



Meisel Photochrome
Corporation
Business Offices
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September 17, 1976

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

Dear Dr. Porter:

It has been some time since we talked last, but we have been very active in our efforts to sell the photographic wall decor print. Most of our sales this year have been custom enlargements from the customer's own originals, but we are doing very well with our American Cowboy series and the earlier Great Scapes collection. We recently completed installation of sixteen 10 X 20 foot murals for Pennzoil in Houston - a \$40,000 project.

I hope you will recall our conversation during my first visit to Santa Fe when I discussed with you a potentially very large account in the office partition wall business. I had been discussing with InterRoyal the possibility of using the color print with their office systems, and I felt very encouraged about the concept.

After more than a year of negotiations and various tests with InterRoyal, we finally gave up on any sort of inventoriable color print for them. The problem was a non-standardization of their partition wall, file cabinets, and acoustic panels. We still expect to do some work with them but it will be on a custom basis.

However, recently in Chicago we approached Westinghouse ASD group which produces a similar line of office partition walls. Westinghouse designers have, in fact, used our color enlargements in installations involving as much as \$10,000 worth of custom enlargements. The top people at Westinghouse were very excited about the concept of a nation-wide (international, in fact) offering of the color photograph as an option to their office system. They invited us to prepare an insert for their dealer catalogues which they will distribute to 10,000 holders of these catalogues. The designers and sales people will deal directly with Meisel in the purchase of the color enlargements. As you can see from the enclosed brownline of the brochure, the prints will be custom made to fit only 9 standard panel sizes. Because we are varying substantially from standard sizes and also because we feel there is an opportunity to sell some smaller prints from your beautiful originals, we would like to propose the enclosed royalty schedule to replace our earlier agreement. As

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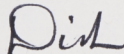
you can see, we have retained the \$50.00 royalty for a 40 X 60 inch print and we have scaled up and down from that figure depending on the square footage. We will not print and inventory your originals in any standard sizes. Each and every print will be custom produced as ordered, and the royalty will be paid on every enlargement.

We also intend to print some additional copies of the Westinghouse brochure, without the references to Westinghouse, so that we can offer "Eliot Porter's Wilderness" to several hundred decorators and architects who have written in for information on photographic wall decor.

We expect to do approximately \$500,000 in our Special Projects Division this year, Dr. Porter. And we are confident that the "Wilderness" collection will be our best selling collection to date. It is impossible to even guess what the impact of the Westinghouse sales will be once this color brochure is in the hands of 10,000 "specifiers". Needless to say, we are excited about the prospects, however, and I hope this promotion meets with your complete satisfaction. I will be in touch with you by phone very shortly for your reaction.

Sincerely,

MEISEL PHOTOCHROME CORPORATION



Dick Davies
Vice- President Marketing

DD/dp

Enclosures

PS Feel free to make any additions, deletions, or corrections to the text portion of the brochure.

cc: Carol Stewart

--ROYALTY SCHEDULE--

-SIZE-		QUANTITY	
Square Feet	Standard Within Sq Ft	First Print	Multiple Orders From the Same Negative
2	11" X 14"	\$ 15	Negotiated on Each Order
3	16" X 20"	20	
4	20" X 24"	25	
5	24" X 30"	30	
10	30" X 40"	35	
20	40" X 60"	50	
30	5' X 6'	55	
40	5' X 8'	60	
50	6' X 8'	70	
60	7' X 8'	80	
70	8' X 8'	90	
80	8' X 10'	100	
90	8' X 11'	110	
100	8' X 12'	120	
Over 100		125	

Note: If order falls between two sizes, royalty will be paid on the next largest size.

In addition to Eliot Porter . . .

Meisel works with many of the outstanding photographers in America and in many other countries as well. So, when you need something specific — like a cornfield in Iowa, a trout stream in Colorado or a Mayan ruins in Guatemala — we can probably provide a selection of fine original photographs.

We maintain a Master Library of Images that includes many scenic, nature and floral shots from various parts of the country. Also, we have two major collections, the "Great Scapes" and "The American Cowboy."



Great Scapes

Top scenic photographers furnished us with hundreds of original transparencies, and from those we chose 22 for our "Great Scapes" collection. Included are outstanding scenes from all parts of the country by such photographers as David

Muench, Ray Atkeson, Ozzie Sweet, Ed Cooper, Grant Heilman, Ray Manley, Herb and Dorothy McLaughlin, J. Fanta, Ulick Meisel, Joseph Fire and Eric Carle. These are available in any size mural or decorator print and as Panel photographs for Westinghouse ASD Group panels.



Monochromes and Customized Colors

Meisel can make monochrome prints in any color from black-and-white negatives, color transparencies or negatives. Also, we can alter the overall color of the print — and sometimes just portions of it — to harmonize with the decor selected by the designer. Just send us a color sample. These prints are available in all sizes and as Panel Photographs for Westinghouse ASD Group panels.



The American Cowboy

Western Photographer Bank Langmore designed special holders for his cameras and, for two years, rode with cowboys on the largest cattle ranches from Texas to Oregon. To illustrate the book, "The Cowboy," he took 15,000 shots of cattle and horse roundups, roping and branding, bronc busting and Saturday nights at the local saloon.

