## CONTENTS

Acknowledgments			
	Introduction	1	
		1	
	PART I		
	THE RECONFIGURATION OF WEALTH:		
	FROM FECUND EARTH TO EFFICIENT FACTOR	Y	
1.	The Lyric of Plenty	17	
2.	The Modernization of Magic	40	
3.	The Stabilization of Sorcery	75	
4.	The Disembodiment of Abundance	102	
	PART II		
	THE CONTAINMENT OF CARNIVAL:		
	ADVERTISING AND AMERICAN SOCIAL VALUES		
	FROM THE PATENT MEDICINE ERA TO THE		
	CONSOLIDATION OF CORPORATE POWER		
5.	The Merger of Intimacy and Publicity	137	
6.	The Perfectionist Project	162	

162

7.	The New Basis of Civilization	196
8.	Trauma, Denial, Recovery	235
	PART III ART, TRUTH, AND HUMBUG: THE SEARCH FOR FORM AND MEANING IN A COMMODITY CIVILIZATION	
9.	The Problem of Commercial Art in a Protestant Culture	261
10.	The Courtship of Avant-Garde and Kitsch	299
11.	The Pursuit of the Real	345
12.	The Things Themselves	379
<b>3</b> 7 .		
Notes		415
Index		477