

J. B. Sparks and wife have moved to Condon, where they expect to reside in the future, they having rented a home and set up house-keeping in that city.

Fuel will cost more later than it does now. Save money; help the

government and take no chances on heatless days, by ordering your fuel NOW.

Attorney C. E. Woodson returned Sunday from a visit of a few days in Portland, where he was called on business.

Advertising Is Secret of Selfridge Success In London

American Proprietor of Great Department Store in English Metropolis Tells How Publicity Woke and Finally Won British.

The following interview by Charles N. Wheeler, London correspondent of the Chicago Tribune, with Harry Gordon Selfridge, a former Chicago merchant and now proprietor of a large department store in London conducted along American lines, is reprinted from a recent issue of the Tribune.

London.—"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 summersaults 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, I probably will pay more before the war is over. But I will take all they will give.

"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 beginning 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.

Ads Shatter Traditions.

"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. If retrenchments appear necessary they should be made in every other department but the publicity one—the newspaper advertising one. These prices they are soaking us now for space are simply awful—but I'll take more space if they will give it to me."

American Store in London.

The foregoing statement was made by Harry Gordon Selfridge. I dropped in at the Oxford street store the other day to have a chat on business and the effect the war was having on great merchantile establishments of this character. People here refer to the Selfridge store as the "miracle store" and the "brilliant business romance."

The store has had a truly brilliant career. Mr. Selfridge achieved what all his friends and all London told him impressively was impossible—the establishing in the heart of London's great drapery district of a typical American department store of huge size. They told him—and proved it to him to their satisfaction—that he would lose every dollar he intended putting into it. They endeavored by every kind of dissuasion to have him see the light and return to America before he had to borrow the price of a steerage ticket.

Advertising Is Secret.

Today they still marvel. They can't understand it. Perhaps if Mr. Selfridge were to answer why he fooled everybody and made himself the merchant prince of London in a few years, and had to compress his answer into one word, he might truthfully reply: "Advertising."

That is, it was the judicious and intelligent publicity that brought the store to the people of London. His greatest task was to get in touch with the purchasing public. He found a stone wall of tradition opposing him. Innovations, particularly from America, made no appeal. Then he turned on London a searchlight of newspaper advertising that stands in the record one of the most expensive and brilliant pages in merchantile publicity.

Invests Huge Sums.

He began spending money as if he had the Bank of England back of him. He realized that the London populace might not gasp in wonderment at the small advertisement extolling the merits of a silk stocking. He realized that he had to do some-

thing on a big scale, and something, above all else, that would compel attention.

He knew that Londoners have a weakness for art. The average Londoner will waste half his time going down the Strand—or improve it—stopping to view the crayons and watercolors and sketches in the shop windows. A beautiful picture, an artistic drawing, a clever cartoon, will get an audience any time in old London town. So Selfridge started out to do something big in the artistic line.

He ascertained the names of the leading black-and-white artists of the English capital. He got in touch with the foremost artists of the day—the men who had made Punch, and the Graphic, and Illustrated News, and other great illustrated periodicals famous the world over. He got in touch with other artists. Then he set them to turning out the finest drawings they were capable of.

London "Falls."

London fell. London, though not in a hurry about it, casually dropped around Oxford way if that happened to be between any points to be visited that day. Many, no doubt, came to scoff, but remained—to pay! Like wild turkeys following a trail of corn to a trap, they were shy and walked around a good bit before venturing in.

But once they ventured in, the old American department store system scored—delivered the goods, dollar for dollar; quality, service; courteous treatment; making every word good; every line of the advertisement a solemn contract between the store and the purchaser; refunding with a smile when it was requested; no trouble to show goods; whether purchasing or not as welcome as the sunshine; a cordial welcome on every foot of the floor space; a "come again" smile that was on the square and not a lure; the building up of that big family spirit of mutual helpfulness, and the understanding, and sympathy; and the quality of the wares that spoke most eloquently in service.

