



# CORONET M A G A Z I N E

919 NORTH MICHIGAN AVENUE

CHICAGO 11, ILLINOIS

CABLE ADDRESS - ESQUIMAG

October 1, 1946

Dear Friend:

As a photographer you probably know Coronet Magazine, and you will probably remember the Gallery of Photographs it once featured -- a special section in each issue devoted to the presentation of outstanding salon prints gathered from everywhere in the world. The Gallery was known for its quality. The reproduction of a photographer's work with his name beneath it in Coronet was something to which he could point with pride. The appearance of a photograph in this special section often proved a spring-board of opportunity for the photographer who made it.

During the war, because of restriction on paper supply, we were forced, temporarily, to omit this feature from Coronet. Now, with wartime pressures lifted, we are re-opening the Gallery with our November Tenth Anniversary Issue.

Our requirements for photograph submissions are quite simple:

1. All prints should be vertical black and whites.
2. You may submit former prize winning photos, photos exhibited or published previously, or photographs which have never yet been shown. These may be mounted or unmounted.
3. We prefer appealing photographs: scenics, humor, character portraits, composition studies, modern or experimental work, technical tricks ... More than anything else, however, we want to see human interest shots with powerful human interest impact.
4. Prints will be carefully handled by our editors and there is no limit to the number of prints you may submit.
5. Accepted photos will be purchased at the rate of \$15.00 each and the reproduction will, of course, carry the photographer's name beneath.
6. Prints we find unsuitable will be returned.

Polo

Siame

~~Siame~~

Covered Wagon

Woman Baby & Sausles

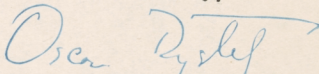
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7. Submissions should be made to Coronet Gallery of Photographs, Coronet Magazine, 919 North Michigan Avenue, Chicago 11, Illinois.

I am sending you this advance news of the re-opening of Coronet's salon Gallery in the hope that it will be of help in your plans for the coming season, and because we feel that this year will be one affording biggest opportunities for photographers. Coronet's Gallery may be one you will not want to overlook.

We hope to hear from you soon.

Yours sincerely,



Oscar Dystel  
Editor in Chief

OD:EJ