



Meisel Photochrome
Corporation
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July 24, 1975

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

Dear Dr. Porter:

I believe, if my memory serves me well, you are scheduled to be back in Santa Fe from your most recent mountain expedition and perhaps I can catch you with this status report on our many projects.

First, we have completed (a week ahead of schedule) the very large print order for Allen Ferry Design Group and the Independent Life Insurance building in Jacksonville, Florida. They seem to be extremely pleased with the large prints and have received many good comments from early visitors to the building. A copy of Mrs. Forrester's purchase order to Meisel is enclosed so you might see which prints they selected and the quantity that were produced off each original. Please note also that there were five large murals produced in 7 X 9 foot size for the elevator areas. I have added another \$50.00 royalty for each of these five duplicates.

Subsequent to that major project we have sold and delivered to D & B - Dallas four 4 X 5 prints (our numbers 42, 52, 62, and 31). Again, each print included a \$50.00 royalty and only one copy was made from the negative.

InterRoyal purchased the "Red Maples in New Growth" for the Chicago exhibition and also paid a single print \$50.00 royalty.

A California furniture store purchased number 70 (The Colorado River shot of reeds at Deer Creek) and will use it as an experiment in their showroom with a possible eye to stocking many more.

This totals 50 commissionable prints at \$50.00 each or \$2,500.00, and I am pleased to enclose that amount herewith. We have other purchase orders in house for six prints from a designer in Oklahoma City by the name of Arthur Johnson, who is decorating a new bank there. We also have a buyer in Dallas who is decorating the offices of Eppler, Guerin & Turner and will definitely use two or more of your enlargements. So as you can see, Dr. Porter, we are enjoying some success even though we have not

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publicized the collection in any way other than to show a half dozen enlargements at our showroom in the World Trade Center.

We just completed a four day home furnishings market at the World Trade Center and enjoyed very excellent response to your collection that was on display there and also the new American Cowboy collection that we are offering. In the past week, I have sent out 8 X 10 proofs to four different design groups including Dow Corning, South Central Bell, San Diego Photo Supply and others who have specific projects where they intend to use your scenics.

We ran an ad recently in three of the interior design and architectural magazines in which we offered the "Great Scape" prints that you have seen in the brochure that we published earlier. We had over 2,000 personal responses from that ad so we are confident that this is definitely an idea whose time has come.

Finally, I would like to relate to you, Dr. Porter, my experiences with InterRoyal regarding the possible use of the decorators murals as a part of their line of office equipment and acoustic panels. You will recall from my earlier visit with you in Santa Fe that we discussed the plan to make a large mural of the Red Maples in New Growth and to display this print on the back of their 9 X 18 foot file cabinets in Chicago. Well, three weeks ago, we held that big national convention for decorators in Chicago and InterRoyal was overwhelmed with interest and inquiries about the big murals. I was there and saw and heard the many comments about the photomurals. Any doubts that the InterRoyal management had regarding the saleability of the color mural was certainly dispelled in Chicago. Their chief designer sat down with me and selected 10 prints from our current series of 73 which he would like to use in redecorating the Dallas showroom at InterRoyal. This would be done in anticipation of their adding the color mural to their line of office equipment. This week I talked with their representative in New York who is in charge of three product lines. He informs me that they definitely want to work out a program with us (and with you) and that he will be in touch with me following their product review meeting on August 17th. At that time he expects to arrive at firm decisions and commitments with regard to the photomurals.

I would like to schedule a meeting with you in Santa Fe (or wherever) sometime in August so that we might discuss our working relationship in this major project and to consider some other adventures as well. I believe for example if we had a portfolio of 100 lithograph copies of your best scenics that we could send out to the respondents to our Great Scapes ad, we could find ourselves specked into dozens of major design jobs throughout

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the country. Right now I am operating with mostly Appalachia, a little Colorado, and some Florida. But I know we could assemble a packet of 100 really outstanding originals that would serve almost any decorator's design requirements.

Needless to say, Dr. Porter, I am very excited about the potential of this market, and I hope that we can work with you in developing these programs to our mutual benefit. I would be very interested in your reaction to these ideas and to your availability for a meeting in August.

Sincerely,

MEISEL PHOTOCHROME CORPORATION

A handwritten signature in dark ink, appearing to read "Dick Davies", written in a cursive style.

Dick Davies
Vice-President Marketing

DD/dp

Enclosures

PS I am also enclosing with this letter, the last of your originals which I had in our possession. This being the Moss and Rotten Wood transparency which Atlanta was showing to a potential customer.