

Contents

Expanded Table of Contents	ix
Acknowledgments	xvii
Introduction	xix
Chapter One Fitzgerald and Literary Economics	3
Chapter Two The Apprenticeship Period (1909-1918)	9
Chapter Three Exploring the Market (1919-1924)	21
Chapter Four The <i>Saturday Evening Post</i> Period (1925-1933)	61
Chapter Five The <i>Esquire</i> Period (1934-1940)	129
Appendix A	177
Appendix B	183
Notes	187
Bibliography	211
Index	223