

THE DEVELOPMENT OF THE JUNIOR WEAR
INDUSTRY 1926-1930

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ABSTRACT

This study examines the debate over the “junior” size category in the social cultural context of the 1920s. Through analysis and interpretation of articles that discussed this transition found in *Women’s Wear Daily* from 1926 through 1930, this research clarifies when the concept of “*junior is a size, not an age*” began and how it affected the fashion industry. The results of this research establish that “junior is a size, not an age” (Mfrs. debate meaning of junior wear, 1928, pp. 3 and 16) which, although not stated explicitly, could be implied as early as February 4, 1926 in *Women’s Wear Daily*. The search for the definition of “junior” led to the emergence of a new size category that has grown, evolved, and maintained a strong presence today in the ready-to-wear apparel market.