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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Wittenborn and Company

Books and Magazines on the Fine Arts, Architecture

One-Wall-Gallery, Prints

3/6/70

1018 Madison Ave., New York, N. Y. 10021 212-BU 8-1558 & 1559

Service Center: 91 Montgomery St., Scarsdale, N. Y. 10583 914-SC 3-5582

Seth Siegelaub
Houtmankade 35
Amsterdam

Dear Seth Siegelaub,

I am writing you a quite note to thank you for your letter of February 11th, addressed to Mr. Wittenborn, please excuse our delay in replying, but it has been busy as usual here.

For the time being, Mr. Wittenborn does not feel that we will have any immediate problem with orders for your respective titles. We will continue to supply both your own publications, and the Ruscha books, as we have done in the past. So, we shall leave things as they now stand, please let us know as soon as you have any new titles coming along, we will do our best to provide them with the proper platform (as retailers) as we have done to date.

Best regards from George Wittenborn,

Sincerely yours,

Faith Pleasanton Stein

Faith Pleasanton Stein
for George Wittenborn

Seth
SETH SIEGELAUB, 11 Feb 70, Amsterdam, 13.36 uurs.

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11 February 1970

Mr. George Wittenborn
1018 Madison Avenue
New York 10021

Dear Mr. Wittenborn,

Before I left for Europe, I spoke to Faith Stein, about future orders and some problems that may arise within the foreseeable future.

To recount, about 7 weeks ago, I approached you regarding the possibility of joining forces, and because of your situation it wasn't possible. Since then I have had to set up International General, to wholesale my books. As IG started operation, it became clear that if I took IG seriously, it could not exist by just selling my books to just 25 booksellers, and so I took on the books of Edward Ruscha and the Seattle/Vancouver catalog. Simultaneous with this IG began to actively seek out new booksellers (including specialty book wholesalers), my future intention is to take rights (in large 1,000+ volume) to museum catalogues and other books I feel to be of value in the United States, Canada and Europe, and wholesale them around the world. Simultaneous with this is the attempt to supply new booksellers worldwide. (By the fall I plan a warehouse in Amsterdam).

Concievably by 1971, IG could be handling 30-50 titles and distributing to 75 accounts. As you are aware, there is no other way to run IG, if it is to be run at all.

In the not-too-distant future, I plan IG to distribute art information in another type of network - not books, but the information in books, possibly via a "teletype" type network.

But back to the business at hand. Faith said that you were concerned about the fact that we are beginning to reach the same booksellers (Richard Abel, for one) and that 50% of your sales are to other booksellers. What should we do?

I suggested to Faith that possibly IG can fill the order you receive for our books, and perhaps IG could return to you a percentage? IG presently gives a 40% discount to booksellers. Is something like this feasible? Stupid? Presumptuous? Virtuous? Ignorant?

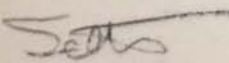
To return to the beginning of this letter, could we affect some alliance? With IG as some type of Wittenborn affiliate, or?????????????

Amsterdam is beautiful.

In reply, kindly address me at: Seth Siegelaub /telex: 020, 243492
Houtmankade 35
Amsterdam, Holland

Please advise,

Thank you,



SETH SIEGELAUB, 11 Feb 70, Amsterdam, 13.36 uurs.

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GEMINI G.E.L. 8365 MELROSE AVENUE, LOS ANGELES, CALIFORNIA 90069 TELEPHONE (213) 651-0513

December 15, 1969

Dear Seth:

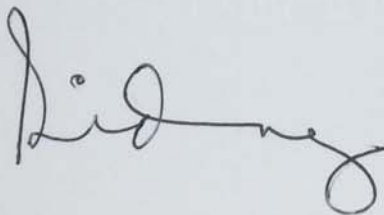
Even though I don't show it, by the tardiness of this answer, it was great hearing from you.....and over the week-end finally got around to looking up the bookstores, etc.

Also....you could test some mailing to the art Departments of several universities....my guess is that it would start slow and build up....but the school bookstores do sell art books... Write me again soon(meaning pester me...prod me.....even provoke me)....and I'll have someone here type out a list of institutions that communicate with us.....it's a set of cards with 300-400 names... and I haven't got the heart to ask it being typed unless I know you really want it done.

Things here are o.k.....We recently finished a Rauschenberg series on the Apollo 11 landing on the moon, which was received very well... and we're working with Oldenburg now onChrysler Airflow and Nose-Bag projects.....we're more serious than Mattel.

Have a happy Hannukah(next year)....and a merry Christmas....if you don't come and see us soon....Rosamund and I...and maybe Elyse and Stanley will come to Manhattan to see you all...

Love from Oranges,



DIRECTORS: KENNETH TYLER SIDNEY B.FELSEN STANLEY GRINSTEIN

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IG

23 Feb 1970

Mr. and Mrs. Poirier Dit Caulier
x - one
Braderijstraat 11-13
Antwerp, Belgium

Dear Mr. and Mrs. Poirier Dit Caulier,

Received your letter in N.Y., which was forwarded to me in Amsterdam.

Thank you for the documentation on your exhibition.

The books and catalogues I have published, are distributed by a business I own called International General in N.Y. The discount for dealers on all the books is 40%. I am attaching a list of all the titles.

Please reply to me in Amsterdam at: Seth Siegelaub
Moutmankade 35
Amsterdam, Holland telefoon: 020, 243492

And if you are in Amsterdam, call and we can get together, Yes?

Thank you,

SETH SIEGELAUB, 23 Feb 70, A'dam, 12.21 uurs.

Atth: 1 price list.

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13.2.70 ANTWERP

SETH SIEGLAUB

113 WEST 42 STREET/ ROOM 901

NEW YORK 10036 N.Y.

U.S.A.

DEAR~~S~~ SIR~~S~~,

IN ADDITION TO THE XEROX PROJECT WICH WE BOUGHT
BY WALTHER KONIG AT KOLN WE ARE INTERESTED IN YOUR OTHER
PUBLICATIONS.WE WOULD LIKE TO RECEIVE YOUR DEALERS PRICE
LIST OF BOOKS ,CATALOGUES ECT..

AND IF POSSIBLE DOCUMENTATION ON DIBBETS, WIENER, KOSUTH,
HUEBLER, BARRY.

WE INCLUDE YOUR XEROX PROJECT IN AN INFORMATION EXHIBITION
STARTING 5MARCH. OTHER EXHIBITED DOCUMENTS: ART & PROJECT
BULLETINS, HAUS LANGE INFORMATION, SZEEMANN INFORMATION,
N.E. THING INFORMATION ECT..

WE LOOK FORWARD TO RECEIVE YOUR DOCUMENTATION INCLUDING
PRICE LIST. IN ANTICIPATION WE REMAIN ,TRULY YOURS,

MR. & MRS POIRIER DIT CAULIER

X ONE GALLERY - BRADERIJSTRAAT 11-13 ANTWERP-BELGIUM - TEL. 03 - 33 42 34 - 33 29 10 - H.R.A 180818 KREDIETBANK LO 02620

VERENIGING VOOR SCHONE KUNSTEN DER GEMEENTE S-GRAVENHAGE

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2°

N.B.

WE LIKE TO ORDER 5 BOOKS LAWRENCE WIENER STATEMENTS.

THANK YOU.

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Room 901/ 113 West 42 Str./ N.Y. 10036

Mr. Kynaston McShine
MUSEUM OF MODERN ART
11 West 53 Street
New York City

Dear Kynaston,

I recently spoke to Miss Marna Toma of the Museum Bookshop concerning the sale of the Xeroxbook at the Bookshop.

She said that she meets with the staff to discuss new books for the Bookshop. I assume that you are party to these meetings. If you are, could you please show her your copy of the book?

The Xeroxbook (and numerous other books) are now being distributed thru INTERNATIONAL GENERAL, which I have organized to distribute art information. SEE the attached winter 1970 Catalogue.

I will be leaving for Amsterdam in a few days, and can be reached at:
Houtmankade 35
Amsterdam, Holland telefoon: (020) 243 492

I will be in Europe for about 6 months.

Good luck on your Informationx exhibition.

Thank you,

SETH SIEGELAUB, 29 January 1970, N.Y.

attachment.

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INTERNATIONAL GENERAL, distributing
art information, catalogues and books world-wide. 5th Floor, 7 Day Street, New York 10007.

16 March 1970

~~XXX~~ to: Mrs. Doris Shadbolt
Vancouver Art Gallery
1145 West Georgia Street
Vancouver, British Columbia
Canada

100 557,087/955,000) - Shipped & returned - labor 10⁰⁰
Postage —

write her -

total

did she receive any?

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelau	I. C. 23

2 February 1970

Mrs. Doris Shadbolt
Vancouver Art Gallery
1145 West Georgia Str.
Vancouver 5, BC, Canada

Dear Mrs. Shadbolt,

As we discussed on the telephone a few days ago, International General has 900 copies of your "955,000" catalogue in its New York warehouse.

We will be sending off to you 100 copies of the catalogue within 2 weeks.

The catalogue is presently being distributed, and money from the sale of the catalogue should be accruing in a short time. We will be forwarding to you your share of the sales as soon as possible.

I am now heading off to Amsterdam (Lucy has the address), and if you have any business concerning the catalogue, please address the New York office (above).

Thank you, and I look forward to seeing you sometime in the not too distant future,

SETH SIEGELAUB, N.Y.

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SETH SIEGELAUB Room 901/ 113 W. 42 Str./ New York 10036/ USA/ tel: 212, 564 3250/ 12 Dec 69

Mrs. Doris Shadbolt
Vancouver Art Gallery
1145 West Gerogia Street
Vancouver, B.C. Canada

Dear Mrs. Shadbolt,

Received your letter of 9 December 1969.

As discussed in my letter of 14 November 1969, there has been printed 1,500 catalogues -NOT 1,000- of the 138 different cards.

Perhaps you should take 750 for Vancouver, and I will consign and sell 750 catalogues from New York.

The per catalogue cost (exclusive of shipping the 750 catalogues to Vancouver) is as follows:

Preparation of new cards (#42), layout, misc.	35.00
Printing; 138, 4"x6" cards, 1,500 copies. 96 old 42 new	885.00
Collation of above printing into 1,500 copies	600.00
Total:	<u>\$1,520.00</u>

Cost per Catalogue: \$1.00

I will consign 750 catalogues at \$1.00.

I will provide envelopes for the 750 catalogues in N.Y.

Needless to say, the original cost of \$250.00 for shipping the catalogues will be somewhat less (= fewer catalogues).

The catalogue will be ready to ship from N.Y., by Air, about the 22, 23 of December (allow 5, 6 days for arrival in Vancouver).

Lucy asked me to mention to you that she feels the vinyl envelopes are not ~~in~~ in keeping with the catalogue; perhaps a plain envelop with large type across it saying: 955,000, and the museum name and address - this would save you \$50 - 75.00.

Thank you.

SETH SIEGELAUB, N.Y. 12 December 1969

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

December 9, 1969

Dear Mr. Siegelaub:

Thank you for your letter of November 14. We are looking forward to Lucy's show and your visit (I trust?).

I very much like the thought of your distributing copies of the catalogue from New York. My only suggestion is that we print a total of 1,000 copies; I believe that 500 will look after our local sales and you should retain the other 500 according to your proposal.

We are considering purchasing clear vinyl envelopes for the catalogues we sell here at a cost of approximately \$118. If you retain 500 from the printing in New York, I think it you will envelope yours as you wish.

Yours sincerely,

DS

(Mrs) Doris Shadbolt,
Senior Curator.

Mr. Seth Siegelaub
Room 901
113 West 42 Street
NEW YORK
NY 10036
USA

DS:cg

b.c.c. Lucy Lippard

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CARL ANDRE
ROBERT BARRY
DOUGLAS HUEBLER
JOSEPH KOSUTH
SOL LEWITT
ROBERT MORRIS
LAWRENCE WEINER

Miss Doris Shadbolt
Vancouver Art Gallery
1145 West 43rd Street
Vancouver, B.C. Canada

Dear Miss Shadbolt,

I am working on the forthcoming "957,00" exhibition with Luej Lippart.

Kindly note the above change of address (and) telephone.

Principal work will be done in N.Y. and particularly the printing of the catalog.

As you may be aware, much of my work consists of the setting up of networks of information and the distribution of art information. In the course of organizing my exhibitions, I have published and distributed about 2000 catalogs.

During the course of my travels a fair number of people have asked where they could get a copy of the "57,087" Seattle catalog. Unfortunately the arrangement with Seattle left the problem of the distribution of the catalog of the Seattle Museum, and so I would refer you to Seattle - very inefficient.

Along with my other publications, I would like to distribute the "Seattle/Vancouver" combined catalog which is being published for your exhibition.

My proposal:

1. There will be printed 1,500 copies of the (+*)135 "card" catalog.
2. After the catalog is printed in N.Y., I will ship 1,000 copies to Vancouver (or less?) and retain 500 copies for distribution throughout the world.
3. I will arrange for the distribution and sale of the catalog, and return to the Vancouver Museum your per catalog cost (now estimated at +- \$1.25/catalog) for the 500 catalogs I have retained on consignment.

If you feel that this would be in your interest, please advise.

I will, in any case, be in touch with you as time goes on.

Thank you.

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SETH SIEGELAUB, N.Y. 14 November 1969

Siegelau/Wendler. New York, N. Y.

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cayc - centro de arte y comunicación
fundación de investigación interdisciplinaria
elpidio gonzález 4070 67-8046/7774 buenos aires

Buenos Aires, may 20th 1970

Mr
Seth Siegelaub
Hautwan Kade 35
Amsterdam
HOLANDA

IG

Dear Sir:

Following our note of April 27th we wish to inform you that we are interested in the purchase of the publications on conceptual art which you may possess.

The list we included in our past letter corresponds to material already in our hands.

Awaiting your list of publications and price, I remain

Sincerely yours

2 June - Sent IG price list.

centro de arte y comunicación

Elpidio Gonzalez
director

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fundación de investigación interdisciplinaria
elpidío gonzález 4070 67-8048/7774 buenos aires

I

Initiating its programme for 1970, CAYC shall present at the II Bienal of Coltejer Art to be held in Medellín (Colombia) on the 1st. of May an exhibition of Art & Cybernetic produced by the Computer Technique Group of Tokyo (Koji Fujino, Takeschi Hasegawa, Junich Kaki-saki, Masao Komura, Fujio Niwa, Makoto Ohtake, Haruki Tsuchiya, Kunio Yamanaka) and the Buenos Aires Group composed by the following artists: Luis Bénédict, Ernesto Deira, Eduardo Mac Entyre, Rogelio Polesello, Osvaldo Romberg, Miguel Ángel Vidal, in collaboration with the analyst Julio Guibourg and the programmers César Armoza, Pablo Jononovich, Silvia Yacub and Silvia Brucciamonti, Antonio Berni, Hugo Demarco, Gregorio Dujovny, Mario Mariño, Isaias Nogués and Josefina Robirosa, with the analyst Ricardo Ferraro and the programmers Viviana Rubinstein and Julia Oshiro.

This same show shall be presented at the Juan B. Castagnino Museum of the city of Rosario around the end of May and shall later be presented in Tucumán.

The II Bienal of Coltejer Art has invited critics from America and Europe to inform on present day art. Mr. Jorge Glusberg, Director of CAYC, has been asked to act as judge for the Colombian delegation and also to dictate a course on Argentine Art.

The Center of Art and Communication shall send to Jerusalem (Israel), through Yona Fischer curator of the Museum of Art of Jerusalem, an exhibition of Art & Cybernetic.

A show shall be held in London of Argentine engravings, under the patronage of the English critic Mr. Charles Spencer, editor of the magazine Art & Artist who shall also be in Buenos Aires next May, specially invited by CAYC to maintain a series of lectures.

Architect Arturo Montagú (who has earned a scholarship from the National Association of Cientific and Technical Investigations) shall represent our Center at the International Symposium and Exhibitions "Computer Graphic 70" organized by the Brunel University of Middlesex (England) with the participation of 93 delegates from different nations and where we shall present the works produced by the artists of the Buenos Aires Group for the show on Art and Cybernetics.

In answer to the kind invitation of one of the most acute present day critics, Lucy Lippard, and as an end to our activities in the exterior for this year, we shall present an exhibition of Argentine Conceptual Art in New York.

II

As for our local activities, the Center shall inaugurate around the end of June two show rooms at Viamonte 452, in the understanding that the present premises at Chile 1481 is not in the area of the Art Galleries.

The architects: Manteola, Petchersky, Sánchez Gómez, Santos, Solsona, Vignoly are collaborating in remodelling the new building. Their recognized capacity as architects and designers shall permit the Center to count with the most appropriate setting.

III

On the 11th of May next we shall present at the Bonino Gallery, kindly lent for the occasion, a show of drawings and projects of sixteen English Sculptors: Roland Brener, Kenneth Draper, Alfred Dunn, Michael Craig-Martin, Barry Flanagan, David Hall, Nigel Hall, Gerard Hemsworth, Julian Kall, Gerald Wybrow, Menasche Kadishman, Michael Kenny, Lillian Lijn, Michael Smith, Wendy Taylor, David Tremlett. Mr. Charles Spencer shall make the corresponding presentation. On the 27th May, closing day, the film "Artists in the Works" by A.P. G. (Artist Placement Group) shall be projected.

During the forthcoming months, the Center shall offer exhibitions at the highest international level on: Graphics, serigraphs and drawings of Allan D'Arcangelo; Below Zero Snow Projects: Ecological Art by Dennis Oppenheim (in Combination with the John Gibson Gallery), Project Paricutin Volcano by Peter Hutchinson (also in collaboration with John Gibson), Graphics, serigraphs and inflatables of Joe Tilson (in collaboration with the Marlborough New London Gallery).

A show of Conceptual Art organized by Lucy Lippard shall include amongst others: Robert Barry, Lawrence Weiner, Douglas Huebler, Joseph Kosuth, Dan Graham, Hans Haacke, Jan Dibbets, Ed Ruscha, Stephen Kaltenbach, On Kawara, Rick Bartheleme, Donald Burgy, Iain Baxter, Porte and Camnitzer.

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elpidio gonzález 4070 67-8046/7774 buenos aires

This exhibition shall be the combination of those organized by Lucy Lippard at the Art Museum of Seattle during October last year (557.087) and at the Vancouver Art Gallery in 1970 (955.000). The show shall be held in Buenos Aires utilizing the same cards (a kind of catalogue). The show shall be individualized by a number, as in the other cases, which corresponds to the number of inhabitants of each city.

Another exhibition shall be held on collective Impossible Art (or System Art, earthworks, skyworks, waterworks, archiworks, nihilworks) to be organized by Susana Torre (Member of our Center and at present under scholarship for the Museum of Modern Art in New York).

On Mec-Art there shall be four individual shows pertaining to the French Nikos, Neuman, Alain Jacquet and the Italian Bertini. Nikos shall present personally in Buenos Aires an environment with emultionated canvas; Martial Raysse shall present Proxima Centauri, on show a few months ago in the Gallery Iolas of Paris.

Sol Lewitt shall exhibit the Serial Projects which have given him international fame.

A group of young English Vanguard artists shall present documentations on their environment. Ian Breakwell, Stuart Brisley, Peter Kuttner, The Computer Art Society of London with works of Alan Sutcliffe, Gustav Metzger, R.J. Lansdown, and others shall send their views on English art with computers.

