# **CHEAP MODERNISM**

## Edinburgh Critical Studies in Modernist Culture Series Editors: Tim Armstrong and Rebecca Beasley

#### Available

Modernism and Magic: Experiments with Spiritualism, Theosophy and the Occult Leigh Wilson

Sonic Modernity: Representing Sound in Literature, Culture and the Arts
Sam Halliday

Modernism and the Frankfurt School Tyrus Miller

Lesbian Modernism: Censorship, Sexuality and Genre Fiction Elizabeth English

Modern Print Artefacts: Textual Materiality and Literary Value in British Print Culture, 1890–1930s Patrick Collier

Cheap Modernism: Expanding Markets, Publishers' Series and the Avant-Garde Lise Jaillant

### **Forthcoming**

Modernism, Space and the City
Andrew Thacker
Slow Modernism
Laura Salisbury

Primordial Modernism: Animals, Ideas, Transition (1927–1938) Cathryn Setz

> Modernism and the Idea of Everyday Life Leena Kore-Schröder

Modernism Edited: Marianne Moore and The Dial Magazine Victoria Bazin

Modernism and Mathematics: Modernist Interrelations in Fiction
Nina Engelhardt

Portable Modernisms: The Art of Travelling Light
Emily Ridge

Visit our website at: edinburghuniversitypress.com/series/ecsmc

## **CHEAP MODERNISM**

# Expanding Markets, Publishers' Series and the Avant-Garde

Lise Jaillant



Edinburgh University Press is one of the leading university presses in the UK. We publish academic books and journals in our selected subject areas across the humanities and social sciences, combining cutting-edge scholarship with high editorial and production values to produce academic works of lasting importance. For more information visit our website: edinburghuniversitypress.com

#### © Lise Jaillant, 2017

Edinburgh University Press Ltd The Tun – Holyrood Road, 12(2f) Jackson's Entry, Edinburgh EH8 8PJ

Typeset in 10/12.5 Sabon by Servis Filmsetting Ltd, Stockport, Cheshire, and printed and bound in Great Britain by CPI Group (UK) Ltd, Croydon CR0 4YY

A CIP record for this book is available from the British Library

ISBN 978 1 4744 1724 2 (hardback) ISBN 978 1 4744 1725 9 (webready PDF) ISBN 978 1 4744 1726 6 (epub)

The right of Lise Jaillant to be identified as the author of this work has been asserted in accordance with the Copyright, Designs and Patents Act 1988, and the Copyright and Related Rights Regulations 2003 (SI No. 2498).

Published with the support of the University of Edinburgh Scholarly Publishing Initiatives Fund.