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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Wittenborn and Company

Books on the Fine Arts

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

Ed Ruscha
Rm 1034 3/4 North Western
Hollywood, California 90029

11.11.68

INVOICE

Payable in New York funds. Claims for allowance or damage must be presented within five days of receipt of goods. This is the only itemized bill you will receive.

"26 Gasoline Stations"

rec'd 30 copies 1.50 / 45.00

"Royal Road Test"

rec'd 30 copies @ 1.25/ 37.50
82.50

Copy bill
to Paul 4/6/68

fps

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

30 October 1968

Edward Buscha
#024 3/4 North Western
Hollywood, California 90029

Dear Ed Buscha,

The SWIMMING POOLS have just arrived, also the advance copies of BUSINESS CARDS, which the young lady was kind enough to bring with her. We just received the bulk shipment of POOLS, and I imagine that the CARDS are en route ? Both books look great, we will send out review copies shortly. Now, we need to order stock copies of the following:

30 GASOLINE STATIONS

30 ROYAL ROAD TEST

please send the above as quickly as possible, but ship in the usual manner (not express).

Best regards,

Sincerely yours,

Faith Pleasanton Stein
(Mrs.) Faith Pleasanton Stein
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

OCT 21 1968

October 14, 1968

Wittenborn and Company
1018 Madison Avenue
New York, New York 10022

Attn: Faith Pleasanton Stein

INVOICE

50 copies BUSINESS CARDS at \$10. each	500.00
50% discount	250.00

Amount due	\$ 250.00
------------	-----------

Make check payable to:

Business Cards
110 Mildred Avenue
Venice, California

Lo Paul
11/9/68

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

4 October 1968

Edward Buscha
2353 Vestal Avenue
Los Angeles, California 90026

Dear Ed Buscha,

We have just received your announcement for "BUSINESS CARDS", please
send the following order (provided that we can have the standard 50%
trade discount):

50 copies BUSINESS CARDS by cheapest way

also, we would like to place our order for:

50 copies 9 SWIMMING POOLS & A BROKEN GLASS by cheapest way

best regards,

Faith Pleasanton Stein
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Blaine Sabol , Carlyle - n
Village Voice

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA - 2353 VESTAL AVENUE - LOS ANGELES? CALIFORNIA 90026

Faith Pleasanton Stein
Wittenborn & Co.
1018 Madison Ave.
New York, New York 10021

April 13, 1968

INVOICE

30 copies "THIRTYFOUR PARKING LOTS" @ \$1.50\$45.00
(Retail @ \$3.00)

to Paul
4/14/68

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

8 April 1968

Edward Buscha
2351 1/2 Vestal Avenue
Los Angeles, California 90026

Dear Mr. Buscha,

We find that we are out of:

34 PARKING LOTS

can you send us another thirty (30) copies by return mail,
small packages. Our anticipated thanks,

Sincerely yours,

Faith Pleasanton Stein
(Mrs.) Faith Pleasanton Stein
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Edward Ruscha - 2351 $\frac{1}{2}$ Vestal Ave. - Los Angeles, Calif. 90026

Faith Pleasanton Stein
Wittenborn & Co.
1018 Madison Avenue
New York, N.Y. 10021

Feb. 26, 1968

INVOICE

30 copies "ROYAL ROAD TEST" @ \$1.25
Retail @ \$2.50. \$37.50

Faith: Sorry about not answering your request
for copies of "Various Small Fires"
but it's completely out of print.
See you in N.Y. soon.

Ed R.
*Original to P
7/17/68*

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

1 February 1968

~~EdwardxHasehax~~
~~285ix1xVestrixAXX~~

Dear Mr. Ruscha,

Our best congratulations on the successful reception of your show in New York !

Now, we are in need of more stock copies of:

VARIOUS SMALL FIRES *c/p*

could you send us another thirty (30) copies at your convenience.

Our anticipated thanks for lodging into this order.

Sincerely yours,

(Mrs.) Faith Pleasanton Stein
for George Wittenborn

2/23/68 pc 30 copies Royal Road Test

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA
2351 1/2 VESTAL AVE.
LOS ANGELES, CALIF.
90026

JAN. 29, '68

FAITH P. STEIN
WITTENBORN & CO.
1018 MADISON AVE.
N.Y., NEW YORK 10021

INVOICE

25 COPIES "34 PARKING LOTS" @ \$1.50 _____ \$37.50
RETAIL @ \$3.00

5 COPIES FOR REVIEW NYC

30 "

TOTAL \$ 37.50

rec'd 2/8/68
to Paul some date

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

27 November 1967

Edward Ruscha
2351 $\frac{1}{2}$ Vestal Avenue
Los Angeles, California 90026

Dear Mr. Ruscha,

Would you be kind enough to deliver the enclosed letter to Mr. Williams.

You might explain to him that we are really most anxious to have copies, and hope he will be willing to send them on by return mail.

Many thanks,

Sincerely yours,

Faith Pleasanton Stein
(Mrs.) Faith Pleasanton Stein
for George Wittenborn

p.s. When do you expect to have copies of Parking Lots ready for delivery? Also, did you ever get your satchel, which a young lady picked up a few days after your departure?

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

27 November 1967

Mason Williams
c/o Edward Ruscha
2351 1/2 Vestal Avenue
Los Angeles, California 90026

Dear Mr. Williams,

We would very much like to carry your two publications:

Bicyclists Dismount and Boneless Roast

we have mentioned our interest to Mr. Ruscha, and have called upon his good offices, in forwarding this letter to you.

If you would be kind enough, we would appreciate receiving ten (10) copies of each publication, on a consignment basis, at the best trade discount.

We have had several requests for both titles, so we do hope you will be able to send on copies. Please ship in small parcels, well packed, by book rate.

Thanking you for your kind concern, we remain

Sincerely yours,

Faith Pleasanton Stein
(Mrs.) Faith Pleasanton Stein
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Edward Ruscha - 2351 1/2 Vestal Ave. - Los Angeles, California 90026

Faith Pleasanton Stein
Wittenborn & Co.
1018 Madison Avenue
New York, N.Y.

