

Middlesex Advertiser and County Gazette

BUCKINGHAMSHIRE ADVERTISER
THE UXBRIDGE GAZETTE

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"BROADWATER'S JOURNAL"

The Old-Established



HARROW & WATFORD JOURNAL
RUISLIP-NORTHWOOD COURIER

County Newspaper

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A Masterpiece of Organization

Another three thousand square feet are given over to offices, stores, etc. Away from the eyes of patrons, this large space is devoted to the service side of the establishment. One room of large dimensions has the name of the Central Cash Tube Railway Station—it is the terminus for cash received by tube from forty stations, and represents a masterpiece of organization and mechanism.

Another large room is staffed by clerks dealing with orders and correspondence, then there is the interviewing room, administration offices, stock, staff and cloak rooms, as well as wash rooms for patrons.

The front main entrance is behind the extensive arcade with an area of display window of 2,173 square feet. Here, as through the entire building, the architect has had special regard for ample display space. Above this arcade is a balcony to be adorned with flowers and shrubs.

The fittings and furnishings of the completing section are similar in design to those in the departments previously opened. The scope of the establishment covers everything to wear and use. The latest addition is a large perfumery department, and the one devoted to art needlework is being extended, and of course there are increased display facilities for every existing department.

Another Step Forward

Mrs. K. Lovibond, O.B.E., J.P., opening the new store, said the building was another step in making Uxbridge more beautiful. People did not realize that 1,400 newcomers enter Middlesex every week; their demands have to be met.

She payed special tribute to Mr. George Suter, and said that, in 1924, her husband had foretold that he would be a "great man" in Uxbridge, with the right public spirit, putting service before self.

Although cheapness of goods was a necessity to some people, quality and service must call for fair remuneration, and she hoped that the success of the business would continue.

The main feature of such a store as that of Messrs. Suter was the personal contact between proprietor and customer.

Finally, Mrs. Lovibond congratulated all who had taken part in the construction of the new store and wished all employees every happiness there.

A bouquet of red roses was presented by Mr. and Mrs. J. Suter's elder daughter.

Mr. Suter, senr., thanked the architect and all those concerned, and particularly Mrs. Lovibond for performing the opening ceremony.

There followed a mannequin parade and special trade displays.