



**Smithsonian Institution**

*Archives of American Art*

## **Jacques Seligmann & Co. records, General Correspondence: New Yorker, 1934-1959**

Extracted on Mar-29-2024 06:54:35

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THE  
NEW YORKER  
No 25 WEST 45TH STREET  
NEW YORK, N. Y.  
[[logo]]

February 14, 1935

Mrs. T. D. Parker  
Jacques Seligmann & Co.  
3 East 15th St.  
New York City

Dear Mrs. Parker:

It was very good of you to give me so much of your time this morning and I appreciate it.

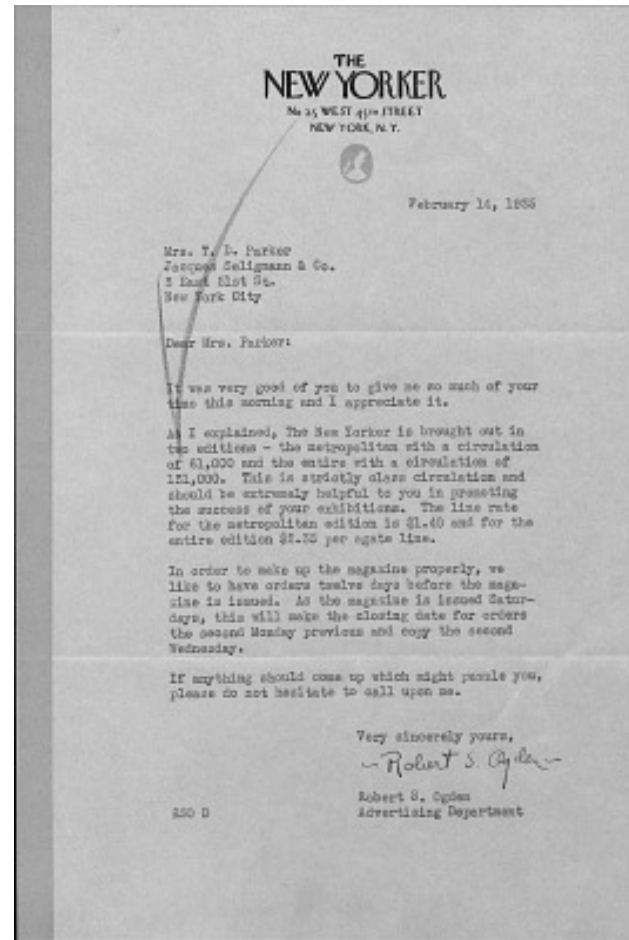
As I explained, The New Yorker is brought out in two editions - the metropolitan with a circulation of 61,000 and the entire with a circulation of 131,000. This is strictly class circulation and should be extremely helpful to you in promoting the success of your exhibitions. The line rate for the metropolitan edition is \$1.40 and for the entire edition \$2.35 per agate line.

In order to make up the magazine properly, we like to have orders twelve days before the magazine is issued. As the magazine is issued Saturdays, this will make the closing date for orders the second Monday previous and copy the second Wednesday.

If anything should come up which might puzzle you, please do not hesitate to call upon me.

Very sincerely yours,  
[[signature]] ~Robert S. Ogden [[/signature]]  
Robert S. Ogden  
Advertising Department

RSO D



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