Figures

1.	Service in Japanese department stores, 1929	3
2.	Yoko McClain arriving in Seattle, 1952	15
3.	Mitsukoshi shop girls in uniform, 1921	30
4.	"Elevator Girl Humor" illustration by Ogawa Takeshi, 1930	47
5.	Takashimaya Elevator Girl Shinmura Miki	53
6.	"Dance Hall" print by Kawanishi Hide, 1930	68
7.	Cover illustration by Kitazawa Rakuten, 1925	73
8.	First group of Japanese flight attendants, 1966	90
9.	Japanese flight attendant Takahashi Fumiko	103
10.	Participants in the first Hato Bus Contest, 1951	108
11.	Bus Guide Kijima Arisa	116
12.	A female service member on a disaster relief mission	133
13.	Female service member on book cover	146
14.	Shiroki Corporation corporate brochure	159
15.	Beauty queen at a fashion show	180
16.	Crown Prince Akihito Meets Miss Japan, 1953	184
17.	Yoko McClain, family portrait	210