Buyers Crowd Store.

Today the drawings of the artists who made London stop and look at the Selfridge ads are shown in the art stores. Copies are sent to all quarters of the world. And after confidence in the store was firmly established there was no further need of the artists. The page advertisements of wares were all-sufficient. And the more Selfridge piled his money into page ads the greater became the volume of business and the larger the Selfridge family of buyers.

There was another little stunt in applied psychology that won out big. The Selfridge wisemen realized that London couldn't get out of bed and enjoy a breakfast without the "leader" article in the morning newspapers. So Selfridge copyrighted the line: "By Callisthenes." And Callisthenes began writing "leaders."

For five years these "leaders" have been appearing in the Evening Standard, Pall Mall Gazette, Westminster Gazette and Globe. At the head of the column for these five years has appeared a little editor's note, reading as follows:

"Note.—This column is occupied every day by an article reflecting the policies, principles and opinions of this house of business upon various points of public interest.

"Selfridge & Co., Ltd."

These "leaders," brilliantly written, were paid for at special advertising rates, and they were "some" rates. London will read a brilliant article on any subject, just as London will praise a poem if it is up to their standard of brilliancy, regardless of the subject treated. They will stick for form.

Rivals Finally Wake Up.

Selfridge has taught London that there is nothing commonplace or unworthy in advertising and publicity. He has made it pay big, and has dignified it. He has outstripped those in the same business who frowned on the "vulgar" system of exploiting one's wares through advertising.

Now all London is trying to catch up with him—and there is little advertising space to be had by the laggards, owing to war economies. Selfridge has the cream of it.

Of present conditions Mr. Selfridge says:

"The business man who fails to realize that right now—in wartime—he should drive ahead with his advertising at greater speed than ever before 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 any more space."

B-H Quality

There's only one reason for the greater covering power and longer wear of B-H Paints and Varnishes—and that's quality, B-H quality.

Permanent pigments, pure carbonate of lead, pure oxide of zinc, refined linseed oil. Combined by manufacturing processes developed by the Bass-Hueter Paint Co. during 61 years of experience in making quality goods.

You are always sure of satisfaction when you use the Bass-Hueter line.

Paints & Varnishes

DISTRIBUTORS:

Tash & Akers

Heppner, Oregon.



Fresh Beef Travels on a Rapid Schedule

Fresh beef for domestic markets goes from stockyards to retail stores within a period of about two weeks. Although chilled, this meat is not frozen; hence it cannot be stored for a rise in price.

A steer is dressed usually within twenty-four hours after purchase by the packer. The beef is held in a cooler at the packing house, at a temperature a little above freezing, for about three days.

It is then loaded into a refrigerator car where a similar temperature is maintained, and is in transit to market on an average of about six days.

Upon arrival at the branch distributing house, it is unloaded into a "cooler", and placed on sale.

Swift & Company requires all beef to be sold during the week of arrival, and the average of sales is within five days.

Any delay along the above journey means deterioration in the meat and loss to the packer.

Swift & Company, U. S. A.



To Our Subscribers Living Outside of Morrow County



THE NEW ZONE POSTAL LAW has gone into effect and as a result the cost of mailing The Gazette-Times to you has been materially increased. This increased cost, added to the already greatly advanced cost in all departments of the publishing business, makes it imperative that we collect in all due subscription accounts at once. Especially is this true of out-of-county subscriptions. Those living outside of Morrow county who are in arrears are urgently requested to send in their money at once.

You Do Not Want To Do Without The Old Home Paper

IT IS NOW BETTER than ever and getting better all the time. But "it takes money to make the mare go," and the quality of the paper must necessarily be determined by the response we receive on subscription accounts.

The Gazette-Times MORROW COUNTY'S NEWSPAPER Is Now \$2⁰⁰ Per Year Statements are being mailed to all out-of-county subscribers and an early response will be appreciated.

The Gazette-Times