Jean Michel Sanejouand shall present his investigations, in the field of architecture. "Nothing in the nothing" shall be the materialization of a definition belonging to John Latham which shall also include a projection of his films.

CAYC is also in contact with Christo, studying the possibility of a "monumental packing" in Argentina for 1971.

An exhibition has also been confirmed of works pertaining to the Czechoslovakians J.Jankovic and Milan Dobes and Colombians Bernardo Salcedo and Alvaro Barrios.

IV

Following the ideas of the A P G (Artist Placement Group) Plan for incorporating artists in industry and in close contact with the Director of this English Group Mr. John Latham, CAYC shall act in Buenos Aires together with the Iram (Argentine Institute for Rationalization of Materials) to develop the relations between art, technology and industry. Mr. Juan Carlos Ciaburri shall coordinate this new activity of our Center which tends to make known the roll of the artist in the economic-social structure of the community of which he forms part.

The well known music composer Luis Zubillaga shall be in charge of the musical activities of CAYC.

V

We wish to insist on our basic principles "our fundamental objects tend to propitiate, uphold and develop those tasks of social interest, experimental studies and investigations, on art and group communication, that affect interdisciplinary integration, so as to better and enlarge the present scope of human inquietude"

In the new galleries which we have at the beginning of this circular termed "traditional" we shall not realize any sale; our interest - in this stage of communication - is to further bind the existing links between artists and theorists of different nations. We are interested in that local artists that are unable to travel to the exterior may have the possibility of obtaining an international contact at double level: of Works and Man. We herewith invite all who wish to accompany us in this venture to join our group at any time.

Jorge Glusberg - May 1970

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Buenos Aires, april 27th 1970

Mr.
Sieth Siegelaut
Hautwan Kade 35
Amsterdam
HOLANDA

Dear Sir:

Our Center of Art and Communication was created in order to promote the carrying out of projects and exhibitions, where art, technology and community interests are connected.

This efficient exchange brings into evidence the new unity of our art, science and social environment.

CAYC has great pretensions, but unfortunately modest resources—we do not count with any kind of government help.

Notwithstanding, we have since last year initiated a very interesting exchange at International high level, as you can no doubt appreciate from the perusal of some of the literature we have sent you separately.

We have programmed for this year the following exhibitions: Barry Flanagan, Sol Lewitt, Allan D'Arcangelo, Joe Tilson, Dennis Oppenheim, Nikos, Neuman, Martial Raysse, an exhibition of Conceptual Art organized by Lucy Lippard, Peter Hutchinson, an exhibition of Imposible Art, etc. and differents publications about Vanguard Art.

Besides this, we are now deeply interested in a publication about Conceptual Art, for that reason we ask you for material destined to this publication.

Awaiting with interest your request, we remain

Sincerely yours

centro de arte y comunicación

Jorge Olusberg
Director

P-cant
sent 10/14/70

↓
Received your letter of 27 Apr 70.
It was not clear what you wanted.
Do you want a copy of each of the books on the list? If so
I will have them sent, and you will be billed for them.
I have not yet received any material from you.
Please clarify your intentions and advise me in
Amsterdam, as soon as possible.

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y comunicación
 ción interdisciplinaria
 67-8046/7774 buenos aires

4.50 retail sale
 - 1.80 backsteps (40%)
 2.70
 - 1.00 to Vancouver
 1.70 to SS (x750 = 1,275.00)

27 Jan 76 -
 Mail 100.50 back
 to the

The following

Twentysix Gas

Every Building

Thirtyfour Park

Royal Road Te

Carl Andre, Ro
Robert Morris,

Douglas Hueble

Nine Swimming

Statements by Lawrence weiner

January 5- 31, 1969 by Robert Barry, Douglas Huebler, Joseph Kosuth and Lawrence Weiner.

July, August, September 1969

Crackers by Edward Ruscha

557,087/955,000 by Lucy R. Lippard

Arte Povera by Germano Celant

n, Sol Lewitt,

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elpidio gonzález 4070 67-8046/7774 buenos aires

The following is the detail of literature in our possession :

- Twentysix Gasoline Stations by Edward Ruscha
- Every Building on the Sunset Strip by Edward Ruscha
- Thirtyfour Parking Lots by Edward Ruscha
- Royal Road Test by Edward Ruscha
- Carl Andre, Robert Barry, Douglas Huebler, Joseph Kosuth, Sol Lewitt, Robert Morris, Lawrence Weiner. (Xeroxbook)
- Douglas Huebler
- Nine Swimming Pools by Edward Ruscha
- Statements by Lawrence Weiner
- January 5- 31, 1969 by Robert Barry, Douglas Huebler, Joseph Kosuth and Lawrence Weiner.
- July, August, September 1969
- Crackers by Edward Ruscha
- 557,087/955,000 by Lucy R. Lippard
- Arte Povera by Germano Celant

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elpidio gonzález 4070 67-8046/7774 buenos aires

Buenos Aires, april 17th 1970

International General
7 Dey St. 5th Fl.
New York 10007
U. S. A.

Dear Sirs:

We are now preparing a publication on conceptual Art. For this reason we are interested in the forthcoming articles. We have already bought the catalogues presented as per your list Winter 70.

We would appreciate your prompt information .

Thanking you in advance for your early reply, we remain,

Sincerely yours

centro de arte y comunicación

Jorge Alumbert
director

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Gemeentemuseum 's-Gravenhage Stadhouderslaan 41 / Postbus 72 / Telefoon 51 41 81

The Hague, 13 August 1970

Seth Siegelaub
International General
5th Floor
7 Dey Street
New York, N.Y. 10007
U.S.A.

Dear Seth,

Thank you for your letter. I am sorry you are retiring from the art world, I am sure many will consider it to be a loss.

About your interest in the catalogues I have to disappoint you as far as the Andre catalogue is concerned. It is sold out and cannot be reprinted either because the plates have been destroyed. The idiots did that with Sol's catalogue too, which is very bad because it sells fast.

The price of the LeWitt book is f. 10,—. There is no discount because it is sold with a loss (the price of production is f.12,—). But I think a price of less than \$ 3,— is quite attractive. Since we only have left 317 right now, you should hurry, otherwise they too will be sold out. I have already airmailed one copy. I think it's a fine book containing even more information than Carl's catalogue.

Meanwhile I have found a publisher for my project. It is Edizioni O s.r.l., 489 Fulham Road, London SW6 (the guy's name is Anthony Mathews). We are now trying to find distributors in various countries. I would be very pleased if you could and would help there. Details have to be discussed with Anthony Mathews.

It was nice to hear from you. Please let me know rightaway whether you want those catalogues. Best wishes, love from Trudie

Enno

ENNO DEVELING
Nassau Zuilensteinstraat 21
DEN HAAG
Tel. 070 - 24 51 58
Giro 28726

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

DIENST VOOR SCHONE KUNSTEN
DER GEMEENTE 'S-GRAVENHAGE

'S-GRAVENHAGE, August 13 1970
Stadhouderslaan 41
Postbus 72

Mr. Postrekening 291453
Nast. Telefoon 514181
Den

Rekening nr. 039/v.

Gelieve bij betaling dit nummer te vermelden

VOOR Mr. Seth Siegelaub
7 Dey Street
New York - N.Y. 10007
U.S.A.

Dear

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Hello

Seth

1	catalogue "Sol Lewitt" included postage	Hfl. 17,--
<p>In answer to your letter to Mr. E. Develing of August 7, 1970</p>		

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Enno Develing
Nassau Zuilensteinstraat 41
Den Haag, Holland

Dear Enno,

Sorry that we did not get together when I was in Europe, but unfortunately, it seems, we both were very busy.

As you may know I am in the process of retiring from the Art World, and plan to maintain a minimal contact as a distributor of Art catalogue and books. This is what this letter is about.

I am interested in the wholesale distribution of your following 2 publications:

"Carl Andre", 1969

"Sol Lewitt", 1970 (I assume this is in English?)

We would be interested in purchasing 200 copies of each of these catalogues.

Could you please advise us about the selling price and our discount on each of the catalogues.

Also, please advise if anyone else is presently selling the books in the U.S.

If the publications are available, and if the business terms are agreeable, we will reply immediately with our N.Y. shipping address and our final agreement.

We are presently compiling our Fall Catalogue, and would ~~be~~ want to include both the ~~max~~ catalogues in it.

I have not yet seen a copy of the LeWitt catalogue, could you please send me a copy, via Airmail?

Thank you for your prompt response.

Hello to Trudie,

Seth Siegelaub, 7 August 70, NY

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23



Orentlicher
Art. Dept. Sill Hall
Eastern Michigan University
Ypsilanti, Michigan 48197

Sept 6.

Dear Sirs:

I would like to request a catalog of
Art information available at this time.
I would also appreciate a prompt reply
to this letter as I am anxious to
make an order, please include prices.

Sincerely
John Orentlicher

21 Sept 70-Mailed Write 70 Catalogue

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Marcel Weber
WEBER S.A. D'EDITIONS
13 Monthoux
1211 Geneva 2
Switzerland

Dear Mr. Weber,

Thank you for your letter of 2 September.

I am enclosing a list of titles of the books we presently distribute.,
as you requested in your letter.

I am open to any suggestions you may have, and I look forward to
hearing from you soon,

Thank you,

SMITH SIEGELAUB, 21 September 1970, New York.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

WEBER

S. A. D'ÉDITIONS 13 MONTHOUX 1211 GENÈVE 2 TÉLÉGRAMME: LIVRART CH. POSTAUX: 12-7740 TÉL: 32 64 50

INTERNATIONAL GENERAL
Attn: Mr. Seth Sieglaub
7 Dey Street
New York, N.Y. 10007
U.S.A.

September 2, 1970

Dear Mr. Sieglaub,

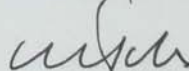
Thank you very much for your letter of August 7 as well as for the copy of 18 PARIS IV.70. I find the catalog very interesting.

Would you kindly send us a list of titles you presently distribute? It was not attached to your letter.

Looking forward to hearing from you we remain,

sincerely yours,

WEBER S.A. D'ÉDITIONS



Marcel Weber

MW/nh

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Marcel

Mr. Weber
13, rue de Monthoux
Geneva, Switzerland

Dear Mr. Weber,

We are wholesale distributors of Avant Garde art books and catalogues.

Enclosed please find a copy of the 18 PARIS IV.70 catalogue plus a list of titles we presently distribute.

Would you be interested in any of the books?

Do we have anything in common?

Thank you,

Seth Siegelaub
PRESIDENT 7 August 1970 New York

1 copy P

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Seth Siegelaub
INTERNATIONAL GENERAL 7 Dey Street New York 10036

Ms Alessandra Marchi
Centro Di
1/r piazza de Mozza
50125 Firenze, Italia
5th floor, 7 Dey Street
New York, N.Y. 10007

Received your letter of 1 September 1970. Thank you.

Sep. 1, 1970

I will be in New York during the Fall at the following times:

Dear Sir: from now until 29 September
Thank you for the enclosed list of publications distributed by you.
from 10 October onwards.

When you arrive in New York I can be reached by your Kerok Book, telephone at ~~xxx~~ 966-2994 or 564-3250. would it be possible for you to grant us a special discount for this title?

I look forward to seeing them.
Thank you,
If you would agree to send us a specimen of Terminal Boundaries and Robin Redbreast's Territory/Sculpture 1969, we would be in a position to decide how many copies to order for this market.

I plan to come to New York this coming Fall, and will call on you.
In the meantime, I look forward to hearing from you soon.
Sincerely,

Alessandra Marchi

Alessandra Marchi

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Centro Di
1/r piazza de' Mozzi
50125 Firenze
telefoni 23212/23222

Seth Siegelaub
INTERNATIONAL GENERAL
5th floor, 7 Dey Street
New York, N.Y. 10007

Sep. 1, 1970

Dear Sir,

Thank you for your letter of 7 August and enclosed list of publications distributed by you.

We were just considering contacting you, as we are interested in your Xerox Book, but it is too expensive for distribution in Italy: would it be possible for you to grant us a special discount for this title?

Of the publications listed, we have most of them which came to us directly.

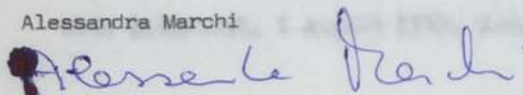
If you would agree to send us a specimen of Terminal Boundaries and Robin Redbreast's Territory/Sculpture 1969, we would be in a position to decide how many copies to order for this market.

I plan to come to New York this coming Fall, and will call on you.

In the meantime, I look forward to hearing from you soon,

Sincerely,

Alessandra Marchi



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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Centre De
Piazza de Mocce 1R
50125 Firenze, Italia

Dear Sir,

Walther König, in Köln, suggested I write you concerning the distribution of the books we handle.

Enclosed please find a list of titles from Winter 1969-70.

We are wholesale distributors of Avant Garde Art books and catalogues operating primarily in the United States.

We would like you to consider selling the books in Italy.

For usual orders we give a 40% discount, with other arrangements possible, based on volume.

I would be interested in hearing from you.

Thank you,

Seth Siegelaub, 7 August 1970, N.Y.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

BERNHARD + HILLA BECHER
4 DÜSSELDORF/WITTLAER
AM MÜHLENKAMP 16

Mr. Bernhard Becher
c/o Konrad Fischer
Prinz Genseg Str. 47
Düsseldorf, N. Germany
INTERNATIONAL GENERAL
7 DEY STREET
NEW YORK 10007

MR. SIEGELAUB

DÜSSELDORF 29.8.70

We continue our discussion about your forthcoming book, that we had when I was in Düsseldorf.

We would be interested in purchasing 200 copies of your "Inconceivable Sculptures".

Could you (our the publisher) please advise us about the selling price and our discount on the book.

DEAR SETH,

Also, please advise if anyone is going to be selling the book. THANK YOU VERY MUCH FOR YOUR KIND LETTER. PLEASE EXCUSE THE LATE ANSWER, WE HAVE BEEN TRAVELLING IN FRANCE TO TAKE PHOTOGRAPHS. shipping address and the final agreement.

WE ARE VERY GLAD TO KNOW, THAT YOU ARE INTERESTED IN OUR BOOK. HERR MICHEL (THE PUBLISHER) WILL TELL YOU THE CONDITIONS.

AS FAR WE KNOW, THE BOOK SHALL BE READY FOR SALE END OF SEPTEMBER, THE TEXT IS IN GERMAN, ENGLISH AND FRENCH.

But I don't have the book, and would appreciate you sending me a copy via airmail.

Thank you for your prompt response.

WITH KIND REGARDS AND MANY THANKS

Both Siegelaub, 7 August 70, NY

YOURS

Bernhard Becher
+ Hilla

PLEASE LET US KNOW IF YOU ARE IN DÜSSELDORF AGAIN!

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Bernhard Becher
c/o Konrad Fischer
Prinz Georg Str. 47
Dusseldorf, W. Germany

Dear Bernhard,

To continue our discussion about your forthcoming book, that we had when I was in Dusseldorf.

We would be interested in purchasing 200 copies of your "Anonyme Skulpturen".

Could you (our the publisher) please advise us about the selling price and our discount on the book.

Also, please advise if anyone is going to be selling the book in the U.S.

If the business terms are agreeable, we will reply immediately with our N.Y. shipping address and the final agreement.

We are presently compiling our Fall Catalogue, and would want to include your book in it.

If I recall correctly the book will be in English, French and German, Yes?

I have not yet seen the book, and would appreciate you sending me a copy via Airmail.

Thank you for your prompt response.

Seth Siegelaub, 7 August 70, NY

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	Siegelaub	I. C. 23

fernsehgalerie gerry schum

funktelefon 010 22 22 660

International Genera?

Mr. Seth Siegelaub

7 Dey Street

5th Floor

New York 10007

N.Y. USA

16

Sept. 15, 1970

Dear Seth,

sorry we didn't answer your letter earlier, but the 2nd edition of the catalogue was printed just now. Now to answer your letter:

nearly all written informations in the catalogue are in english.

Our selling price is DM 24,--. Wittenborn in New York probably sell it for DM 30,-- or more. We sell the catalogues to galleries or book-shops and of course to you with an reduction of 33 %. This is DM 16,-- per catalogue, plus mailing.

Wittenborn ordered and received 15 catalogues, the Dwan Gallery 50. If you ask for 200 catalogues (or less) we must get the money within 2 weeks. These are our normal conditions. I hope you don't get the letter too late.

Kind regards,



PS. A catalogue is sent to you today by airmail. This copy is free for your private use.

Please write if you want the catalogues by air mail or by surface mail, *if you order more.*

telefonkontakt
post
bankverbindung

hannover 0511 24594 (kunstverein)
3 hannover sophienstraße 2
sparkasse der stadt hannover 382043

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Gerry Schum
3000 Hanover, W. Germany
Sphienstr. 2

Dear Gerry,

Sorry we did not get a chance to meet when I was in Europe.

We are interested in the wholesale distribution of your publication entitled:

"Land Art", 2nd Ed., 220 pages.

Is it in English?

We would be interested in purchasing 200 copies.

Could you advise us about the US selling price and our discount.

Also, please advise if anyone is presently selling the publication in the U.S.

If the publication is available, and if the terms are agreeable, we will reply immediately with our N.Y. shipping address and the final agreement.

We are presently ~~sampling~~ compiling our Fall Catalogue, and would want to include in it your publication.

Thank you for your prompt response.

Seth Siegelaub, 7 August 1970, NY

P.S. Please send me a copy "Armeil"

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Tommaso Trini
foro bounoparte 52
20121 Milano, Italia

Dear Tommaso,

Katalog **LAND ART** 2. erweiterte Auflage



catalog **LAND ART** 2nd extended edition

MIT LUFTPOST
PAR AVION



POSTLEITZAHL

DRUCKSACHE

Mr. Seth Siegelaub
Room 901
113 West 42th Street
New York 10036
N.Y. USA

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

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Exemplare des Kataloges
Issues of catalog **LAND ART**

Preis
Price **DM 24,-** portofrei
post-free

Galerien - Buchhändler 33% Rabatt + Porto
Galleries - bookshops 33% deduction + postal rate

**FERNSEHGALERIE
GERRY SCHUM**

**3000 HANNOVER
SOPHIENSTR. 2**

WEST GERMANY

hier abtrennen - cut here

lg - write -

LONG	FLANAGAN	OPPENHEIM	BOEZEM
SMITHSON	DIBBETS	DE MARIA	HEIZER

**Katalog zur TV-Ausstellung
Catalog of TV exhibition**

LAND ART

**2. erweiterte Auflage
2nd extended edition**

220 Seiten 210 Abbildungen
Fotos aus Original-TV-Film
Biografien Bibliografien aller 8 Künstler
Skizzen Pläne Projekte Texte
Artikel aus Kunstmagazinen - Katalogen
Zahlreiche Abbildungen und Daten
von Objekten, die in den Jahren
1965 bis 70 entstanden.

220 pages 210 photographs
photographs from the original TV-film
biographies bibliographies of all 8 artists
drawings plans projects statements
articles from art magazines - catalogs.
Various photographs of art objects
made between 1965 and 1970.

Preis: DM 24,- portofrei, post-free

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Tommaso Trini
foro bounoparte 52
20121 Milano, Italia

Dear Tommaso,

Gald to receive you letter of 25 July. The book project sounds interesting. There is a need to make a book which presents the work of the artists as clearly and intelligeably as possible. Too much bla-bla-bla and not enoug clarity. Good luck and feel free to call on me if you need any hepp.

