

Revolutionizing Children's Records: The Young People's Records and Children's Record Guild Series, 1946-1977 (American Folk Music and Musicians Series)

By David Bonner

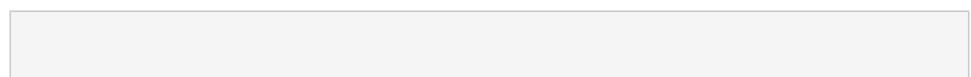
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Young People's Records and Children's Record Guild were the first commercially significant record clubs in the world. By applying proven book club methods to the field of phonograph records, these two related companies attracted some hundred thousand subscribers at their peak and serviced perhaps a million members in their existence. *Revolutionizing Children's Records: The Young People's Records and Children's Record Guild Series, 1946-1977* tells the history of YPR/CRG, explaining how these two labels intersected important developments in the histories of mass marketing, recording technology, educational philosophy, folk music, contemporary composition, and Cold War politics. David Bonner covers in detail the history of YPR/CRG, tracing its influences back to the beginnings of music education in the 19th Century and incorporating the impact of the American folk music revival on music educators.

The narrative follows the career paths of the company principals, such as its progressive founder Horace Grenell; the musicians who recorded for him, like American folk music revival pioneer Tom Glazer; and the record industry offshoots they created in the process. Bonner considers advances the club made in recording technology as the first record label devoted exclusively to "unbreakable" vinyl discs and provides a comprehensive summary of record club marketing, including the application of "music appreciation" to phonograph records. He also charts the commercial, critical, and political response to these endeavors, including an historical footnote to the "Red Scare" unavailable in existing Cold War literature. A complete and detailed discography listing every YPR and CRG recording, including all known writers and performers, concludes this excellent reference for scholars, nostalgists, and phonographic fanatics.



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Editorial Review

Review

David Bonner's fascinating look at the nostalgic world of Young People's Records takes the reader far beyond memory lane and into the political and philosophical worlds of those who planned them, wrote them, and performed on them. The complicated history of a host of record labels that sprung from those children's discs, which Mr. Bonner recounts, adds to the tremendous value of his book. Anyone who grew up with these priceless records must read what's on these pages. (Peter Bay, Conductor, Austin Symphony Orchestra)

Thoroughly researched examination. (. *Dirty Linen*, August/September 2008)

I grew up with Young People's Records. "The Funniest Song In The World" featuring Groucho Marx and "By Rocket To The Moon" with Raymond Scott helped mold the mind of the boy who became Dr. Demento. Here's the whole story of how those and hundreds of other YPR favorites were created by some of the most progressive thinkers and artists of their times, how they became a target for those in the McCarthy era and later those who sought to repress and confine the minds of young Americans, and how their spirit of joy in knowledge perseveres. (Dr Demento, Syndicated Radio Personality)

This book will be a treat for anyone interested in the history of the music industry. Highly recommended. (*CHOICE*)

About the Author

David Bonner is a music consultant and supervisor in Austin, Texas and an authority on esoteric recorded music.

Users Review

From reader reviews:

Joshua Shaw:

Reading can called head hangout, why? Because if you are reading a book specifically book entitled Revolutionizing Children's Records: The Young People's Records and Children's Record Guild Series, 1946-1977 (American Folk Music and Musicians Series) your brain will drift away trough every dimension, wandering in each and every aspect that maybe mysterious for but surely can become your mind friends. Imaging every word written in a e-book then become one type conclusion and explanation which maybe you never get just before. The Revolutionizing Children's Records: The Young People's Records and Children's Record Guild Series, 1946-1977 (American Folk Music and Musicians Series) giving you another experience more than blown away your thoughts but also giving you useful info for your better life within this era. So now let us teach you the relaxing pattern the following is your body and mind are going to be pleased when you are finished reading through it, like winning a casino game. Do you want to try this extraordinary wasting spare time activity?

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