

CONTENTS

ACKNOWLEDGEMENTS	vii
INTRODUCTION	i
I THE NORTH BRITISH PROTO-DEPARTMENT STORE: ORIGINS AND DEVELOPMENTS	7
2 LUXURY DEMOCRATISED	16
3 BUILDINGS, FIXTURES AND FITTINGS	45
4 THE DRUMMER FROM THE LAND OF OZ	58
5 THE DEPARTMENT STORE 1920-39: MERGERS, REALIGNMENT AND GROWTH	85
6 THE MIDWAY COMES TO THE HIGH STREET	94
7 PEDLARS, NONCONFORMISTS AND SCIENTIFIC MANAGERS: DEPARTMENT STORE ENTREPRENEURS	108
8 BEHIND THE COUNTER: WORKERS AND THE DEPARTMENT STORE	125
9 THEORIES ON CONSUMER SOCIETY: THEMES, TRENDS AND PROBLEMS	159
10 WOMEN AND DEPARTMENT STORES: SOME ECONOMIC, SEXUAL AND POLITICAL AMBIGUITIES	171
11 THE DEPARTMENT STORE AND SOCIETY: THEMES AND TRENDS	195
INDEX	207