

II November 1985

Bob Tucker
Color Separations Inc.
540 Sandau Road
San Antonio, Texas 78216

Dear Bob,

Bill and Barbara Holman came up to Fort Worth last week to deliver bird prints and to discuss the progress of our bird book project or the lack thereof. It was the first time that I have had an opportunity to be filled in as to what is going on with David. Prior to this talk with Bill and Barbara I really had no idea that he was so far behind in his payments to you and that work on the color separations had ceased for the time being.

David is a good man. He is an honest man without a trace of guile, but he has a maddening habit of not letting me know that things are not running smoothly until a crisis is upon us. When I discussed this problem with his parents both agreed that David's pride simply will not allow him to be candid about such problems. Unfortunately David Holman's pride is a luxury that I cannot afford.

Bob, you and your company have done a splendid job for us, and I absolutely do not want our business relationship to go sour. I would like to have the work completed on this book as soon as possible, because I wish to work with you again on Scott's and my next project.

As briefly as possible let me try to explain to you the current status of the bird book. Since you have not heard any word from me — and David may have remained silent to you about any difficulties we have been experiencing — an explanation from me might perhaps set your mind at ease. To date we have sold slightly more than half the books. Our subscribers fall into three categories: 1) Those who have paid but have had their money placed in our escrow account. 2) Those who have paid part of the cost and who will pay the balance within 30 days of their receiving notice that their book is ready for delivery. and 3) Those who have placed their names on our order list and will pay the full amount on delivery. So far we have slightly more than \$50,000 in our Escro account, another \$45,000 in collectible balances due, and about \$75,000 in books sold

but with no payments to be made until the book is received. This makes a total of approximately \$170,000 which we will be able to collect as soon as the books are ready to deliver.

In addition to these monies we have sold all the original bird paintings to the Fort Worth Museum of Science and History for \$300,000. They are now beginning to canvas their patron donors to contribute funds for this purchase, and so far they have raised about \$150,000 in signed pledges. This money raising campaign will begin in earnest in early January 1986 when the Museum is planning a four-day special showing beginning with an elegant cocktail party at the museum for these patrons and the socially elite. With the attendant publicity surrounding this opening and the official announcement of the Museum's purchase, the rest of the money will be raised quickly. \$100,000 of the museum purchase money will go to our lending bank to satisfy our obligations there, but we will be free to use the rest. The museum is planning to organize a traveling show to exhibit the bird paintings in several major cities across the state in 1986 for the Sesquicentennial, and this will insure the sale of the rest of the books.

Bob, it is extremely frustrating after all of our hard work to plan this project properly, to have major problems arise at this late stage in our production. I do not want to go behind David's back, but it is most important that we keep the color separations. In order to resolve our difficulties I think it is necessary for you and me to communicate with each other as much as possible, either by phone or by mail. You are welcome to show this letter to David if you feel that you must, but since he is so easily upset, it might be a good idea for the time being if you did not. Bill Holman told me that you are currently owed about \$15,000. This news came as a surprise to me, for not long after David and I signed the contract, I sent him a check for \$35,000 to cover a considerable amount of the color work as stipulated in the contract thus: "Publisher will pay Printer \$35,000 when color separations actually begin and publisher receives written evidence that such has actually begun." It was my understanding that all this money would be going to your company, though it now appears as if David used some of this money for other needs. David once told me that his cost for color separations was about \$1,000 per picture. Since I have received to date only 27 prints — and Bill told me that David has no more color separations to work with at the moment — you perhaps can see why I was taken

by surprise to find out that you are owed \$15,000 with only slightly more than half the work completed. David was not legally bound to pay you all of that particular \$35,000 which I sent him, but he certainly could have been more helpful to both of us by not being so secretive about it.