I was sorry not to see you when I was In Italy, but I spent 2 weeks at the sea ("mare") with Mario, Marisa and Beatrice Mers. It was very nice.

After the book is printed:

1. Please send me a copy (at the above address) via "Airmail."
2. If it is O.K., we would like to make arrangements to distribute the book. Please have the publisher advise as the book nears completion. It would be possible for International General to take 200-500 copies (the book must have English Translations), if the price and terms are agreeable.

As you may know, after the Halifax Conferance, I am retiring from the world of Art. Headed for points unknown.

I will be in New York for awhile, and, as you requested, I will advise you about the Halifax Conference when it occurs (October 5,6.).

Be Good,

Seth Siegelaub, 7 August 1970, NY

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

tommaso trini foro buonaparte 52 20121 milano telefono 803319

07.25.1970

Dear Seth,

things are going better in Milano, too. Eventually, I have the opportunity of organizing the show I had in mind, and, what is more important, to edit a book. They are both about Conceptual art and... the others concepts. I ask you to support my efforts in making the best with the book, which is printed by a young publisher here in Milano in association with Centro San Fedele.

Please, send to me any information concerning the symposium you are organizing in Halifax.

This book is both ambitious and limited in its aims. I have collected almost everything that the conceptual artists have done or published, and very much of what is written about them. I want to include all this material in a very clear way and give larger room to the artists who have done most the work until now, without forcing them in a new contribution.

I will list all your exhibitions and publications; I will send you this list for control.

Sorry not to have met you in Turin, I hope to be soon in New York.

Fond regards,

Tommaso Trini

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

GALLERIA SAN FEDELE

del Centro Culturale San Fedele

20121 Milano
piazza San Fedele 4
telef. 804441



ingresso alla mostra:
via Hoepli 3/5

Il Centro San Fedele prepara un libro e organizza una mostra sull'arte Concettuale per la fine di novembre 1970 / The Centro San Fedele is preparing a book and organizing an exhibition on Conceptual art for the end of November 1970.

Gli artisti invitati a partecipare sono / The participating artists are: Art & Language (Terry Atkinson, David Bainbridge, Michael Baldwin, Harold Hurrell), Robert Barry, Alighiero Boetti, Daniel Buren, Hanne Darboven, Gilbert & George, Douglas Huebler, Steve Kaltenback, On Kawara, Joseph Kosuth, Sol LeWitt, Giulio Paolini, Giuseppe Penone, Emilio Prini, Lawrence Wiener, Yutaka Matsuzawa.

Il libro vuol essere una chiara ed esauriente documentazione sugli aspetti più originali e controversi dell'arte Concettuale, con otto pagine di illustrazioni per ciascun artista e un'antologia dei testi teorici in originale e in traduzione italiana / The book will be a clear and definitive documentation of the most original and controversial aspects of Conceptual art, with eight pages of illustrations for each artist and an anthology of theoretical texts in the original and the Italian translation.

Il titolo provvisorio è "Concetto & Concetto" / The working title is "Concept & Concept".

Il libro e la mostra sono curati da Tommaso Trini / The book is edited by and the exhibition is organized by Tommaso Trini.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

29 September 1970

Mr. Gian Enzo Sperone
C.S. Maurizio 27
10124 Turino, Italia

Dear Gian Enzo,

Please ship the 200 copies of Weiner's "Traces" and the 200 copies of Herz's book to:

Lawrence Weiner
13 Bleecker Street
New York

Please send the cheapest way possible (the Post Office), as soon as possible.

When you come to NY please bring me a copy of any of your new books. I can be reached at Lucy's at 966-2994, when you get in.

How is Prini?

I leave tomorrow for Halifax and expect to return by October 10th to NY.

See you soon,

Seth Siegelaub, New York

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23



MULTIPLES, INC

September 4, 1970

Mr. Seth Siegelaub
International General
7 Day Street
New York, New York 10007

Dear Seth:

I have held your International General Distributing Company letter since last January, thinking about you, hoping that things are well with you, and planning to write you about several of our publications which I think would be of great interest to you.

One is a boxed catalog called "Artists and Photographs" (this is the catalog which includes the Huebler piece we got from you - it came out beautifully). It is a collection of work by 19 artists involved with photography. The other is a very marvellous catalog documenting the theft of an Arakawa painting in New York last spring.

The Artists and Photographs is \$125, less a 40% discount to dealers. If you are interested in distributing, of course I would give you another 10% commission for yourself. I think this would be a runaway success in Europe. I am enclosing a descriptive brochure, which will give you a good idea of what it is about.

I have no brochure for the "Stolen" catalog, but will be happy to send you a complimentary copy if it is of interest to you.

I look forward to hearing from you and would love to know what you are doing. If you have any material which would be good for us, let me know.

All my best, as always,

Cordially,

Marian Goodman

SD,

MG:sd

Enc.

929 MADISON AVENUE • NEW YORK, NY 10021 • TELEPHONE 249-3250

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

17 March 1971

Ms/ Alessandra Marchi
CENTRO DI
l/r Picagza de 'Moxxi
50125 Firenze, Italy

Dear Ms. Marchi,

Received your letter of 8 February. Thank you.

It was unfortunate that you could not come to New York this past Fall.
Perhaps this Spring/?

Enclosed please find a list of the 23 books (with retail prices) we distribute internationally.

I would like to make some arrangement to have you distribute some of the books in Italy. We usually provide a 40% discount.

If this would interest you, please write to me,
thank you,

SETH SIEGELAUB, new york.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

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Centro Di
1/r piazza de' Mozzi
50125 Firenze
telefoni 23212 / 23222



Seth SiegelauB
International General
7 Dey Street
NEW YORK, N.Y. 10036
U.S.A.

Florence, 8 February 1971

Seth SiegelauB,
Unfortunately I was unable to come. May come in the spring.
How can we cooperate?
I am sending the Bulletin 1968 to you. Please encourage
people to send their catalogues to us.
Do you have any extraordinary publications you might
wish to distribute in Italy? Let me know.

My best regards.
Alessandra Marchi
Centro Di/Documentazione
Alessandra Marchi

de
ns

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Gian Enzo Sperone
C.S. Maurizio 27
10124 Turino, Italia

Dear Gian Enzo,

Hello... How are you? Patricia? Pier Luigi? Mario? etc...

I NEED FROM YOU THE FODLOWING, URGENTLY:

- a. 100 copies of the Robert Barry book. Send them with some-
one or via Airmail "printed matter", in small packages to
me at 138 Prince Street, New York 10012.
- b. US\$ 645.37
- c. One copy of any new book, if you have any.

Please advise me immediately about these things.

Thank you,

Peace,

SETH SIEGELAUB, 28 April 1971, N.Y.

PS: Send me also, a few copies of the photograph that was made
of me last July at the galeria.

Did you get any final copies of the contrast. Any opinions
from collectors, etc?

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Gian Enzo Sperone
C.S. Maurisio 27
10124 Turin, Italy

Dear Gian Enzo,

It was indeed a pleasure to see you in New York. I trust everything is OK in Turin. Your pants are wearing very well, thanks.

I will be sending you copies of the artist's contract at the end of January. Please read it carefully and reply.

The books of Weiner and Merz have been found by Pan American.

Please send me the copies of Robert Barry's book and also, Huebler's, if it is ready.

I have send you 20 copies of Edward Ruscha's "Various Small Fires".

Also, I have sent you your jumpsuit, it will arrive in 2/3 weeks.

Enclosed is a bill for the books. It is necessary that I get the money as soon as possible.

Please reply,

Best to everyone,

SETH SIEGELAUB, 19 January 1971, New York.

First Edition
1971
October 1971

Copyright © 1971 by SETH SIEGELAUB. All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, without permission in writing from the publisher. Printed in the United States of America.

New York, N.Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

15 December 1970

Gian Enzo Sperone
C.S. Maurizio 27
10124 Turin

Dear Gian Enzo,

The shipment of the Weiner and Mers books have been lost by Pan American Airways. I am presently trying to get some money out of them for you; though it looks very doubtful.

~~EEEEEE~~ Please send to me, as soon as possible, 100 copies of each of ~~the~~ the books you have published, which are ready, now.

Send them to me via "Stappa" through the Post Office in small packages. This is the cheapest way possible. I need them to sell as soon as possible.

Send them to me directly at: Seth Siegelaub
138 Prince Street
New York 10012

Please advise me about this situation.

Also, try to send me some money for the books you have from me.

My best to Patricia, Pier Luigi, Mario, Salvo, etc.

Thank you,

SETH SIEGELAUB, 15 December 1970, New York

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

PLURA EDIZIONI

36 via Donatello/20131 Milano/Tel. 23.64.133/c.c.i.a.a. 122289/a

16

Aug. 13, 1971

Dear Seth,

Spett. Seth Siegelaub
New York
U.S.A.

we can do business with the other books. When that time comes, and it's got to be very soon, I will sell you 50 copies of each of eleven books (Gas Stations, Fires, Apts., S.S. Strip, Parking Lots, R.R. Test, Pools, Crackers, R.E. Opp's, Palm Trees, and Records)

By the issue of September 1971 of "Studio International", we learnt that you are dealers of art editions. As we are producers of litho, serigraphies, and multiples, 500 examples numbered and signed, by important artists: Alvisani, Angeletti, Arioli, Del Pezzo, De Razio, La Pietra, Lohse, Magliano, Phillips, Plessi, Pozzati, Ramosa, Schifano, Superstudio, Volpini.

We want to study with you the possibility of selling our products in your market. By air mail, we send you our catalogue and price list with the 50% discount allowed to the dealers. The prices are "franco" Milan, packing at cost, payment in advance for the first order, but about this point, we may take particular agreement later.

We hope you will be interested by this offer. Yours faith

fully.

Feb 2 - Ed in N.Y. - he took \$234.25 worth of his books
from 138 Princes St.

Feb 7 - Plura Edizioni in N.Y. - gave him \$100.00 check
Roberto Arioli
balance: \$294.05

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

ED RUSCHA, 1024³/₄ N. WESTERN AVENUE, HOLLYWOOD, CALIFORNIA 90029 (213 463-7057)

Aug. 13, 1971

Dear Seth,

Yes, the calls were for the money. First, I need the \$628.30 then we can do business with the other books. When that time comes, and it's got to be very soon, I will sell you 50 copies of each of eleven books (Gas Stations, Fires, Apts., S.S. Strip, Parking Lots, R.R. Test, Pools, Crackers, R.E. Opp's, Palmtrees, and Records) Postpaid for \$800.00 cash (in 20's or 50's) to be given to me in person in New York in the middle of September. Can you swing it? I'll have to have the \$628.30 directly though.

Waiting,

GA

Feb 72 - Ed in N.Y. - he took \$234.25 worth of his books
from 138 Pruned St.

16 Feb 72 - Saw Ed in N.Y. - gave him \$100⁰⁰ check
Present Balance: \$294.05

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Siegelaub	I. c. 23

26 July 71

(C884)

16) - Ruska - 1024 1/4 W. Western Ave. B.A. 90029

Dear Ed

I receive your message & tried to call back

I am in we call about the 2 I own of

At present I have yet to receive the big checks of \$1 that is due me by 3 different European distributors, though one of them is expected to send me money soon. As you know from your own distributor experience, the little money that is coming in come in multiple of 20 units.

I will need for 50 tapes of each of your books very soon. Please give me a price. I will pay for them immediately, as soon as I clear up the money to now owe you.

I expect to be able to pay you soon. Be assured that I am NOT hushy on over - after damaged books, losses in transit and non-payment by my distributor, coupled with the often ~~often~~ profit of 20% on each book. I am in my usual economic state.

I will get you yours as soon as possible.

Thank you

P.S. Here's your check

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

ED RUSCHA, 1024³/₄ N. WESTERN AVENUE, HOLLYWOOD, CALIFORNIA 90029 (213 463-7057)

International General

April 20, 1971

Dear Seth,

Here's the correct dope on what you owe me:

Feb. 5 '70.....	\$55.57 (Postage)
Feb. 16.....	\$125.66
Mar. 13.....	125.66
Apr. 22.....	125.66
Nov. 26.....	<u>251.32</u>
Total.....	628.30

Original debt....	\$1256.60
Leas paid.....	<u>628.30</u>

You Owe Me.....\$ 628.30

"A FEW PALM TREES" will be out soon and will retail for \$2.50. Do you want 100 copies? If you do, send me a Cashiers Check or Money order for \$728.30 and I will bring you the 100 copies when I come back there the first week in May. That will make it \$100 for the new books plus \$628.30 balance. Let me know.

Best,

Ed

P.S. Here's your check

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

26 April 1971

Edward Ruscha

Dear Ed,

Checked my records in New York and found that I owe your \$628.30 and not the \$879.02 that you thought.

Our records agree, except that you did not note my payment to you for \$251.32 on 10 Nov 70.

Enclosed is a xerox of the check and also a letter I received from you (dated 5 Dec 70), which confirms the amount of \$628.30.

Please advise.

Peace,

SETH SIEGELAUB, N.Y.

Check my records about the total?

31 Apr 71

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegellaub	I. C. 23

<u>16-</u>	Feb 5 Shipper	58.57	<u>Due</u>
TRD ED -	Feb 16 -	125.66	1256.00
	Mar 13 -	125.66	
	Apr 22 -	125.66	
		<u>376.98</u>	- 376.98
			<u>879.02</u>

I gave Ed a check ~~post~~ post date 18 April 71.

Check my records about the total?

1

9 April 71

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Ed Ruscha - 1024 $\frac{3}{4}$ N. Western Ave. - Hollywood, Calif. 90029

Dec. 5, 1970

Dear Seth,

Your 100 "FIRES" are on the way. They retail for @\$4.00
You are getting them at cost. I think you should get in touch
with the Gotham Book Mart and try to sell them some But if you
do, let me know about it so we don't cross tracks. I think
they could sell my books. Just out of curiosity, what is the
inventory on my books at I.General?

How about sending me another one of those 2 $\frac{1}{2}$ "X6" slips
for \$628.30 because that's what's due.

See you?,

Ed

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Post Office Box 350
New York 10013.
212- 925 2113

Ed.

Dear Ed-ward,

Received your letter of 29 Nov.

Money more to follow.

I am enclosing a \$50.00 check for 100 copies of "Various Small Fires"
Please send them via Book Rate, not by personal courier. What is the
retail price? Ship them to me directly at:

Seth Siegelaub
138 Prince Street
New York 10012

I am definitely keeping Int'r'n'tion'l G'en'r'l. As a matter of fact
I am going to Chicago to do some business there, if I can, this very
coming Monday and Tuesday.

Have you done your projected HOT COMMERCIAL BOOK yet? I would like to
retire to the HEAVENLY PRINTERS NIRVANA in the sky as soon as possible.

Lucy L., says hello I think (she is not at home at this moment).

Waiting (waitng),

Seth, 3 Dec 70, N.Y.

Encl: 1 check about 2 $\frac{1}{2}$ " x 6".

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Nov. 29.1970

Dear Seth,

Thanks for the check. The business on "Various Small Fires" is that they cost me 48cents per unit on the second edition and I don't see how you can not have this one if you have my others. If you send me a check for \$50 immediately I'll send you 100 of them right away. This way it won't confuse our prior agreement which is in sad shape anyway. MAYBE I CAN DO A HOT COMMERCIAL BOOK SOON SO WE CAN BOTH RETIRE IN CALIFORNIA. Are you actually going to keep I'ntern't General or not? I never know when to believe you. I think Nigel Greenwood might sell a few anyway, so I'm glad to made contact with him.

Waitnig (waiting)

Ed



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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XXXXXXXXXXXXXXXXXXXXXXXXXXXX
 Post Office Box 350
 New York 10013, NY
 tel: 212 925 2113

10 November 1970

Dear Ed,

Enclosed find check for \$251.32.

More to come shortly.

I wrote to Greenwood.

What is the financial business on "Various Small Fires"?

Oct. 16, 1970

Note new address and telephone.

Just beginning to efficienize Inter. Gen. so it can run profitably.

Hello to all concerned, \$55.57

Seth, New York Feb. 16, \$125.66

March 13..... 125.66

April 22..... 125.66

So you owe me for May, June, July, August, September and October for a total of \$753.96.

Concerning "VARIOUS SMALL FIRES"; you told me in London not to send you any until you'd gave me the word.

I am having an exhibit of the books at Nigel Greenwood gallery in London sometime next month. When this thing came up, I told him to get in touch with you for the books but he said he had no luck. I sold him 5 copies of each book and he said he would undoubtedly need more so I told him if he could not reach you to get them either from me or Tony Matthews. If you are interested in selling him some books you should write him immediately and let him know. The problem is that he will run out of the books and want some more immediately and won't have them. Tony M. Has about 2 copies of each book. I don't have an answer to the thing but let me know right away what you intend to do. What about "Fires"?, etc. etc.]

Ed

P.S. N1622 GREENWOOD
60 GLEBE PLACE
LONDON SW3

→ follow-up letter

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Oct. 16, 1970

Dear Seth,

I have received ^{four}~~three~~ checks from you:

Feb.5,1970...\$55.57

Feb.16,.....\$125.66

March 13..... 125.66

April 22..... 125.66

So you owe me for May, June, July, August, September and October for a total of \$753.96.

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Ed

P.S. NIGEL GREENWOOD → 16 Nov - sent ltr
60 GLEBE PLACE
LONDON SW3

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

11 October 1970

Mr. Edward Ruscha
Young Artist

Dear Ed,

In reply to your question "Are you people still in Business???", I can only answer "Barely."

Though not because of business reverses or anything else. Quite simply, because of a general international underlying apathy regarding the necessary work required to sell books to the people who want them.

I am now beginning to wreck-ty-fie this condition.

I know I owe you some moola. Could your please send me a statement listing the money you have received from me (us?) to date.

What's with "Fires"?

Suffice it to say, justice will be done,

Seth, New York

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	Siegelaub	I. C. 23

ARE YOU PEOPLE

STILL IN BUSINESS ???

EDWARD RUSCHA
(ED - WERD REW - SHAY)
YOUNG ARTIST

Ruscha

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Geth - or
Whoever -

8, 1970

Dear

stop
oper
Cent
poss
peop
sayi
like
stam

The retail
price of this
book is \$3.50

"Real
Estate
Opp."

Ed
Ruscha

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

JULY 8, 1970

Dear Seth,

It looks like I lost that check you gave me. Can you stop payment on it and send me another? Where will you be operating for the next few months? What happened to the Centri D (?) in Florence? I'd like to know as soon as possible. I'm going to be sending some review copies to people around Europe and would like to drop something in saying 'available through International General' or something like that. Do you have a business card like this or a rubber stamp? Keep yo' ass a truckin.

Ed

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Ed Ruscha - 1024 $\frac{3}{4}$ N. Western Avenue - Hollywood, California 90029

May 19 70

International General
c/o American Storage
612 Amsterdam Avenue
New York, New York 10024

May 22, 1970

*you want me to do
you any books when I come
to London (JUNE 9) ("Real Estate
Opportunities") If you need*

INVOICE

*there, it will be much
100 copies "REAL ESTATE OPPORTUNITIES"*

(Subject to invoice of Jan.20,1970) w/ exception:

Final Retail price @\$3.50 instead of \$4.00

*bring them
along with me
airplane. What about
"Various Small Firms".
Ed*

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

May 19 '70

Seth -

Do you want me to bring you any books when I come to London (JUNE 9) ("Real Estate Opportunities^{!!}!!") If you need them there, it will be much faster if I bring them along with me on the aeroplane. What about "Various Small Firms"??

