CONTENTS

	List of Illustrations	ix
	List of Abbreviations	xi
	Acknowledgments	xiii
	Note on Transliteration	xvii
	Introduction	1
L	The "Ever-Melting" City	17
2	Department Stores and Downtown Shopping	47
3	Anticolonial Boycotts and National Trade	78
ł	Socks, Shoes, and Marketing Mass Consumption	114
5	Postwar Commodity Parables and the Cracking of Late Colonialism	
		145
6	The Cairo Fire and Postcolonial Consumption	181
	Conclusion	220
	Epilogue	228
	Notes	233
	Bibliography	317
	Index	345