

HIS MIND'S EYE CUNNINGLY WATCHES AS DALI CHECKS HIS CHILDHOOD BOOKS FOR FANTASTIC RECOLLECTIONS—



LOOKING AT THIS PICTURE UPSIDE DOWN YOU CAN SEE THE ALMOST FINISHED LAYOUT DALI MADE FOR CLICK. THIS WORK IS VALUED AT \$2,000.00

Salvador Dali

sub-conscious editor for two pages

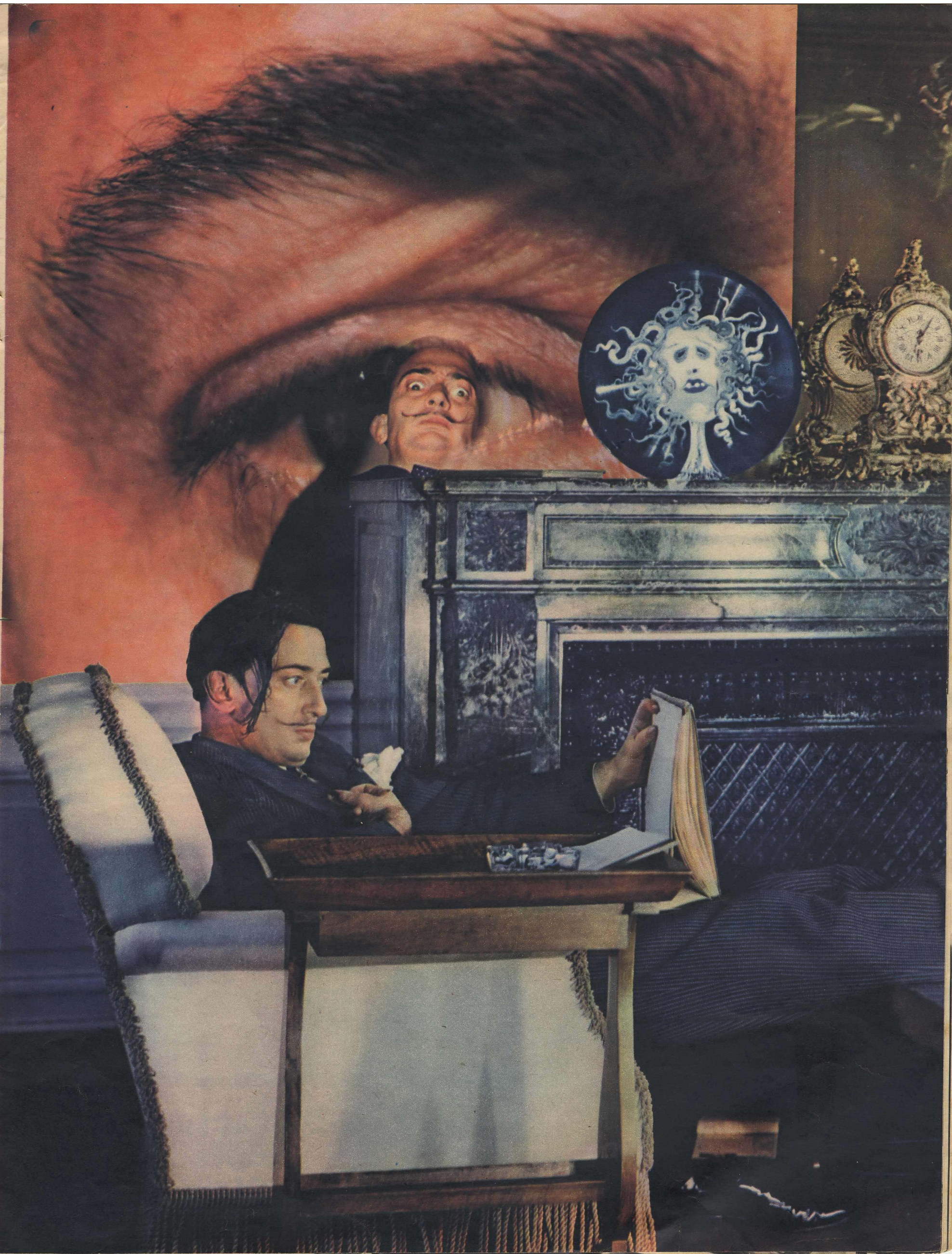
When the editors of **CLICK** decided to explore the sub-conscious mind with a camera they asked Salvador Dali, (considered by many the world's greatest painter, by others the world's greatest wack) to edit and stage the story. Dali agreed and asked that the following articles be sent to his hotel suite: Peacock feathers, French maid's uniform, nude model, ballet dancers, a female dress form, a real skeleton, and other assorted objects too gruesome to mention. The doorman of the swank St. Regis Hotel was bug-eyed. So were the elevator operators. The **CLICK** office boy who delivered them was dizzy (still is for that matter) and even the reasonably hardboiled editors were somewhat agog as Dali set up the scenes to be photographed.