Ed

2 June 70 - P. card. Do not bring Books to London. We will speak, etc.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

April 15, 1970

Dear Seth,

I've only received one check since our "monthly" deal of January 24th. What's shaking?

The 2nd edition of "VARIOUS SMALL FIRES" is coming out next week and I assume you want to handle it - (Retail @\$4.00). How about it? Did you get my last letter about the people in London interested in the books?

Ed

20 April - sent postcard -

- 1) have set 3 clubs
- 2) will handle "Small Fires"
- 3) London OK.

EDWARD RUSCHA
(ED - WERD REW - SHAY)
YOUNG ARTIST

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

houtmankade 35, amsterdam, holland. telefoon: 020, 243492

Mr. Ed-werd Rew-shay
The eternally Hollywood-young (and perspiring) artist
1024 7/8 - 1/8 = 1024 3/4 N. Western Ave.
Los Angeles ("The King of Smog")
California ("Where lovers go on their way to Hawaii")
90029 (that's ninty thousand and twentynine)

MY

Dear Mr. shay,

Received your letter of 30 March. And a beauty is was.
I have already spoken to Brian at the Tate about your books (They simply
"Luv 'em).
I am now in Amsterdam. I go to Paris (that is, return to Paris) in 5-6 days,
when the Paris show closes, and THEN I go to London ("swinging baby") to
edit the summer issue of Studio International (in 3 languages, count 'em...)
and will be there until late May.

I sent you a copy of the Paris catalogue from Köln via Einzellungunginpits
(~~xxx~~ the German abbreviation for Air Mail). The show was quite good, espec-
ially your pastry.

I made reservations in the very same restaurant a few days before I re-
ceived your letter, that we ~~eat~~ ate in when we were in swinging London
the last time.

See you'll in London, then.

0 year, enclosed is a cheque (I mean check, pity....?).....

My best to your quiet, assured wife, Mrs. Rew-shay,

seth siegelaub, 16 april 70, amsterdam, holland.

March 30 70
See you
Ed
** Same restaurant - some people*

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

EDWARD RUSCHA
(ED - WERD REW - SHAY)
YOUNG ARTIST

COMPLIMENTS
OF
Edward Ruscha
(ED-WERD REW-SHAY)
YOUNG ARTIST

Seth - 170 30
Can you service this
thing? I'll be in London
again at the end of May
- maybe we should plan
on repeating, as close as
can be possible*, the dinner
we had the last time -

See you

Ed

* same restaurant - same people, etc.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

March 30
'70

Seth -

Can you service this thing? I'll be in London again at the end of May - maybe we should plan on repeating, as close as can be possible*, the dinner we had the last time -

See you

Ed

* same restaurant - same people, etc.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

EDWARD RUSCHA
(ED - WERD REW - SHAY)
YOUNG ARTIST

EDWARD RUSCHA
(ED - WERD REW - SHAY)
YOUNG ARTIST

Seth - I'm here in London and there are several people saying no one here can get my books in London. Can I count on my 'man in Amsterdam' (Seth Siegelant) to handle the deal? They've told me of ~~one~~ ^{a few} ~~good~~ books stores that should have them =

"ERASMUS" BOOKSHOP

"COMPENDIUM" BOOKSHOP

These places should definitely have the books and as soon as possible.

Ed

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

March 8
1970

Seth - I'm here in London and there are several people saying no one here can get my books in London. Can I count on my 'man in Amsterdam' (Seth Siegelant) to handle the deal? They've told me of ~~one~~ ^{a few} ~~good~~ books stores that should have them =

"ERASMUS" BOOKSHOP

"COMPENDIUM" BOOKSHOP

These places should definitely have the books and as soon as possible.

Ed

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

13 February 1970

Mr. Edward Ruscha
Heavy Industries Publications
1024 3/4 N. Western Ave.
Hollywood, Calif. 90029

Dear Ed,

Enclosed please find check for \$125.66, which is the 1st of 10 monthly payments for the books we purchased. The balance is now \$1,130.94.

What is your schedule on Real Estate Opportunities?

If you want to reach me, please do so at my Amsterdam address:

Houtmankade 35
Amsterdam, Holland (telefoon: 020, 243492)

It is cool here, the weather, that is, and I assume that it is warm out there.

Bla, bla, bla, bla, bla, bla, bla,

Did Antin contact you about the London project?

I go to Paris in a few days to begin the catalogue for the show of Michel Claura.

Keep me abreast,

Thank you,

SEPH SIEGELAUB?, 13 Feb 70 (FRIDAY), Amsterdam, 11.42 hours.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Edward Buscha
Heavy Industries Publications
1024 3/4 N. Western Avenue
Hollywood, California 90029

Dear Ed,

Per our telephone conversation of 29 January 1970;

Enclosed please find check for \$55.57 to cover the (outrageous) cost of shipping 600 copies (100 of each of 6 different books) from L.A. to N.Y.

As agreed I will be sending you a check for \$125.60 for the 10 months beginning February 1970 (total: \$1,256.00), which covers my purchase of 103 copies of each of your seven books, at a 60% discount.

As further agreed, I will have exclusive rights to sell your books world wide, with the exception of: Wittenborn, N.Y.; Konig, Koln; Friedrich, Munich; Pasadena Museum bookshop, L.A. County Museum of Art bookshop; M. Flax, West L.A. and Pickwick Books, L.A.

When "Real Estate Opportunities" is printed, please send 3 copies to the N.Y. office (7 Dey Str.), and sent the 100 other copies to the N.Y. warehouse (c/o American Storage, 612 Amsterdam Ave., NY 10024) via mail "Books- Special Fourth Class."

Forget my proposal for Real Estate Opportunities I mentioned on the telephone.

Thank you,

SETH SIEGELAUB, N.Y.

cc: N.Y. office.

1256.60
125.66

1130.94
1660

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelau	I. C. 23

Edward Ruscha - 1024 $\frac{3}{4}$ N. Western Ave. - Hollywood, Calif. 90029

International General
5th Floor
7 Dey Street
New York, New York 10007

Jan. 24, 1970

FLASH

Invoice Change

Total Due plus Shipping. \$1256.60

Original Shipping estimate 22.00

Additional Shipping Charges
(P.O. says books do not qualify as books and
must be shipped as Parcel post). 33.57

Total \$55.57

← THIS PLUS THIS

Ten monthly payments of \$125.66 per month.

First month \$125.66
Shipping... 55.57

Due Now.... \$181.23

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Edward Ruscha - 1024 $\frac{3}{4}$ N. Western Avenue - Hollywood, California 90029

International General
5th Floor
7 Dey Street
New York, New York 10007

Jan. 20, 1970

INVOICE

103 copies	"26 Gasoline Stations" @\$4.00.....	\$412.00
103	"The Sunset Strip" @\$8.00.....	824.00
103	"34 Parking Lots" @\$3.50.....	360.50
103	"Royal Road Test" @\$2.50.....	257.50
103	"Nine Swimming Pools" @\$3.50.....	360.50
103	"Crackers" @\$5.00.....	515.00
103	*"Real Estate Opportunities" @\$4.00.*.....	412.00
		<u>\$3141.50</u>
	Less 60%.....	<u>1884.90</u>
	Total.....	\$1256.60

Books Delivered to:
International General
c/o American Storage Co.
612 Amsterdam Avenue
New York, N.Y. 10024

(10 monthly payments of \$125.66
per month)

Shipping: (includes "Real Estate Opp." on publication).....\$22.00
First payment.....\$ 125.66
Total Due now.....\$ 147.66

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelau	I. C. 23

Ruscha -

20 Jan 70

1) ~~100~~ 7 books @ ¹⁰³ 100 copies x ^(60% disc) \$12.20 = 1256.00
 payable in 10 payments of \$122./month - from Feb - Nov 70.

30.50
 4
 1220.0
 30.50
 .6
 1830.0

2) 6 books @ ¹⁰³ 100 copies x ^(60% disc) 10.60 = 1091.80
 plus ~ 10 months of \$109.18
 1590. ret. more 40% dis

26.50
 .4
 1060.0

1 book (Real Estate Opp) @ 1.50 x 1000 = 1500.00 2400.00
 or " " 1.50 x 750 = 1125.00 or 1800.00 or

4.00
 4
 1.60

~ 10 month payment when book reaches warehouse - either \$150 or \$12.50/mo.

with " Distributed world-wide thru the facilities of
 INTERNATIONAL GENERAL, 7 Day Street, New York 10007"

printed on the copyright page.

When ready send by air 2 copies to NY, + 1 to me in Amsterdam

Will hold rights to sell the book to all booksellers.

1000
 \$1500
 1500.00

750
 1.5
 1375 0
 750
 1125 0

Q. Point amount -

Pages -

Price \$400 -

103
 10.6
 618
 1030
 1091.8

3
 26.50
 .6
 1590.0
 1400
 .6
 2400
 750
 2.4
 3000
 1500
 1800.0

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

7 books ^{total} retail $30.50 \times 100 = 3050$. $3050 \quad 3050$

a) To ERuscha - 40% $1270 \times 100 \rightarrow 1220$. $1220 \quad 1220$

b) to Bookseller $11 \text{ Jan } 70$ $1372 \quad 1525$

c) to IG - 20% $458 \quad 305$

1) shipping to + f

2) insurance

3) shipping

reorganize deal

take 6 books @ 100 = 2650

Red B's deal

\$1220

6/10 500
300
3050
300
45

18250
1220
1372.5 12.2

"Books prep?"

include - distributed world wide
then to facilities of International General,
5th floor, 7th street, New York 10007.

220
372
92 1220
1525
2745

3050
2745
305

Ruscha

1880 1880 1880
1880 2102 2325
3760 3982 4205

4680
3760
890 668 446

500 2000
4650
40

to ER

to Bookseller
40.45-60

1880.00 1880.00 1880.
1880.00 2102.00 2325
870 668 446

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

7 books ^{total} retail $30.50 \times 100 = 3050$. $3050 \quad 3050$

a) To ERaska - 90% $12.20 \times 100 \Rightarrow 1220$. $1220 \quad 1220$

b) to Booksellers at 40%, 45%, 50% $\Rightarrow 1220$. $1372 \quad 1525$

c) to IG - 20%, 15%, 10% $\rightarrow 610$. $458 \quad 305$

1) Shipped to + from?

2) Amusement - bills

3) Shipped

\swarrow

$\frac{6}{7} 700.85$

$\$1220$	1240	
610	500	300
300	300	300
3050	3050	3050
45	1220	1220
18250	2440	1525
1220	610	2745
1372.5	3050	3050
5	2592	2745
	458	305

$6 \times 46.50 \times 100 = 2650$

1) $4.00 \times 500 = 2000$

to ER

to Booksellers 40-45-50

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	4.00		
	<u>30.50</u>		

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	Siegelaub	I. C. 23

9 October 1970

Mr. Hugh Shaw
The Arts Council of
105 Piccadilly
London, W1V 0AU

HEAVY INDUSTRY PUBLICATIONS
Post Office Box 85428
Hollywood, California 90072

Dear Hugh,

Received your letter of 24 September.

In reply:

"Various Small Fires and Milk" by Ruscha is not yet in stock.

"Robin Redbreast's Territory Sculpture" by Jan Dibbets can be purchased in Europe thru Buchhandlung Walther & Konig, 93 Briete Strasse, Koln, West Germany.

You are welcome to quote what ever you would like from My conversation with Charles Harrison in Studio.

Keep me advised,

Seth Siegelaub, 9 October 1970, New York.

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	Siegelaub	I. C. 23

9 October 1970

Mr. Hugh Shaw
The Arts Council of
105 Piccadilly
London, W1V 0AU

213- H03-7057

EDWARD RUSCHA
(ED - WERD REW - SHAY)
YOUNG ARTIST

1024³⁴ N. WESTERN AVE.
HOLLYWOOD, CALIF.
90029

Dear Hugh,

Received your letter of 24 September.

In reply:

"Various Small Fires and Milk" by Ruscha is not yet in stock.

"Robin Redbreast's Territory Sculpture" by Jan Dibbets can be purchased in Europe thru Buchhandlung Walther & König, 93 Briete Strasse, Köln, West Germany.

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Keep me advised,

Seth Siegelaub, 9 October 1970, New York.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

9 October 1970

Mr. Hugh Shaw
The Arts Council of Great Britain
105 Piccadilly
London, W1V 0AU

Dear Hugh,

Received your letter of 24 September.

In reply:

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Seth Siegelaub, 9 October 1970, New York.

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	Siegelaub	I. C. 23

THE ARTS COUNCIL OF GREAT BRITAIN

105 Piccadilly, London, W1V 0AU

TELEPHONE: 01-629 9495

TELEGRAMS: AMEC, LONDON, W:1

CHAIRMAN: THE LORD GOODMAN
SECRETARY-GENERAL: HUGH WILLATT

24th September, 1970

Dear Seth,

Many thanks for the nine books which arrived in good condition. I have asked our Finance Department to send you a cheque for £ 26.42 in settlement. There are however two items you did not include and I am wondering whether they are respectively out of print or not yet published: Various small fires and milk by Edward Ruscha and Robin Redbreast's territory/sculpture by Jan Dibbets. Would you please let me know about these.

We should like to quote two paragraphs ('Until 1967, the problems ... the 'art' (subject matter'?).) from your conversation with Charles Harrison published in Studio International last December. May we please have your permission to do so? I shall of course ask the publishers' permission too.

I hope we shall see you in England again while the exhibition is on.

Yours,

Seth Seigelaub, Esq.,
International General,
5th Floor,
7 Dey Street,
NEW YORK
New York 10007

3. David Assevoles - in Feb 69, the College consigned 50 copies of Weiner's "statements". He (they) still owes IG US\$30.00.
4. Library - They purchased US\$88.35 worth of books from IG in Dec 69. They still owe IG US\$8.35.

Please ask the above concerned parties to communicate with me (and/or International General at P.O. Box 350, Canal Street, Station, NY 10013) directly, so you won't be bothered with this bullshit in the future, and we can confine our future letters to just our relevant bullshit.

Thank you,

Seth Siegelaub, 21 October 1970, N.Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

138 Prince Street, New York 10012

966-2994

Mr. Jerry Ferguson
NSCAD
Canada

Dear Jerry,

Once again, thank you for the hospitality, restraint and good judgment shown me on my last visit to the land of clean, clear air.

I have been hearing, in New York, an incredible amount of conversation about the Conference. If I knew what the criteria was for success, I would probably say that the impact on the art world will (has) made it a success. What has been the impact on the College? The Students? The community?

I had asked Honorine to send me copies of the press coverage. Could you please remind her to do this, as and when it comes in?

Also could you please send me six 5 copies of the announcement?

Attached is a bill for all (known) expenses to date.

Because I trust you, and have faith in your efficiency, I will ask you to bring the following to the attention of the concerned parties:

1. Yourself - Please ship the 100 copies of the NE Thing Co. book in (the cheapest way) to:
International General
P.O. Box 350
Canal Street Station
New York 10013
We will talk business in our next letter.
2. Charlotte T. - I received a letter from her. Attached is a list of books presently distributed by International General. Please tell her that IG will supply her books (furusaka) furusaka at a 40% discount.
3. David Askevold - In Feb 69, the College consigned 50 copies of Weiner's "statements". He (they) still owes IG US\$30.00.
4. Library - They purchased US\$88.35 worth of books from IG in Dec 69. They still owe IG US\$8.35.

Please ask the above concerned parties to communicate with me (and/or International General at P.O. Box 350, Canal Street, Station, NY 10013) directly, so you won't be bothered with this bullshit in the future, and we can confine our future letters to just our relevant bullshit.

Thank you,

Seth Siegelaub, 21 October 1970, N.Y.

16

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	Siegelaub	I. C. 23

Telephone 902 429 1600

6152 Coburg Road
Halifax
Nova Scotia
Canada

Nova Scotia College of Art and Design



Seth Siegelaub
c/o Lucy Lippard
138 Prince St.
New York NY

October 14 1970

Dear Seth,

Can we make some definite arrangement to take your publications on consignment? I didn't have a chance to discuss it with you, but anyway the details are up to you and I look forward to hearing them.

for reasons of too much and not enough

I am not doing anything for Studio on the Conference, though a piece has been submitted.

Give my love to Lucy

Yours

Charlotte

Charlotte Townsend

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio inter

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn 3956-9

19th October 1970

Mr. S. Siegelaub,
Room 901,
113 West 42nd Street,
New York,
N.Y. 10036,
U.S.A.

Dear Seth,

Peter has passed me your letter of the 16th October. The cheque that does not appear to have been cashed is the one for £79. 0. 0. which was dated the 5th June which was, I think, in payment of your hotel bill. However, quite apart from this, we have sent £104. 0. 0. on the 6th October to you by Bank Draft, and on the advice of Charles Harrison we have sent this c/o Lucy Lippard to her New York address, so please do contact her and let me know, at once, if it has not, in fact, arrived.

Yours sincerely,

Elizabeth Deighton

Elizabeth Deighton
Manager.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Peter Townsend
Studio International
37 Museum Str.
Mr. Peter Townsend
Studio International
37 Museum Str.
London WC1, England

~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

Post Office Box 350
Canal Street Station
New York 10013

Received your letter of 5 October.
Dear Peter,

It is with much pleasure and pride that I herein announce the fact that I have received the check for my services on your July, August issue of Studio International.

Thank you.

Please ship the copies of the book version of the above project, the least expensive way possible (post office?), at your convenience.

Hope to see you in the near future, even though I am no longer directly involved in the Art world, and perhaps discuss what is going on in my perverse head.

Hello to all,

Seth, 28 October 1970, NY

PS. Please send the books to the above address.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Peter Townsend
Studio International
37 Museum Str.
London WC1

Dear Peter,

Received your letter of 5 October.

No matter what the reason, it is very good that we are corresponding.

Without being aware of what is going on in your accounts department, please be advised that

I have not received any money or cheques from you'll since I left London on 17 June 1970.
Nothing, Nicht, Nada.

So, unfortunately, I can't, at the time of this letter, cash any cheques.

I will obviously confirm the International General order after we have concluded our business, now pending.

The Halifax Conference, for better or worse, did not have a transcript. Charlotte T. will write you about it.

Saw Malcolm in NY, he was on his way to Canada.

Lucy returns your regards, and I wish to convey mine to Charles, Barbara, John,

Much love over all circumstances,

Seth Siegelaub, 13 October 1970, New York.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio international

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn 3956-9

Seth Siegelaub
138 Prince Street
New York, New York 10012 5 October 1970

Dear Seth

Got your mournful letter this morning. You seem to have had a lot of correspondence with us. I have checked again with our accounts department, who were instructed a while ago to remit the balance, and they say they had held it because you had not cashed your first cheque and they were afraid that the address they had been given might have been at fault. It has, however, now been forwarded to you.

PLEASE CASH THESE DAMN CHEQUES!

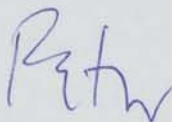
I am receiving a caning (we still use these instruments in this Victorian country) on the cased edition. I'd be glad if you can let us know as soon as convenient where we should send the copies which are now at the bindery.

Please don't forget that we are interested in the transcripts of the Halifax Symposium.

