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
Contents

List of Figures and Tables          page ix
Acknowledgments                  xi
Abbreviations                    xiii

Introduction                     1
The Consensus for Modernization: State Planning  3
The Role of the Citizen Consumer      9
Women’s Citizenship, “Normalcy,” and the Baby Boom  16
Organization of the Book            19

1 Consumers for the Nation: Women, Politics, and Citizenship       27
Creating a Voice for the Consumer       29
Defining Women’s Citizenship      34
The Politics of Everyday Life     39

2 The Productivity Drive in the Home and Gaining Comfort on Credit  59
Productivity in the Home            62
The Consumer Credit Debate         73
Educating Citizen Consumers and Advocating the “Modern Form of Saving”  81
The Cost of Credit and the Expansion of the Market  88

3 For Better and For Worse: Marriage and Family in the Consumer Society  95
Choosing Home and Family            97
Defining New Needs and Driving Economic Change  110
The Desire for Durables and Structural Change in Rural France     121
Contents

Spending Money on the Home 130
Liberation through Domestic Consumption? 135

4 “Can a Man with a Refrigerator Make a Revolution?”
Redefining Class in the Postwar Years 143
Standardized Living in the Classless Society 144
The New Middle Class 149
Working Women: “This Machine, She’s a Socialist” 161
The Democratization of Modernity 172

5 The Salon des arts ménagers: Learning to Consume in Postwar France 180
The Evolution of the Salon des arts ménagers 181
Creating Citizen Consumers at the Salon des arts ménagers 188
The Fairy Homemaker: The Perfect Consumer 195
The Housewife Speaks 202
Epilogue 210
Failed Promises of Equality 212
May 1968 and the Rejection of Liberation through Consumption 215
End of the Market Community and the Role of Consumer for the Nation 222

Bibliography 229
Index 255
Figures and Tables

Figures

2.1 *Electro Magazine* demonstrated how the need to “see and grasp” should dictate kitchen design  page 68
2.2 Marcelle Verhaegue with her new washing machine  83
3.1 The happy couple in agreement about their selection of the Lingex-Bonnet washing machine  120
3.2 “I’ll bet these machines are real practical if you have electricity….”  127
5.1 Bernadette Thielges, winner of the 1955 contest, posing with a doll  197

Tables

3.1 Annual Spending on Appliances  134
3.2 Number of Appliances Sold (1950 and 1958)  134
4.1 Percent of Households Equipped (1954 and 1957)  175
4.2 Proportion of Total Appliances Held by Socioprofessional Group  176
4.3 Percent of Total Households Equipped (1960, 1965, and 1968)  177
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Abbreviations

AC      Action Catholique
AFAP    Association française pour l’accroissement de la productivité
CAF     Caisses d’allocations familiales
CETELEM Crédit à l’électroménager (became Crédit à l’équipement des ménages)
CGT     Confédération générale du travail
CNC     Comité national de la consommation
CNP     Comité national de la productivité
CNRS    Centre national de la recherche scientifique
CREDOC Centre de recherches et de documentation sur la consommation
IFOP    Institut français d’opinion publique
INC     Institut national de la consommation
INED    Institut national d’études démographiques
INSEE   Institut national de la statistique et des études économiques
JAC     Jeunesse agricole chrétienne
JOC     Jeunesse ouvrière chrétienne
JOCF    Jeunesse ouvrière chrétienne féminine
LOC     Ligue ouvrière chrétienne
MLF     Mouvement de libération des femmes
MLO     Mouvement de libération ouvrière
MLP     Mouvement de libération du peuple
MPF     Mouvement populaire des familles
**Abbreviations**

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<thead>
<tr>
<th>Abbreviation</th>
<th>Full Name</th>
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<tr>
<td>MRP</td>
<td>Mouvement républicain populaire</td>
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<td>MRU</td>
<td>Ministère de la reconstruction et de l’urbanisme</td>
</tr>
<tr>
<td>PSU</td>
<td>Parti socialiste unifié</td>
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<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>
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<tr>
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<td>Union des femmes françaises</td>
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<td>UNAF</td>
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<td>UNCAF</td>
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