Meisel selected 30 of Langmore's works for this collection. Ideal for lobbies, executive suites and other interiors, they are available in 20x40 or 40x60 inch sizes, mounted and framed if you desire, and also in murals and as Panel Photographs for Westinghouse ASD Group panels.

Ordering information

Panel Photographs for Westinghouse ASD Group Panels

Meisel custom makes each panel photograph on Kodak Ektacolor paper and mounts it on hardboard that is the same size as the glass. Nine sizes are available to fit panel frames as follows:

Panel Frame Catalog No.	Photo and Glass Size	Panel Height	Panel Width
PF348	30 1/4"x44 1/2"	48"	36"
PF448	42 1/4"x44 1/2"	48"	48"
PF548	54 1/4"x44 1/2"	48"	60"
PF360	30 1/4"x56 1/2"	60"	36"
PF460	42 1/4"x56 1/2"	60"	48"
PF560	54 1/4"x56 1/2"	60"	60"
PF380	30 1/4"x76 1/2"	80"	36"
PF480	42 1/4"x76 1/2"	80"	48"
PF580	54 1/4"x76 1/2"	80"	60"



Your Negative or Ours

You can select from Eliot Porter's "Wilderness," "Great Scapes," "The American Cowboy," or our Masters Library of Images.

If none of these fits your needs, we will ask professional photographers to draw from their files or shoot other negatives for you.

We welcome your own photography of course. If you have existing negatives or transparencies, we can use them for Panel Photographs, murals or decorator prints. We prefer 4x5 inch negatives or transparencies, however, we can make surprisingly good prints and murals from those as small as 35mm. For best results we must have a good-quality original rather than a print or duplicate.



Slides and transparencies make excellent murals and decorator prints via our 4x5 or 8x10 inch internegatives.



We use Kodak paper. For a good look.

Meisel maintains a showroom in the Dallas World Trade Center. Designers and architects are invited to visit and view the murals and decorator prints on display. Please call for an appointment.

Mounting

Photographs for Westinghouse ASD Group panels are laminated under intense pressure to hardboard 1/4-inch thick and trimmed to a tolerance of 1/16th inch. They slide easily into the panel frame in the groove made for the glass. Decorative material can be laminated to the back of the photographic panel if desired.

Decorator prints can be mounted on artboard, Masonite, canvas board, canvas on stretcher bars, or canvas on Masonite to 40x60 inches in size.

Murals and Panel photographs sizes 54 1/4"x56 1/2" and 54 1/4"x76 1/2" inches are printed on 40 or 50 inch Kodak Ektacolor paper. Necessary seams in larger photographs are artboarded so that they are unnoticeable at normal viewing distances.

Murals are considered to be any print that exceeds 40x60 inches in size. Up to 9 by 24 feet or larger! Normally photographic murals are installed direct-wall by Meisel specialists.

Delivery Time

Panel Photographs — 4-6 weeks
Decorator Prints — 3 weeks
Murals — 4-6 weeks

To Place your Order

Write to Sally Vavrin,
Meisel Photodrome Corporation,
P.O. Box 58331, Dallas TX 75258,
or call her at (214) 637-0170.



Panel Photographs, Murals and Decorator Prints from Meisel

Custom color originals — from your negatives or ours — in nine different sizes for Westinghouse ASD Group panels or in any size for murals and decorator prints.



Fidelity Union Life Insurance Company of Dallas brings the great Texas outdoors inside with Panel Photographs from Meisel, the country's largest custom color lab and professional photographers.



Eliot Porter's

Wilderness



E19

Eliot Porter graduated from Harvard Medical School and was teaching there when he decided, with the encouragement of Ansel Adams and others, to turn full time to photography.



E26

Since then, ten books* of his photographic masterpieces have been published, and, after many exhibitions including Alfred Steiglitz's celebrated *An American Place* and the Museum of Modern Art, he has become the number one color photographer with museums and collectors.

Messel has persuaded Dr. Porter to make some of his best color originals available for interior design, and we now offer 40 of these works, 24 of them shown here.

From his original 4x5 inch transparencies we have exposed 8x10 internegatives which are now in our library for designers. Murals and decorator prints can be made to any size from them, and the ones shown here are available as Panel Photographs for Westinghouse ASD Group panels.

Each panel, mural or decorator print is handmade on Messel's special enlargers using Kodak Ektacolor paper. It is custom cropped, doctored, burn-in and hand-finished with the exclusive "Messel Touch."

There's nothing quite like an original color photograph made by Messel for rich colors and fine details. The quality difference is readily apparent.



E67



E15



E36



E10



E62



E154



E1



E5



E5



E162



E4



E11



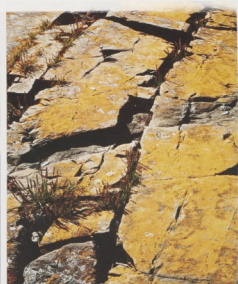
E18



E167



E158



E164



E56



E35



E2



E155



E152



E57

*Eliot Porter's books include "In Wilderness is the Preservation of the World," "The Place No One Knew — Glen Canyon on the Colorado," "Forever Wild — The Adirondacks," "Summer Island," "Baja California — the Geography of Hope," "Galapagos — The Flow of Wilderness," "Appalachian Wilderness," "Birds of North America — A Personal Selection," "Down the Colorado," and "The Tree Where Man Was Born — An African Experience."