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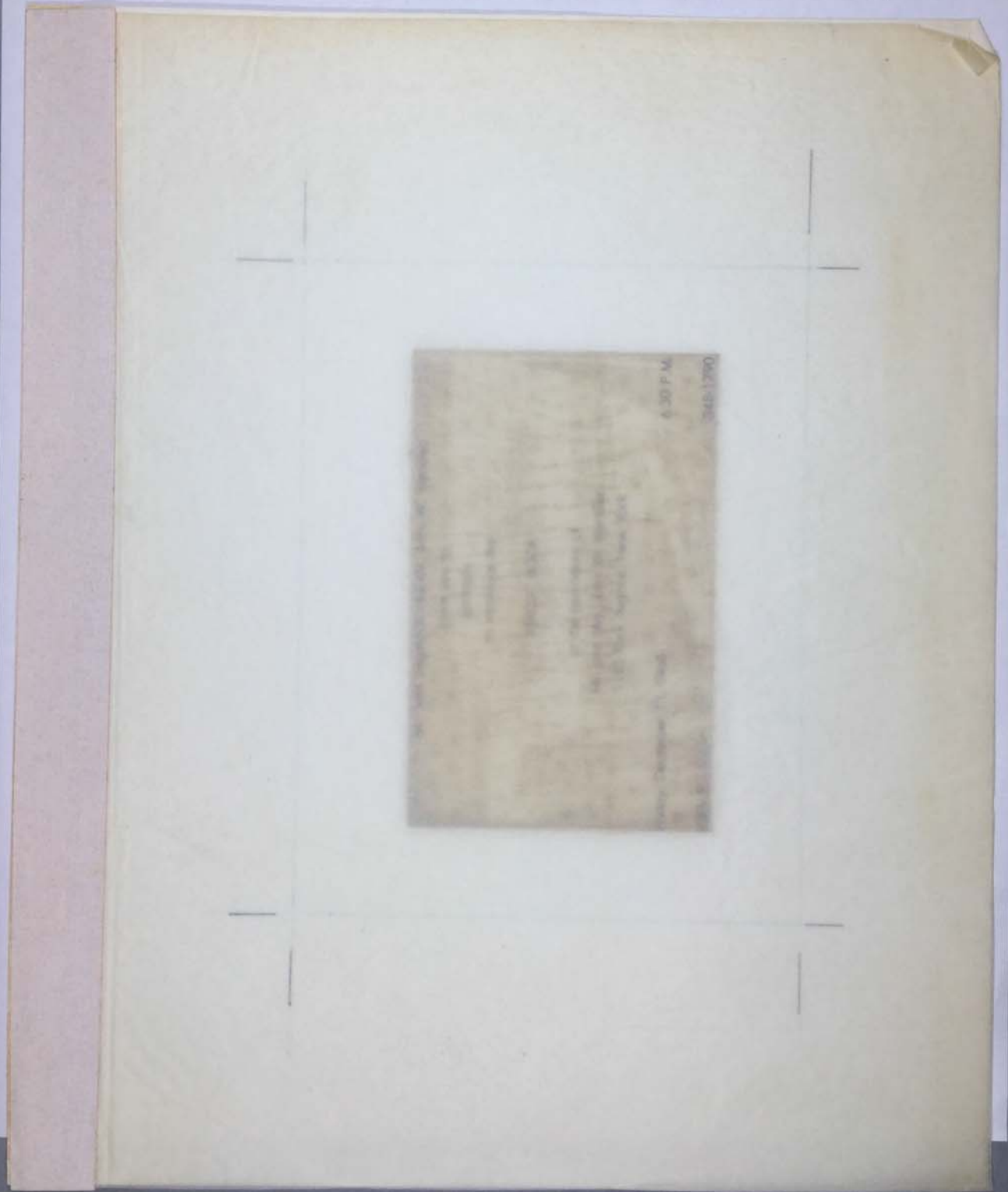
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Mr. Seth Siegelaub and Mr. John W. Wendler
invite you to
cocktails
to introduce the
"XEROX" BOOK
at the apartment of
Mr. and Mrs. John W. Wendler
1185 Park Avenue, New York
Friday, December 13, 1968 6:30 P.M.
R.S.V.P. 348-1790

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|---------------------------------------|-------------|----------------|
| The Museum of Modern Art Archives, NY | Collection: | Series.Folder: |
| | Siegelaub | I. A. 35 |

*Rephrase
Type individually!*

SETH SIEGELAUB

Dear

Enclosed please find sample copy of "Xerox" book. Below are set forth information, specifications, and terms regarding its retail sale.

1. Publication date: December 13, 1968
2. Printing: Xerographic/offset process
3. General information: Each of the artists represented in the book were commissioned to do the following-

a 25 page project, on an 8½ X 11 page, a standard Xerox 20 lb paper to be printed Xerographically. These 25 pages are the result of each of the artists' use of standard Xerox reproduction in communicating a unique aspect of their art.

This is the first book of its kind.

4. Terms: The book will be sent to you on a consignment basis, postpaid. The book will be sold world wide at a retail price of \$25.00 (US currency), with a net of \$17.00 per book to the publishers. Checks for the books sold should be made payable to the order of Siegelau.

If you feel that your clientele would be interested in owning this unique book, kindly contact us for further details.

Thank you

Seth Siegelau

John W. Wendler