Oct. 13, 1967

STATEMENT

delivered to Faith Pleasanton Stein Oct. 13, 1967:

20	copies	"EVERY BUILDING ON THE SUNSET STRIP" @ \$3.90.....	\$78.00
10	"	"ROYAL ROAD TEST" @ \$1.25.....	12.50
20	"	"TWENTYSIX GASOLINE STATIONS" @ \$1.50.....	30.00
20	"	"SOME LOS ANGELES APARTMENTS" @ \$1.50.....	30.00

Total \$150.50

rec'd
to Paul 10/23/67

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

Wittenborn and Company

Books on the Fine Arts

13 October 1967

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

Edward Buscha
2351 1/2 Vestal Avenue
Los Angeles, California

INVOICE

Payable in New York funds. Claims for allowance or damage must be presented within five days of receipt of goods. This is the only itemized bill you will receive.

p.v. received from Mr. Buscha 10/13/67

Sunset Strip 20 copies /
Bayal Road Test 20 copies
28 Gasoline Stations 20 copies
Los Angeles Apartments 20 copies

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Wittenborn and Company

Books on the Fine Arts

13 October 1967

1018 Madison Ave., New York, N. Y. 10021 - 212 - BU8-1558 & 1559

Edward Buscha
2351 1/2 Vestal Avenue
Los Angeles, California

INVOICE

Payable in New York funds. Claims for allowance or damage must be presented within five days of receipt of goods. This is the only itemized bill you will receive.

p.v. received from Mr. Buscha 10/13/67

Sunset Strip 20 copies
Royal Road Test 10 copies
26 Gasoline Stations 20 copies
Los Angeles Apartments 20 copies

fps.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Statement

Edward Ruscha - 2351 $\frac{1}{2}$ Vestal Avenue - Los Angeles, California 90026

Faith Pleasanton Stein
Wittenborn and Co.
1018 Madison Avenue
New York, N.Y. 10021

August 16, 1967

STATEMENT

*to Paul
8/24/67*

Delivery of August 7, 1967:

10 copies "ROYAL ROAD TEST" @\$1.25 (retail \$2.50).....\$12.50
10 " "26 GASOLINE STATIONS" @1.50 (ret.\$3)..... 15.00
8/7/67 30 " "THE SUNSET STRIP" @3.90 (ret.\$8).....117.00
TOTAL.....\$144.50 *

Shipment of August 16, 1967:

8/24/67 25 copies "26 GASOLINE STATIONS" @\$1.50\$37.50
25 " "SOME LOS ANGELES APARTMENTS" @1.50 (ret.\$3).... 37.50
TOTAL\$75.00 *
rec'd 8/24/67

Balance-Statement of July 10, 1967:

7/12/67 25 copies "THE SUNSET STRIP" @3.90 (retail \$8)\$97.50 *
(Paul has this bill)

Total.....\$ 317.00

Will send information about Mason Williams' Books

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

SHIPPING & SERVICE CENTER
91 Montgomery St., Scarsdale, N. Y. 10583
914 SC 3-5582

1018 Madison Avenue, New York, N. Y. 10021 212 BU 8-1558

Faith Pleas
c/o Witter
1018 Madison
New York,

25 copies

Customer's
Order No. pr Date 7 August 1967
Name Received from Edw. Purcha
Address in the store
with formal invoice

QUAN	DESCRIPTION	PRICE	AMOUNT
10	Regal Road Test		
10	Gasoline Stations		
30	Sunset Strips		
rec'd from Edw. Purcha			
in prep. / Lack Stear			
"34 Parking Lots"			
photo - aerial view			
48 pp			
TOTAL			
same formal gasoline			

All claims and returned goods **MUST** be accompanied by this bill.

503

3745

REC'D BY

FLATPAK® MOORE BUSINESS FORMS, INC.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Edward Ruscha - 2351 $\frac{1}{2}$ Vestal Ave. - Los Angeles, California 90026

Faith Pleasonton Stein
c/o Wittenborn and Co.
1018 Madison Ave.
New York, N.Y. 10021

July 10, 1967

STATEMENT

25 copies "THE SUNSET STRIP" @ \$3.90\$ 97.50
retail @ \$8.00

TOTAL \$ 97.50

rec'd
No Paul 7/12/67

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

2 August 1967

Edward ~~R~~uscha
2351½ Vestal Avenue
Los Angeles, California 90026

Dear Mr. Ruscha,

May we have the following order (as quickly as possible):

25 copies Twenty Six Gasoline Stations

25 copies SOME LOS ANGELES APARTMENTS

with our anticipated thanks,

per printed matter-
book rate

Sincerely yours,

(Mrs.) Faith Pleasanton Stein
for George Wittenborn

p.s. We have had a request for a recently published book called
"Bicyclists Dismount" by Mason Williams. Do you know this,
or could you ask Mr. Williams if he can supply us with copies?
If so, please let us know what the current price will be ?

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

6 July 1967

Edward Buscha
2351¹/₂ Vestal Avenue
Los Angeles 26, California

Dear Mr. Buscha,

Could you send us, by regular book rate, the following:

25 copies SUNSET STRIP

we would appreciate receiving the copies as soon as possible,
as our stock is very low and we do not wish to be caught
short without copies on hand.

Thanking you for your kind attention here,

Sincerely yours,

Faith Pleasanton Stein

(Mrs.) Faith Pleasanton Stein
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Paul 5/24/67
EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVE. - LOS ANGELES , CALIFORNIA 90026

Wittenborn & Co.
1018 Madison Avenue
New York 21, N.Y.

May 15, 1967

STATEMENT

had re-printed

25 copies "ROYAL ROAD TEST" @ \$1.25 (Retail @ \$2.50) \$31.25

3 " REVIEW

28

5/24/67

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

Ruscha

Edward

lf.

"Royal Road Test"

Retail @ \$2.50

0.0 254

Prisci:
Wittenb
1018 M
New Yo

14 22/66

have re-printed
"26 Gasoline
Stations"

25 cop

6 cop
(Staten

order copies

0.0 254

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Edward Ruscha - 2351 $\frac{1}{2}$ Vestal Ave. - Los Angeles 26, Calif.

Priscilla Greer
Wittenborn & Co.
1018 Madison Ave.
New York 21, N.Y.

Dec. 19, 1966

STATEMENT

25 copies "THE SUNSET STRIP" @ \$3.60 \$90.00

BALANCE
6 copies "TWENTYSIX GASOLINE STATIONS" 9.00
(Statement of Nov. 19, 1966)

TOTAL \$99.00

Or. to Paul 1/29/66

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

9 December 1966

Edward Buscha
2351 1/2 Vestal Avenue
Los Angeles 26, California

Dear Buscha,

We have paid in full your delivery of October 8th. (\$93.75), and now only owe you \$9.00 for the November 19th. delivery. Frankly, we do not think it is worth while, for the both of us, to republish an other edition of 26 GASOLINE STATIONS. Let's do another book for the season of September '67. I am sure you are full of good ideas - in the meanwhile, send us another twenty-five copies of SUNSET STRIP, which is starting to sell, especially in Europe.

I gave a free copy to Mr. Deschin of the NEW YORK TIMES, he is the photography editor there and he will mention it in one of the next issues, it may bring added pull for the sale of more copies. I would also like to mention that since I allow a 40% discount on any retail price to booksellers, the cost of delivery to me should somehow affect this disadvantage on my part. In otherwords, I need a little more discount, more than 50% for future purchases of your publications, provided that I buy in batches of 25 copies or more.

Would you please consider this when sending the next shipment of SUNSET STRIP.

Cordially yours,

George Wittenborn

GW:fps

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	Wittenborn	I.C.74

EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVE.- LOS ANGELES 26, CALIF.

Priscilla Greer
Wittenborn & Co.
1018 Madison Ave.
N.Y. N.Y.

