

Hoffman

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HOFFMAN AGENCY

HAS MOVED TO
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ADVERTISING
PUBLIC RELATIONS

April 15, 1975

Dr. Eliot Porter
Route 4, Box 33
Santa Fe NM 87501

Dear Dr. Porter:

Nice talking with you on the phone today regarding Meisel's possible use of your photography for decorator prints and murals.

We understand that, should you decide to participate, we can choose color photographs from any of your ten published books with the exception of "Forever Wild." All would be on a non-exclusive basis.

For project "A" we will need about 50 transparencies for a customer who wants to use four prints of each to decorate an office building. We will pay you \$50 each transparency, or a sum of about \$2500, for this first-time use. Then, we will pay you \$50 for each print made from our internegatives of your transparencies in the future.

For project "B" we will need about 20 different transparencies for a customer who will include them in his catalog for office furniture and decorations. We will pay you a one-time royalty of \$500 for each of the twenty transparencies for this use, or a total of approximately \$10,000. We will not use these transparencies for other customer orders than this one.

We would like to be able to use some of the 50 transparencies from project A in our advertising and promotion for our murals and decorator prints program, and of course the customer on project B will want to use the transparencies in his catalogs and promotion.

You mentioned that you are concerned about quality. A New York photographer recently tested Meisel against top New York labs and says that we beat them easily. Also, David Muench raves about Meisel's quality.

About print fading. . . I understand from Kodak that there is little difference between dye-transfers and Type Cs. We are evolving a policy for murals and decorator prints of replacing them on request at a much reduced rate.

Please call me if you have any questions. Both projects mentioned here are subject to approval of our customers before we can make you a firm offer. Naturally, we need your go-ahead as soon as possible.

continued. . .

Dr. Porter

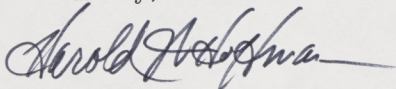
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You mentioned also that you must consider the impact of Meisel's program on your own making and selling of prints, should you decide to participate. As you know, book and record clubs have increased the sale of books and records in the stores. And I believe Meisel's program could do that for you. Especially, if you offer signed prints (as Jay Maisel is currently doing).

If you prefer, either Dick Davies or I will be happy to come to Santa Fe and discuss this in person. We believe you should have the increased exposure for your work - as well as increased earnings - that the Meisel program will give.

And we look forward to your acceptance.

Cordially,

A handwritten signature in dark ink, appearing to read "Harold W. Hoffman", with a long horizontal flourish extending to the right.

Harold W. Hoffman

HH:sm

CC: Mr. Dick Davies
Vice President Marketing
Meisel Photochrome Corporation
P.O. Box 6067
Dallas TX 75281