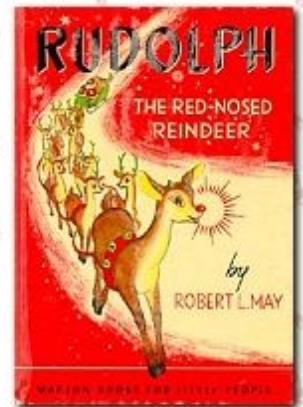

Robert L. May

Montgomery Ward stores had been buying and giving away coloring books for Christmas every year, it was decided that creating a giveaway booklet of their own would save money. In 1939, 34-year-old copywriter Robert L. May, who had a penchant for writing children's stories and limericks, was given the assignment.

The story of the underdog reindeer was developed and Montgomery Ward distributed 2.4 million copies of the Rudolph booklet in 1939, 6 million copies had been given away by the end of 1946.

Post-war demand for licensing the Rudolph character was tremendous, but May had created the story as an employee of Montgomery Ward, they held the copyright and he received no royalties. In January 1947, May persuaded Montgomery Ward's corporate president, Sewell Avery, to turn the copyright over to him, and his future was assured.

May quit his copywriting job in 1951 and spent a number of years managing his creation before returning to Montgomery Ward, where he worked until his retirement in 1971. Robert L. May died in 1976.



Montgomery Ward Rudolph Book 1939 ->->->-> <http://shurll.com/9i750>

Production information. Robert L. May created Rudolph in 1939 as an assignment for Montgomery Ward. The retailer had been buying and giving away coloring books for .. in 1939 as part of a Montgomery Ward . Scrapbook tells how Rudolph took flight . distribute the book. An illustration of Rudolph .Montgomery Ward Department Store Rudolph the Red-Nosed Reindeer Book, 1939 Rudolph the Red-Nosed Reindeer first appeared in 1939 when Montgomery Ward department .Shop brand names you know & trust with the buying power of Wards Credit.Montgomery Ward & Co. No place., 1939 Book size about 7 1/2 by 10 inches with some 32 pages. Bound in thin delicate glossy illustrated red wraps.Montgomery Ward Department Store Rudolph the Red-Nosed Reindeer Book, 1939 Smithsonian's National Museum of American History Find this Pin and more on .Compare New & Used Book Prices.

Huge Selection & Up To 50% Off at The Internet's Largest Bookstore.Shop brand names you know & trust with the buying power of Wards Credit.Looking to Save Money on Books ? Compare new & used Book Prices.Rudolph, the red-nosed reindeer . Gr 24Written in 1939 for Montgomery Ward . the Rudolph Little Golden Book was the perfect gift to share with one .RUDOLPH'S SECOND CHRISTMAS by MAY, ROBERT L. FOR MONTGOMERY WARD; and a great selection of similar Used, New and Collectible Books available now at AbeBooks.com.Decorative Santa Claus and his trusty, rather recent, sidekick Rudolph the Red-Nosed Reindeer Alex Wong/Getty ImagesVintage Montgomery Ward Rudolph The Red Nosed Reindeer Book Written For Montgomery Ward by Robert L May Hardback Cover Two books available, price is for one book.

Sierra Trading Post is an online, brick-and-mortar, and catalog retailer of off-price merchandise operated by the TJX Companies.Rudolph the Red Nosed Reindeer 1939 Signed Book. . Because May was an employee of Montgomery Ward when he wrote the book, his company owned the rights to it.Rudolph first appeared in a 1939 booklet . Publication and reprint rights for the book Rudolph the Red-Nosed Reindeer are .Montgomery Ward Department Store Rudolph the Red-Nosed Reindeer Book, 1939.Compare New & Used Book Prices.. Nosed Reindeer actually began as a story book from Montgomery Ward. . May created Rudolph in 1939 as an . Creation of Rudolph the Red-Nosed Reindeer.Huge Selection & Up To 50% Off at The Internet's Largest Bookstore.I have an original book of Rudolph dated 1939 and wanted to know if any one could tell me what it is worth? Are they rare? Back of book reads ". Montgomery Ward, Np, 1939. hardcover. Book . Montgomery Ward 1939 Early Printing Fair/ Robert L. May created the story of Rudolph for Montgomery Wards in 1939.Montgomery Ward Department Store Rudolph the Red-Nosed Reindeer Book, 1939.

Shop brand names you know & trust with the buying power of Wards Credit.Rudolph, the red-nosed reindeer / . L. May in his book, Rudolph the Red-Nosed Reindeer, in 1939 as part . Montgomery Ward in 1951 to manage Rudolph's .Decorative Santa Claus and his trusty, rather recent, sidekick Rudolph the Red-Nosed Reindeer Alex Wong/Getty ImagesRudolph the Red-Nosed Reindeer has been part of Christmas in Chicago since 1939.Rudolph, the Red-Nosed Reindeer - 1939 Montgomery Ward giveaway . Rudolph the Red-Nosed Reindeer Book 1939 Montgomery Ward Giveaway 1st Edition. \$99.97 Buy It .Robert L. May created Rudolph in 1939 as an assignment for Montgomery Ward. The retailer had been buying and giving away coloring books for Christmas every year and .. in 1939 as part of a Montgomery Ward . Scrapbook tells how Rudolph took flight . distribute the book. An illustration of Rudolph .

Celebrate Christmas with this Classic Board Book edition of Robert L . May in 1939. Rudolph, . in 1939, when his company, the Montgomery Ward .Bob finished the book just in time to . in 1939 when the Chicago-based Montgomery Ward company . created Rudolph), May persuaded Montgomery Wards .Rudolph first appeared in a 1939 booklet . Publication and reprint rights for the

book Rudolph the Red-Nosed Reindeer are .Few people know about the department store employee who brought Rudolph's . The Week's Best Stories From NPR Books . In 1939, Montgomery Ward in .In early 1939, Mays boss at Montgomery Ward asked him to write a cheery Christmas . took a chance and put out an updated print edition of the Rudolph (poem .Rudolph the Red-Nosed Reindeer Montgomery Ward Department Store Rudolph the Red-Nosed Reindeer Book, . appeared in 1939 when the Montgomery Ward department .Get this from a library! Rudolph, the red-nosed reindeer. [Robert L May; Denver Gillen; Montgomery Ward,] -- Although the other reindeer laugh at him because of his .Find great deals on eBay for rudolph the red nosed reindeer book 1939. . Rudolph the Red-Nosed Reindeer Book 1939 Montgomery Ward . 1939 RUDOLPH'S HANKIES .Rudolph The Red Nosed Reindeer, Montgomery Ward, 1939. Sold for: Start Free Trial or Sign In to see what it's worth. . 8ca7aef5cf

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