

J. M. MATHES INCORPORATED

Advertising

260 MADISON AVENUE
NEW YORK, N.Y. 10016

WILLIAM T. OKIE
PRESIDENT

April 4, 1969

Mr. Eliot Porter
Route 4, Box 33
Santa Fe, New Mexico 87501

Dear Mr. Porter:

I was very happy to have your letter.

In respect to the Maine economic development pattern and policy - they are, as you know, a badly under-developed state with per capita income today lagging far behind other New England states.

However, we take great enthusiasm over their stated policy of not "dirtying" their own nest in efforts to advance the economic status of the state. I would have to say, therefore, that from what we see, the economic growth of Maine will be accomplished with conservation ever present in mind.

That does not necessarily say that you might agree to the use of your material in promotion and advertising that would be designed.


Rest assured, however, that were we to suggest the use of some of your photographs, we would not even consider doing so without first clearing with you the full context of any approach utilizing your work. We just happen to believe it is some of the finest photography we have ever seen of Maine.

I see that I failed to mention in my previous letter that we would certainly reach an agreement with you on price assuming you agreed to the use of some of your material.

Thanks for the information that your work will be on exhibit at Colby. My oldest son, by the way, was an art major there and graduated in 1965. Since he and I are going to Maine next weekend, we will be able to make a quick stop at Colby on the way through to take a look.

Many thanks for your interest.

Sincerely,



W. T. Okie

jt

J. M. MATHES INCORPORATED

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260 MADISON AVENUE
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WILLIAM T. OKIE
PRESIDENT

March 27, 1969

Mr. Elliot Porter
Route 4, Box 33
Santa Fe, New Mexico 87501

Dear Mr. Porter:

We are currently doing some publicity and promotional work for the State of Maine. This relates to their declared policy of economic development going forward with sound relationships to conservation. Hence in much of what we do, the quiet beauty of the State becomes a paramount factor.

We have, of course, familiarized ourselves with your book, "Summer Island." You are to be congratulated because this is a very wonderful discourse on that part of Maine...and your photography is second to none.

My thought in writing you was to see whether or not you might have available photographs of Maine other than those included in your book, i.e., shoreline, islands, wild land, lakes, etc.

If you happen to have a quantity of prints that you could send us, we would be most interested in the possibility of using some of this material in promotion for Maine.

I do not yet know what the extent of some of the promotional activity will be, but we will have such information very shortly.

In the meantime, we are definitely trying to search for unusual photographic material that tends to underline the great beauty and untrammelled, uncrowded character of the State.

Would you be good enough to let me know.

Sincerely,



W. T. Okie

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