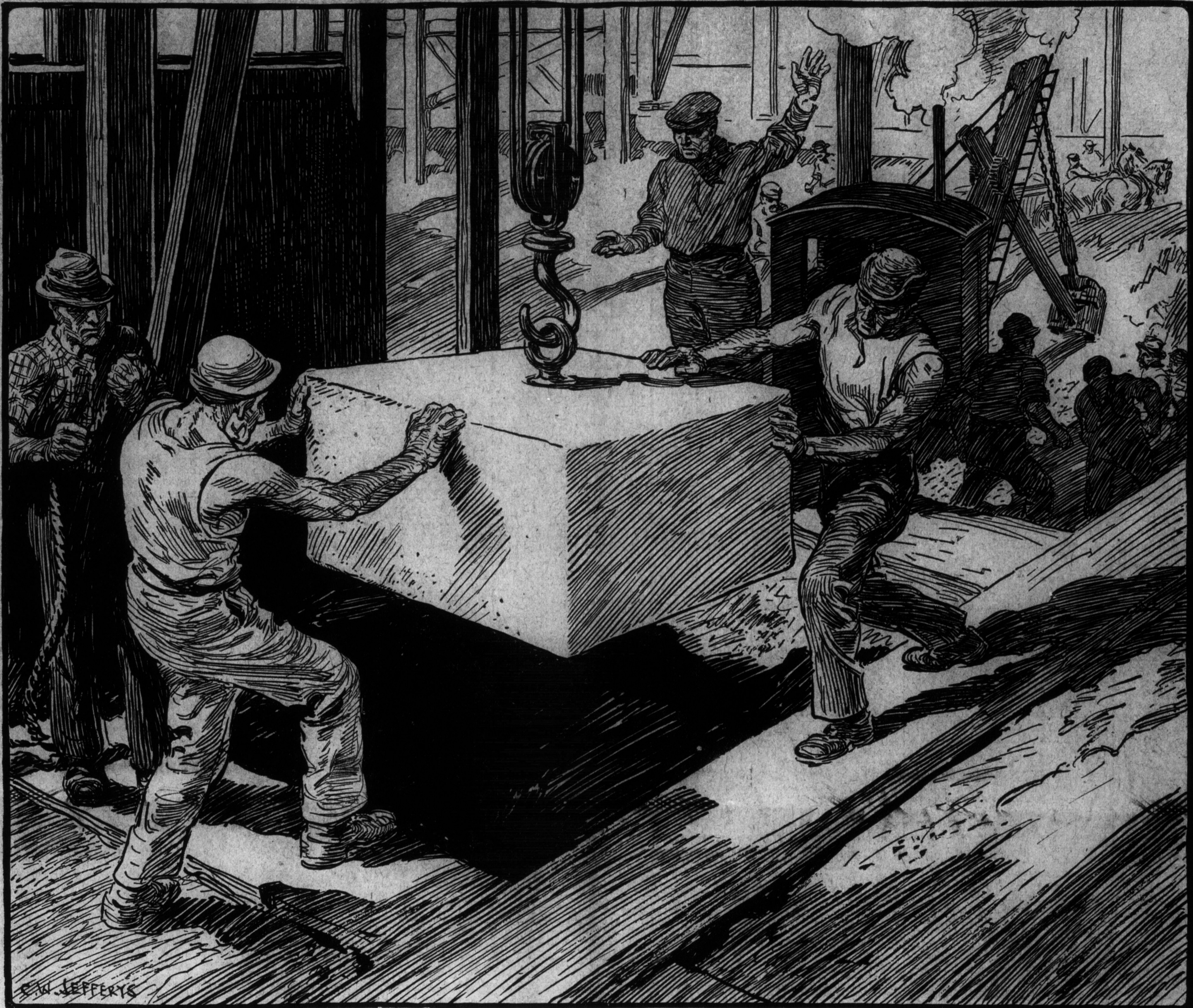


## The Robert Simpson Company, Limited



### The Simpson Foundation

**H**AVE you ever noticed how each and every important modern store leaves an impression that differentiates it from all others? Harrod's, Selfridge's, Altmann's, Wanamaker's, Field's—each name is associated with some well defined characteristics.

This is rarely accidental; it is nearly always the result of certain policies—a basic principle that leaves its impress on the store as a whole.

*In the Simpson Store, this basic principle has been the deliberate exclusion of what our buyers would call "rubbish"—the cheap and nasty that is easily sold, but not so easily forgotten by the disappointed customer. This insistent striving for quality in our merchandising has so commended itself to the public that the result has been a steady growth in volume, till now we do far more in a month than at first we did in a year.*

We have tried to make our building typical of the kind of business conducted in it. The huge monolithic foundations, the heavy steel construction show a tremendous margin of safety. And it is our aim to build up, within this structure, a reputation for stability and trustworthiness that will outlast the concrete and the steel.

This trustworthy element in modern business is the basis of all sound advertising. The Associated Advertising Clubs of America realized this in adopting as their motto the one word TRUTH. Upon such a foundation they have built up an organization destined to be in the future, even more than in the past, of unqualified benefit to the business public.

*Some points about Simpson Merchandise:* Bought direct from manufacturers; bought for prompt cash; British buying office, 14 St. Paul's, London; Continental buying office, 45 Rue du Sentier, Paris. Whitewear, Women's Street Garments and Furs manufactured by our own work people. No matter how low the price we sell only worthy goods.

The Robert **SIMPSON** Company Limited