

Christopher Endy. *Cold War Holidays: American Tourism in France*. Chapel Hill: The University of North Carolina Press, 2004. Pp. 286. Cloth \$65.00.

Christopher Endy, Associate Professor of American History at California State University, Los Angeles, focuses on the Franco-American relationship in the years following the Second World War, when American tourism in France served as both a source of leisure for Americans and a potent political tool for their government. Using American and French periodicals from the era such as *Reader's Digest*, Endy paints a vivid picture of negative French attitudes towards American tourists and American perceptions of French rudeness, highlighting the importance of Cold War-era Franco-American relations to international politics. The eight chapters of Endy's book explain how American tourism in postwar France and the resulting personal and political connections affected both American Cold War foreign policy and the relationship between the two countries.

The book begins with an immersive reference to the Parisian Hotel George V, the famous establishment that symbolized the centrality of French travel services in luring American tourists to France. With the influx of Americans also came the increased presence of American dollars in the French economy, allowing for the spread of American consumerism and "consumer diplomacy," while also bolstering the struggling French economy. Endy tells of how funds from the Marshall Plan, at least in American eyes, were misused by the French government for the promotion of travel businesses. The tensions that arose between the two countries, in consequence, stemmed from American fears of European corporate competition and the French desire for economic improvement. Moreover, period illustrations such as posters and political cartoons bring the reader into the moment, allowing deeper insight into the socio-political conditions of the early Cold War period. In the second chapter, Endy traces the beginnings of tourism in U.S. foreign policy. Subsequent chapters describe the ramifications of this enterprise on Franco-American relations and how the Marshall Plan shaped the French hotel industry. Economic benefits for both countries came at the cost of mounting political tension. The final four chapters show how such events brought about the desire for modernization in France and the legacy of the global consumer culture that resulted.

Endy reveals the political undercurrents extant in early Cold War American tourism in France and provides a snapshot of a time in history when modern, postwar political sensibilities were still in their formative stages. Whereas most studies of the Cold War focus on major social and political developments such as the arms race between the United States and Russia, Endy investigates a more overlooked aspect of the story. In its obscurity, Cold War American tourism in France presents a new way of looking at the postwar realities in both nations. Since the Cold War represented a conflict not of arms, but of competing senses of national pride, Endy's work ultimately encourages the reader to think of the new world that came into being as a result of American tourism in France. Equally fitting as a selection for graduate and undergraduate courses as well as the general

public, this book offers both entertainment and intellectual satisfaction. Students and casual readers alike, who are interested in American political history, will enjoy this work.

*Dalvin Tsay*

