Contents

Introduction 1

1. No Place of Race
   CONSUMER CULTURE’S CRITICAL TRADITION 19

2. “Stage Business” as Citizenship
   IDA B. WELLS AT THE WORLD’S COLUMBIAN EXPOSITION 64

3. Thrown into Relief
   DISTINCTION MAKING IN THE AMERICAN SCENE 85

4. Race-changes as Exchanges
   THE AUTOBIOGRAPHY OF AN EX-COLOURED MAN 129

5. A Black Culture Industry
   PUBLIC RELATIONS AND THE “NEW NEGRO” AT BONI AND LIVERIGHT 169

6. Confessions of the Flesh
   THE MASS PUBLIC IN EPIDERMAL TROUBLE IN NATHANAEL WEST’S MISS LONELYHEARTS AND GEORGE SCHUYLER’S BLACK NO MORE 213