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An American's Paris: Tourism and the American Consumer, 1947-1961

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An American's Paris

Tourism and the American Consumer, 1947-1961



A Thesis Presented by Margaret Nervig

Thesis Statement

I explore the effects of American tourists and their consumption on the city of Paris, suggesting that American tourist perceptions of and demand for authenticity ultimately encouraged a resurgence of Frenchness in Paris.

The Big Ideas

- American and French culture in the 1950s
- American perceptions of Frenchness
- American tourist desire for authenticity



Tourists in Europe

OBSELETE MACHINERY impressed farmers as one of major factors in Europe's agricultural crisis. In England they saw an old-fashioned horse-drawn harrow (below), and in France (below) they studied over a threshing machine of a type that went out of use in the U.S. 30 years ago.



VALUE OF LIVESTOCK startled the tractor-conditioned Iowans. At a small farm outside of Paris they observed a team of work horses (below) and estimated its U.S. value at \$60. But they were amazed to learn that the French owner of team had paid \$2,100 for it only two months before.



FARMER NELVIN APEL DANCES WITH A SHOWGIRL.

IOWA MISSION

Twenty-two tough-minded farmers visit Europe to investigate problems, needs and night life

The most unusual of the visitors to Europe this summer and fall was 22 substantial Iowa farmers who paid their own way, stayed a month and missed practically nothing. Although, like all tourists, they spent one gay evening in Paris' "madness night-life" (opposite), the farmers were much more interested in pigs (below) than in the Flax Figs. In their crowded month the travelers inspected agricultural methods and inquired into food needs in England, Scotland, France, Switzerland, Luxembourg, Belgium, Holland and the British, French and American zones of Germany. Unlike some recent visitors the farmers claimed no cosmic knowledge of European problems on their return. But the trip had been enough to convince them that Europe needs immediate food shipments and better farm machinery. "Oh, it's nothing," said one, "can you appreciate the fallowness of the problem."



FRENCH SWINEHERD exhibits pigs for farm's owner and European Board of Swine. Melvin Apel of Rock and Arthur Meyer of Des Moines.



AT A NIGHTCLUB IN PARIS' FAMED PLACE PIGALLE IOWANS PRESENT 1947 VERSION OF OLD QUESTION: "HOW YA GONNA KEEP 'EM DOWN ON THE FARM...?"

What a joy to see M-G-M's
Technicolor musical!



An American in Paris

To the Music of
GEORGE GERSHWIN
Starring
GENE KELLY

and introducing
LESLIE CARON
with **OSCAR LEVANT** and **GEORGES GUETARY**
NINA FOCH

Story and Screen Play by **ALAN JOY LEVIER**,
Lyrics by **IRA GERSHWIN**
Directed by **VINCENTE MINNELLI** • Produced by **ARTHUR FREED**
© Motion Picture Distributors, Inc.