It took two months, three photographers, the Museum of Modern Art, Madame Dali, and a minor nervous breakdown to get the story into print. During that time **CLICK** learned much about Dali. He was the first man to be bombed while balancing a loaf of bread on his head; first man to leap through a New York show window carrying a fur-lined bathtub in his arms, first painter to get \$10,000 for a painting that no one understood. Now he is the first man to bring the surrealist approach to the photography of the sub-conscious mind.

On the following two pages Dali has unlocked the inner door of the mind . . . and thrown the key away. Here the editors leave you to tread your way alone; from here on out any similarity to sanity is purely coincidental.



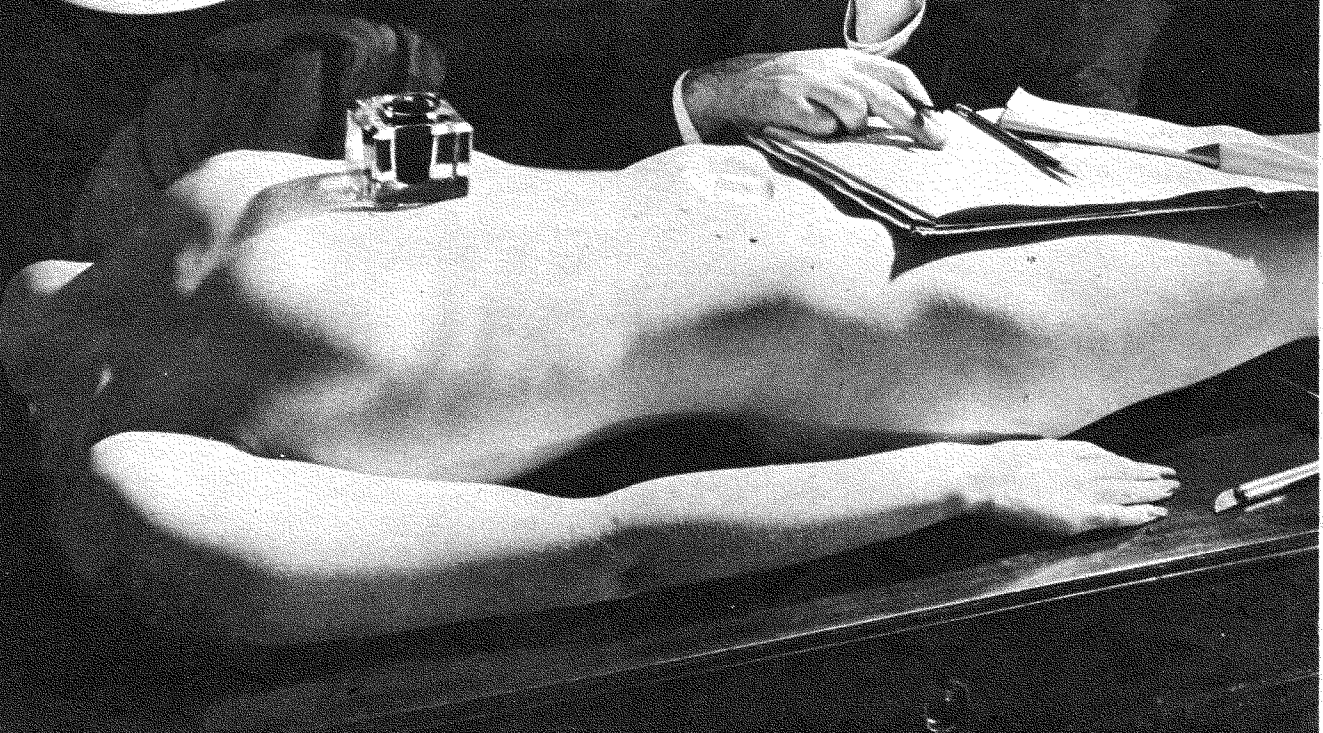
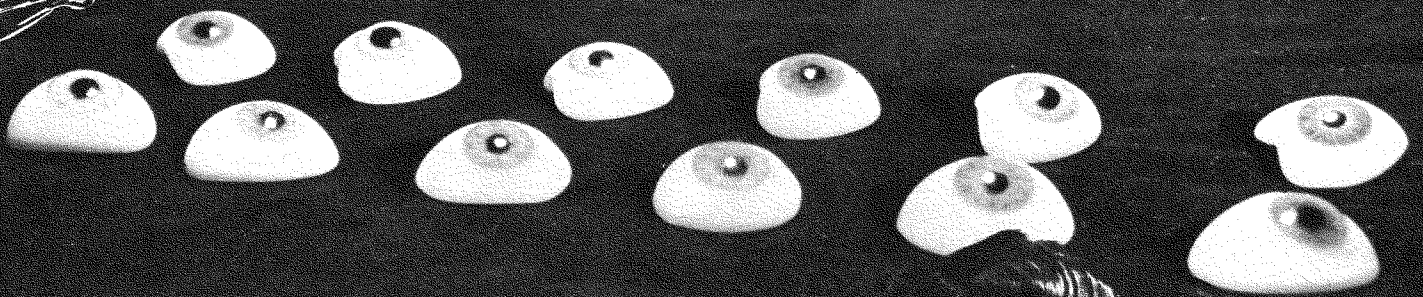
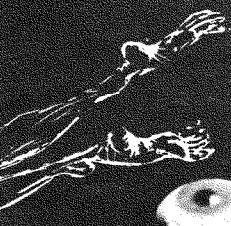
BEHIND THE SCENES. picture shows many articles Dali requested. The man on the ladder is not a Dali fantasy but famed photographer Eric Schaal locating a camera angle and trying to keep his sanity at the same time. The **CLICK** office boy with the light thought Dali an "interesting screwball."



THE SECRET LIFE OF

DALI

BY DALI



I BELIEVE EVERY MAN HAS AS MUCH RIGHT TO BE INSANE as he has to be sane. To look at insane thoughts and images in a sane manner is impossible; they must be examined from the insane viewpoint. I have tried to tell some of the secrets from my inner life, the life that I see through the veil of my sub-conscious mind, in these pictures. I directed the taking of these pictures in French, then I added the drawings to them, cut them out and pasted up the final layout. Back of the eyes you will see me as a small child holding my father's hand. The French maid, the little child with the skeleton are all my own image.



WHEN I AWAKE, ballet dancers leap in my brain. As I retain the image I sketch them before they run away. Since my childhood I have won my battles against my visions by using them in paintings. Below, you can see my finished sketch.



IN THE MORNING I WORK on my new book *The Secret Life of Salvador Dalí* that will be published in October. As I write on my symbolic table my innermost thoughts, inspired by my wife Gala, flow upward. You can read my thoughts and feel the passage of time floating upward into the drawing of Gala's face.

