

The Mao Era in Objects

Children's Magazines: 1950 Magazine Covers



開明少年

56

一九五〇年三月十六日出版

開明書店印行

TITLE

Image 1 Enlightened youth (Kaiming shaonian 开明少年), no. 56 Magazine Cover

DATE

1950-03

CREATOR

Unknown

PUBLISHER

Kaiming shudian

RIGHTS

Personal Collection. Fair use.

DESCRIPTION

This image shows children dressed as people from all walks of life working together for Chairman Mao and the Revolution. In the front row, a student, a farmer, a worker and a businessman hold hands. The businessman's sign says, 'Develop production.' In the early 1950s, some forms of private ownership were still allowed, but capitalists had to cooperate with the new system. Behind this row, *yangge* dancers perform, and soldiers hold up national flags. In the very middle of this row, a portrait of Chairman Mao adorns a large red star with rosettes on each point.

新兒童世界



Image 2 New Children's World (Xin ertong shijie, 新儿童世界) no. 52 Magazine Cover

DATE

1950-09

CREATOR

Unknown

PUBLISHER

Commercial Press (Shangwu yinshuguan 商务印书馆)

RIGHTS

Personal Collection. Fair use.

DESCRIPTION

This magazine cover shows children in a cooperative store—a new form of shop established after the Revolution. The shop offers books, ink and other school materials, as well schoolbags and balls. The sign on the right above the girl behind the counter says 'Cooperative,' and to her left is a price list. The writing on the bottom of the cover states that this is a special issue of stories written by children.