Nov. 19, 1966

STATEMENT

6 copies "TWENTYSIX GASOLINE STATIONS"
(retail @ \$3) @ \$1.50.....\$9.00

BALANCE
25 copies "THE SUNSET STRIP" (bill of Oct.8, 1966).....\$93.75

TOTAL.....\$102.75

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Edward Ruscha
2351 $\frac{1}{2}$ Vestal Ave.
Los Angeles 26, California

George Wittenborn
1018 Madison Ave.
N.Y. N.Y.

November 19, 1966

Reaching NY Times

Dear George:

Received your letter of Nov. 17 requesting copies of "TWENTYSIX GASOLINE STATIONS". I have only a handful left so am sending the last six copies I can spare. If you think the book is popular enough to publish a second edition, I will do so if you can guarantee handling at least 200 out of an edition of 400. Is this agreeable to you? I prefer to publish it as a non-numbered second edition.

Are all four of my books displayed together? I would like an idea of how "VARIOUS SMALL FIRES" and "SOME LOS ANGELES APARTMENTS" are selling but especially would like to know the response to "THE SUNSET STRIP".

These six copies of "GAS STATIONS" are the last available so I would like to know as soon as possible what you think about a second edition. I would very much like to go to press with this but don't want to risk not selling at least 200 copies.

Thank you and

Sincerely,

Ed Ruscha

Ed Ruscha

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

September 15, 1966

Edward Ruscha
2356 Vestal Avenue
Los Angeles, California 90026

Dear Mr. Ruscha:

We appreciate your prompt reply to our most recent letter. We are proceeding with the listing of the SUNSET STRIP at \$7.50, since you have indicated your agreement in the price revision.

A word of explanation regarding our request for our usual 50% discount. Our overhead on \$7.50 is about 30%, roughly, \$2.25, which leaves us with about \$1.50 as a margin, on a retail sale. However, we must give other booksellers a discount of 33 1/3%, and on this type of sale we lose \$1.00 per copy. What our profit averages to in the end, if we manage to sell as many copies retail as we do to booksellers, is about \$.50 per book. It would be somewhat difficult for us to operate with less than a 50% discount on this basis; we hope you will agree with us, and that we can continue at this rate.

About the review copies and clippings—I will be glad to check into this, but as Rosalie King is now gone, and I am still a bit green at this angle of the job as yet, it may take a few days. We will definitely, however, be working on THE SUNSET STRIP, and will place ads in the VILLAGE VOICE and ART INTERNATIONAL for this title. We will also be sending out about 10 review copies at our cost; I will try to keep track of these and keep you up to date on results. We are of course open to any further suggestions from you regarding magazines and periodicals to which you might wish some of these copies sent.

In the meantime, we remain,

Cordially yours,

Priscilla Greer
(Miss) Priscilla Greer
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVE. - LOS ANGELES, CALIF. 90026

Priscilla Greer
Wittenborn & Co.
1018 Madison Ave.
N.Y. N.Y.

Date OCT. 8, 1966

STATEMENT

25 copies "THE SUNSET STRIP" w/ chrome box
retail price \$7.50; less 50% (\$3.75).....\$93.75

3 copies "THE SUNSET STRIP" for review

1 copy "THE SUNSET STRIP" without box for display

TOTAL \$ 93.75

TO ELIMINATE CONFUSION THAT IT MIGHT BE 27 INCHES

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C. 74

Sept. 1, 1966

Dear George -

I am rushing you this first copy of my new book so you can list it in your new catalogue. Public copies won't be available for 4 weeks because it is still in production. This book has great potential since I don't know of another quite like it. It would make a very good table display in the shop. If you agree to take 1/4 page, etc. in ART NEWS, I'll agree to furnish for an ad. This should

rec'd 9-26-66

George -

Someday I plan to make a complete book on bubbles. Let me know what you think about "Sunset Strip"

Best

Ed Ruscha

listed like this:

SUNSET STRIP", 1966
 A PHOTO-DOCUMENTARY
 OF THE SUNSET STRIP.
 10' x 27 FT. CLOSING TO
 A ROOMED BOX. \$8.00

first copies in 2-3 wks.

Sincerely,

Ed Ruscha

USE "FT." INSTEAD OF "
 TO ELIMINATE CONFUSION THAT IT MIGHT BE 27 INCHES

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

Sept. 1, 1966

Dear George.

I am rushing you this first copy of my new book so you can list it in your new catalogue. Public copies won't be available for 3-4 weeks because it is still in production. This book has great potential since I don't know of another quite like it. It would make a very good table display in the shop. If you agree to take 1/4 page, etc. in ART NEWS, VILLAGE VOICE, I will agree to furnish camera-ready art for an ad. This should bring good results.

The book should be listed like this:

RUSCHA, EDWARD "THE SUNSET STRIP", 1966
 1,000 COPIES. PANORAMIC PHOTO-DOCUMENTARY
 OF EVERY BUILDING ON THE SUNSET STRIP.
 ACCORDIAN FOLD OPENS TO 27 FT. CLOSSES TO
 5 1/2" X 7", COVER, CHROMED BOX. \$8.00

Hope to have your first copies in 2-3 wks.

Sincerely,

Ed Ruscha

USE "FT." INSTEAD OF "
 TO ELIMINATE CONFUSION THAT IT MIGHT BE 27 INCHES

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

SEP 15 1966

Sept. 13, 1966
 Ed Ruscha
 2351 1/2 Vestal
 Los Angeles 26,

Dear Miss Greer,

\$7.50 does sound better than \$8, I suppose, for "The Sunset Strip" and that will be agreeable with me. It does seem unreasonable, however, that at 50% discount, Wittenborn's is making more on the books than myself since I have absorbed the costs of postage. What is your policy on this?

I have sent 5 complimentary copies on my last two books. I understand that these books are for review but I have received no reviews or mention as to where these books go.

You mentioned promotional possibilities. Have you given thought to advertising space in Art News, Art International, etc. as I suggested in my last letter.

Wittenborn's should receive the first copies of the book a few weeks from now and until then, list the book at \$7.50.

Best,

Ed Ruscha

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Overhead 7.50
2.25
5.25
(13) 2.50
2.75

502 7.12
3.75

3.75
2.25
1.50

3.75

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

September 6, 1966

Edward Ruscha
2351 $\frac{1}{2}$ Vestal Avenue
Los Angeles, California 90026

Dear Mr. Ruscha:

Mr. Wittenborn regrets again missing your phone call, but your missing each other seems to be in the stars of late. I've spoken with him, however, about your questions.

He does think that \$8.00 is a little high, and recommends changing this price to \$7.50. (We would like, of course, to continue receiving our 50% discount.) We will go ahead and list THE SUNSET STRIP at \$7.50 as per his recommendation unless you notify us you would prefer a different price. Our deadline for final corrections is September 15th, so your answer, if there are any changes, should come via return mail, as we are very anxious to get the title in, with the correct listing.

We are also considering promotional possibilities at this time, and we would appreciate receiving 5 additional copies of the book for review purposes. You will of course receive tear sheets as soon as there are results.

