

# the something else NEWSLETTER

Volume 1, Number 5

February, 1967

40¢

## Serious Gabcard #2

§1. The most amazing store in the world is *La Cedille qui Sourit*, run by George Brecht and Robert Filliou. It sells objects, mostly original aesthetic researches by artists (including themselves), which do or do not have a cedilla in their names. Send them \$15, and tell them to send you something. Don't worry, you'll get something marvelous. The address is *La Cedille qui Sourit*, 12, rue de May, Villefranche-sur-mer (A-M), France. Postage is 15¢ for two bills or a check plus a one-page note, air mail from the USA. (They even have a cedilla tree by the front door, but we don't know if it's for sale.)

§2. Filliou is in New York at the moment, staying at the Chelsea Hotel (CH 3-3700) with his lovely Marianne. He is working on a big essay on poetic economics, translating, preparing several large constructions including an anthological exhibition of giant hands, planning a sex film, measuring and handling things, laughing and dreaming and arguing about the possible and impossible revolutions. It's maddening to think that all this marvelous work will return to France with him without being shown. But that's New York's chauvinism. Somebody should do something about it.

§3. We're planning a book by Brecht and Filliou, based on games played at *La Cedille qui Sourit* on rainy days or over a bottle of wine in the small hours of the morning. It will have notes for projects, stunts, comparisons, forfeits and amusements—more ideas

per page than any other book we've ever seen. But we have to find a title for the book before September, when the book is supposed to be ready. **Games at the Cedille?** Not serious enough, because these are basic aesthetic experiments. **A First Reader in Cedillography? Cedillography Made Easy? Cedillas I Have Known? La Cedille qui Courit?** Maybe our readers have some suggestions.

§4. Jerome Rothenberg has a big new book coming up at Doubleday, a vastly expanded version of the Great Bear pamphlet we published, called **Ritual: a book of primitive rites and events** (\$0.60), which contains parallels and analogues to happenings and events from so-called "primitive" cultures. The new book also contains similar works from many of the best happenings and events artists. Write us if you're interested, and when the book nears completion, we'll see to it that you get the poop on it.

§5. A number of Europeans have sent back their copies of this newsletter because of the "return requested" on the outside. This isn't what is meant. The U.S. postal system requires this notice on all third class mail. It means that if the newsletter is undeliverable because you've moved, the new address will be written on it and the newsletter returned to us. We then update our mailing list and send the newsletter on to you. But the post office does not allow any other wording than "return requested," which is unfortunate and misleading.

§6. There are two states where, so far as we know, there are none of our books: Mississippi and New Mexico. And there are these European countries: Lichtenstein, Andorra, Albania and Portugal. We must be saying something right.

§7. An anonymous friend sent us the following communication, that "eleven persons were injured Saturday when a piano smashing competition ended with a piano exploding here (at Bletchley, England). A man later admitted rigging the bomb to the piano's keys as a lark. 'It was a practical joke that all went wrong,' Alan Leeson, 20, said. 'We are desperately sorry about the consequences, we had no idea of blowing up the piano at all. Just a bang to make a bit of fun.'"

§8. We have a new distributor for Holland! It's Schröder & Dupont's Boekhandel, Keizersgracht 516, Amsterdam C2. They'll handle all individual and store orders for Holland. And while we're thinking of that, our French friends ask why it's so hard to get our books in France. The answer is that roughly 95% of French book distribution is done by one firm. Naturally this firm has become rather large, with all the ossified bookkeeping and computerized accounting that involves. It is very difficult, therefore, for them to deal with small international publishers, which is what we are at this stage. So, although we have an editorial office in France, we suggest that French bookstores obtain our books through our Dutch distributor, our German one (Typos Verlag, 6000 Frankfurt am Main, Grüneburgweg 118), or even, if the quantity is sufficient to absorb the shipping costs, direct from us in New York.

§9. Diter Rot, the Icelandic kamakazee, one of the founders of concrete poetry and presently working with self-digesting "shit art" (as he calls it, not mentioning its beauty), shipped out aboard a Hoboken tramp steamer bound for Reykjavik, where he plans to live for the next sixty years. Out of the various written phases of his wanderings we are preparing a **Rot Reader**, to be ready in December.

