

I Am Paying \$1.00 Per Agate Line For Daily Newspaper Space--Right Now

---and I'll take more space; if they'll give
it to me---and at that rate

HARRY G. SELFRIDGE
England's Greatest Merchant
American Who Conducts Great
Store in London, England

Read On Mr. Merchant--- It Will Pay You

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Need Straightforwardness for Business, Merchant Says

By HARRY G. SELFRIDGE—American Who Conducts Great Store in London

This war has taught the public many things and, among others, the value of publicity. The progressive business man has been conscious of its magic possibilities for years; but now there can be no intelligent person who does not realize that, without it, nothing can get done. For publicity, or advertising, is the art of making known something of importance or general interest.

The government once more has had to take a leaf out of the business man's book and learn to advertise. * * * No business enterprise of any size can exist without publicity as a means of getting into touch with people's minds and needs and purses. No single idea can bear any fruit until by publicity it has permeated the intelligence of vast numbers of thinking folk.

Straightforwardness Best

It is publicity that has created a highly sensitized, receptive national intelligence, and to thwart this by unwise censorship, whether of war news, books, or plays, is a weak and stupid policy. Business advertising proves repeatedly that straightforwardness is the only policy.

It costs huge sums for a business man to turn the searchlight of publicity on to his own enterprise * * * Dishonest publicity defeats its own ends; it makes no deep and lasting impression, which is what every business man wants.

To spread the news of things, to publish interesting facts abroad, to stimulate men's minds—in short—to advertise, make known—has become an art. Painters, draftsmen, writers have lent it grace; business minds have given it lucidity and point. By its means an advertising expert can make a photographic record on that most impressionable disc—the public mind—creating markets, selling goods, or (as it has been seen) achieving service for the state. What other force exists that can accomplish all these things?

Increases Advertising

On August 5, 1914, the day after war was declared, I increased our advertising space. From that day I have been buying all the advertising space available. I would do more advertising today if I could get the space.

We are limited only by the limitations of the newspapers. We are taking right now every inch they will give us, and at rates that would make us in the States turn somersaults and fall over backwards.

I am paying at the rate of \$1 per agate line for display space right now. I will take more space if they will give it to me—and at that rate.

The first four months of this year have been the biggest four months in our history. This growth has come because we have forced it. At the be-

ginning of this year we were the sixteenth largest house of the kind in the world. At the end of this year we will be the sixth. Within two years after the new store building is completed we will be first.

Talks to Millions

A big factor—a very big factor—in this record has been and will continue to be newspaper advertising. We never could have broken through these traditions over here without it. We had to use all we could to break down prejudices.

We made people stop, look and listen. Then the store itself did the rest.

We now talk to millions of people every day through our advertising columns, and they believe in us, trust us, respond to that advertising quickly and continue to be our customers in all kinds of weather.

The large business enterprise that is not going the limit in advertising just now is making a huge mistake.

Now, more than at any other time, it is necessary to push the display advertising. The business man who fails to realize that right now—in wartime—he should drive ahead with his advertising at greater speed than ever has overlooked a golden opportunity.

At no time in the history of our business here has advertising paid such large returns as right now. My only regret is that I can't buy more space.

Here's An American in the True Sense:

He has broken down custom, precedent, prejudices—everything in order to make his the *first* house in England. He'll do it—and the House of Selfridge will be an everlasting monument to the power of daily newspaper advertising

Think---What You Can Do, Mr. Merchant in South Bend
Where Advertising Costs in Newspapers are Low

Better Call in the NEWS-TIMES Ad Man