



**Commercializing Childhood: Children's  
Magazines, Urban Gentility, and the Ideal of the  
Child Consumer in the United States, 1823-1918  
(Studies in Print Culture and the History of the  
Book)**

*Paul Ringel*

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Long before activists raised concerns about the dangers of commercials airing during Saturday morning cartoons, America's young people emerged as a group that businesses should target with goods for sale. As print culture grew rapidly in the nineteenth century, enterprising publishers raced to meet the widespread demand for magazines aimed at middle- and upper-class children, especially those whose families had leisure time and cultural aspirations to gentility. Advertisers realized that these children represented a growing market for more than magazines, and the editors chose stories to help model good consumer behavior for this important new demographic.

In this deeply researched and engaging book, Paul B. Ringel combines an analysis of the stories in nineteenth-century American children's magazines with the backstories of their authors, editors, and publishers to explain how this hugely successful industry trained generations of American children to become genteel consumers. Ringel demonstrates how these publications, which were read in hundreds of thousands of homes, played to two conflicting impulses within American families: to shield children from commercial influences by offering earnest and moral entertainment and to help children learn how to prosper in an increasingly market-driven society.

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Commercializing Childhood: Children's Magazines, Urban Gentility, and the Ideal of the Child Consumer in the United States, 1823-1918 (Studies in Print Culture and the History of the Book) can be one of your beginner books that are good idea. Many of us recommend that straight away because this reserve has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to place every word into joy arrangement in writing Commercializing Childhood: Children's Magazines, Urban Gentility, and the Ideal of the Child Consumer in the United States, 1823-1918 (Studies in Print Culture and the History of the Book) nevertheless doesn't forget the main place, giving the reader the hottest along with based confirm resource information that maybe you can be one of it. This great information may drawn you into brand-new stage of crucial thinking.

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