Your hat is a constant, hung reminder of your head.

Please give my regards to Lucy.

Much love under certain circumstances,



Peter Townsend
Editor

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SIEGELAUB CHEZ LIPPARD 138 PRINCESTREET

NEWYORK10012

DESPERATELY NEED DESPATCH INSTRUCTIONS

TOWNSEND

COL TFNEWYORK9662994 138 10012

NEW YORK 10012

30 September 1970, NY

World Communications Inc.

NY Phone Serv: Teleg. 797-3311 / Msgr. -7522

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1970 SEP 30 AM 7 01 PM

16

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Peter Townsönd
Studio International
37 Museum Street
London WC1

Dear Peter,

Received your cablegram this morning, and also the letters from Elisabeth Deighton of 1,2,3 and 17th of September.

As I mentioned in my letter to you of 24 August 1970, I have still not received the balance (US\$250.00) of my fee for doing the issue (which was done over 4 months ago).

As I agreed then, International General will purchase 200 copies of the cased edition at \$1.50.

But, I still refuse to ask you to ship them, until I receive my check. I do not want to commingle my personal fee with the business of International General.

I will forward to you, the shipping address only after I received the check. (Please send the check to me at 138 Prince Street, New York 10012).

Do you think all this is unreasonable?

Please advise,

Seth Siegelauß
138 Prince Street
New York 10012

30 September 1970, NY

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studio international studio international

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn 3956-9

17th September 1970

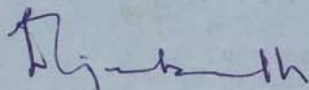
Mr. Seth Siegelaub,
Room 901,
113 West 42nd Street,
New York 10036,
U.S.A.

Dear Seth,

I hope the bank draft is through by now.

Could you please tell us where we should send
the books?

Yours sincerely,



Elizabeth Deighton
Manager.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio international

Published by Cory, Adams & Mackay Ltd Edm... Townsend
SLIT HERE

SENDER'S NAME AND ADDRESS

Mrs. E. Deighton
Studio International
37 Museum Street
London, W.C.1.
ENGLAND.

AN AIR LETTER SHOULD NOT CONTAIN
ANY ENCLOSURE; IF IT DOES IT WILL BE
SURCHARGED OR SENT BY ORDINARY MAIL

The 'APSLEY' Air Letter

A John Dickinson Product

Form approved by the Post Office (United Kingdom) No. 1.

SECOND FOLD HERE

BY AIRMAIL
AIR LETTER
PAR AVION
AEROGRAMME



Mr. Seth Siegelaub,
Room 901,
113 West 42nd Street,
New York 10036,
U.S.A.

U.S.A.

U.S.A.

U.S.A.

studio international

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	Siegelaub	I. C. 23

studio international

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn ~~29560~~ 3958

1 September 1970

Mr. Seth Siegelaub,
International General,
5th Floor,
7 Dey Street,
NEW YORK 10007,
U.S.A.

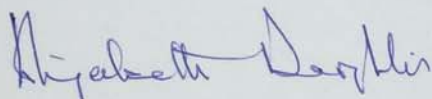
Dear Seth,

Peter has now come back and suggested I get in touch with you again.

I am about to put in the order for the casing of the July/August run-on, so please let me know whether you would like your 200 copies sent.

We held up the payment of the fee until you returned to New York. Wouldn't it really be simpler if we put the fee against your payment for your 200 copies? It would seem to save a lot of accounting procedure if we could.

Yours sincerely,



Elizabeth Deighton
Manager

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UINY HL GBLB 031

LONDONLBT 31 2 1710

FOR DEPT SERVICE
TELEPHONE REPLY TO
MAIN OFFICE 797-3311

LT

SEP 2 1970

SIEGELAUB INTERNATIONAL GENERAL 5TH FLOOR

7 DEYST

NEWYORK10007

Via AIR MAIL

ABOUT TO CASE JULY-AUGUST BOOK AVAILABLE LATER OCTOBER

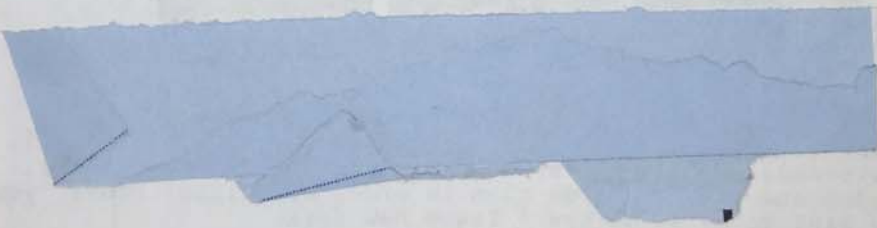
KINDLY CONFIRM ORDER 200 1 DOLLAR 50 FOB LONDON BEST

WISHES

STUDIO ART

COL SIEGELAUB 5TH 7 DEHST 10007

200 1 50 FOB



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Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn 3956-9

3rd September

Ok OK ↓

Cheque on way

Books to follow

Tell me how to send...air? sea? packages?

Peter send his equitable and clarifying regards.

Elizabeth

ave
n at
in

re
l

r,

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Room 901, 113 West 42 Street, New York 10036/ 212-564-3250

Mr. Peter Townsend
Studio International
37 Museum Street
London, WC1, England

Dear Peter,

Received Elisabeth's letter of 5 and 8 August 1970.

I hope you had a good vacation in France, yes?

THIS IS SERIOUS:

At the risk of straining what was an agreeable working arrangement, I wish to make clear the following difficulty:

As of this letter I have not received the balance of US \$250.00 for my fee for organizing the July August issue of Studio International.

Separate, though ~~next~~ along with this is our arrangement to have International General purchase 200 copies of the cased edition at \$1.50 each, and to pay for them within 30 days of my receipt in New York.

I have not yet given you the order to ship (or the address where to ship) the 200 copies. Further, I do not plan to do so, until I have received the check for \$250.00, as we agreed.

Knowing my situation, do you think this is unreasonable?

Trusting your equity in expediting and clarifying such matter,

I am (and will be),



Seth Siegelaub, 24 August 1970, New York.

Hello to everyone, Barbara, Mal, Teh, et al.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Mr. Peter Townsend
ional

studio international

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn 3956-9

18th August, 1970

Seth Siegelaub,
Room 901,
113 West 42 Street,
New York 10036.

Dear Seth,

Your letter to Peter has landed on my desk as he is on holiday.

I think Koenig has now said he won't take any cased editions and Sperone has reduced his order to 50 - but I will be writing to the Cultural Centre New York, Wittenbourne and Owen and tell me soon to whom to send the 200 copies for I.G.

I think we agreed that you pay \$1.50 each, didn't we? You know that we always have to ask for payment within 30 days, so perhaps you would be kind enough to confirm this.

With good wishes from us all.

Yours sincerely,

Elizabeth Doughton
Elizabeth Doughton.

I.G,
boards?

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l, do

elma,

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mr. Peter Townsend
Studio International
37 Museum Str.
London W1, England

Dear Peter,

How are you?, Why are You?, When are you?, Who are you?, Where are you?

I bet Venice was shit, Yes?, I traveled thru Europe to Italy and spent 2 weeks at the sea (with Mario Mejs), then returned to NY in July. Been seeing and hearing about "our" SI issue. The printing looked well. What is your schedule on the book version? The movie version? The Braille version?

The following is business:

1. I have not received the \$250.00 you all were to send. If it has been sent (ho-ho-ha-ha-ha) as of this letter, thanks, if not, please send it to me at: Room 901, 113 W. 42 Str., New York 10036.
2. I am presently looking for a new warehouse situation in NY, when I make definite arrangements (within 2-3 weeks), I will ask you to send to IG the 200 copies of the SI "July, August Exhibition Book", as we agreed.
3. Walther König will take 100 copies for his bookstore only, he will not distribute it in Germany. Please send them to him.
4. Send Galeria Sperone, Torino, 100 copies of the book.
5. What happened to Weber, Geneva?
6. We spoke about the possibility of SI advertising the books of IG, and receiving a percentage of the sales. Is this still on the boards?

How is your "Protest" issue coming along? I hope it can be realized. A small suggestion; as a protest on the part of Studio International, do not publish the issue. Apathy will kill us all.

My best to your wife and family. and Barbara R., Malcolm, John, Thelma,

Seth Siegelaub, 7 August 70, N.Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio interna

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
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Holborn 3956-9

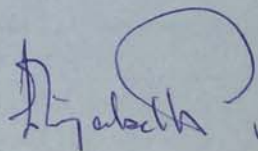
5.8.70.

Dear Seth,

We have reached a bit of an impasse about selling the cased edition. At the moment we have orders from Sporoni, New York Cultural Centre, Wittenborns and Dwan. Koenig is for the moment only taking limp copies. Will you please tell me just so soon as possible what number you want and where we should send them to. We are advertising USA price at 3 $\frac{1}{2}$ 50. retail. And did you get any more orders from the Continent? At the moment the run off is just sheeted but I want to get as many firm orders as possible before we cease to save expense. So do please write.

Hope all goes well with you. Peter is desporting himself in mid-France (we think!) Thelma in Corfu, and the rest of us swelter in the sun.

Love from us all



Seth Siegelaub
Room 901
113 W. 42nd Street
New York NY 10036

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

14 December 1970

Mr. Erno Develing
Haags Gemeentemuseum
Stadhouderslaan 41
Den Haag, Holland

Dear Erno,

Received your letter of 2 Dec 70 about the forthcoming book you are planning with Sol LeWitt.

We would be interested in wholesale distribution in the U.S. and Canada. We would probably want about 200 copies, with the following information kept in mind:

1. Who else would sell the book in the U.S.
2. The discount percentage.
3. The retail price.

It sounds like a very good project. When do you plan to have it done?

Best to Trudie,

SETH SIEGELAUB, 14 December 1970, N.Y.

Erno

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Haags Gemeentemuseum Stadhouderslaan 41 / Postbus 72 / Telefoon 51 41 81

Nr.: 7152.70/S

Onderwerp: book Sol LeWitt

Bijlage(n): The Drawing Book Part
ED/AH 41 N. of Street
New York

's-Gravenhage, 2 December 1970

Mr. Seth Siegelaub
International General
7 Dey Street (5th floor)
New York, N.Y. 10007
U.S.A.

Dear Seth,

The museum may consider publishing Sol LeWitt's Drawing Project 1968 (Fours), as outlined in Studio International, April 1969, p. 189.

The book will measure 11 x 11", have about 210 pages and contain all 4 systems of 48 drawings each, as described in Sols Studio International article. No price is fixed yet, but we try to keep it under the \$ 5.-- limit.

In order to get an idea of the possible edition, could you tell me:

- a. whether you are interested in the wholesale distribution at all;
- b. how many copies would you think you could have?

Discount arrangements would have to be discussed at a later stage. This is just an introductory inquiry.

Thank you for an early reply.

Best regards,

Enno

Enno Develing.

200-

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelau	I. C. 23

XXXXXXXXXXXXXXXXXXXX
Post Office Box 350
New York 10013
tel: 925 2113

23 November 1970

The Gotham Book Mart
41 W. 47 Street
New York

Dear Mr./Ms. Gotham,

Enclosed please find a list of book titles presently distributed
by us throughout the world.

The general area the books cover has been popularly referred to
as "Conceptual Art." We are the only distributors of this type
of vanguard art book.

We allow a 40% discount to booksellers.

Thank you,

SETH SIEGELAUB, 23 Nov 70, N.Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Ms. Holland
Bookshop
Museum of Contemporary Art
237 E. Ontario
Chicago, Ill.

Dear Ms. Holland,

I am sorry I did not get a chance to visit you, as I said I would when I spoke to you on the telephone.

In any case, I am enclosing a copy of our book list, which you should examine with great care and consideration.

If any of the books should interest you, we provide a 40% discount to booksellers.

I would like to think that they would interest you.

Thank you,

SETH SIEGELAUB, 9 December 1970, New York.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XXXXXXXXXXXXXXXXXXXX
Post Office Box 350
New York 10013. USA.
Tele: 212- 925 2113

28 December 197

Mr. Nigel Greenwood
60 Glebe Place
London SW3, England

Dear Nigel,

Received your letter of 16 Dec 70, though I have not yet received the book.

In reply: we sell wholesale to 60 bookstores in 10 countries at the same 40% discount that you will be selling them, hence the need for the 60% discount.

A modest proposal:

I am prepared to take 100-200 copies of the Lamelas books at a price of \$1.50 per copy. I will, in turn, try to sell them to booksellers at 40% (some get 50% if they order in volume), to retail them at \$3.50. \$3.50 is somewhat expensive - \$2.50 or \$3.00 is more reasonable. I will pay for them with 60 days of delivery in New York.

We would be the exclusive distributors in ~~the~~ North and South America.

If agreeable, please ship to me at: Seth Siegelaub
138 Prince Street
New York 10012.

Ship the cheapest way possible - "Book Rate" - via the Post Office in small packages.

In any case, please advise.

Thank you,

SETH SIEGELAUB, New York, 28 Dec 70.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

NIGEL GREENWOOD INC LTD

directors Annette Prevost Nigel Greenwood

please reply to

60, Glebe Place,
London, S.W.3.

date

16 December, 1970

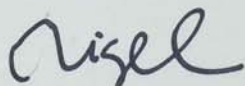
Dear Seth,

Thanks for your letter of 9 December. You should by now have received a copy of the book and the pricing. You talk of 60%, however at £3 a copy retail, I think you will agree that it is not at all expensive and at this price we cannot really afford to give more than 40% discount (as you can see I'm somewhat green in my 'book selling number', but I have based prices around this 40% discount)

However, since no one else in the States is handling them, I don't see why you shouldn't charge £3.50 a copy. and cover yourself that way. Let me know what you think.

Regarding the rest of your books, I would be very interested in doing something as soon as my new premises etc. are sorted out. This will not be until March, but meanwhile keep in touch and let me know anything new that might be happening.

Yours sincerely,



Nigel Greenwood.

International General,
Post Office Box 350,
New York 10013.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

9 December 1970

Mr. Nigel Greenwood
60 Glebe Place
London SW3, England

Dear Nigel,

Did you get my letter about the Ruscha books?

I recently saw a copy of your David Lamelas "Publication". I liked it very much. Please tell David it looked very great.

I am interested in distributing it in the U.S. and Canada. We will distribute it directly to bookstores. I would like to take about 100-200 copies at the beginning. We would probably need a discount of 60% off the retail selling price. We would also pay for shipping by sea. Please advise me about the price. If OK, I will ask you to ship as soon as possible. (I am not interested in the signed ~~at~~ copies.)

Enclosed is a (old) list of books we ^{presently} distribute, if you are planning to get into a bookselling number.

Thank you.

SETH SIEGELAUB, 9 December 1970, N.Y.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

François FLUCHART

18, rue Rambuteau

75 - PARIS 3^e

Mr. Nigel Greenwood
60 Glebe Place
London SW3,

XXXXXXXXXXXXXXXXXXXX

Post Office Box 350
New York 10013

10 November 1970

Dear Mr. Greenwood,

At the suggestion of Ed Ruscha, I am writing to advise you that we have a complete inventory of his books, which we distribute.

I am enclosing a copy of our present list.

If you do wish to order, please know that we give a ~~25~~ 40% discount to galleries, and normally ship from New York via boat (3 weeks delivery). If you wish to have any books in a hurry, we can ship via air. In any case you will be billed for shipping.

Please advise.

Thank you,

S. Siegelaub, New York.

I am writing a book about "avant-garde in art during the ten years between 1960 and 1970 to be published on May 15 1971.

I should be very happy to receive from you catalogues of exhibitions, photographs in black and white, and color, and all documents on this subject.

Thank you very much for your help.

François Pluchart

sent 71 Bulletin

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

François PLUCHART
18, rue Rambuteau
75 - PARIS 3^e
(France)

Paris, le 18 Janvier 1971

169

Dear M. Siegelaub,

I am writing a book about "avant-garde in art during the ten years between 1960 and 1970 to be published on May 15 1971.

I should be very happy to receive from you catalogues of exhibitions, photographs in black and white, and color, and all documents on this subject.

Thank you very much for your help.

François^x Pluchart

17 Jan 71 - Sent 71 Booklist

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

François PLUCHART
18, rue Rambuteau
75 - PARIS 3^e
(France)

Paris, le 18 Janvier 1971

Dear M. Siegelaub,

Je prépare actuellement un ouvrage consacré à l'avant-garde artistique des années 1960-1970 et dont la parution est prévue pour le 15 Mai.

A cet effet, je vous serais obligé de me faire parvenir très rapidement, catalogues, photographies et tous documents que vous jugerez utiles à une complète définition de votre activité au cours de cette période.

En vous remerciant par avance, je vous prie de croire à l'expression de mes sentiments les meilleurs.

François Pluchart

F. PLUCHART

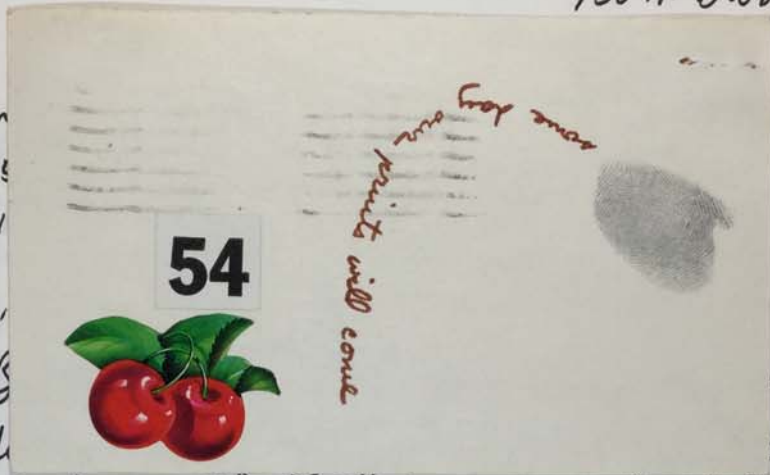
The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

130 N. Brooks, Claremont

International
P.O. Box 35
N.Y.C. 1001

Dear Sirs,

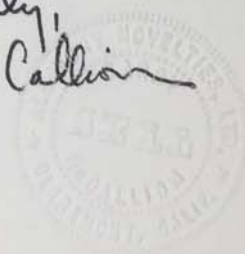
Eugenia B
possible d



in a Bronx Fedora. The publishing was limited by financial considerations to 100 copies of which perhaps 60 remain. Although this number is small, I would be interested in getting the copies out of my studio and into 60 hands, and I can also visualize a good situation for you if one of your brochures listed an edition as sold out.

If you are interested in seeing a copy of the book, you can write me at the above address.

Yours truly,
Barry McCallion



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23



Alcatraz Novelties Ltd.
735 N. Brooks
Claremont, Calif.
91721

ks, Claremont

International
P.O. Box 350
N.Y. C. 10013

International General
P.O. Box 350
N.Y. 10013

K

Barry

Dear Sirs,

Eugenia B... is a possible distributor of my first book, Art Maxims in a Bronx Fedora. The publishing was limited by financial considerations to 100 copies of which perhaps 60 remain. Although this number is small, I would be interested in getting the copies out of my studio and into 60 hands, and I can also visualize a good situation for you if one of your brochures listed an edition as sold out.

If you are interested in seeing a copy of the book, you can write me at the above address.