§10. The archive of musical, theatrical and bardic notations being assembled into a permanent collection by John Cage (and for which we are going to publish the catalog, **Notations**, a major reference work) has recently been reinforced by very generous gifts of manuscripts by such diverse people as Stravinsky, Babbitt, Feldman, Brün, Cowell and Milhaud. Among the highlights of the collection are the actual works by Satie known collectively as "furniture music," often discussed as seminal to the concept of environmental music, but as yet unpublished and therefore unknown. Also in the collection is the complete manuscript corpus of Boulez' **Second Piano Sonata**, from the tone row on a scrap of paper through the various stages of evolution (many extraordinary passages were rejected) to the final published version as we know it, so that the entire workings of the growth of a very major piece can be seen. The collection makes a very effective and representa-

tive cross-section of music for the last fifty years (and maybe the next twenty five as well). Totally missing from the collection, however, and therefore from the book: anything from Bartók. The book will be ready October 1.

§11. The source of nearly all the ideas in Pop Art was Claes Oldenburg's store, which functioned from 1961 to 1963. After all, didn't Andy Warhol buy the first of Oldenburg's big blue shirts? But what's missing from the literature is not the history of the movement, but a direct confrontation with the ideas posed by it. For example, here is an extract from one of Oldenburg's notebooks of the time: "The fact that the store represents American popular art is only an accident, an accident of my surroundings, my landscape, of the objects which in my daily coming and going my consciousness attaches itself to. An art of ideas is a bore and a sentimentality, whether witty or serious or what. I may have things to say about US and many other matters, but in my art I am concerned with perception of reality and composition. Which is the only way that art can really be useful—by setting an example of how to use the senses." These notes, scenarios for happenings (some of which were extremely socially conscious), sketches and projects have been collected together and a selection made by Emmett Williams and Claes Oldenburg. The resulting work is called **Store Days**, which costs \$10 and will be ready by April 15. Most of the ideas what this kind of art is about will have to be revised once this book is ready.

§12. We had terrible production problems with Wolf Vostell's **Dé-coll/age Happenings**, but it's ready now, thank goodness. It is a limited edition of 500 copies (\$15 @), and the American book industry is simply not equipped to handle small runs of unusual format books, which this one definitely is. It is a handsome box, containing 15 excellent poster-size glossy prints of Vostell's happenings notations, a booklet containing texts to all the happenings that *have* texts up to the cut-off date (this past June), and several objects selected by Vostell. The whole package fits onto a bookshelf, and in this way differs from most other odd-format books.

by the author of Vegetable Poetry—

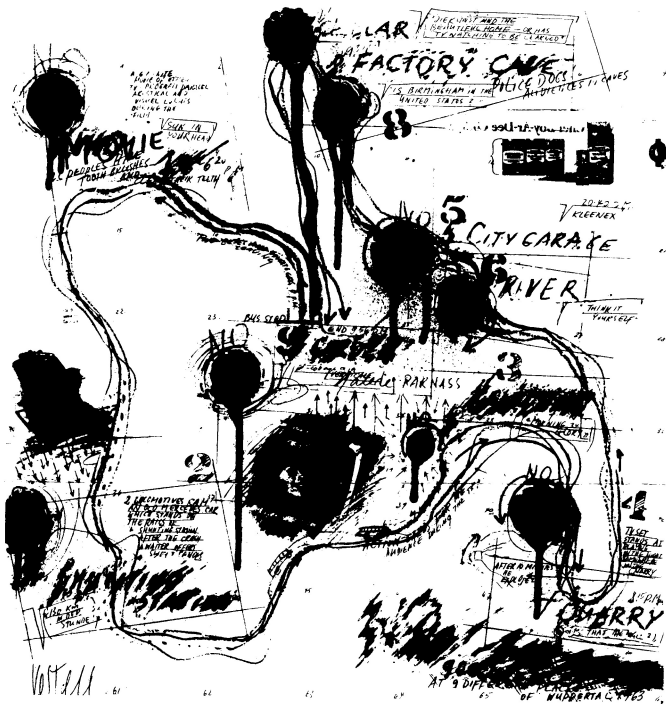
## DICK'S 100 AMUSEMENTS

by William Brisbane Dick

Pre-happenings and pre-events! Discover how you too can have an elephant in your parlour! Or who the flexible giant is! Out of print since 1879! Now available again!

Paper, \$2.50

Hardbound, \$4.50



Above: Wolf Vostell: *Notation #2* (1966) for the Dé-coll/age-Happening *Cityrama* (1961). See §12, on opposite page.

§13. Our Newsletter will sometimes be like this one, and contain primarily short news briefs of some of the things that some of the interesting people are doing and of what is going on at the Press. Other times we will print short essays dealing with the theoretical background of the new arts. The next newsletter, around the beginning of March, will contain another short essay by Dick Higgins, similar to those in the first three newsletters, this one on technique and content. Back issues are available by the way, for \$0.40 (postage included), except for number one, which gave the currently useful word "Intermedia" its new art meaning for the first time.

