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# Jim and the Beanstalk

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~~Not a Choice:~~

off

Media type:

Book

BfK Rating:

0

For years Picture Puffins have come in varied shapes and sizes, and booksellers have been driven quietly bonkers wondering how best to display them. 25th September 1980 will see the end of all that (or at least the beginning of **almost** the end). With a bumper bunch of new titles and welcome reissues, in comes the new style Picture Puffin.

It's much bigger than before, has a new logo and at least one edge is the new standard 229mm. For some books, like **Captain Pugwash** this will be the spine, for others, like **The Wind Blows**, the top edge. The covers will still come titles back and front so that books can be displayed either way up, and some will have a white border. There's a new standard price too - at least for the first lot - 80p.

In the midst of all this standardisation it's a great relief to find Puffin recognise that being true to the book is more important than being to booksellers.

The new size serves Raymond Briggs' marvellously comic variation on the Jack story well.

Running Order:

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