



Mr. Selfridge in Chicago:: Marshall Field's, the Windy City & the Making of a Merchant Prince

Gayle Soucek

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In early 1909, a new retail emporium readied for business on the “wrong end of Oxford Street” in London. The man behind it was an odd little American with a waxed mustache and frenetic nature. Harry Gordon Selfridge had spent the previous twenty-five years in Chicago honing his skills at the venerable Marshall Field and Company before unleashing his concept of retail theater in the United Kingdom. Follow Selfridge’s astounding rise through the ranks of the Windy City’s merchant princes, his tumultuous attempt to challenge Field’s mastery of Chicago and his triumphant introduction of the American department store to London.

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