We look forward to hearing from you concerning the above, and we all hope that the transaction will be favorable to everyone.

Cordially yours,
Priscilla Greer
(Miss) Priscilla Greer
for George Wittenborn

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Mr. Edward
2351 1/2
Los Angeles

Dear Mr.

Please
telephone
just a
his brother
his absence

To the
your note
25 copies
and enclosed

We received
has been
shortly

In the
seeing

had agreed to order
least 20 copies
per time
Mar 12, 1965
didn't order
enough
lett of Aug 15 -

will have another
book in 3 weeks

Rousch

Aug 1st letter

on Sunset
Strip
docu-
mentary
Bill

10 copies for
March 20, 1966

@gas

Various
Small fires

48

your
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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

August 25, 1966

Mr. Edward Ruscha
2351 $\frac{1}{2}$ Vestal Avenue
Los Angeles, California 90026

Dear Mr. Ruscha:

Please accept my apologies for being so long in reply to your telephone call about your new publication. Mr. Wittenborn has just a few days ago come back from vacation and has barely caught his breath from the onrush of the backlog of work resulting from his absence.

To the point, however: Mr. Wittenborn is very much interested in your new publication on the Sunset Strip, and would like to take 25 copies to start. Please make shipment as "printed matter" and enclose for us an invoice in duplicate with the shipment.

We received your bill of August 4th, and the shipment of books has come through to us; you should be receiving your payment quite shortly.

In the meanwhile, luck with your new book; we look forward to seeing it.

Cordially yours,

Priscilla Greer

(Miss) Priscilla Greer
for George Wittenborn

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

August 1, 1966

Mr. Edward Ruscha
2351 Vestal Avenue
Los Angeles, California 90026

Dear Mr. Ruscha:

We'd like to reorder

10 copies: TWENTYSIX GASOLINE STATIONS

5 copies: VARIOUS SMALL FIRES

Please send as "printed matter" with invoice in duplicate to my attention.

Thank you.

Sincerely yours,

(Miss) Priscilla Greer
for George Wittenborn

air

as sending
10 copies
as per
phone
call
8-4-66

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	Wittenborn	I.C.74

EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVENUE - LOS ANGELES 26, CALIFORNIA

STATEMENT

PRISCILLA GREER

~~Rosalie Anne King~~
Wittenborn & Co.
1018 Madison Ave.
New York 21, New York

DATE AUGUST 4, 1966

*to Paul
rec'd 10
copies each
8-9-66*

10 ~~26~~ copies "TWENTYSIX GASOLINE STATIONS" @ \$1.50 ~~\$30.00~~ 15.00
10 copies "VARIOUS SMALL FIRES" @ \$1.50 15.00
\$ 30.00

BALANCE DUE FROM ORDER OF MARCH 20, 1966 \$ 30.00
(20 copies "26 GAS STATIONS")

TOTAL \$ 60.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

March 17, 1966

Mr. Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles, California

Dear Mr. Ruscha:

Please send us "printed matter" with an invoice in duplicate

20 copies TWENTY SIX GASOLINE STATIONS

We hear rumors that you have a new book in the making?? Let us hear from you.

Many thanks.

Sincerely yours,
Rosalie Anne King
(Miss) Rosalie Anne King
for George Wittenborn

air

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

November 20, 1965

Mr. Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles, Calif.

Dear Mr. Ruscha:

I've just tried to reach your brother here and find that he's moved to Oklahoma. Have you arranged other means for us to receive copies of your books? Please let me know because of course we want to reorder.

For the time being we'd like 10 more copies each of TWENTY SIX GASOLINE STATIONS and VARIOUS SMALL FIRES. Just send a bill in duplicate as usual. We already have some back orders for these two so a fresh supply will be welcome.

I look forward to hearing from you. Many thanks.

Sincerely yours,

Rosalie Anne King
for George Wittenborn

air

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EDWARD RUSCHA 2351½ VESTAL AVENUE, LOS ANGELES, CALIFORNIA 90026

Rosalie Anne King
Wittenborn and Co.
1018 Madison Ave.
N.Y. N.Y.

March 20, 1966

STATEMENT

to Paul

rec'd 3-28-66

20 Copies "TWENTYSIX GASOLINE STATIONS" @ 1.50\$30.00

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	Wittenborn	I.C.74

EDWARD RUSCHA 2351 $\frac{1}{2}$ VESTAL AVENUE, LOS ANGELES, CALIFORNIA 90026

Roalie Anne King
Wittenborn and Co.
1018 Madison Ave.
N.Y., N.Y.

November 24, 1965

STATEMENT

10 copies "TWENTYSIX GASOLINE STATIONS" @ \$1.50\$ 15.00
10 " "VARIOUS SMALL FIRES" @ \$ 1.50 15.00

Total \$30.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Mr
23
Lo
De
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si
We

EDWARD RUSCHA — REORDERS
for 26 GASOLINE STATIONS —
and VARIOUS SMALL FIRES —

AVAILABLE IN LOTS OF 10 (TEN)
FROM:

PAUL ANTHONY RUSCHA
96 PERRY ST. APT. B/4
phone: 989-2972

Moved

MAKE PAYMENTS TO:

ED RUSCHA
235 1/2 VESTAL AVE.
LOS ANGELES, CALIF.

90026

to Oklahoma
11-26-65
refusing

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

September 30, 1965

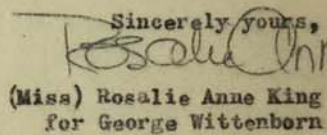
Mr. Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles, California

Dear Mr. Ruscha:

Here's just a quick note to say we received our order for your SOME
LOS ANGELES APARTMENTS today, all 20 copies plus 3 for review.

Many thanks from Mr. Wittenborn who was pleased to receive his own
signed copy.

We hope to see you the next time you come to New York.

Sincerely yours,

(Miss) Rosalie Anne King
for George Wittenborn

air

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA 2351½ VESTAL AVENUE, LOS ANGELES, CALIFORNIA

Rosalie Anne King
Wittenborn & Company
1018 Madison Ave.
N.Y., N.Y.

Date Sept. 25, 1965

STATEMENT

20 copies "SOME LOS ANGELES APARTMENTS" @\$1.50.....\$30.00
3 copies complimentary for review.

*red
to Paul
to 9-30-65*

TOTAL \$30.00

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

September 15, 1965

Mr. Edward Ruscha
2351 1/2 Vestal Avenue
Los Angeles 26, California

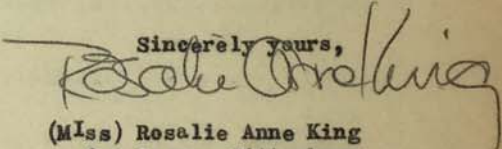
Dear Mr. Ruscha:

The last time you were in to see us you mentioned a new book of
photographs to come - SOME LOS ANGELES APARTMENTS.

We've since listed the title along with your previous two in our
fall list, and now we're curious to know when copies will be ready.

