

- 11 Foreword
Stephanie D'Alessandro, and Matthew Gale
- 13 Introduction:
Avida Dollars! Surrealism and the Art Market in the United States, 1930–1960
*Julia Drost, Fabrice Flahutez,
Anne Helmreich, and Martin Schieder*

I

Private / Public

- 41 Fantastic Art, Dada, Surrealism: “A Serious Affair”
Anne Umland and Talia Kwartler
- 77 Collecting Modern Art in Hartford: James Thrall Soby, the Wadsworth Atheneum, and Surrealism
Oliver Tostmann
- 99 Peggy Guggenheim and Howard Putzel. Partners in Purchasing
Susan Davidson
- 119 Alexander Iolas, the Collectors John and Dominique de Menil, and the Promotion of Surrealism in the United States
Eva Fotiadi
- 135 Magritte at the Rodeo: René Magritte in the Menil Collection
Clare Elliott

- 151 Toward a New “Human Consciousness”: The Exhibition
 “Adventures in Surrealist Painting During the Last Four Years”
 at the New School for Social Research in New York, March 1941
Caterina Caputo

II

Agents / Artists

- 173 “Press hostile or silent, public recalcitrant, zero sales”: Max Ernst
 at the Valentine Gallery, Spring 1942
Julia Drost
- 195 Surrealistic Socialite. Dalí’s Portrait Exhibition at the Knoedler
 Galleries in 1943
Martin Schieder
- 221 Marcel Duchamp: Paradoxical Promoter of His Art in the
 United States (1942–1960)
Scarlett Reliquet
- 241 Surrealism and the Marketing of Man Ray’s Photographs in
 America: The Medium, the Message, and the Tastemakers
Wendy A. Grossman
- 267 “A New Phase of the Offensive”: The 1936 Joan Miró
 Retrospective at the Pierre Matisse Gallery
Élisa Sclaunick
- 281 René Magritte in the United States: Reconciling Business
 and Art
Julie Waseige
- 303 *Femme Maison*: Louise Bourgeois, the Norlyst Gallery, and
 Feminist Surrealism in America, 1943–1947
Daniel Belasco

III

Galleries / Dealers

- 323 Julien Levy: Progressive Dealer or Dealer of Progressives?
Anne Helmreich
- 345 The Commercial Strategy of the Pierre Matisse Gallery After
1945: Promoting Individual Artists' Careers at the Expense of the
Careers of Surrealists
Marianne Jakobi
- 363 Julius Carlebach (1909–1964) and the Trade in So-Called
“Primitive” Arts
Florence Duchemin-Pelletier
- 389 Surrealism on the Rise: The Copley Galleries and Joseph
Cornell in Hollywood
Timea Andrea Lelik
- 411 The Galería de Arte Mexicano and Pathways for Mexican
Surrealism in the United States
Rachel Kaplan
- 429 Surrealist Intrusion and Disenchantment on Madison
Avenue, 1960
Susan L. Power
- 449 D’Arcy Galleries and New York Late Surrealism: Duchamp,
Johns, Rauschenberg
Lewis Kachur
- 463 Index Names
- 469 Index Galleries
- 471 Credits