

ADVENTURES IN CHILDHOOD

Adventures in Childhood connects modern intellectual property law and practice with a history of consumption. Structured in a loosely chronological order, the book begins with the creation of a children's literature market, a Christmas market, and moves through character merchandising, syndicated newspaper strips, film, television, and cross-industry relations, finishing in the 1970s, by which time professional identities and legal practices had stabilised. By focusing on the rise of child-targeted commercial activities, the book is able to reflect on how and why intellectual property rights became a defining feature of twentieth century culture. Chapters trace the commercial empires that grew around *Alice in Wonderland*, *Peter Rabbit*, *Meccano*, *Felix the Cat*, *Mickey Mouse*, *Peter Pan*, *Eagle Magazine*, *Davy Crockett*, *Mr Men*, *Dr Who*, *The Magic Roundabout* and *The Wombles* to show how modern intellectual property merchandising was plagued with legal and moral questions that exposed the tension between exploitation and innocence.

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Adventures in Childhood

INTELLECTUAL PROPERTY, IMAGINATION AND THE
BUSINESS OF PLAY

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Felix the Cat toy – Nielsen Park Beach, Sydney, NSW, 1926. L to R: Edna Rule, June Ditchburn. Courtesy SLNSW. Photographed by a street photographer.

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Abbreviations

AHOEPM	Archivo Histórico de la Oficina Española de Patentes y Marcas, Madrid
AMPAS	Academy of Motion Picture Arts and Sciences, Special Collections
ANC	Arxiu Nacional de Catalunya, Sant Cugat del Vallès, Barcelona
AP	Antonio Palouzié’s private archive, Barcelona
BBC WAC	BBC Written Archives Centre, Reading
BL	British Library
BPL	<i>Beatrix Potter’s Letters: A Selection by Judy Taylor</i> (Frederick Warne, 1989)
BTA	Bendy Toys’ private archive, Ashford, Middlesex
BTHA	British Toy & Hobby Association, London
COWAC	City of Westminster Archives, London
DL	Dodgson’s Letters in Morton N. Cohen and Anita Gandolfo (eds.), <i>Lewis Carroll and the House of Macmillan</i> (Cambridge University Press, 1987)
GOSH	Great Ormond Street Hospital Archives
HA	Hogarth Puppets’ Private Archive, Devon
HAT	History of Advertising Trust Archives, Norwich
ITA	Independent Television Authority, Archives & Special Collections, Bournemouth University
JCAC	The John Canemaker Animation Collection, New York University

LCD	<i>Lewis Carroll's Diaries: The Private Journals of Charles Lutwidge Dodgson</i> , Edward Wakeling (ed.) (The Lewis Carroll Society, 1993): the first complete version of the nine surviving volumes with notes and annotations
LMA	London Metropolitan Archives
MAL	Maritime Archives & Library, National Museum, Liverpool
MHC	Modern History Centre, University of Warwick
MM/CUA	Papers of Marcus Morris (1915–1989), Special Collections & Archives, Cardiff University
NAA	National Archives of Australia
NARA	National Archives and Records Administration, USA
NCCB	Seven Stories, the National Centre for Children's Books, Newcastle-upon-Tyne
NRS	National Records of Scotland
PA	Parliamentary Archives, London
QMIPA	Intellectual Property Archive, Queen Mary University of London
RL	Roberta Leigh's Private Archive, Oxford
SLNSW	State Library of New South Wales
SRO (NSW)	New South Wales State Archives & Records, Kingswood, Australia
TA	Walter Tuckwell's private archive, Brighton
TGA	Tate Gallery Archive, London
TNA	The [UK] National Archives, Kew
UARM	Unilever Archives and Record Management, Port Sunlight
UoR FW	Frederick Warne Archive, Archives & Special Collections, University of Reading
UoR MAC	Records of Macmillan and Co., Archives & Special Collections, University of Reading
UoR RKP	Routledge & Kegan Paul Archive, Archives & Special Collections, University of Reading
V&A	Victoria & Albert Museum, Special Collections, London
WB/AHC	William Boyd Papers, American Heritage Center, University of Wyoming

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WBA/USC	Warner Bros Archives, University of Southern California
WBP	Leslie Linder, <i>A History of the Writings of Beatrix Potter</i> (Frederick Warne & Co, 1971)
WYAS	West Yorkshire Archive Service, Wakefield
ZSL	Prince Philip Zoological Library & Archives, London

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