Hoping to hear from you again soon, we are

Sincerely yours,


(Miss) Rosalie Anne King
for George Wittenborn

air

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVENUE - LOS ANGELES 26, CALIFORNIA

STATEMENT

Rosalie Anne King
Wittenborn & Co.
1018 Madison Ave.
New York 21, N.Y.

DATE 6/19/65

20 Copies "TWENTYSIX GASOLINE STATIONS" @ \$1.50\$30.00

20 Copies "VARIOUS SMALL FIRES" @ \$1.50\$30.00

TOTAL: \$60.00

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Ed Ruscha
2351¹/₂ Vestal
Los Angeles 26,

March 5, 1965

Rosalie Anne King
Wittenborn & Co.
1018 Madison Ave.
New York 21, N.Y.

Dear Miss King:

Thank you for your letter. Now, if what you are saying is that you will be able to sell more of my books at a 50% discount rather than 40% then I will agree to this request. I assume then that you intend to place larger orders on each book. I am glad that you intend to publicize my book but neither were listed on your latest brochure that you sent me. Have they been listed before?

Also, I will be happy to send you complimentary copies of my books for reviews abroad and would appreciate receiving any response or clippings from this.

At my own expense, I ran an ad in the March, 1964 issue of ARTFORUM that resulted in some sales for you. You may think in terms of something like this in the future.

Let me hear from you and

Best wishes,

Ed Ruscha

Ed Ruscha

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

March 12, 1965.

Mr. Ed Ruscha
2351 $\frac{1}{2}$ Vestal
Los Angeles 26, Calif.

Dear Mr. Ruscha:

We were pleased to receive your letter of the 5th and then to see your brother in the store again a few days later. As he explained, we're now to order copies directly from him, while sending payments to you as before. Fine. As soon as we see our stock of the two books running low again, we'll begin to double our orders of each to 20 instead of 10 so that the \$50 discount we've agreed on can replace the former \$40.

As for publicity, enclosed you'll find our Christmas list, which as you probably know, goes out to 10,000 addresses. You and both your titles can be found listed on page 33. O.K. so far? Also, we have just written to 3 different review sources in Germany and Sweden offering to send them complimentary copies. We'll let you know of the developments and will certainly send you any clippings, etc. that may result.

Both titles will be listed in the May issue of Publishers' Weekly Library Journal as well as in the April issue of Books.

So, things are progressing and we'll keep you informed.

Best regards,

Sincerely yours,
Rosalie Anne King
(Miss) Rosalie Anne King
for George Wittenborn

air

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

18 February, 1965

Mr. Edward Ruscha
2351 $\frac{1}{2}$ Vestal Avenue
Los Angeles 26, California

Dear Mr. Ruscha:

Thank you for such a prompt delivery of our latest order for 10 copies each of your books - we were very happy to be able to replenish our shelves. I believe our bookkeeping, too, is up to date and payment has been made.

I'm writing now on the counsel of Mr. Wittenborn who wonders whether we might begin receiving a %50 discount from you instead of the past 40%. What prompts us to ask is that we've started receiving an abundance of mail orders and will no doubt be reordering again soon in order to fill them all.

And one more suggestion...in cases of any of your forthcoming books, we think it would be advantageous to have about 6 copies complimentary a bit in advance to send for review abroad. So far we've found this to be a good publicizing maneuver.

We hope all of this will seem agreeable to you. Let us hear from you again soon and, in the meantime, best regards,

Sincerely yours,

Rosalie Anne King

(Miss) Rosalie Anne King
for George Wittenborn

air

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EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVENUE - LOS ANGELES 26, CALIFORNIA

STATEMENT

Rosalie Anne King
Wittenborn & Co.
1018 Madison Ave.
New York 21, N.Y.

Jan. 29, 1965

(Balance due)
10 copies "TWENTYSIX GASOLINE STATIONS" @ 1.80\$18.00
(Statement of Oct. 24, 1964)
15 " "VARIOUS SMALL FIRES" @ 1.80\$27.00
(Statement of Dec. 31, 1964)

(This order)

10 copies "TWENTYSIX GASOLINE STATIONS"
10 " "VARIOUS SMALL FIRES" @ 1.80\$36.00

TOTAL DUE.....\$81.00

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Edward Ruscha
2351 $\frac{1}{2}$ Vestal Ave.
Los Angeles 26, California

Jan 29, 1965

Rosalie Anne King
Wittenborn & Co.
1018 Madison Avenue
New York 21, N.Y.

Dear Miss King:

Thanks for your letter of introduction and I hope you will take charge of my books. You will receive the 20 copies in a few days (10 each). The bill in duplicate will accompany the books and if you will notice, there is a balance due from the past two orders. Could you bring this to the attention of the cashier?

In the forthcoming issue of ARTFORUM there will be an article about my books. I'll be happy to meet you when I come to New York.

Sincerely,

Ed Ruscha
Ed Ruscha

P.S. When you unwrap books you might arrange them so all titles show together on the spines. I have stacked them in a stagger-fashion for shipping ease.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

26 January, 1965

Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles 26, Calif.

Dear Mr. Ruscha:

Your very charming brother came in to see us yesterday and we were a bit embarrassed to find ourselves completely out of stock of both your books! Of course Anne Weld was sort of taking personal charge of you here and since she's left for the Modern Museum of Art as of a month ago, I'm afraid I've been too slow to inform myself in some cases. So..... to make up quickly for lost time, we'd now like to come through with another order for 10 copies each of VARIOUS SMALL FIRES and TWENTY-SIX GASOLINE STATIONS. And again we'd appreciate duplicate bills on these. Just send everything to my attention.

With things so hodge-podge around here for a beginner, I've been keeping in touch with Anne and so your latest note to her was relayed. She looks forward to seeing you next time you're in New York, as I do.

Meantime, we'll be expecting the new copies to replenish our stock - many thanks for bearing with us I'll try to do much better from now on, promise!

Sincerely yours,

Rosalie Anne King
(Miss) Rosalie Anne King
for George Wittenborn

air

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

file
EDWARD RUSCHA 2351¹/₂ VESTAL AVENUE, LOS ANGELES 26, CALIFORNIA

STATEMENT

Anne F. Weld
Wittenborn & Company
1018 Madison Ave.
New York 21, N.Y.

December 31, 1964

15 copies "VARIOUS SMALL FIRES" @ 1.80.....\$27.00
by Edward Ruscha
(received Dec. 22, 1964)

10 copies "TWENTYSIX GASOLINE STATIONS" @ 1.80.....\$18.00
by Edward Ruscha
(received from re-order of
Oct. 19, 1964)

TOTAL.....\$45.00

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

23 December, 1964

Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles 26, Calif.

Dear Mr. Ruscha:

Your friend stopped in yesterday, and delivered the 15 copies of **VARIOUS SMALL FIRES**. No sooner did I have them unwrapped than we sold 7 of them in one fell swoop. Your other book seems to be doing well too, and so I'm sure we'll be placing another order with you soon. Right at the moment it's a bit difficult to breathe, amidst the Christmas onslaught!

