

# CONTENTS

INTRODUCTION I

CHAPTER ONE

Minstrel Laughs: Popular Culture, Race, and the Middle Class 16

CHAPTER TWO

The Magic of Nylon: The Struggle over Gender and Consumption 41

CHAPTER THREE

Reorientation and Entertainment in Occupied Japan 82

CHAPTER FOUR

Advertising Novels as Cultural Critique: Dry Martinis, Rare Steaks, and  
Willing Women 116

CONCLUSION

Stories of *Otaku* and *Desis* 156

NOTES 163

INDEX 195

ACKNOWLEDGMENTS 201