§14. Of contemporary philosophers, the most important German and possibly the most original living one is Max Bense, professor of Philosophy at the Technische Hochschule at Stuttgart. Not a single one of his thirty-odd books has ever been published in America, and only one, his monumental *Aesthetica*, has even been translated into English. We are going to try to remedy that with a **Bense Reader**, presenting a cross-section of his work, in September. We'll keep you posted how it shapes up.

§15. We've tackled a new kind of book for us, which is antecedents of happenings and events in 19th Century Americana, by reissuing William Brisbane Dick's masterpiece, **Dick's 100 Amusements**, reproduced in all its battered type glory, with its many crazy steel engravings and whimsical fancies, from the (very rare) edition of 1879. It is not so much a book to read as to share, and for this it is absolutely unique. See the ad on the facing page for the details.

§16. We note that the girl who appeared nude in a happening at the University of Wisconsin was finally cleared when the charges against her were thrown out. However the University President's resulting ban against happenings remains in effect. One presumes that since **Justine** and **The Story of O** are obscene novels, that novels are banned from the campus. Or perhaps since **John John**, **his Wyl Tibbe**, and **Sir John the Parson** is an obscene play, that there are no Shakespearean dramas in the college library, etc. If Wisconsin wants the kind of University President who is incapable of distinguishing between intention (which is where obscenity lies, and which, whatever else it may be, it is not particularly *illogical* to object to) and form (into which any content can be put), well, brother, they got him and they can keep him.

§17. We note that our competitor's edition of the Stein: **Making of Americans** is wildly abridged — much less than half the length of our own, complete edition. Yet though it is a paperback, it costs nearly a third as much as our own hard-bound edition. Again, our competitor has struck out at our edition by failing to label his own, "abridged," "condensed," or anything of the sort. Goodness only knows how many of our friends have bought our competitor's edition in the mistaken idea that they were acquiring a less expensive version of our own,

"The avant-garde at its best..."  
The Michigan Daily

# THE FOUR SUITS

**PHILIP CORNER**  
**ALISON KNOWLES**  
**BENJAMIN PATTERSON**  
**TOMAS SCHMIT**

"Art as stimulus... Intermedia..."  
Dick Higgins

Available in New York from the 8th Street Bookshop,  
17 West 8th Street, from the Gotham Book Mart, 41  
West 47th Street, from Geo. Wittenborn & Co., 1018  
Madison Avenue, and from your regular book dealer.

by Europe's greatest Happenings artist

## Dé-coll/age Happenings by Wolf Vostell

All the Happenings texts to date, plus 15  
large prints of the scores, in a box: \$15.00

complete edition. But such are the ethics of some of the larger publishing outfits.

§18. Daniel Spoerri (of *Topography* fame) has a new magazine, *Le Petit Colosse de Simi* (*The Nothing Else Review*), to which the subscription rate is \$20, and whose address is c/o Daniel Spoerri, Simi (Dodecanesus), Greece. The first issue is now available, and consists of Kichka Baticheff's first novel (in French). Two more issues will appear before autumn, and the fourth by Christmas. The next two issues will be collections of exciting work in English, French and German.

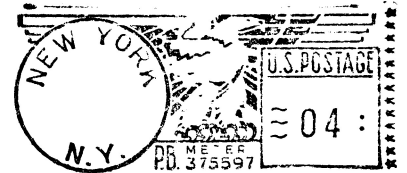
§19. The new Whitney Museum is the only restaurant in New York where you can sit for hours without its ever occurring to you that you're in a museum. The cover charge of fifty cents doesn't really seem justified by the decor, although the charming, textured concrete has real, untouched architectural possibilities. One wonders what might happen if some good examples of artists' work were *shown* to the public, instead of being tastefully dwarfed by the bizarre rooms.

Situation: a man, a famous artist, alone in his Paris room, about to clean up the breakfast table. Idly he begins to think about the histories of the objects, the dishes on the table... Then less idly... Excited by the project, he draws a map of the table, and begins to compose the history of each object—who gave it to him, what it means to him... To his histories he appends delightful footnotes, additional histories, digressions. His friends write footnotes, then the translator, the illustrator, until there is built up a fantastically vivid self-portrait of a man and his friends and his city—

## AN ANECDOTED TOPOGRAPHY OF CHANCE, BY DANIEL SPOERRI TRANSLATED AND ENLARGED BY EMMETT WILLIAMS

\$5.00 from Something Else Press, Inc. or from your regular book dealer

Something Else Press, Inc.  
160 Fifth Avenue  
New York, NY 10010



Return Requested

MR & MRS PETER MOORE  
4 E 836TH ST  
NEW YORK N Y 10016

