

CONSUMING BEHAVIOURS

IDENTITY,
POLITICS AND
PLEASURE IN
TWENTIETH-
CENTURY
BRITAIN

*Edited by Erika Rappaport, Sandra Trudgen
Dawson and Mark J. Crowley*

Bloomsbury Academic

An imprint of Bloomsbury Publishing Plc

B L O O M S B U R Y

LONDON • NEW DELHI • NEW YORK • SYDNEY

CONTENTS

LIST OF ILLUSTRATIONS	x
LIST OF TABLES	xiii
LIST OF CONTRIBUTORS	xiv
ACKNOWLEDGEMENTS	xviii
1 Introduction	1
<i>Erika Rappaport, Sandra Trudgen Dawson and Mark J. Crowley</i>	
Part I: Gender, Sexuality and Youth: Cultivating and Managing New Consumers	
2 Who is the Queer Consumer? Historical Perspectives on Capitalism and Homosexuality	21
<i>Justin Bengry</i>	
3 ‘Healthier and Better Clothes for Men’: Men’s Dress Reform in Interwar Britain	37
<i>Ina Zweiniger-Bargielowska</i>	
4 Selling, Consuming and Becoming the Beautiful Man in Britain: The 1930s and 1940s	53
<i>Paul R. Deslandes</i>	

- 5 Rational Recreation in the Age of Affluence: The Café and Working-Class Youth in London, c. 1939–65 71
Kate Bradley
- 6 Teenagers, Photography and Self-Fashioning, 1956–65 87
Penny Tinkler
- 7 Unwanted Consumers: Violence and Consumption in British Football in the 1970s 103
Brett Bebbler
- Part II: In and Beyond the Nation: The Local and the Global in the Production of Consumer Cultures**
- 8 Consumer Communication as Commodity: British Advertising Agencies and the Global Market for Advertising, 1780–1980 121
Stefan Schwarzkopf
- 9 Drink Empire Tea: Gender, Conservative Politics and Imperial Consumerism in Inter-war Britain 139
Erika Rappaport
- 10 Female Credit Customers, the United Africa Company and Consumer Markets in Postwar Ghana 159
Bianca Murillo
- 11 Designing Consumer Society: Citizens and Housing Plans during World War II 179
Sandra Trudgen Dawson
- 12 Saving for the Nation: The Post Office and National Consumerism, c. 1860–1945 197
Mark J. Crowley
- 13 Prosperity for All? Britain and Mass Consumption in Western Europe after World War II 213
Kenneth Mouré
- 14 A House Divided: The Organized Consumer and the British Labour Party, 1945–60 237
Peter Gurney

15 Early British Television: The Allure and Threat of America <i>Kelly Boyd</i>	253
SELECT BIBLIOGRAPHY	269
INDEX	287