I'm taking this opportunity to say "adieu", as I will be moving on to work at the Mus. of Modern Art in January. Miss King will be taking my place, and I hope she will enjoy corresponding, etc., with you as much as I have.

A very Happy New Year to you!

Sincerely yours,

Anne F. Weld

Anne F. Weld
for George Wittenborn

P.S. The reason for writing this letter was to ask you for duplicate bills on the above mentioned 15 copies. I'm always afraid that somewhere something may go wrong when you don't send these with the package, so you might think about this in the future.

air

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA
2357 1/2 Vestal
Los Angeles 26,

Anne F. Weld
Wittenborn & Co.
1018 Madison Ave.
New York 21, N.Y.

Dec. 19, 1964

Dear Miss Weld,

On Monday, Dec. 21, a friend is to deliver to you
15 copies of my new book, "Various Small Fires".
It has not gone exactly as planned but I am
very excited with it. An introduction by Lawrence
Alloway has not been included and all but one
of the snapshots is coated with a varnish.

Please let me know that you received the books
in good order and the results if any.

Sincerely,

Edward Ruscha

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

1-765
reorder? file - to Sears.

Dear Anne, JAN 4 1985

sorry to not have
included bill with
the 15 books. Here
it is with balance
on 10 copies of "26
Gas Stations".

Also sorry you are
leaving Wittenborn's.
when I am in N.Y.
we must have coffee
together and good luck
at the Modern.

Best wishes

Ed Ruscha

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	Wittenborn	I.C.74

"ARTFORUM" SEPT. 1963

BOOKS

Philip Leider

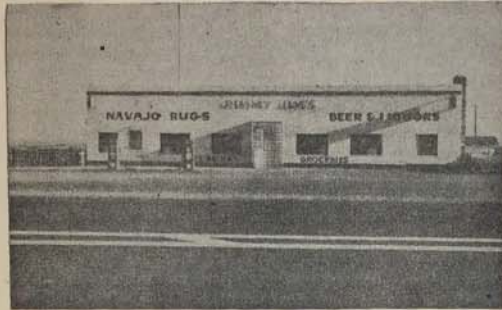
TWENTY-SIX GASOLINE STATIONS, by Edward Ruscha. "400 copies printed in April, 1963, by the Cunningham Press, Alhambra, California."

It is perhaps unfair to write a review of a book which, by now, is probably completely unavailable. But the book is so curious, and so doomed to oblivion that there is an obligation, of sorts, to document its existence, record its having been here, in the same way, almost, as other pages record and document the ephemeral existence of exhibitions which are mounted, shown, and then broken up forever.

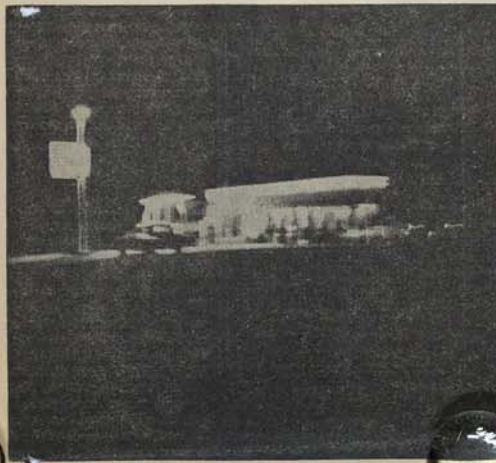
"Twenty-six Gasoline Stations," is a book consisting of 26 photographs of gasoline stations in various parts of America. There is no text of any kind. Each photograph is carefully captioned with only the most essential information: "Flying A, Kingman, Arizona." The photographs are not professional — most of them are not even good.

Ruscha is a young pop artist whose work, incidentally, does not particularly relate to gasoline stations. "Twenty-six Gasoline Stations" is a pop-art book. Captioned soberly are "reproductions" of 26 works of art. Not quite a joke, the idea is at least as complex as the puns and issues posed by Duchamp's urinal; we are irritated and annoyed by the act, but feel compelled to resolve the questions it raises. The urinal resolved in favor of Duchamp; for Ruscha and the movement he represents, the issue is still in doubt.

The Museum of Modern Art Archives, NY	Collection:	Series, Folder:
	Wittenborn	I.C.74

CLAIR WOLFE**Gasoline Stations As Art**

RIMMY JIM'S CHEVON, RIMMY JIM'S, ARIZONA—A non-aesthetic one.



SHELL, DAGGETT, CALIFORNIA — The aesthetic

In one of the catalogs to the current County Museum exhibition entitled "Six Painters and the Object" Lawrence Alloway refers to a book by Ed Ruscha. Its title is "Twenty-six Gasoline Stations", and its purpose seems nothing more than to show how 26 out of 20 million gasoline stations look. There is no commentary save a title for each photograph and the location. It's a mysterious book.

ANYTHING BEYOND this I am not at all sure of, and in attempting to figure out some sort of critical analysis I discovered only that this book—which is approached as a work of art—is wont to be criticized. It says nothing, does nothing, judges nothing, analyzes nothing, demands nothing and wants nothing. For a critic this is embarrassing, unfair and just not playing the art game. Ruscha and a handful of other contemporary artists aren't playing the art game either; and that's one of the reasons this book is important.

Art, contrary to a ridiculous aesthetic theory, is not the "play" of the adult. Neither is it a luxury or an esoteric, ivy-clad idea. To discover what it is may be the job of the critic, but to make what art is, is the job of the artist. So, if Ruscha makes art out of 26 gasoline stations, neither public or critic should have the audacity to say what is and what is not art. Just as the ancient Egyptians destroyed their artistic development — and eventually their civilization — by forcing these narrow judgments upon the artist, so the public (and critical) tyranny relentlessly attempts it. It is a battle that has become tradition in western civilization. And proof that this war is an unnecessary absurdity exists in simply considering Greek or Oriental attitudes toward art. These societies accepted art on its own terms, and appreciated it for what it was—the product of the artist.

A CONNECTION BETWEEN Oriental aesthetics and "Twenty-six Gasoline Stations" may not be visual but the book left me with the same feeling I've had in reading a volume of Japanese poetry. It is a mysterious, aloof, poignant sensitivity in which reality is never stated but only presented. Ruscha's book is like that, too. For if I find loneliness in his journey of gasoline stations that goes from Los Angeles to Groom, Texas, then it is my loneliness. If the road looks long and the towns isolated, the artist has left me the right to sense it without phony, tricky illusions that attempt to force my sensibilities and mangle my attitudes—that's advertising, not art.

I think that's what critic John Coplans meant when he said, on first showing me the book, that I should ignore one called "Shell, Daggett, California" because it was an "aesthetic one." It was.

Watson Urges Height Hearing

Passage of the Beverly Hills Height and Density ordinance was urged by Councilman Leroy Watson recently.

"We have got to have a tentative ordinance before we have a public hearing," Watson said of the much-contested proposed height law.

A hearing on the Beverly Hills hospital scheduled for Aug. 20 has been postponed to Sept. 17, city councilmen agreed.

