

THE
SHOSTAL
PRESS AGENCY

The Syndicate for Distinguished Color Photography

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CABLES: SHOPRESS, NEW YORK

545 FIFTH AVENUE
NEW YORK 17, N. Y.

We sell transparencies to all leading magazines for covers and inside illustrations; also to numerous advertising agencies, calendar and greeting card manufacturers, lithographers and other outlets.

The subjects we need are human interest: pretty girls, children, couples, men, family and other groups (not just portraits, but with real life action or feeling of such); landscapes with a mood; city views and sights of interest; industry and science; farm subjects including buildings, activities and animals.

The smallest size should be 3 x 4; we prefer 4 x 5 or 5 x 7. Only foreign views, and fast action shots may be smaller. We cannot use any prints - only the original transparencies.

The prices we obtain range from about \$100. to \$500. each, depending on the subject and rights purchased. Our commission is 40% and we send our check when we bill our customer.

It is understood that we shall be the only syndicate to whom you send your color transparencies.

We look forward to hearing from you further.

Sincerely yours,

THE SHOSTAL PRESS AGENCY