little White Owl
- The Little House
- The Little House in the Big Wood
- The Little House Book
- The Poky Little Puppy
- The Little House in the Big Woods
- The Little House

February 1943: After only 5 months, Little Golden Books were in their 3rd printing, with 1.5 million copies total printed.

1944: The first Walt Disney Little Golden Book, Through the Picture Frame, is published.

1945: Most of the original 12 Little Golden Books are now in their 7th printing.

1947: Little Golden Books are introduced to supermarkets. Within a year, Little Golden Books could be purchased in 1,200 supermarkets nationwide.

1950: Doctor Dan the Bandage Man is released with Johnson & Johnson Band-Aids glued to the title page. This marked one of the first ventures into book and product joint packaging. The first printing of this title was 1.5 million—the largest first printing of a Little Golden Book.

1951: I Can Fly receives an Honor Distinction at the Herald Tribune Children’s Spring Book Festival.


1954: Little Golden Books are now available throughout most of the world, except the Soviet Union, where they are considered too capitalist.

Mid-1950s: Top-selling Little Golden Books center on children’s TV shows and Westerns (The Roy Rogers Show, Howdy Doody, The Lone Ranger, Davy Crockett, etc).

1957: More than 200 Little Golden Books have sold a million copies.

1967: More than 200 Little Golden Books are released in supermarkets.


1971: The Monster at the End of This Book is launched.

1974: The first Barbie Little Golden Book, Barbie, is published.

1977: The first ventures into non-fiction genres. Little Golden Books introduce MORE THAN 200 unique titles, including a Star Wars–themed series.

1982: Little Golden Books turns 40 with over 800 million books sold.


1992: Little Golden Books celebrates its golden anniversary—50 years! A boxed set titled 12 Little Golden Books by Favorite Authors and Artists Past and Present is released.

1992: To celebrate 50 years of Little Golden Books, the company gifts the Smithsonian Institution with original artwork from Little Golden Books. It was exhibited there in 2013.

2017: Little Golden Books celebrate its 75th anniversary!

2017: Several Little Golden Book classics are back in print in celebration of the 75th anniversary!