

# CONTENTS

ILLUSTRATIONS	<i>page</i> ix
ACKNOWLEDGMENTS	xi
<b>Introduction</b>	1
<b>1. The Contest over Culture, 1939–1966</b>	17
<b>2. The Perils of Affluence</b> Class, Taste, and the Culture Explosion	65
<b>3. Pop Art, Pop Culture, and the Transformation of Taste</b>	107
<b>4. Pop Art, Pop Fashion, and the “Youthquake”</b>	155
<b>5. Pop Art, Obsolescence, and Camp</b>	183
NOTES	235
BIBLIOGRAPHY	273
INDEX	289