## **Contents**

## Acknowledgments ixIntroduction 1. Russia's Retail Landscape, 1860s–1890s 2. Palaces of Retailing and Consumption 31 3. For God, Tsar, and Consumerism 4. Visions of Modernity: Gender and the Retail Marketplace, 1905-1914 110 5. Consuming the City: The Culture of the Retail Marketplace Illustrations 157-172 6. War and Revolution in the Marketplace, 1914–1921 7. Retailing the Revolution 195 8. The Customer Is Always Wrong: Consumer Complaint in Late NEP-Era Russia 231 Epilogue 264 Notes 271 Bibliography 315 Index 331