Contents

Acknowledgments ix

- 1 Introduction 1
- 2 A Brief History of Childhood and Motherhood into the Twentieth Century 22
- 3 Merchandising, Motherhood, and Morality: Industry Origins and Child Welfare, 1917-1929 41
- 4 Pediocularity: From the Child's Point of View *66*
- Reconfiguring Girlhood: Age
 Grading, Size Ranges, and Aspirational
 Merchandising in the 1930s 96
- 6 Baby Booms and Market Booms: Teen and Subteen Girls in the Postwar Marketplace 122
- 7 Concluding Remarks 144

Appendix: Figures and Tables isi

Notes 157

Bibliography 1S1

Index 201