Yours truly,
Barry McCallion



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelau	I. C. 23

130 N. Brookes, Claremont
4/9/71

International General
P.O. Box 350
N.Y.C. 10013

Dear Sirs,

Eugenia Butler has suggested your Company as a possible distributor of my first book, Art Maxims in a Bronx Fedora. The publishing was limited by financial considerations to 100 copies of which perhaps 60 remain. Although this number is small, I would be interested in getting the copies out of my studio and into 60 hands, and I can also visualize a good situation for you if one of your brochures listed an edition as sold out.

If you are interested in seeing a copy of the book, you can write me at the above address.

Yours truly,
Barry McCallion



The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

27 April 1971

A Space
85 St. Nicholas Str.
Toronto, Ontario, Canada

Dear Mr./Ms./ Directors;

Received your letter of 17 March 71. Thanks.

I was pleased to be made aware of your existense, and would like to be kept in touch with your work.

As you may know, I have been - among other things - a publisher^of books (by the so-called "conceptual artist's"), which are distributed by International General - enclosed find a list of titles.

I would be most happy for you'll to distribute and sell the books to the Toronto community - if this was your intention in your letter.

Also, I am presently involved with the ARTIST'S contract, which I am in the process of distributing (no charge) throughout the world - enclosed find 5 copies.

I am not an artist. Nor ~~am~~^do I have a collection of films and tapes, as you mentioned in your letter.

Please reply, advise and clarify what we could do together in the future,

Peace,

SETH SIEGELAUB, 27 Apr 71, N.Y.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelau	I. C. 23



A SPACE
85 ST. NICHOLAS ST.
TORONTO, ONTARIO
CANADA

APRIL 17, 1971

SETH SIEGELAUB
INTERNATIONAL GENERAL
7 DEY STREET
NEW YORK, NEW YORK

TO INTRODUCE OURSELVES BRIEFLY, WE ARE A NON-PROFIT CORPORATION LOCATED IN TORONTO IN AN OLD STABLE/WAREHOUSE. OUR SUPPORT COMES MAINLY FROM THE GOVERNMENT IN THE FORM OF GRANTS. OUR ACTIVITIES CENTER AROUND THE CARING FOR A LARGE SPACE WHICH IS OPEN FOR USE BY ARTISTS UPON APPLICATION, I.E. A PROPOSAL FOR THE USE OF THE SPACE. WE HAVE NO STABLE OF ARTISTS NOR CONTRACTS. OUR CONCERN IS INFORMATION AND TRAFFIC: PEOPLE, WORKS, PUBLICATIONS, FILMS, VIDEO TAPES, ETC..

OUR REASON FOR THIS FIRST CONTACT WITH YOU IS TO ATTEMPT TO ESTABLISH A CONNECTION WITH YOU BY WHICH IT WOULD BE POSSIBLE TO MAKE INFORMATION FROM YOURSELF AVAILABLE TO CANADIANS. WE ARE AWARE OF YOUR PUBLICATIONS AND AS YET WE HAVE NONE OF THEM NOR ARE THEY READILY AVAILABLE ANYWHERE IN TORONTO TO OUR KNOWLEDGE. WE WOULD LIKE TO HAVE THEM AT A SPACE. SINCE WE ARE THE ONLY GROUP OF THIS TYPE IN TORONTO IT WOULD SEEM APPROPRIATE THAT WE SHOULD BECOME AN OUTLET FOR THESE MATERIALS.

ALSO, WE HAVE COME TO KNOW THAT YOU HAVE A LARGE COLLECTION OF FILMS AND TAPES. SINCE WE NOW HAVE BOTH 16 MM AND VIDEO PLAYBACK EQUIPMENT WE WOULD LIKE TO ARRANGE FOR A SPACE TO PRESENT A SELECTION OF YOUR FILMS TO THE TORONTO PUBLIC. WE WOULD SET ASIDE ONE WEEK DURING WHICH THEY WOULD BE SHOWN ACCORDING TO A PUBLISHED SCHEDULE. THE LAST WEEK IN MAY (AFTER DENNIS OPPENHEIM'S SHOW HERE WHICH OPENS MAY 5TH) WOULD BE AN EXCELLENT TIME, ALTHOUGH A NUMBER OF POSSIBILITIES ARE OPEN IN JUNE AND JULY.

WE ARE ANXIOUS TO HEAR FROM YOU!

SINCERELY,

THE DIRECTORS,
A SPACE
1-416-920-3628

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Siegelaub	I. C. 23



THE UNIVERSITY OF AUCKLAND
PRIVATE BAG · AUCKLAND · NEW ZEALAND · TELEPHONE 74740

FINE ARTS LIBRARY

29th April 1971

The Manager,
International General,
P.O. Box 350,
N.Y. 10013,
U.S.A.

Dear Sir,

Could you please place our address on your mailing list for Booklists, as published. I notice in your advertisement (Studio International March 1971) that you list several items from your Winter 1971 List - we would like to receive a copy of that List if available. We collect material on contemporary painting, sculpture, design, graphics and photography particularly, but also have a major collection of books on European and North American art history from earliest times as well as primitive art.

Our mailing address is: Fine Arts Librarian,
University of Auckland,
Private Bag,
AUCKLAND,
New Zealand.

Thank you.

Yours faithfully,

Valerie Richards

Valerie Richards,
Fine Arts Librarian.

5 May 71 Sent -
1971 Booklist

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio international

Published by Cory, Adams & Mackay Ltd Editor: Peter Townsend
37 Museum Street
London WC1
Holborn 3956-9

*Answered
10 May 71 - see HR file*

Seth Siegelaub
138 Prince St
NYC 10012

15 April 1971

Dear Seth,

I had to send you a cable yesterday because our accountants say that they have not yet received payment for the July/August book. Could you PLEASE let us know what the position is. I don't like to have to take this middle position between yourself and our accountants.

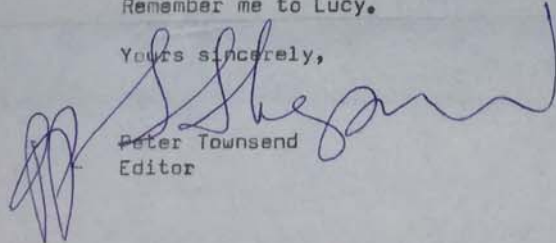
Re. the Buren book - you say "I'll definitely take a lot for US distribution". Can you give me any idea - and I know you haven't seen a dummy yet - of what you mean by 'a lot'? I absolutely need to pre-sell as many as possible.

Thanks very much for the poster and for the new booklist. I sent a copy of the cover to you via Barbara Reise. I hope you liked it. I will send you a copy of the April issue by air today.

The July/August issue, as you must know, contains the next book supplement. Now that the mails are working again, the exact wording of your ad and you will have to let us know if you are prepared to send us a list of the books which can be sent out to people here.

Remember me to Lucy.

Yours sincerely,


Peter Townsend
Editor

ld

ays.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio international
1971 JANUARY 1971
studio international
STATEMENT

 **Telegram**

NM247 (27)SYA526
SY-ZL004 TD349 INTL FR ZL LONDON VIA WUI 13 14 1214
SETH SIEGELAUB
138 PRINCE ST
NYK10012
IG MONEY UNRECEIVED PLEASE SEND IMMEDIATELY
TOWNSEND

1971 APR 14 PM 7

COL 138 10012 IG.

BF-1201 (RS-09)

ays.

CVBI WIDDE

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

22 January 1971

Peter Townsend
STUDIO INTERNATIONAL
37 Museum Street
London WC1, England

Dear Peter,

Received your letter of 14 January and also your letter of 18 January, concerning the Artist's Contract. Thank you for your cooperation. This letter will concern itself with our advertising deal.

Enclosed please find the list of (22) books for inclusion in your March issue as per our conversation by letter - 4 pages numbered 1,2,3,4.

Also enclosed some layout suggestion - 2 pages numbered A and B.

Please use small type. If, for some reason you cannot fit the entire list in the ad, begin with page 1, then 2, then 3 and then 4.

The top of the ad could say:

STUDIO INTERNATIONAL in cooperation with INTERNATIONAL GENERAL

And the bottom of the ad could say:

All orders should be sent to STUDIO INTERNATIONAL, 37 Museum Street, London WC1 together with cheques or postal orders (which should include \$1.00 postage and shipping for all orders under \$10.00). Please make cheques payable to STUDIO INTERNATIONAL. Allow 2-3 weeks for delivery.

Do not forget to change the \$ prices to Pounds.

The "...\$1.00 postage and shipping for all orders under \$10.00..." we would like to cover our postage and shipping at our end. Is this reasonable? - I leave it up to you.

Thank you.

SETH SIEGELAUB, 22 Jan 71, New York.

PS: Also I received Thelma's letter of 18 Jan.

I will be sending you the 1st draft of the Artist's Contract in 10 days.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

studio international

Published by Cory, Adams & Mackay Ltd
Editor: Peter Townsend
37 Museum Street
London WC1
01 406 3956-9

18th January, 1971.

Seth Siegelaub,
138 Prince Street,
New York,
NY 10012,
USA.

Dear Seth,

It was nice to know that you are still around and about. I strangely enough visited the Dwan Gallery in October, and found your name directly above mine on the visitors list! I hope that all is going well with you.

With regard to the advertisement for the March issue, I suggest that we do it exactly as you state in your letter and as Peter suggested in his reply. we think a column would be an appropriate size of space for the titles involved. The cost of this advertisement would be \$130. I hope that you will get all the orders that you hope for from this ad.

N.B. Do you ever see Studio International around in New York?

Kind Regards,

Thelma.

Thelma.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XXXXXXXXXXXXXXXXXXXX
Post Office Box 350
New York 10013. USA.
Tel: 212- 925 2113

Mr. Peter Townsend
Studio International
37 Museum Street
London WC1, England

Dear Peter,

Just received about 200 copies of our "July, August Exhibition Book" here in beautiful New York. Check for \$300.00 to follow within the next month.

When I was in London we discussed the possibility of International General placing an advertisement in Studio Inter., in exchange for Studio taking a 25% cut from the order received from the advertisement.

Are you still interested in such an arrangement? If so:

1. I will supply you with the copy for the ad (for all the books we distribute - about 25 titles) by the end of January 71 (for your March 71 issue).
2. You set it in type (and translate \$s into Ls) and note in the ad that: "Available thru Studio International. Allow 3 weeks for delivery. etc - what ever is best for you. Payment must be enclosed....etc.."
3. All replies to the ad will be directed to Studio (no address for International General in New York). Each week you send us a check for 75% of moneys received (retail value) for the books, along with a list of address where the books are to be sent.
4. We will ship from New York, on receipt of your shipping order.

If this would be possible at your end, please advise, as soon as possible with you opinion, particularly regarding the size of advertisement, and any relevant information.

I trust everything is booming in beautiful London,

Thank you,

SETH SIEGELAUB, 11 January 1971, New York.

P.S.: Received your bill of 9 Nov 70.
Received letter from C. Szymborski of 10 Nov 70.
MORE IMPORTANT: Did you speak to Barbara Reise (and see my letter) about the artist's bill of sale contract, that I am presently working on passionately here in New York? It needs universal co-operation and opinions and your specific attention if it is going to work at all. Kindly reply.

(1971) - I received letter - adv deal OK. I ^{wyl} send copy 25 Jan 71
(~~But~~ I put it in the AR file)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

FEDERAL MAIL PERMIT NO. 1000 NEW YORK, N.Y. FREIGHT FORWARDER

KAU

studio international

Subscription Department
Fair Row
Chatham Kent
Medway 4488

Proprietors
W & J Mackay & Co Ltd

ABLE ADDRESS
HAR NEW YORK''
ALL CODES

L PORTS OF THE WORLD

~~WORLDWIDE~~
~~FORWARDERS~~

ON CO. INC.
FORWARDERS
OKERS
CHURCH ST.
R.K. N. Y. 10007

INVOICE

9th November, 1970

International General
Post Office Box 350
Canal Street Station,
NEW YORK 10013

To	200	copies, cased edition, of July/August Exhibition Book @ \$1.50 each	\$	<u>300.00</u>
1.				
2.				
3.				
4.				

ight
to us.

ated

5. After custom clearance are we to re-forward via:

_____ Railway Express with a declared value of \$_____.

_____ Overland Truck at a released valuation of 10¢ per lb. to obtain the lowest freight rate.

IN ORDER TO AVOID ANY DELAY UPON CLEARANCE, PLEASE ADVISE OUR OFFICE AS SOON AS POSSIBLE

*10 Dec - Called Mr Venson - will deliver
when Longhorens's strike is over -
charges ± \$35 =*

Respectfully

[Signature]
KAUFMAN & VINSON CO.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

FEDERAL MARITIME BOARD
FREIGHT FORWARDER REG. NO. 192

CABLE ADDRESS
"TOMHAR NEW YORK"
ALL CODES

KAUFMAN & VINSON Co.



CORRESPONDENTS AT ALL PRINCIPAL PORTS OF THE WORLD

CUSTOM HOUSE BROKERS
FOREIGN FREIGHT FORWARDERS

~~MEMBERSHIP LIST FOR THE YEAR 1970~~
~~BEFORE JANUARY 1, 1970~~

December 7th, 1970

KAUFMAN & VINSON CO. INC.
FOREIGN FREIGHT FORWARDERS
CUSTOMS BROKERS
349-0360-61-62 30 CHURCH ST.
349-0368-63 NEW YORK, N. Y. 10007

INTERNATIONAL GENERAL
P.O. BOX 350 - CANAL ST. STA.
NEW YORK, N.Y. 10013

Arriving per the S/S DART EUROPE Due on 12/9/70
From: STUDIO INTERNATIONAL

THE FOLLOWING SHIPMENT IS CONSIGNED TO US FOR YOUR ACCOUNT:
11 BUNDLES PERIODICALS

PLEASE CALL OUR OFFICE AT THE ABOVE ADDRESS

To enable us to clear this shipment through customs for your account please:

- Fill in the attached affidavit applying to your status:
 - Form 3297 - If you are a returning resident
 - Form 3299 - If you are a non-resident
 - Exact date of arrival must be given, passengers who return by plane, must supply the "Flight Number or Plane Number". If you have a certified copy of the Declaration, please send it to us.
- Key's are required for customs inspection, please furnish if locked.
- Shippers collection is \$_____.
- Please send us a deposit of \$_____ covering shippers collection if any and our estimated service charge.
- After custom clearance are we to re-forward via:
 - _____ Railway Express with a declared value of \$_____.
 - _____ Overland Truck at a released valuation of 10¢ per lb. to obtain the lowest freight rate.

IN ORDER TO AVOID ANY DELAY UPON CLEARANCE, PLEASE ADVISE OUR OFFICE AS SOON AS POSSIBLE

*10 Dec - Called Mr. Vinson - will deliver
the Longhorns' strike is over.
Charges £35*

Respectfully

[Signature]
KAUFMAN & VINSON CO.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

DIRECTORS
G. A. FERBACK, F.S.F.
R. WILSON
R. D. LAWRENCE, F.S.F.

INTERNATIONAL AIR CARGO & SHIPPING AGENTS



APPOINTED AGENTS
FOR ALL AIRLINES

LONDON AIRPORT OFFICE:
BUILDING 202, LONDON AIRPORT, HOUNSLOW, MIDDLESEX
TELEPHONES: SKYPORT 7181 (6 LINES)
AFTER HOURS WIL 2570
SOUTHAMPTON OFFICE: TEL. 28417/8/9

ASSOCIATE COMPANY:
EMBASSY TRAVEL LTD.

YOUR REF.

OUR REF. T 736

HEAD OFFICE:
**207, GREAT PORTLAND STREET,
LONDON, W1N 6HD.**

TELEPHONE: 01-580 6502 (10 LINES)
AFTER HOURS: FREMANTLE 6883
CABLES: GUPTRANS-WESDO-LONDON
TELEX 264435

DATE 30th. November 1970

International General,
Post Office Box 350
Cannal Street,
New York 10013
U.S.A.

Dear Sirs,

On instructions received from Studio International we have despatched to you 200 copies of a cased edition of July/ August Exhibition Book.

This consignment of ten packages marked I.G. 328 - 338 has been despatched to our customs broker Kaufman & Vinson Inc. 30 Church Street, New York 10007. Would you kindly contact them with your delivery instructions.

They have been shipped on the s.s. DART EUROPE which is due in New York on 3rd. December.

The local charges are for your account.

Yours faithfully,
Embassy Freight Services Ltd.

Iris. E. Abbott (Miss)

ALL BUSINESS TRANSACTED SUBJECT TO THE STANDARD TRADING CONDITIONS OF THE INSTITUTE OF SHIPPING & FORWARDING AGENTS
COPY AVAILABLE ON APPLICATION

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23



MULTIPLES, INC

May 24, 1971

International General
P. O. Box 350
New York, New York 10013

Dear Sirs:

I have received your catalogue and after looking over your entries thought you might be interested in including a publication of ours called Artists and Photographs. I am enclosing a descriptive brochure.

I look forward to hearing from you.

Cordially,

Marion Goodman

Marion Goodman

MG/sp
Enc.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

4 June 1971

Mr. Phillip Goddard
Museum Bookshop
SAN FRANCISCO MUSEUM OF ART
McAllister at Van Ness
San Francisco, Calif. 94102

Dear Mr. Goddard,

In reply to your postcard of 27 May 1971, the following is our schedule of discounts to retail bookstores:

For orders (of retail value) to \$100.00; 33 1/3%

For orders (of retail value) over \$100.00: 40%

Thank you for your interest,

SETH SIEGELAUB, N.Y.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XVI. USA INTERNATIONAL BOOK EXHIBITION

In conjunction with the 90th Annual Conference of the American Library Association.
DALLAS, TEXAS — June 20th - 24th 1971

Organizers: The A. P. Wales Organization

Phone: 01-836 8947

Cables:
Chinton, London, W.C.2

Head Office:

THE A. P. WALES ORGANIZATION,
18 Charing Cross Road,
London, W.C.2., ENGLAND

APW:gt

25th May 1971

Mr. S. Siegelaub,
International General,
P.O. Box 350,
New York 10013,
U.S.A.

Dear Mr. Siegelaub,

Thank you for your letter of May 20th. I am sorry to have to tell you that the 16th International Book Exhibition in Dallas is completely sold out and also the National Sector is absolutely full and there is a waiting list of over one hundred applicants who cannot get space.

There is however, a chance that we can let you have a booth which belongs to a Far Eastern exhibitor who may not be able to get his freight to Dallas in time. If this is the case - and we shall know by the end of this week - then we could let you have this booth, the price of which is US \$650.00. If you are interested in this eventuality I would have to have a cable from you immediately upon receipt of this letter if you wish to take up this opportunity, should it arise.

