



Mess^{rs} *Selfridge & Co*^o
have the honour to invite
Prof J Goldziker
to the opening of their
New Building in Oxford Street
London;
during the week beginning
Monday, March 15th
1909



SELFRIDGE'S

OXFORD STREET LONDON

BETWEEN BOND STREET AND MARBLE ARCH



WITH THIS INVITATION to THE OPENING of the New Store in London, Messrs. Selfridge & Co. present to you their compliments, and hope to interest you with some details of the magnitude of the work accomplished. Twelve months ago this Building was not begun. To-day it stands complete; a world's record in swift construction; a splendid testimony to the capability of British Labour; a monument in steel and stone to the power of will.

In that main artery of London traffic, Oxford Street, and in the heart of the Shopping district, the great building conspicuously occupies an acre of land, while the floorage made available for selling purposes by such an ample site is six acres in extent—an area equal to all the street-level floors of Regent Street from end to end.

The Building is a modern fireproof structure of steel and Portland Stone. It rests upon foundation walls which, 70 feet below the surface, are 27 feet thick. Its floors of ferro-concrete are eight in number, five above and three below the level of the street. Nine passenger lifts and five separate fireproof stairways connect the floors, and everything

that thought, experience, and skill can devise for the comfort, convenience, and safety of the people is an accomplished fact at "Selfridge's."

C A hundred different departments are here established, and in general merchandise, in all that Men, Women, and Children wear, and in almost everything that enters into the affairs of daily life (excepting provisions, wines, &c.), Messrs. Selfridge & Co. will aim to have and hold first rank in public favour.

C In "things different" and in original features of interest, "Selfridge's," as expositors of the newest trading methods, claim a foremost place.

C The spacious Reception Rooms welcome all Visitors; the Library and Silence Room give restful seclusion; a "First-Aid" ward, fully equipped, with a trained nurse in attendance, provides for any indisposition or mishap; the "Bureau de Change" negotiates letters of Credit, etc.; Colonial Rooms with Registers for Visitors will be appreciated by friends from overseas. The Bureau of Information, the Railway, Steamship, and Theatre Booking Offices, and Parcel and Cloak Check Desks, are one and all conveniences open to everyone, *with gratuities neither expected nor allowed*. The General Post Office has established here a Post, Telegraph, Savings Bank, and Money Order Office, a boon that will be valued. The Luncheon Hall is finely appointed, and will have an excellent *Cuisine*. Adjoining is the pretty Tea-Garden open to the Sky, and a luxurious Smoking Lounge for Gentlemen.

C The telegraphic address is "Selfridge, London"; the Selfridge telephone number is "Gerrard One"; and there is telephonic communication between every counter and any part of the British Isles.

C In every sense of the word, "Selfridge's" is complete. It is the pleasantest resort, as well as the most convenient shopping-place in Great Britain, and you are invited to make it your rendezvous whenever you are in London.