



by Ansel Adams in *This Is the American Earth*

SIERRA CLUB

250 West 57th Street • New York, N.Y. 10019

May 13, 1970

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

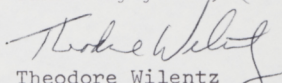
Dear Mr. Porter:

We are negotiating with Hallmark Cards regarding the usage of pictures from our books. If an agreement is worked out, they would like to use one of your photographs from The Place No One Knew and three from In Wildness for jigwaw puzzles. The Hallmark puzzles are among the finest in the mass market field.

They want to use the Sierra Club name as well as the photographs. Receipts from this usage will be divided equally between you and the Club. This means that you will receive \$250.00 per photograph as your share of the advance, and half of any royalty earned beyond the advance.

Would you please sign two copies of the enclosed form and return them to me, so that if we reach the agreement with Hallmark we can proceed without delay. The third copy is for your records.

Sincerely yours,


Theodore Wilentz
Publications Manager

TW:vl
enclosures.

p.s. Hallmark will need either the original transparency or a high quality duplicate transparency. If the original is sent, they will make a duplicate and return the original to you. We expect agreements to be reached within the next few weeks. Would you please let us know where you can be reached this coming month? T.W.

Memorandum of Authorization

Attention: Theodore Wilentz

Sierra Club
250 West 57th Street
New York, New York 10019

I hereby authorize the Sierra Club to make arrangements with Hallmark, Incorporated, for the use of the following photograph (s) as the subject of (a) jigsaw puzzle(s):

P. 125 - Aztec Creek - PLACE NO ONE KNEW
Plate 2, Summer - IN WILDNESS
Plate 17, Spring - IN WILDNESS
Plate 9, Autumn - IN WILDNESS

Signed: _____

Eliot Porter

Date: _____