Consumerism in Twentieth-Century Britain

The Search for a Historical Movement

Matthew Hilton

University of Birmingham



Contents

	List of illustrations	page 1X
	Acknowledgements	X
	List of abbreviations	xii
	Introduction: luxury's shadow	1
Part I	Necessity	
1	Socialism, co-operation, Free Trade and fair trade: the politics of consumption in the nineteenth century	27
2	Revolutionary shoppers: the Consumers' Council and scarcity in World War One	53
3	The right to live: consumer 'ideology' in inter-war Britain	79
4	The price of depression: consumer politics in inter-war Britain	108
5	Austerity to affluence: the twilight of the politics of necessity	137
Part II	Affluence	
6	The new consumer: good housewives and enlightened businessmen	167
7	The professionals: the origins of the organised consumer movement	194
8	Individualism enshrined: the state and the consumer in the 1960s	219
9	The right to shop: consumerism and the economy	242

•••	a
V111	Contents

10	The duty of citizens: consumerism and society	268
11	Affluence or effluence: globalisation and ethical consumerism	298
	Conclusion: the quantity or the quality of choice	329
	Bibliography	344
	Index	371