

# Contents

<i>List of Figures</i>	vi
<i>Acknowledgements</i>	vii
<i>List of Abbreviations</i>	viii
1 Introduction: Political Cultures	1
2 'Consumers of the world unite, you have nothing to lose but your illusions': The Politics of the Consumers' Association	14
3 Shopfloor Politics: Co-operative Culture and Affluence	46
4 'The largest voluntary political youth movement in the world': The Lifestyle and Identity of Young Conservatism	75
5 Whitehouse on Television: The National Viewers' and Listeners' Association and Moral and Cultural Politics	105
6 Cultural Turns: Wesker's Centre 42, the Roundhouse and the Politics of Culture	139
7 Popular Politics? Communication and Representations of Politics	172
8 Conclusions	206
<i>Notes</i>	213
<i>Bibliography</i>	252
<i>Index</i>	270

# List of Figures

<i>Figure 2.1</i>	<i>Which?</i> (October 1967) genders and celebrates its political role	40
<i>Figure 3.1</i>	Members of the Co-operative Independent Commission, 1955	50
<i>Figure 4.1</i>	Shirley Eaton in <i>Rightway</i> (October 1956)	91
<i>Figure 5.1</i>	The 'clean-up TV' petition and manifesto	106
<i>Figure 6.1</i>	Wesker at the Downing Street tea party (1967)	154
<i>Figure 6.2</i>	The Roundhouse, replete with C42 fundraising hoarding, 1964	162
<i>Figure 7.1</i>	Political domesticity: an extract from Labour's <i>Brighter Premises</i> pamphlet, 1961	200