

Pinocchio's Children's Book Place Collection



Processed By

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Memphis and Shelby County Room

Memphis Public Library and Information Center

3030 Poplar

Memphis, TN 38111

Pinocchio's Children's Bookplace Collection

Historical Sketch

Pinocchio's: The Children's Bookplace was an independent bookstore located in a small brick cottage with yellow trim and orange shag carpet. There were vintage Pinocchio and Matilda dolls, yellow metal bookshelves brimming with children's literature and the only bathroom contained a tub filled with books for children. The store carried books for children from birth to thirteen years old. They also sold parenting help books, educational toys and puzzles. The store was located on Brookhaven circle and was open six days a week. They had author signings and a storyteller on Friday mornings.

The bookstore opened its doors the summer of 1977. It all started in 1976 with an idea that Miriam Epstein, a teacher, had and shared with her daughter's kindergarten teacher, Judy Korones and another teacher, Sue Ellen Blen, who all had trouble getting books for their classes. Co-owners Judy Korones and Miriam Epstein and their former partner capitalized Pinocchio's with \$21,000.

Around the time of opening Epstein says there were only 28 children's bookstores in the country.

Pinocchio's closed October 2012, and the owners' love for children is what kept the store open as long as it was. The independent store struggled to compete with chain bookstores and the internet. Approaching retirement and unable to find new owners, plus the rise in internet book sales and rising book prices all contributed to the closing of the bookstore. After 35 years of serving the community, Pinocchio's: The Children's Bookplace, read its last story.

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Scope and Content

The Pinnochio Children's Book Place Collection was donated to the Memphis and Shelby County Public Library when it closed after 35 years of business in October of 2012. The last two owners, Judy Korones and Miriam Epstein, felt it was time to close up shop. The items found in this collection include budget documents, sale postcards, advertisement posters and paraphernalia, correspondence with publishers, patrons and authors, business cards, and book order forms. The physical size of the materials vary greatly from small postcards to large scale wall posters and art pieces. The materials date from 1977 to 2012, with the majority of items from the 1980's through 2012.

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Pinocchio's Children's Book Place Collection

Container List

Box 1

Folder 1	Sales postcards and business cards
Folder 2	Booklets
Folder 3	Booklists, Programs and Catalogs-Promotions
Folder 4	Booklists, Programs and Catalogs-Promotion
Folder 5	Catalogs, Programs and Resources
Folder 6	<i>The Wrinkled Egg</i> and other order forms
Folder 7	Storyteller's Notebook
Folder 8	Price list order forms and brochures
Folder 9	Small posters and wall advertisement
Folder 10	News releases correspondences and thank-you's
Folder 11	Author correspondence calendar
Folder 12	Store advertisements, photos, correspondence, postcards and business cards
Folder 13	Wall advertisements, congratulations and inventory list

BOX 2

Folder 1	News articles, store bags, wall art & book cover
Folder 2	News articles & wall hangings
Folder 3	Wall hangings and children's thank-you's

OVERSIZE BOX 3

No Folders	Posters
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