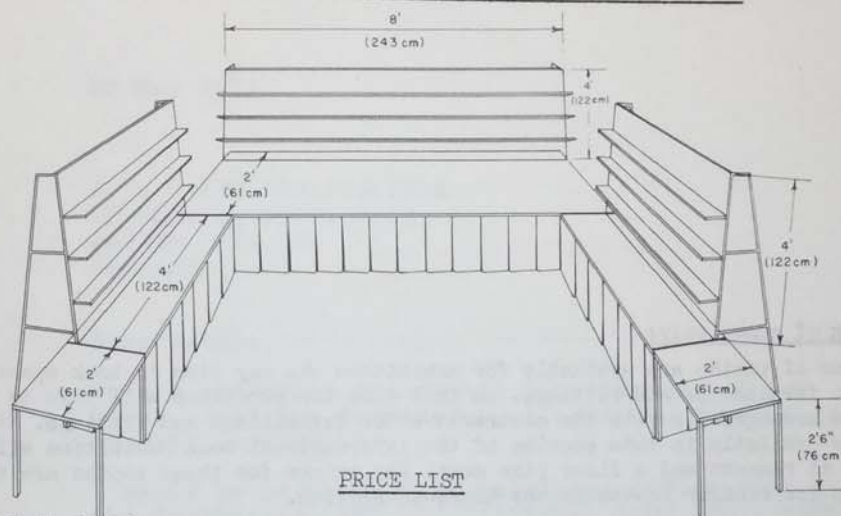
Yours sincerely,
XVI USA INTERNATIONAL BOOK EXHIBITION

A.P. Wales.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XVI USA INTERNATIONAL BOOK EXHIBITION DALLAS-TEXAS
June 20th - 24th - 1971



Standard Unit Stand:

As illustrated above. Space area 10 ft. x 10 ft. (3.03 m. x 3.03 m.)
A fully constructed and furnished stand, ready for display. Construction consists of either metal or wooden racks, each with three adjustable shelves, mounted on draped tables, which are extended left and right by one 2 ft. table to allow for the layout of catalogues and other publicity material. Also one small writing desk and two chairs; name sign; listing of full name and address in the special catalogue for the International Exhibition:

Inclusive Price: US/\$ 650.-

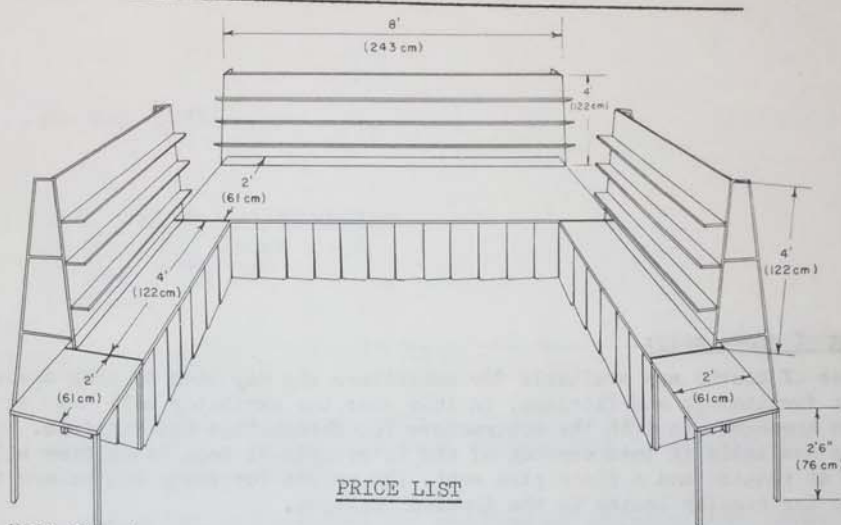
Half Stands:

You can book one half of a standard unit stand as described above in which case the other half will be occupied by another publisher, probably from your own country. All facilities, furnishings and services as for the Standard Unit:

Inclusive Price: US/\$ 350.-

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XVI USA INTERNATIONAL BOOK EXHIBITION DALLAS-TEXAS
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As illustrated above. Space area 10 ft. x 10 ft. (3.03 m. x 3.03 m.)
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Inclusive Price: US/\$ 650,-

Half Stands:

You can book one half of a standard unit stand as described above in which case the other half will be occupied by another publisher, probably from your own country. All facilities, furnishings and services as for the Standard Unit:

Inclusive Price: US/\$ 350,-

Participation without personal attendance:

Publishers who are unable to attend personally or do not have a representative in the U.S.A. to take care of the stand, can nevertheless have the full benefit of participating in the Exhibition by using the special service provided by the Organizers. The A.P. Wales Organization has a unique record of having successfully organized and administered more than fifty International Book Fairs and Exhibitions throughout the world during the last twenty years and have acted for hundreds of publishers at these Exhibitions who could not attend personally. Experienced personnel, under the supervision of the Exhibit Director, will be available to take full charge of your exhibit, from receiving your books and unpacking them, to displaying and taking orders and enquiries, which will be carefully noted and mailed to you after the show.

All you have to do is to book your stand and send your books to Dallas - we do the rest, even to selling your books if possible at the end of the show, or shipping them back to you with an overall report by the Exhibit Director.

Fees: Service for a Standard Unit US/\$ 150,-. For a Half Unit US/\$ 100,-.

Single Volumes:

Group Exhibits, arranged by countries, for which single volumes can be accepted, will again be organized, as in previous years. These group exhibits will be manned by competent personnel under the supervision of the Exhibit Director. Publishers in this section will also be quoted individually in the Catalogue with full name and address. Participation fee: US/\$ 30,- for the first three volumes (minimum) and US/\$ 6,- for each further volume. The fee includes, receiving your books, customs' clearance, display and service. However, because of the heavy expenses involved in re-packing and postage, books in this section will be given away after the show to libraries or otherwise disposed of at the discretion of the Exhibit Director.

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Booking of space only:

A number of booths are available for exhibitors who may wish to book space only without furnishings and fittings. In this case the exhibitor will have to make his own arrangements with the contractors for furnishings and fittings. Stand numbers available in this section of the International Book Exhibition will be quoted at request and a floor plan sent. The prices for these booths are the same as for similar booths in the American Section.

Shipping and Transport:

On receipt of your application for participation you will receive confirmation of your booking and full instructions as to the procedure of sending your exhibits to Dallas. U.S.A. importers will be sent the relevant instructions relating to inland shipments and transport from within the U.S.A.

N.B. Prices are quoted in US/\$. However, in Great Britain payment may be made in £ Sterling at the current rate of exchange.

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20 May 1971

A.P. WALES ORGANISATION
18 Charing Cross Road
London WC2H 0HT
England

Dear People,

We are wholesale and retail distributors of Art
books, supplying bookstores, libraries, museums and
private individuals.

I would be interested in obtaining information about
the forthcoming XVI INTERNATIONAL BOOK EXHIBITION,
to be held in Dallas, Texas on June 20-24.

Enclosed please find a recent Booklist.

Peace,

SETH SIEGELAUB, N.Y.

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	Siegelaub	I. C. 23

Annex 11

San Francisco Museum of Art
A MUSEUM OF MODERN ART • McALLISTER AT VAN NESS • SAN FRANCISCO, CALIFORNIA 94102 • TELEPHONE (415) 863-8800

May 27 71

Gentlemen:

I have received your recent listing of publications and wish to know if these are offered for resale, and if so your discount schedule.

Yours truly,
Philip Goddard
Philip Goddard
Manager, Museum Bookshop

FORWARD TO ME ALL INFORMATION - CATALOGUES
ETC [1960-71 inclusive if possible]
↓ ANY PERTINENT INFORMATION RE: PRICES -
IF ANY FEE FOR THIS SERVICE IS REQUIRED
PLEASE CONTACT ME IMMEDIATELY AND
I WILL RESPOND.

REGARDS -

TEER D.S.F. BROWN

Sent cat - 22 July 71

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	Siegelaub	I. C. 23



International General
P.O. Box 350
New York, NY 10013

FORWARD to ME all information - catalogues
etc [1960-71 inclusive if possible]
Any pertinent information re: prices -
if ANY fee for this SERVICE IS REQUIRED
PLEASE CONTACT ME IMMEDIATELY AND
I will RESPOND.

REGARDS -

PETER D. F. BROWN

Sent cat - 22 July 71

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2045 CHOMEDY ST.
#7
MONTREAL, P.Q.
CANADA.
JUNE 18/71

DEAR SIR: In Response to
Studio International March 1971 - kindly
forward to me all information - catalogues
etc [1960-71 inclusive if possible]
+ any pertinent information re: prices -
if any fee for this service is required
PLEASE CONTACT ME IMMEDIATELY AND
I WILL RESPOND.

REGARDS -

TEER D.S. P. BROWN

Sent cat - 22 July 71

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LIBRAIRIE GALERIE † LA HUNE

170, boulevard Saint-Germain, Paris 6*
Tél. 5 48 35-85 c.c.p. 189258 Paris

Paris le 9.2.71

International General,

Dear sirs,

Would you be kind enough
to send us a catalogue of
the works of Edward Ruscha
(for example: Nine Swimming Pools).
We need it before ordering the
books missing in our bookshop.

With thanks

set cat

21 July 71

yours sincerely

Be

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23



Send all correspondence to : Peter Kennedy , 46 Parkham Street ,
Surry Hills , Sydney , 2010 , AUSTRALIA .

Dear Sir / Madam ,

I am writing on behalf of both Inhibodress and Inhibodress Information , which is a subsidiary of our artists' co-operative gallery , Inhibodress has proved a viable alternative to the present gallery-dealer system as it is wholly financed by its artist members , therefore requiring no dependence on sales of works for survival . This allows for the promotion of all aspects of the avant-garde .

Implicit in our intentions is a need to show overseas artists at Inhibodress Gallery or publish their work through Inhibodress Information . Broadly speaking , Inhibodress Information proposes to circulate throughout Australia printed works and relevant information and exhibit at Inhibodress Gallery documented work - tapes , video-cassettes and implement instruction works , installations , performances etc ..

A number of artists associated with Inhibodress are at present involved in the use of language, sound, film, photography, performance, events, etc.. This art, while possibly being comparable to art being produced in other countries , is also unique in that it has evolved in isolation, although at the same time , the artist has usually been conscious of international avant-garde developments .

Artists associated with Inhibodress would welcome the opportunity of participating in an exchange of work with any artist , artists' group or gallery, of another country who would be similarly interested . Inhibodress Information would also appreciate being able to reprint material or advise our readers of the availability of inexpensive multiples , prints, publications etc. and being able to purchase a number of low-priced , easily-imported works to exhibit and/or sell .

To do this , we would be grateful for any catalogues, artists addresses or other information you may wish to send us ,

Looking forward to hearing from you in the near future,

yours sincerely ,

Peter Kennedy.

24 June 71 - sent

Backlist → AR content -
(1/3 90 discount)

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	Siegelaub	I. C. 23

AMERICAN ARTS DOCUMENTATION CENTRE

Queen's Building
University of Exeter
Exeter
England
EX4 4QH

Telephone: Exeter 77911
Telegrams: Amarts Exeter
Telex: 42894

Department of Fine Arts
University of Exeter
M. L. H. L. Weaver MA PhD
Director
W. J. Simpson BA DipLibStud
Curator

Mr Seth Siegelaub
International General
P O Box 350
New York 10013
USA

21 May 1971

Dear Mr Siegelaub

We here at the American Arts Documentation Centre are planning an exhibition of FLUXUS, due to start some time in the next 18 months, from then to travel around Britain, to be joined by various artists as it progresses. We are also trying to build up an archive of FLUXUS and related materials (i.e., Concept Art, Earthworks, and so on). Unfortunately, our funds at the moment are none too great, and those that we succeed in obtaining will probably be channelled into getting artists over into Britain for the show. For this reason, I wonder if you might consider either lending us your publications for the show, or even giving them for the archive. In the former case, we would of course pay any damages that might occur our end, and might even be able to afford them for the archive afterwards.

Even if you do not think you can help us with this, do you think you might send me the address of Robert Morris, as I would very much like to meet him next time he comes over. Also, if there is any possibility of your announcing the show for us in some way, it'd be a great help. I would also welcome any information you might have that you think I ought to know about. Hoping to hear from you soon

Yours


David F Mayor

(Associate Director of FLUXUS-West in England)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Department of Fine Arts
University of New Mexico
Albuquerque, New Mexico
87110

July 20th, 1971

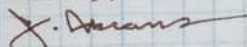
Dear Sir:

I am interested in purchasing three books the titles of which I have listed below.

1. "Xeroxbook" By Andre, Barry, Huebler, Kosuth, Lewitt, Morris, Weiner. Siegelaub/Wendler, New York, December 1968
2. July, August, September 1969, An International exhibition held during the summer of 1969, in which a group of artists each made one work in a different location throughout the world. The eleven artists participating were Barry, Huebler, Kosuth, Andre, Buren, Dibits, Lewitt, Long, Smithson, Weiner,. The Catalogue is a guide to the exhibition.
3. 557,087/955,00. The combined catalogues of the two major group exhibitions organized by Lucy R. Lippard in 1969 and 1970.

If these catalogs or books are available through International General could you please send me information concerning cost postage etc. I will send you a check by return mail. I would like the books as soon as possible.

Sincerely,


J. Abrams

27 July 71 - sent Booklist

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Mme. Rosalind Boehlinger
IDEA BOOKS
24 rue du 4 Septembre
Paris 2, France

Dear Yogurt,

I have sent the (11) books, plus 150 copies of our (my?) 1971 BOOKLIST, each to your London, Paris and Milan offices under separate cover.

In the Paris parcel, I included your 5 Dibbets postcards and 2 copies of the Dibbets book. They are for your "personal consumption only."

Enclosed with this letter, find:

1. Eleven (11) signed receipts from Paris bookshops for the "18 PARIS IV.70" catalogues, all of which were sold (and/or consigned) to them in April 1970. The total value is (US) \$153.00. As you proposed - per courtesy - you would collect them on my (our?) behalf. Thank you.

2. The carbon copy of my letter to Mme. Wagner at La Hune.

I will send to your home address, very soon, a separate letter - a personal one, which requires more time and thought (I have been incredibly busy with mail and telephone). It will be totally unrelated to the "business" crap herein.

L+P,

SETH, 16 November 1971, N.Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

(15)



idea books
distribution

Mr. Seth SiegelauB
International General
P.O. Box 350
New York, N.Y. 10013

Votre réf.:

Notr.: RB

Paris, le 23/11/71

Dear Seth:

I am a bit pressed for time -- this is a business letter -- personal letter to follow.

Have received the delivery slips -- enclosed are copies of my letters to the booksellers. We have kept the original delivery slips to follow-up if they don't pay. When they have paid, I will ask you to send us an invoice so that we can clear a transfer from France to you.

I have noted that books won't be shipped until the end of the dock strike.

I have received two personal letters -- one dated the 17th, the other, the 19th. This past week has been so busy that I haven't had 10 minutes, even, to write. Tonight I will, and since there are a number of things on my mind, I'll get off a letter to you tomorrow morning.

This letter has to go into our collective files, so you can understand the tone.

More later --

love
Rosalind

RB

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

9 December 1971

Linda Shaffer
1921 $\frac{1}{2}$ Toberman Street
Los Angeles, Calif.

Dear



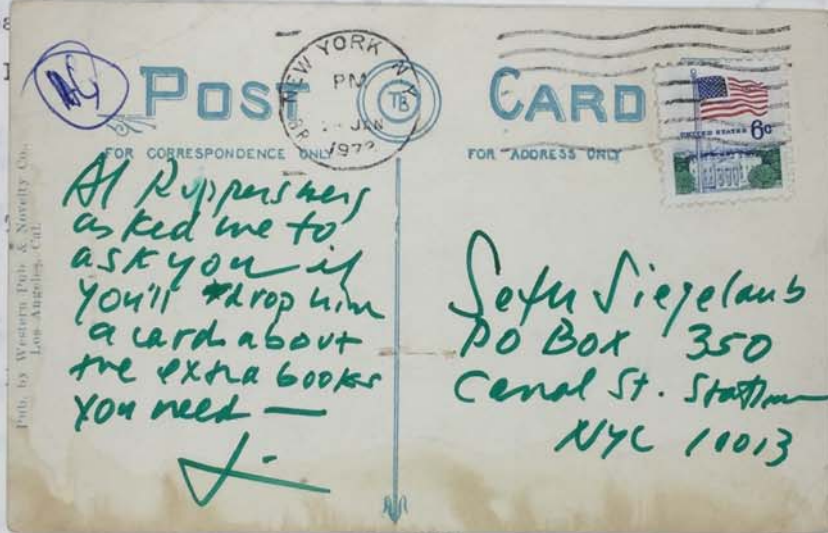
SETH SIEGELAUB, 9 Dec 1971, N.Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

9 December 1971

Linda Shaffer
1921 1/2 Toberman Street
Los Angeles, Calif.

Dec



SETH SIEGELAUB, 9 Dec 1971, N.Y.

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	Siegelaub	I. C. 23

9 December 1971

Linda Shaffer
1921 $\frac{1}{2}$ Toberman Street
Los Angeles, Calif.

Dear Ms. Shaffer,

Please send the following books, as soon as possible:

40- "23 Pieces" by A. Ruppersberg- @\$2.00

40- "24 Pieces" by " " - @\$2.00

To my address at:

Seth Siegelaub
~~238 Prince Street~~ P.O. Box 350
~~New York 10012~~ New York 10013

Please send me a statement.

If any problems, call.

Peace,

SETH SIEGELAUB, 9 Dec 1971, N.Y.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23



Post Office Box 350
New York 10013



J. Patrick Lannan
760 Park Ave
NY



USSF

UNITED STATES SERVICEMEN'S FUND
ART COLLECTION
44 Greenwich Avenue,
New York, N. Y.
10011

Seth Siegelaub, Paul Lauter, Dr. Howard
Levy and Susann Rossi invite you to
a party because of the

USSF

UNITED STATES SERVICEMEN'S
FUND ART COLLECTION

at 39 Bond Street, New York, on the
third floor on Friday, 10 December
(1971), after 10 P.M.

(924-8032, 925-2113)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

XXXXXXXXXXXXXXXXXXXX
Post Office Box 350
New York 10013.
tel: 212- 925 2113

Ms. Linda Shaffer
1921 1/2 Roberman Street
Los Angeles, Calif.

Dear Ms. Shaffer,

Received your letter of 15 December about Allen's 2 books.

When Allen and I talked in New York, we agreed on the following arrangements:

50 copies of each book, at a discount of 60% off. Each book is priced at \$5.00 retail.

I will be selling to ~~major~~ bookstores. We are wholesale distributors, not retail.

Please ship books - via "Books, Special 4th Class Rate" - to me at:
Seth Siegelaub
138 Prince Street
New York 10012.

Please send all correspondence to the letterhead address.

This can be considered a purchase order.

Thank you,

SETH SIEGELAUB, 21 December 1970, New York.

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	Siegelaub	I. C. 23



cirrus editions

December 15, 1970

Mr. Seth Siegelau
138 Prince Street
New York, New York 10012

Dear Mr. Siegelau:

I am delighted to have you distribute Allen Ruppersberg's books, you will be able to give them much wider exposure than I am able to. Allan wrote to tell me that you would like "50" but he neglected to specify 50 24 Pieces and 50 23 Pieces, or 25 of each. Please send a signed purchase order. As you are selling to other stores expecting to receive a standard discount, let me know what kind of discount you will be expecting to receive.

Address orders to:

Linda Shaffer
1921 1/2 Toberman Street
Los Angeles, California

I look forward to hearing from you.

Sincerely,

Linda Shaffer

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Janaury 27

Dear Seth:

As I mentioned in my last letter, we are placing orders for the books you carry. One thing though. Afraid it has to be at least a 40% trade discount, otherwise it is impossible for us to handle them.

I intend listing these titles in our catalogue, we are putting a new one together now. We will have a section on conceptual photography. Depending on the response, we will decide how large a quantity to purchase from you.

