
Rural History

Economy, Society, Culture

VOLUME 21 NUMBER 2 OCTOBER 2010



Rural History: Economy, Society, Culture

VOL. 21 NO. 2 OCTOBER 2010

CAMBRIDGE

CAMBRIDGE
UNIVERSITY PRESS

Rural History

Economy, Society, Culture

EDITORS

Liz Bellamy

Centre of East Anglian Studies

University of East Anglia

Norwich NR4 7TJ, UK

Email: bellamy.williamson@btinternet.com

Keith D. M. Snell

Centre for English Local History

University of Leicester

Leicester LE1 7RH, UK

Email: kdm@leicester.ac.uk

Tom Williamson

Centre of East Anglian Studies

University of East Anglia

Norwich NR4 7TJ, UK

Book Review Editor: Keith D. M. Snell

EDITORIAL ADVISORY BOARD

John Atchison, *University of New England, Australia*

John Barrell, *York University*

Jeremy Burchardt, *University of Reading*

David Cannadine, *Institute of Historical Research, London*

Steve Hindle, *University of Warwick*

Alun Howkins, *Sussex University*

Jeanette Neeson, *York University, Ontario*

Anne O'Dowd, *National Museum of Ireland*

Ray Pahl, *University of Essex*

Barry Reay, *University of Auckland*

Albion Urdank, *University of California*

Eric Vanhaute, *University of Ghent*

Keith Wrightson, *Yale University*

© Cambridge University Press 2010

SUBSCRIPTIONS

Rural History (ISSN 0956-7933) is published in volumes of two parts. The subscription price (excluding VAT) which includes print and electronic access, and postage of volume 21, 2010, is £125 UK, (US \$217) for institutions; £37 (US \$67) for individuals, which includes print only, ordering direct from the Press and certifying that the journal is for their personal use. The electronic-only price available to institutional subscribers is £108 (US \$188). Single parts cost £62 (US \$109). Prices include delivery by air, where appropriate. EU subscribers (outside the UK) who are not registered for VAT should add VAT at their country's rate. VAT registered subscribers should provide their VAT registration number. US dollar prices apply to USA, Canada and Mexico only. Japanese prices for institutions are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan. Orders, which must be accompanied by payment, may be sent to a bookseller, subscription agent or to the publishers: Cambridge University Press, The Edinburgh Building, Shaftesbury Road, Cambridge CB2 8RU, UK or, for subscribers in USA, Canada and Mexico, Journals Fulfillment Department, 100 Brook Hill Drive, West Nyack, New York 10994-2133.

COPYING

This journal is registered with the Copyright Clearance Center, 222 Rosewood Drive, Danvers MA, 01923, USA. Organizations in the USA who are also registered with CCC may therefore copy material (beyond the limits permitted by sections 107 and 108 of US copyright law) subject to payment to CCC of the per-copy fee of \$12.00. This consent does not extend to multiple copying for promotional or commercial purposes.

Code 0956-7933/2010 \$12.00

ISI Tear Sheet Service, 3501 Market Street, Philadelphia, PA 19104, USA, is authorised to supply single copies of separate articles for private use only. For all other uses, permission must be sought from the Cambridge or the New York branch of Cambridge University Press.

Organizations authorized by the Copyright Licensing Agency may also copy material subject to the usual conditions

Internet Access

This Journal is included in the Cambridge Journals Online service which can be found at <http://journals.cambridge.org>. For further information on other Press titles access <http://www.cambridge.org>.

PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE

The Pitt Building, Trumpington Street, Cambridge CB2 1RP, United Kingdom.

CAMBRIDGE UNIVERSITY PRESS

The Edinburgh Building, Cambridge CB2 8RU, United Kingdom

32 Avenue of the Americas, New York, NY 10013-2473, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

Ruiz de Alarcón 13, 28014 Madrid, Spain

Dock House, The Waterfront, Cape Town 8001, South Africa

Printed in the United Kingdom at the University Press, Cambridge

This journal issue has been printed on FSC-certified paper and cover board. FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Please see www.fsc.org for information.

Rural History

VOLUME 21 NUMBER 2 OCTOBER 2010

CONTENTS

Jeremy Burchardt	Editorial: Rurality, Modernity and National Identity between the Wars	143
Catherine Lynch	The Country, the City, and Visions of Modernity in 1930s China	151
Edouard Lynch	Interwar France and the Rural Exodus: The National Myth in Peril	165
Wil Griffith	Saving the Soul of the Nation: Essentialist Nationalism and Interwar Rural Wales	177
Anna Manchin	Interwar Hungarian Entertainment Films and the Reinvention of Rural Modernity	195
Carin Martiin	Swedish Milk, a Swedish Duty: Dairy Marketing in the 1920s and 1930s	213
David Jeremiah	Motoring and the British Countryside	233

Cover picture: Pigs crossing a lane in the New Forest. Courtesy of the *Farmers Weekly* archive.