

Oct. 7th. 65

Mr. Dick Hogue,
Meisel Photochrome Corporation
Dallas, Texas.

Dear Mr. Hogue:-

I am certainly glad I phoned you yesterday, for I was unaware of the impossibility of getting full coverage of a 4x5 by a machine print. All my training and all my years of work, I utilize the full capacity of the film. As my chief interest in photography is in the field of fine art, I have strong convictions in composing to fill the negative. However on commercial jobs, one should think differently.

On the two jobs I have coming up, I will be using 4x5 film and I need to know the exact size of the printed surface of machine prints. One job will be printed to 5x7 and I need to know what size to make my image on the 4x5 film. If I understand your catalogue correctly on page 7, you can also print 5x7 negatives? Would it be possible to print the christmas subject I sent you on you 5x7 machine to get full coverage of this 4x5 at the higher cost? Your foot note says "delivered with white border unless otherwise ordered. Would this permit using the full 4x5 negative?

I am just going down to the post office and I hope the proof of this christmas transparency will be there.

One more question; do you prefer a grey card to a color chart when the subject is a copy of a painting?

Very truly yours,