Best wishes

L.
lionel suntop.



box 302
rochester, new york
11411 USA
716-262-3361

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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(6)

January 24th 1972

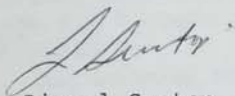
Dear Mr. Siegelaub:

Please accept our sincere apologies for the long delay in paying this amount, we had mislaid your correspondence (we have been under a mountain of correspondence for the last few months).

The check covers all the books you shipped less the copy of Media and Revolution we shipped you.

We are almost certain there are titles you have we will be purchasing from you for inclusion in our catalogue. At present our catalogue is being carefully redesigned and titles are being considered. So you should hear from us quite soon.

Best wishes,



Lionel Suntop
Light Impressions.



box 302
rochester, new york
14611 USA
416/262-3361

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

GALERIA FOKSAL PSP

Warszawa 1, ul. Foksal 1/4
skr. 256, telefon 27 62 43

(16)

Warszawa, dnia JAN 24 197²

Mr. Seth Siegelaub
New York

Dear Mr. Siegelaub,

In the LIVING ARCHIVES belonging to the Gallery Foksal we are gathering a rich collection of important records and documents concerning the radical artistic ideas.

Would you please be so kind to send any documents and records of your art to the LIVING ARCHIVES?

We are interested in all kinds of documents concerning your artistic and theoretical activities, like manifests, publications, interviews, illustrations, photographs, slides, films, projects etc.

We shall particularly appreciate tape recordings, made by you personally, of any texts or notes - manifests, articles, interviews, comments, slogans etc. - either existing previously, or made specially for us. The tape will be returned immediately after copying the recorded matter for the Archives.

Any material received from you will enrich our collection and it will function in the LIVING ARCHIVES.

We believe that you will not disappoint our hope to have some authentic records, chosen or made by you personally, in the LIVING ARCHIVES.

We shall also appreciate your suggestions of the names of artists or of other persons whose materials deserve, in your opinion, to be included into the LIVING ARCHIVES.

Foksal Gallery
Warsaw
W. Borowski

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

the living archives

september 1971

galeria foksal psp
warszawa
ul. foksal 1/4
telefon 27 62 43

Artistic activities, when they are under way, remain invulnerable to their showing off; they also set in doubt the reasons to be perceived.

An active thought wishes to exist beyond the manipulations of:

- artists themselves
- display managers
- the greedy audience.

A new work, since it is identical with its message, lasts as long as its process of isolation continues. Its real existence is hooked up in the time span between its broadcasting and its reception.

If the limits are encroached upon from either side, the autonomy of the work is threatened:

- persistent stroking of his thought by the artist contaminates it with the author's lyrical Ego
- when received, a thought is introduced into the circulation of the schematic cultural values

A letter put to a mailbox is no longer subject to any manipulations until it arrives where it is bound to. Its objectless, shapeless, impersonal and necessary authenticity is equivalent to the length of the mail channel.

The time of transmission is the only neutral ground of an artistic work. Even if reduced to a minimum, it determines the occurrence of the fact.

Artistic facts call for an establishing of the LIVING ARCHIVES as a possibility to apprehend the transmission.

The LIVING ARCHIVES make it clear that a thought is past when it is accessible.

The LIVING ARCHIVES define a work when it is neutrally present — when the artist has quit it already — when the mill of schematising interpretations has not started yet.

The LIVING ARCHIVES are expected to be a channel in which the works remain in their own state of readiness — already beyond the stimulating thought of their maker, but before the audience distorts them. We step in to give a work its frame, we seize the transmission — we don't care for the broadcasting and the reception.

An exposition, as a place of reception of a work and the last phase of the flow of information, has been the point from which it's been consumed and introduced into the institutional pattern.

A Laboratory of Art used to provide hothouse conditions for the breeding of ideas, it was a local center allowing for exhibitionist advertising of an artist in ways prepared in advance.

By establishing the LIVING ARCHIVES we deny:

- the Laboratory of Art
- the workshop for artistic ideas

as well as WE DENY ANY AND ALL FORMS OF PRESENTATION OF A WORK.

WE ALSO DENY ALL THE ARCHIVES, since any archives present history.

WE DO NOT PRESENT HISTORY BUT WE KEEP THE THOUGHTS ISOLATED.

The LIVING ARCHIVES offer the frames which are not institutional or cultural for any artistic activity.

We do not collect materials in a scientific or methodic way. Our objective are not archives endeavoring to make its files complete. We've got no use for archives as a collection of documents which "are not actual, but are worth to be kept".

A rich collection in the LIVING ARCHIVES is a necessity, but it cannot be used for any purpose.

We are establishing the ARCHIVES THAT ARE FUNCTIONING CURRENTLY.

The LIVING ARCHIVES set forth a model for a working, work maintaining its neutrality.

The LIVING ARCHIVES, by suggesting a changing but always sharp borderline of desistance, become a new context for creative activity.

The LIVING ARCHIVES are subjugated to creation.

The LIVING ARCHIVES are a current reaction to the

- artistic
- nonartistic
- antiartistic phenomena.

Wiesław Borowski
Andrzej Turowski

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

documentation

september 1971

galeria foksal psp
warszawa
ul. foksal 1/4
telefon 27 62 43



"The Sinking" — an event from the Panoramic Sea Happening by Tadeusz Kantor, Osieki, 1967

.... a few people are busy around a large trunk. They are wrapping it tight in layers of linen and paper. They are in a hurry. They are looking around with anxiety. They are undoing some strings with much pains... They give orders to each other in a low voice. They act furtively and without anybody's permission. They try to realize their aim taking advantage of the general carelessness. To protect the trunk.To make fail any attempts at reaching its contents'. ... They succeed to pack it and stamp it with warnings, instructions, mail symbols: Attention. Fragile. Ostrożnie. Góra. Don't bend. By boat. The Address: GALERIA FOKSAL PSP — Warszawa ... The rumour goes among the public that the trunk contains a collection of

the Gallery's important documents: a manuscript of the pedantic chronicle of pseudo-artistic events; applications and responses to applications; longplaying records with speeches; a full file of press items with critical reviews... shorthand reports, protocols, photographs and photocopies... The crowd around the trunk is growing. At a certain moment it is brought to the very shore of the sea. There it is most carefully put aboard of a life boat which quickly sails away sea-bound, with the crowd silently watching. A rocket shot was the sign to throw the trunk into water.

(Tadeusz Kantor — from the Script of the Panoramic Sea Happening, 1967).

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Siegelaub	I. C. 23

Wiesław Borowski
Andrzej Turowski

documentation

The world of art has entered the epoch of DOCUMENTATION.

A work freed of its form and function appears as a single or ephemeral actualization of an idea, without any material trace being left. It is made accessible in the form of a record which is either a document or a project. It was or it will be.

An unapprehended present state remains an ISOLATED MESSAGE.

A work is not vulnerable to anything which might be a pretext for an information, for it identifies itself with the information about it.

A work of art has lost its permanence. Only formal systems, monuments and institutions endeavor to prolong its existence.

The museum-archives of DOCUMENTATION try to fix and keep the memories of works in the form of various kinds of records.

Thus we want to have everything documented! in a more thoughtless, pedantic and massive manner than the collectors or the maniacs of scientific collection used to collect their collections.

We set up an illusion of survival of artistic ideas, while what we have actually got is a muddled magma of artistically useless and commercially useful „traces”.

We are putting the matters together again for unlimited manipulations!

We give ourselves up in the hands of the mass media functionaries.

We are performing a huge-scale exchange of DOCUMENTS and incalculable linked transactions.

DOCUMENTATION is an artificial prolonging of durability of what is essentially VOLATILE. It keeps in store and reproduces what **used to be** an object of perception, experience and action. It is more difficult to destroy the DOCUMENTATION than to burn down the museums and collections. The self-reproducing documentation including everything and accessible everywhere is more imperative than all the expositions in the world.

Without our notice, the DOCUMENTATION became identical with the museum and collection, assuming their forms and manners.

But the DOCUMENTATION as the final link in the process of transmission becomes a FORM of a work of art.

It cannot be destroyed — it must be denied!

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January 12, 1972

Seth Siegelaub
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Cordially,

Joseph J. Adamo

Joseph J. Adamo
Gallery Director

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37 rue de la Plaine, Paris 20, France)

26 June 1972, Paris

Eric Diefenbronner
DIRITAL AB
Postbus 5115
S-102 43 Stockholm 5

Dear Mr Diefenbronner,

Received your letter of 1 June, sent to New York.

In reply, enclosed please find a copy of our booklist, which will give you specific information about them;

Our discount rate is 40% on all orders under \$100.00, and 50% on larger orders.

If you wish to order books, please address your order to New York. If you have any other questions, please address them to me personally in Paris.

Thank you for your interest, and pardon for the delay.

SETH SIEGELAUB, 26 June 72, Paris.

E. Diefenbronner
(Eric Diefenbronner)

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Edition Unida

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st, 1972

International General
7 Dey Street

NEW YORK N.Y. 10007

NIEUWE PARKLAAN 121
THE HAGUE 2017
THE NETHERLANDS
TEL. 500346

Dear Sirs,

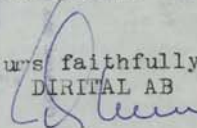
We are interested in your Fine Art Publication and kindly ask you to let us have a specification of those books and booklets of recent date.

The writer of these lines has seen a copy of a small volume, which has been printed for your account in Germany.

Will you please notice, that we are wholesalers in Scandinavia.

We are looking forward to your prompt reply by Airmail.

Yours faithfully,
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(Eric Diefenbronner)

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June, 1st, 1972

International General
7 Dey Street

NEW YORK N.Y. 10007

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We are interested in your Fine Art Publication and kindly ask you to let us have a specification of those books and booklets of recent date.

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XXXXXXXXXXXXXXXXXXXXXXXXXXXX

15 September 1972, Paris

Manager
Bookstore
STEDJOLJK MUSEUM
Prinsins Potterstraat 13
Amsterdam, Holland

re: Jan Dibbets Exhibition

Dear Bookstore,

We are publishers-distributors of art books. One of the books we have published was made by artist Jan Dibbets, who will be having a major exhibition at your museum in the near future.

The book is entitled "Robin Redbreast's Territory/Sculpture 1969", is in Dutch, English, French and German, and sells for \$2.00 retail. (See enclosed booklet).

If you are interested in purchasing copies to have during the Dibbets exhibition, please send your order into New York, so that we can ship the books to you as soon as possible.

The discount is 33 1/3% off on 1 - 99 copies, and 40% off on orders over 100 copies.

Thank you,

seth siegelaub.

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San Francisco Museum of Art

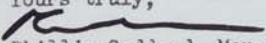
A MUSEUM OF MODERN ART • McALLISTER AT VAN NESS • SAN FRANCISCO, CALIFORNIA 94102 • TELEPHONE (415) 863-5800

July 18, 1972

International General
P.O. Box 350
New York, NY 10013

Gentlemen:

We have not had a catalog from you since your 1971 BOOKLIST. From that list we ordered a number of the RUSCHA books. We are about to reorder and would like to include any new ones.

Yours truly,

Phillip Goddard, Manager
Museum Bookshop

~~8/3/72 - There is no new listing as of this date. The 1971 booklist is still effective.~~

Sincerely,
D. Siegelau

10 Aug 72, Paris

Sent 1971 revised list. Referred him to Ruscha address in Hollywood.

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'S-GRAVENPOLDER, HOLLAND

31-5-1972.

DEAR MR SIEGELAUB.

PLEASE WILL YOU SENT ME, FOR THE LIBRARY OF MY INFORMATION-CENTRE OF CONTEMPORARY ARTS, SOME INFORMATION ABOUT YOUR GALLERY. DO YOU HAVE A CATALOGUE ETC. OF ARTISTS WHICH ARE REPRESENTED IN YOUR GALLERY.

DO YOU HAVE SOME INFORMATION ABOUT YOUR OWN WORK.

WITH BEST REGARD AND WITH MANY THANKS,

YOURS SINCERELY



PETER M. VAN BEVEREN

FORTRAPASTRAAT 6

'S-GRAVENPOLDER 3633

HOLLAND.

Sent 16 books
- 2 July 72

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Seth SiegelauB, INTERNATIONAL GENERAL, P.O. Box 350, N.Y. 10013.
(or) 37 rue de la Plaine, Paris 20, France.

Penny Little
Heavy Industry Publications
P.O. Box 85428
Hollywood, Calif. 90072

Dear Penny (and Edward),

Received your letter of 29 Feb 72, here in Parseee.

In reply;

1. Send to G. Sperone (C.S. Maurizio 27, 10124 Turin, Italy)
at a 40% discount the following:

20 - Palm Tress
20 - Records

Also the following have ordered Ruscha books from me in the
past - please send them a price list and description of all
your books:

Peter Kennedy, INHIBODRESS, 46 Parkham Str., N.S.W. 2010,
Australia (at a 1/3% discount)

William D. Edwards, LIGHT IMPRESSIONS, Box 3012,
Rochester, N.Y.S. 14614 (at a 40% discount)

This is all that comes to mind at the moment. As we receive
any orders for your books in the future, I will forward them
to you for for for fulfillment.

I am living in Paris for the moment, But I can still be reach-
through the N.Y. P.O. Box.

Hi to Ed-ward,

SETH SIEGELAUB, 14 April 72, Paris.

26 April 72, Paris - forwarded them order for Light Impressions,
5 May 72 Paris - " another order " " "

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HEAVY INDUSTRY PUBLICATIONS
Post Office Box 85428
Hollywood, California 90072

14

February 29, 1972

Seth Seigelaub
67 East 4
Apartment #17
New York, New York

Dear Mr. Siegelaub:

Edward Ruscha has advised me that you have some back orders for his books. I would like to fill the orders if you will be so kind as to forward them to me at Heavy Industry Publications.

Enclosed is an invoice for the balance of the monies you owe Mr. Ruscha.

Sincerely,

Penny Little

Penny Little
Secretary to Edward Ruscha

enc: 1

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HEAVY INDUSTRY PUBLICATIONS
Post Office Box 85428
Hollywood, California 90072

February 29, 1972

Mr. Seth Siegelaub
67 East 4
Apartment #17
New York, New York

STATEMENT

Balance due on account
for Ed Ruscha books

\$294.00

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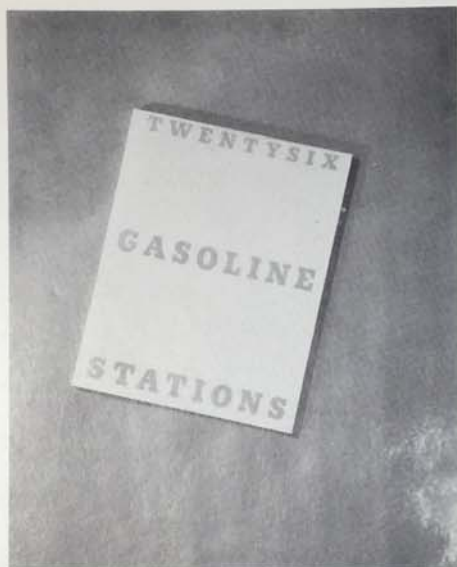
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BOOKS

by

EDWARD RUSCHA

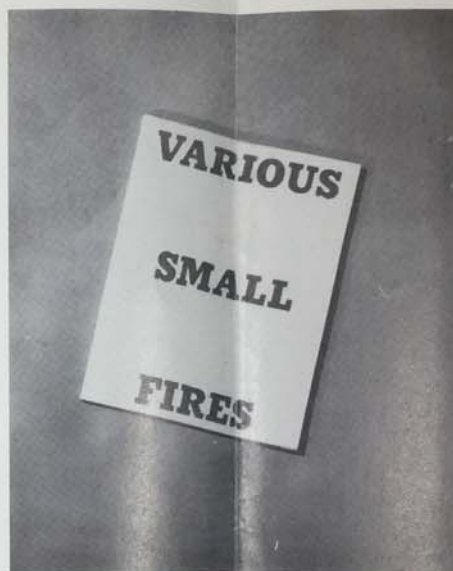
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1.
1962

48 Pages — 26 Photos
7-1/16" x 5-1/2"
7/32" thick — 3-3/4 ounces
Glassine Dustjacket
Sewn Binding—Editions
Totalling ~~400~~ ³¹⁰⁰ Copies
\$4.00

3rd printing



2.
1964

48 Pages — 16 Photos
(15 with Yellow Varnish)
7-1/16" x 5-1/2" — 3/16" thick
3-3/4 ounces — Glassine Dustjacket with Box
Sewn Binding—Edition
of 400 Copies — Signed — Rare.
\$25.00



3.
1965

48 Pages — 34 Photos
7-1/16" x 5-1/2" — 3/16" thick
3-3/4 ounces — Glassine
Dustjacket — Sewn Binding
Edition of 700 Copies

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4.
1966

Accordian Fold that Opens
to 27 Feet. Two Continuous
Motorized Photos Depicting
Every Building on the
Sunset Strip. 7-1/16" x 5-1/2"
Boxed in Mylar-Covered Case.
8-3/4 ounces. Edition of ~~1000~~ Copies

\$8.00

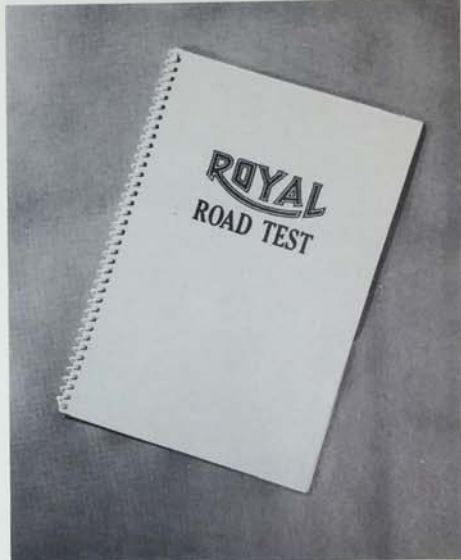
1500
2nd printing



5.
1967

48 Pages — 31 Photos
with Strange Foldout
10" x 8" — 1/8" thick
6-1/4 ounces — Glassine Dustjacket
Sewn Binding—Edition
of 2500 Copies

\$3.50



6.
1967

62 Pages — 36 Photos
9-1/2" x 6-1/2" — 3/16" thick
5-3/4 ounces — Done in
Collaboration with
Mason Williams and
Patrick Blackwell
Spiral Binding
Edition of ~~1000~~ 241

\$2.50

2nd printing



7.
1968

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32 Pages — 21 Photos
Two Business Cards Attached
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Glossy Photo 4-Cornered To Cover
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Latigo Binding. Edition of
1000 Copies — All Copies
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62 Pages — 36 Photos
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5-3/4 ounces — Done in
Collaboration with
Mason Williams and
Patrick Blackwell
Spiral Binding
Edition of ~~1000~~ 2A

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2nd printing



7.
1968

"BUSINESS CARDS"

32 Pages — 21 Photos
Two Business Cards Attached
8-3/4" x 5-5/8" — 1/8" thick — 2-3/4 ounces
Glossy Photo 4-Cornered To Cover
Done in Collaboration
with Billy Al Bengston.
Latigo Binding. Edition of
1000 Copies — All Copies
Signed by Authors

\$10.00



8.
1968

64 Pages — 10 Color Photos
7-1/16" x 5-1/2" — 3/16" thick
4-3/4 ounces — Glassine
Dustjacket — Sewn Binding
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1st
EDITION 5A

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checks and money orders payable to
"Heavy Industry."