

MEISEL PHOTOCHROME CORPORATION

1330 CONANT • P. O. BOX 6067 • DALLAS, TEXAS 75281 • AC/214-637-0170

M P C

July 15, 1974

Mr. Eliot Porter
Great Spruce Head Island
Sunset, ME 04683

Dear Mr. Porter,

Quite by accident I ran across your letter to our Credit Department regarding payment of your account balance. Our account manager, Dick Ball, was holding the payment until he had some sort of response from our processing department. I subsequently found a copy of the letter which our processing department head, Jacques Van Ingh, sent to you. I do not know the relative merit of his analysis, but I am more concerned that the transparencies were unusable. That being the case, I certainly have no intention that we should charge you for the processing.

I would be extremely disturbed to know that the light damage to the transparencies was, in fact, our fault. I have seen a great deal of your work and know that each and every shot is a potential prize winner. I know also that our Chairman, Ulric Meisel, holds you in great esteem and has remarked to me that he would be perfectly content in life to simply carry the camera cases of Eliot Porter.

My agency representative, Harold Hoffman, has recently tried to get in touch with you to see if you would submit a dozen or so transparencies of outstanding landscape shots for possible use in a brochure we are doing on decorator prints and murals. We have offered to pay a flat rate of \$500.00 for the privilege of making 4 x 5 internegatives and possibly selling large murals from the duplicates. The fee scale may not approach your normal compensation; and if such is the case, I will certainly understand. On the other hand, we certainly would be delighted to have an Eliot Porter landscape included in our brochure.

I have issued immediate credit on the full amount of \$55.30, and hope you will accept our sincere apology for any inconvenience we may have caused you.

Mr. Eliot Porter
Sunset, ME

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If in the future you have any problems or any special orders, I hope you will direct them to my attention. I would be honored to handle your work.

Sincerely,

MEISEL PHOTOCHROME CORPORATION

Dick Davies

Dick Davies
ASSISTANT VP FOR MARKETING

DD/gr

cc: Jacques Van Ingh
Bob Nienkamp
Dick Hinman

Enclosure