

Jacques Seligmann & Co. Records, New York Office Correspondence: Am-Ar, 1913-1923

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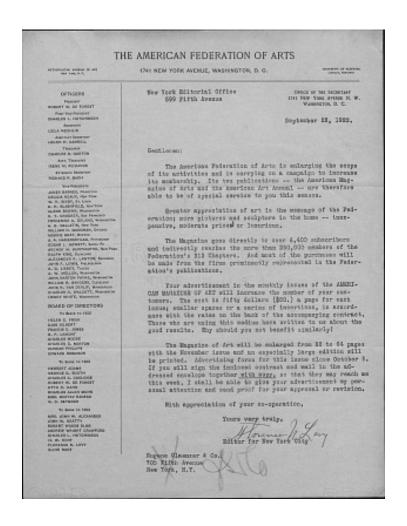
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OFFICE OF THE SECRETARY 1741 NEW YORK AVENUE, N. W. WASHINGTON, D.C.

New York Editorial Office 599 Fifth Avenue

September 25, 1922.

Gentlemen:

The American Federation of Arts is enlarging the scope of its activities and is carrying on a campaign to increase its membership. Its two publications -- the American Magazine of Arts and the American Art Annual -- are therefore able to be of special service to you this season.

Greater appreciation of art is the message of the Federation; more pictures and sculpture in the home -- inexpensive, moderate priced or luxurious.

The Magazine goes directly to over 6,400 subscribers and indirectly reaches the more than 250,000 members of the Federations 313 Chapters. And most of the purchases will be made from the firms

prominently represented in the Federation's publications.

Your advertisement in the monthly issues of the AMERICAN MAGAZINE OF ART will increase the number of your customers. The cost is fifty dollars (\$50.) a page for each issue; smaller spaces or a series of insertions, in accordance with the rates on the back of the accompanying contract. Those who are using this medium have written to us about the good results. Why should you not benefit similarly!

The Magazine of Art will be enlarged from 32 to 64 pages with the November issue and an especially large edition will be printed. Advertising forms for this issue close October 5. If you will sign the inclosed contract and mail in the addressed envelope together with copy, so that they may reach me this week, I shall be able to give your advertisement my personal attention and send proof for your approval or revision.

With appreciation of your co-operation,

Yours very truly, Florence N. Levy Editor for New York City

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Eugene Glaenzer & Co.
705 Fifth Avenue
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