MOULIN ROUGE

Richard and Raymond **HARKIN**
present
and produced by **JOHN HUSTON**

Starring **John Huston**
"MOULIN ROUGE"
Produced by **TECHNICOLOR**
AFPH

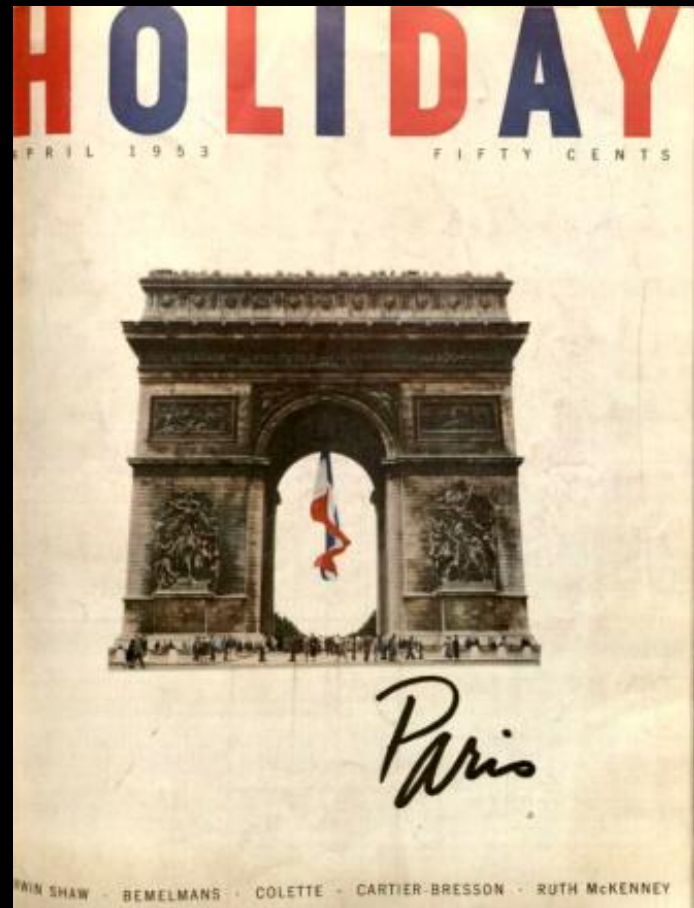
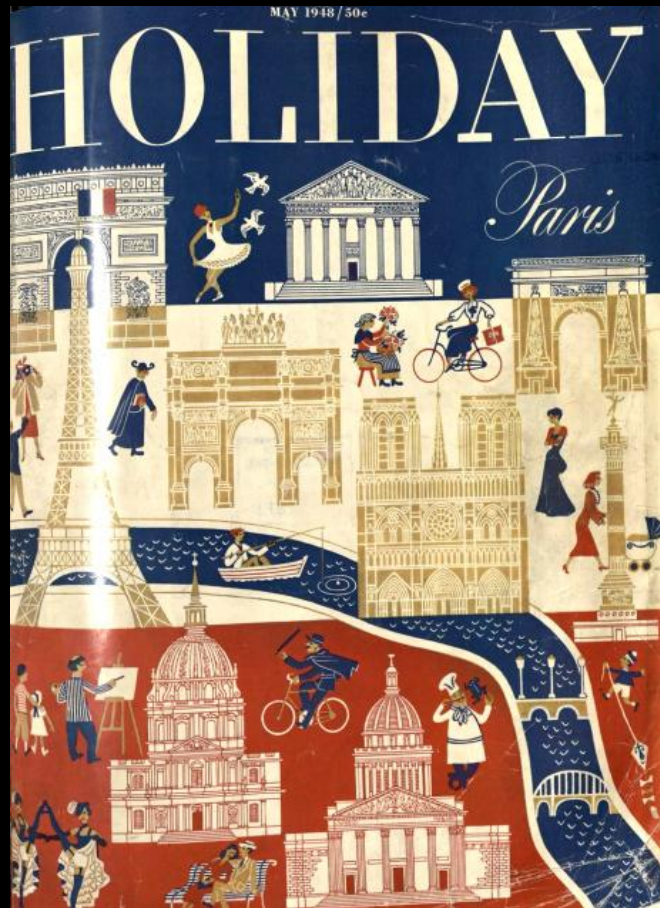
JOSÉ FERRER

with **DAVID NIVEN**, **JEAN SEZANNE**
and **OLGA BLAGOJEVIC**
Costume Designer **COLLETTE MARQUAND**

Produced by **TECHNICOLOR**
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couleur par
Technicolor

Distributors: **PARIS FILM ASSOCIATION**, 71, Faubourg des Capucines, Paris 2^e





LIFE



*If you love life
you'll love*

FRANCE

Sunday Afternoon ... in the Bois de Boulogne
... shopping along the fashionable
Rue de la Paix ... or just loaf at dawn at
Les Halles ... The incredible beauty of parks,
parks, museums and monuments ... that's
the ever present charm of Paris! And
how you'll love the Provinces ...
so accessible ... so excitingly different!
... from the golden splendor of the Riviera
to Normandy's green villages ... and
everywhere you'll see unforgettable French foods
and wines! See your travel agent ... come
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