Women and Mass Consumer Society in Postwar France

*Women and Mass Consumer Society in Postwar France* examines the emergence of a citizen consumer role for women during postwar modernization and reconstruction in France, integrating the history of economic modernization with that of women and the family. This role both celebrated the power of the woman consumer and created a gendered form of citizenship that did not disrupt the sexual hierarchy of home, polity, and marketplace. Redefining needs and renegotiating concepts of taste, value, and thrift, women and their families drove mass consumer society through their demands and purchases at the same time that their very need to consume came to define them.

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Kent State University
For my parents, Holly and Edward Pulju
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## Abbreviations

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<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>AC</td>
<td>Action Catholique</td>
</tr>
<tr>
<td>AFAP</td>
<td>Association française pour l’accroissement de la productivité</td>
</tr>
<tr>
<td>CAF</td>
<td>Caisses d’allocations familiales</td>
</tr>
<tr>
<td>CETELEM</td>
<td>Crédit à l’électroménager (became Crédit à l’équipement des ménages)</td>
</tr>
<tr>
<td>CGT</td>
<td>Confédération générale du travail</td>
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<tr>
<td>CNC</td>
<td>Comité national de la consommation</td>
</tr>
<tr>
<td>CNP</td>
<td>Comité national de la productivité</td>
</tr>
<tr>
<td>CNRS</td>
<td>Centre national de la recherche scientifique</td>
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<tr>
<td>CREDOC</td>
<td>Centre de recherches et de documentation sur la consommation</td>
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<tr>
<td>IFOP</td>
<td>Institut français d’opinion publique</td>
</tr>
<tr>
<td>INC</td>
<td>Institut national de la consommation</td>
</tr>
<tr>
<td>INED</td>
<td>Institut national d’études démographiques</td>
</tr>
<tr>
<td>INSEE</td>
<td>Institut national de la statistique et des études économiques</td>
</tr>
<tr>
<td>JAC</td>
<td>Jeunesse agricole chrétienne</td>
</tr>
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<td>JOC</td>
<td>Jeunesse ouvrière chrétienne</td>
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<tr>
<td>JOCF</td>
<td>Jeunesse ouvrière chrétienne féminine</td>
</tr>
<tr>
<td>LOC</td>
<td>Ligue ouvrière chrétienne</td>
</tr>
<tr>
<td>MLF</td>
<td>Mouvement de libération des femmes</td>
</tr>
<tr>
<td>MLO</td>
<td>Mouvement de libération ouvrière</td>
</tr>
<tr>
<td>MLP</td>
<td>Mouvement de libération du peuple</td>
</tr>
<tr>
<td>MPF</td>
<td>Mouvement populaire des familles</td>
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<td>MRP</td>
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<tr>
<td>MRU</td>
<td>Ministère de la reconstruction et de l’urbanisme</td>
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<tr>
<td>PSU</td>
<td>Parti socialiste unifié</td>
</tr>
<tr>
<td>RPF</td>
<td>Rassemblement du peuple français</td>
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<tr>
<td>SEEF</td>
<td>Service des études économiques et financières</td>
</tr>
<tr>
<td>SNCF</td>
<td>Société nationale des chemins de fer français</td>
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<tr>
<td>UFC</td>
<td>Union fédérale de la consommation</td>
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<tr>
<td>UFCs</td>
<td>Union féminine civique et sociale</td>
</tr>
<tr>
<td>UFF</td>
<td>Union des femmes françaises</td>
</tr>
<tr>
<td>UNAF</td>
<td>Union nationale des associations familiales</td>
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<tr>
<td>UNCAF</td>
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