



Cargoes

Quinquireme of Nineveh from distant
Ophir
Rowing home to haven in sunny Palestine,
With a cargo of ivory,
And apes and peacocks,
Sandalwood, cedarwood, and sweet white
wine.

Stately Spanish galleon coming from
the Isthmus,
Dipping through the Tropics by the
palm-green shores,
With a cargo of diamonds,
Emeralds, amethysts,
Topazes and cinnamon, and gold
moidores.

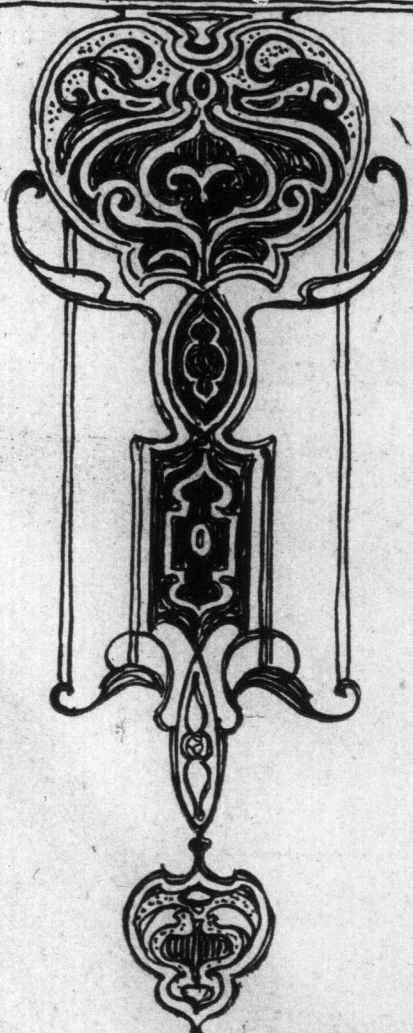
Dirty British coaster with a salt-caked
smoke-stack,
Butting through the Channel in the mad
March days,
With a cargo of Tyne coal,
Road-rails, pig-lead,
Firewood, iron-ware and cheap tin trays.

John Masfield

Ten thousand miles from the Simpson
Store there are ships of the desert and
ships of the sea starting on their long
journeys with precious Simpson cargoes.
These cargoes that arrive from the ends
of the earth are opened daily for your
inspection and make this store the most
attractive kind of market place, where
the products of the wide world are
brought to your very doors.

Like merchants who bring their wares
from a far country, the Ad. men of
America have brought to this city from
all over the continent the most precious
of all cargoes—new ideas. It is in the
Simpson Store that the people of this city
will find these new merchandising ideas
first taking concrete form, and bringing
mutual benefits to them and to us.
Therefore we say to the Associated
Advertising Clubs of America "Hail
and Farewell."

C. W. JEFFERYS



The Robert **SIMPSON** Company Limited