

THE MUSEUM OF MODERN ART

NEW YORK 19

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TELEPHONE, CIRCLE 5-8900
CABLES, MODERNART, NEW-YORK

DEPARTMENT OF PHOTOGRAPHY

October 3rd, 1951

Dear Dr. Porter:

In the history and development of photography, there have never been more than a few collectors of photographic prints except for commercial purposes. Collectors of fine photographs are conspicuously rare. Here at the Museum, we are initiating a campaign to create and stimulate an interest in the acquisition of photographs from the collector's point of view.

As an auspicious opening to this campaign, we are having a special exhibition during the month of December with a view to taking advantage of the Christmas gift idea. We are inviting about twenty-five photographers to participate in this exhibition and sale. If you are interested in co-operating, may we have four prints each, of one or two of your photographs for this purpose. One print of each subject will be hung in the exhibition; the other three prints will be ready for immediate delivery to the purchaser.

We cannot guarantee you any sales, but the Museum staff is optimistic. The exhibition will be limited to prints selling between \$10 and \$25. Will you state your price, within this range, on each print you send? A service fee of 20% of the price of prints sold will be deducted to cover the expense of overhead, handling and bookkeeping.

Prints that are 8 x 10 and smaller may be mounted on white board with a margin or trimmed bleed. Prints, 11 x 14 (maximum size), should be mounted on heavy board or masonite, trimmed bleed. All prints should be here before November 1st.

To enable Miss Chamberlain to inaugurate an active publicity campaign for this exhibition, we would like to have a print for release to magazines as soon as possible. Please let me know at your earliest convenience if we can count on your co-operation.

Sincerely yours,

Stieglitz
Alfred Stieglitz
Director

Dr. Eliot Porter
Route 1, Box 5B
Santa Fe, New Mexico

ES:js

could you make that many prints? not. Will you support me after nature's selection? I think this is an important step.