Because of delays caused unfortunately by both David and myself, I have already spent more than \$100,000 more than was anticipated. These extra expenses have eroded the extra funds in our publishing account, and we have been left with an annoying shortage of funds to take care of emergencies. I am sure that you can understand how frustrating it is to have an ample supply of money simply waiting there for us as soon as the books are printed and ready for delivery. We are still selling books, and this weekend we are going to have a special three day sale of the completed bird prints at my studio. Our shows are always well-attended, and this exhibition and sale should be no different. However, Scott and I have never had a show before that was exclusively for the sale of prints, and I am not quite certain what results to expect. One of the main reasons for having the show is to keep the public informed about the progress of the bird book and to attract a few more subscribers.

One of our chief problems with new subscribers is that most of them have preferred to wait until the book is published and ready for delivery before they pay. They are all aware of our two past delays. We are now more than nine months behind our original schedule. (It took much longer than I had planned to process our loan through the bank, though there was never any problem with the loan. It also took Scott and me longer than I had anticipated to write our part of the manuscript. And even though David and I signed our contract on February 8th, 1985, for some reason he was not able to get his color press in shape to print any of the plates until the middle of June, and in fact did not really get any production going until the middle of July!) These delays are really nobody's fault. They are the part and parcel of trying to accomplish a highly complicated and monumental publishing effort by adhering to a strict - and therefore vulnerable - schedule of production timing and costs.

Our main problem at the moment is that we have have done just about all the promoting and selling that it is possible to do without actually having a book in our hands. I am very proud of the work that my co-workers and I have done to create this book and to market it. The reason why it has been so successful and will continue to be once it is published is that we have a truly magnificent

product. However, there is a limit to what can be done without actually having the product itself. In spite of the difficulties which we are currently experiencing, we are pleased and encouraged by the knowledge that even if we did not sell another book between now and the time that the publication is completed, there would still be approximately \$470,000 waiting for us through our various subscriptions and through the sale of our original bird paintings to the Museum of Science and History. This amount far exceeds what will be required to satisfy everybody, and, as I have said, this money will be in our hands as soon as the books can be delivered.

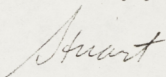
Bob, if there is some way that we can work out our payments to you, where you might allow us to pay a substantial balance when the book is finished, I would do everything in my power to cooperate with you in every way. I realize that you have craftsmen to pay and other expenses as well, and I will send as much money as possible to you in the interim while you proceed. Also I would prefer dealing directly with you rather than through David so that I can be better kept informed as to what is really going on. I also realize that there is a limit to the amount of credit that you might be able to extend, since we already owe you \$15,000. However, if I could send to you, through my attorneys, reliable proof that we do indeed have sufficient money waiting for us when the books are ready for delivery, would you be willing to help us work out a solution to this temporary emergency that would satisfy everybody and prevent further delays with the publication of the bird book.

In the meantime, if you would send me a bill for services already rendered as well as a schedule of payments yet to be owed after this bill is taken care of, I will make every effort to bring us up to date in our payments to you as quickly as possible. Bill Holman told me that you were going to hold the original paintings until you receive your money. However, because I am very pleased with your work and because I have great faith that we can resolve our difficulties through mutual communication and cooperation, I have told David to continue to send the last of our pictures to you. I can very easily see how upset you can be if you have not heard anything from David or from me. Unlike David I am a great believer in communication with important collaborators such as Color Separations Inc. I have already had a tremendous number of compliments about the color work that has been done so far, and when this book is finished and finally delivered, I believe that you and your company will be very proud of the critical role which you have played in the creation of this very important publication. I have al-

ready thanked you liberally in the acknowledgement section of our book, and it is my hope that your company will reap some benefit from it.

Scott and I hope that you are feeling well and I look forward to hearing from you at your earliest convenience so that these present difficulties can be resolved as quickly as possible and to the satisfaction and the benefit of all of us. I am enclosing an invitation to an opening which we are having at our little gallery this weekend. We have never had a print exhibition and sale before, but our shows are always well-attended, and so it will be interesting to see how well received the bird prints will be.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Stuart".

Stuart W. Gentling