



**Smithsonian Institution**

*Archives of American Art*

## **Jacques Seligmann & Co. records, General Correspondence: Spur, 1921-1938**

Extracted on Apr-19-2024 04:45:23

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THE SPUR PUBLISHED BY THE ANGUS COMPANY NEW YORK

December 11, 1924.

LONDON 60 HAYMARKET  
PARIS 13 BOULEVARD DES ITALIENS  
CHICAGO 122 SO. MICHIGAN BOULEVARD  
BOSTON 194 BOYLSTON STREET

JOHN A MCKAY PRES.  
JOHN HADCOCK VICE PRES.  
FRANK C HOYT TREAS.

CABLE ADDRESS KAYSPUR

PUBLISHED ON THE FIRST AND FIFTEENTH OF EVERY MONTH

SUBSCRIPTION PRICE  
UNITED STATES MEXICO  
AND CANADA -----\$8.00  
FOREIGN COUNTRIES 9.00

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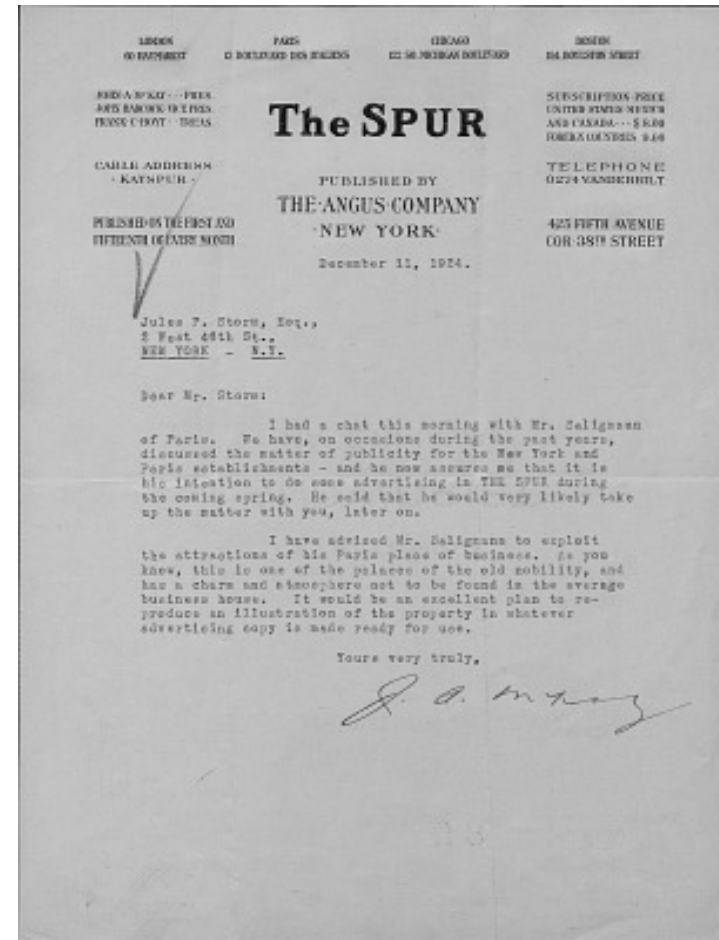
Dear Mr. Storm:

I had a chat this morning with Mr. Seligmann of Paris. We have, on occasions during the past years, discussed the matter of publicity for the New York and Paris establishments - and he now assures me that it is his intention to do some advertising in THE SPUR during the coming spring. He said that he would very likely take up the matter with you, later on.

I have advised Mr. Seligmann to exploit the attractions of his Paris place of business. As you know, this is one of the palaces of the old nobility, and has a charm and atmosphere not to be found in the average business house. It would be an excellent plan to reproduce an illustration of the property in whatever advertising copy is made ready for use.

Yours very truly,

J. A. McKay



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