ZIP Means Faster Mail

The Post Office Department has put into effect its new ZIP Code Program (Zone Improvement Program).

ZIP is designed to speed mail delivery through the expansion of the present system of postal zoning. The code consists of five digits; the first three to be used by all mailers of the community who will receive an announcement from the Beverly Hills Post Office as to their correct number. Patrons are requested not to call the Post Office about the numbers.

Postmaster Thomas Lawlor explained the code this way: the first digit designates a large geographical area covering several states; second digit is a part of that area; the third digit a large city or sectional center serving several cities. The last two digits designate either a local delivery unit, such as a main post office or sub station.

Lawlor stressed that residents should learn to attach their code number automatically to letters and return addresses, and note down new numbers from incoming mail. The code number is properly placed after the name of the state, i.e., Beverly Hills, California 90210.

STANDARD BRANDS PAINT CO.

OPEN 7 DAYS A WEEK

MON. THRU FRI.
8:00 A.M. TO 9:00 P.M.
SUN. 8:30 TO 5:30
SAT. 8:00 TO 6:30

Over 5400 Items Sold With
An Unconditional Money-
Back Guarantee

1475 SO. ROBERTSON
(2 BLOCKS SOUTH OF PICO)
WEST LOS ANGELES

CLAYTON PLUMBERS

24 hrs. a day, call

GRanite 3-1158

Guaranteed Satisfaction

Beverly Hills' unique local newspaper wants to cover your activities and your city better. You can demonstrate support by subscribing. See page 2.

BEVERLY HILLS TIMES
AUG. 23, 1963

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Invoice

Wittenborn and Company

Books on the Fine Arts

SHIPPING & SERVICE CENTER
91 Montgomery St., Scarsdale, N. Y. 10583
914 SC 3-5582

1018 Madison Avenue, New York, N. Y. 10021 BU 8-1558

[illegible]

All claims and returned goods **MUST** be accompanied by this bill.

503-6

6937

REC'D BY

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

SHIP TO:

THOMAS H. GARVER

ASSISTANT DIRECTOR
ROSE ART MUSEUM

OCT 1 / 1964
BRANDEIS UNIVERSITY
WALTHAM, MASSACHUSETTS

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

BRANDEIS UNIVERSITY

WALTHAM 54, MASSACHUSETTS

Art Collection

OCT 17 1964

October 15, 1964

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Wittenborn and Company
1018 Madison Avenue
New York, New York 10021

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Sirs:

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10-20-64
I would like Twentysix Gasoline Stations
and also Various Small Fires, if it is
available. If it is not yet available,
I wish to place an order for it.

Thank you.

all bldd, 10-20-64

Sincerely,

[Signature]
Thomas H. Garver

*NYP
to follow*

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

Oct. 24, 1964

Anne F. Weld
Wittenborn & Company
1018 Madison Avenue
N.Y. 21, ~~NY 21~~
N.Y.

Dear Miss Weld,

Thanks for the letter and I am happy that my book is doing well. Ten copies are in the mail and should reach you next week. My new book is not yet printed but will be in November and I will send copies as soon as they are completed. Thank You again.

Sincerely yours,

Ed Ruscha

Ed Ruscha

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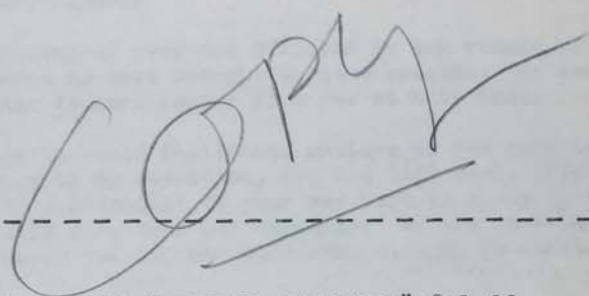
The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVENUE - LOS ANGELES 26, CALIFORNIA

STATEMENT

~~74~~
Oct. 24, 1964

Wittenborn & Company
1018 Madison Avenue
New York 21, N.Y.


10 copies "TWENTYSIX GASOLINE STATIONS" @ 1.80.....\$18.00
by Edward Ruscha
(sent Oct. 24, 1964)

10.29.64

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

19 October, 1964

Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles 26, Calif.

Dear Mr. Ruscha:

The listing of your GAS STATIONS in our recent art bulletin seems to have brought on some results. We would like to order 10 more copies from you at this time.

Perhaps it would facilitate matters if you sent these directly to my attention, and the bill also. (Please make this in duplicate.) If your new book is ready by this time, you could ship them all together. We are in pretty much of a hurry for the GAS STATIONS, though, so don't wait too long.

I say your displays among the American artists in the Guggenheim show - they looked very handsome, indeed.

Hope to hear from you soon, and thank you for the publicity material.

Sincerely yours,

Anne F. Weld

Anne F. Weld
for George Wittenborn

air

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Wittenborn	I.C.74

12 September, 1964

Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles 26, Calif.

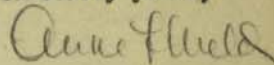
Dear Mr. Ruscha:

This is just a brief note, as since I've returned from Europe, things have been more hectic than ever.

Enclosed, finally, is the long-awaited listing of your books. I don't believe we ever did have an answer to our June letter, where we asked you for some advance publicity material for display here in our store.

Also, don't forget to send us our 10 copies of **VARIOUS SMALL FIRES**, as soon as it is ready. Thanks very much, and in great haste, and with best regards, we are

Sincerely yours,



Anne F. Weld
for George Wittenborn

air

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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8 June, 1964

Edward Ruscha
2351 1/2 Vestal Ave.
Los Angeles 26, Calif.

Dear Mr. Ruscha:

We are terribly sorry not to have answered your letters.

Yes, we did receive the 5 copies of TWENTY-SIX GASOLINE STATIONS, and Mrs. Wittenborn will remit to you in total as soon as possible.

We are interested to hear about your new book. Could you please get to us as soon as possible, by June 20th at the latest, all the necessary details, namely, approximate publication date, price, contents, pages, illustrations, and any other information you have. We will then be able to make sure that the title gets included in Bowker's Trade List Annual, which is most important.

Thanks a lot, and we'll look forward to hearing from you soon.

Sincerely yours,

Anne F. Weld
Anne F. Weld
for George Wittenborn

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Sept. 20, 1964

Dear Miss Weld

Welcome home and thanks for your letter and the listings. The description of "Various Small Fires" was not altogether accurate. It will ~~be~~ consist of 20 photos of small fires but I'm sure the description error will do no harm. Won't it at least arouse curiosity?

Forgive me for not sending the publicity material sooner. My book will be published soon after unexpected delays and your copies will be in the mail.

Thank you again,

Sincerely,

Edward Ruscha

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EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVE. - LOS ANGELES 26, CALIFORNIA

June 11, 1964

Anne F. Weld
Wittenborn & Company
1018 Madison Avenue
New York 21, N.Y.

JUN 13 1964

Dear Miss Weld:

Thank you for your letter. I am sorry we can't have a more comprehensive correspondence and some of my questions still remain unanswered. Was my book, "TWENTYSIX GASOLINE STATIONS", listed in your last catalogue as you said in your letter of Nov. 2, 1963? If not, I wonder why since it would be to our mutual advantage.

Could you briefly explain Boker's Trade List Annual? If my new book is listed will you then act as distributor?

My new book will be a sub-title on the inside DAY". The book will be a "it will be the same size, be 20 photographs of the same gasoline station only taken at different times of the day (one to a page). It will be a 48 page book with a blank page accompanying each photograph and captions will be short stating only the time of day each was taken. It will be a limited edition book (400) like "26 Gas Stations", only the individual copies will not be numbered. Publication date is set for early august, 1964 and copies will retail for \$3 each. There will be a short foreword by Lawrence Alloway.

I hope this answers the necessary questions and if there are any more please let me know. If you will answer my questions then we will better understand each other and I can eventually make my books, as they are, more marketable for you.

I look forward to hearing from you soon.

Sincerely,

Edw. Ruscha
Edward Ruscha

52 color plates, 400 copies, 1964 \$12.00
American Photographer Eulogizes Western Gasstations
Ruscha (Edward) Twentysix Gasoline Stations. 26 photographs of Western gas stations and signs, 8vo, wrappers, ed. of 400 numbered copies, 1962/3 \$3.00
A second photo report entitled Various Small Fires with a foreword by Lawrence Alloway in active preparation, with 20 new photographs of 20 gas stations taken at different times of the day, ed. 400 copies \$3.00

Boker
B
25 Sep 50/6

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EDWARD RUSCHA - 2351 $\frac{1}{2}$ VESTAL AVE. - LOS ANGELES 26, CALIFORNIA

June 11, 1964

Anne F. Weld
Wittenborn & Company
1018 Madison Avenue
New York 21, N.Y.

JUN 13 1964

Dear Miss Weld:

Thank you for your letter. I am sorry we can't have a more comprehensive correspondence and some of my questions still remain unanswered. Was my book, "TWENTYSIX GASOLINE STATIONS", listed in your last catalogue as you said in your letter of Nov. 2, 1963? If not, I wonder why since it would be to our mutual advantage.

Could you briefly explain Boker's Trade List Annual? If my new book is listed will you then act as distributor?

My new book will be entitled, "A STANDARD STATION", with a sub-title on the inside title page of, "AT VARIOUS TIMES OF DAY". The book will be a "twin" to "26 Gas Stations" in that it will be the same size, shape, paper and binding. There will be 20 photographs of the same gasoline station only taken at different times of the day (one to a page). It will be a 48 page book with a blank page accompanying each photograph and captions will be short stating only the time of day each was taken. It will be a limited edition book (400) like "26 Gas Stations", only the individual copies will not be numbered. Publication date is set for early August, 1964 and copies will retail for \$3 each. There will be a short foreword by Lawrence Alloway.

I hope this answers the necessary questions and if there are any more please let me know. If you will answer my questions then we will better understand each other and I can eventually make my books, as they are, more marketable for you.

I look forward to hearing from you soon.

Sincerely,

Edw. Ruscha
Edward Ruscha

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250pp 50p

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Edward Ruscha - 2351¹/₂ Vestal Avenue - Los Angeles 26, California

June 25, 1964

Anne F. Weld
Wittenborn & Co.
1018 Madison Ave.
New York, N.Y.

Dear Miss Weld:

Since my last letter, I have decided to change the title and content of my next book. If it is still possible to list the book in the Bowkers Trade annual please do so along with my "Twentysix Gasoline Stations". Could you please explain this trade list to me? The title will be "VARIOUS SMALL FIRES", and will be photographs of such with a forword by Lawrence Alloway of the Guggenheim. All else will be the same as described in my letter of June 11.

I do hope that it is possible to have the book listed as you say. Please let me hear from you as soon as possible.

Thank you and Sincerely,

E. Ruscha

Ed Ruscha

*Sept. 1964
Ruscha - said to
L.A. 6/28
10/10/64
extra card*

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The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	Wittenborn	I.C.74

make index card

20 June, 1964

Edward Ruscha
2451 1/2 Vestal Ave.
Los Angeles 26, Calif.

Dear Mr. Ruscha:

Sorry I haven't answered before now, but the Wittenborns have only just arrived back from vacation.

We have carefully considered taking on the sole distributorship of your second book, but have come to the following conclusions. We really think that it would be wiser all the way around if we were to list it, rather than in Bowker, in our own art bulletin, which as we mentioned to you once before, goes out to over 2,000 American addresses.

We think the impact of listing both titles at the same time, may prove fruitful, and we also plan to do this not only in September, for the Fall buyers, but also again in our special Christmas list.

For the meantime, we shall give your order for 10 copies of VARIOUS SMALL FIRES, and hope that we shall be able to re-order, as time progresses, and our lists circulate.

By any chance do you have any extra covers, or advertising material, which we could use here in our store for advance publicity? We would appreciate very much anything that you can provide us with. And also, if you have received any reviews of your first book, these would come in handy also, as far as taking quotes for our own listing.

We hope that this will work out well, and that things will

mail a bit smoother from now on.

I've passed on your bill of June 10th to Mrs. Wittenborn, our treasurer, who will attend to this just as soon as possible.

Sincerely yours,

Anne F. Weld
for George Wittenborn

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Edward Ruscha - 2351 $\frac{1}{2}$ Vestal Avenue - Los Angeles 26, California

George Wittenborn
Wittenborn & Company
1018 Madison Avenue
New York 21, N.Y.

May 14, 1964

MAY 16 1964

Dear Mr. Wittenborn:

I trust you received my letter of April 21st and the five copies of my book, "TWENTYSIX GASOLINE STATIONS", that you ordered. Miss Weld told me in a letter of November 2, 1963 that my book would be listed in your next catalogue. I am anxious to receive a copy and know how my book is selling. I shall have another book in a month or so with the same format, size, etc. with, I intend, an introduction by Lawrence Alloway. The book could possibly work well in a boxed 2-book edition. At any rate, I am working on this and I would like to hear from you as soon as possible about any progress.

Sincerely,

Edward Ruscha
Edward Ruscha

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Edward Ruscha - 2351 $\frac{1}{2}$ Vestal Avenue - Los Angeles 26, California

George Wittenborn
Wittenborn & Company
1018 Madison Avenue
New York 21, N.Y.

JUN - 8 1964

June 5, 1964

Dear Mr. Wittenborn:

My letters to you of April and May have not as yet been answered and I am wondering if you received the five copies of my book, "TWENTYSIX GASOLINE STATIONS", that you ordered. Lawrence Alloway of the Guggenheim Museum has agreed to write a foreword to my next book (outlined in letter of May 14) and I would like to have you publish this book if you are interested.

Please write me at your earliest convenience as I have not received a word since my letter of April 21st.

Thank you and Sincerely,

Edward Ruscha

Edward Ruscha