

# Middlesex Advertiser and County Gazette

BUCKINGHAMSHIRE ADVERTISER  
THE UXBRIDGE GAZETTE

ESTABLISHED IN 1840 AS  
"BROADWATER'S JOURNAL"

*The Old-Established*



HARROW & WATFORD JOURNAL  
RUISLIP-NORTHWOOD COURIER

*County Newspaper*

REGISTERED AT THE GENERAL  
POST OFFICE AS A NEWSPAPER

Friday 3<sup>rd</sup> December 1937 – Page 1 (of 2)

## STORE EXTENSIONS

**Further 10,000 Feet for  
Messrs. Suters**

**UXBRIDGE SHOPPING  
MECCA**

By the opening of the second of the three sections of Messrs. Suter's great store at High-street, Uxbridge, another ten thousand square feet have been added to the floor space for the use and convenience of customers.

The reconstruction and extension of the old Bon Marche premises has gone on without the ordinary business of the establishment being interrupted. When Messrs. Suters acquired the Bon Marche several years ago, the premises met the needs of Uxbridge at that time. But the days of the big store were ahead, and Messrs. Suters prepared plans for a big extension. They decided that the work should go forward in three sections, and a year ago the first section of 15,000 square feet was completed. This lies midway between the original premises facing the High-street, and the second section, now completed. It has a frontage to the new road which, when constructed, will run parallel with the High-street from Belmont-road to the new station. The last section to be tackled will be the one facing the High-street frontage. This will be reconstructed to harmonise with the rear premises, and the design provides for more than the ordinary amount of window display, and will be on the arcade principle.

## "All Change Here"

Away from the eyes of patrons there is a great deal of space devoted to the service side of the store. One room of large dimensions will have the name of the Central Cash Railway Station. This is the terminus for cash received by tube from some forty stations, and represents a masterpiece of organization. Another large place is staffed by clerks dealing with orders and correspondence. Then there is an interview room. Apart from these, administration offices, including the private offices of the principals, there are the stock rooms, staff rooms, cloak-rooms, as well as wash rooms for patrons.

Near the main rear entrance is the unloading dock and despatch room, with which is connected the service lift. For the time being and until the new road to the station is made, the space that has been provided for the window arcade will be devoted to other uses.

An interesting innovation by the architect, Mr. David Hartley, of Slough, is a ramp up which perambulators may be taken, without the necessity of lifting them up four or five stairs from the ground floor of the intermediate section of the building to the new section, which has this week been opened. Owing to the ground levels, the latter is about four feet higher.

Central heating is provided, and the lighting is natural. The huge amount of window space at the rear gives adequate daylight for the new area of the store, and it even extends to the intermediate section, where it is supplemented by daylight from the roof through an unobstructed well to the ground floor.

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## Two Frontages

Thus the store when completed will have two frontages—one to the High-street, and the other to the new road to the railway station. And the entrances from both streets will be through arcades of window displays.

The addition which has come into use this week has three shopping floors and the fittings and furnishings are similar in design and style to those in the departments opened a year ago, except the men's outfitting department, which is in Australian walnut. At the far end of the store, from the High-street entrance, is a magnificent stairway to the upper floors. This is of the central circular type, in oak, embodying the latest idea in easy access from one floor to another. On the ground floor in the new building is the men's department, equipped with modern fittings. This department will be reached either through the main door at the rear, which will give access to the new road, or now through the High-street main entrance. On the first floor will be found the juveniles' complete outfitting, and male footwear

departments. A space is also devoted as a travel goods department. The third floor extension provides additional space for household, furniture, carpets and linoleum as well as the china department. Thus, with the existing departments, the scope of the establishment covers almost everything required for wear or use. There is, of course, a lift to all floors for the convenience of customers.

The building, already known as the Uxbridge skyscraper, has been erected by the local firm of Messrs. Fassnidge, Son and Norris, Ltd., builders, with a splendid reputation in the south of England.

Patrons with cars will rejoice to know that adequate provision is made for parking. Cars should be taken underneath the archway opposite the policeman on point duty to the rear of the store.

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**MESSRS. SUTER'S NEW STORE.**—The extension to Messrs. Suter's premises in the High-street is proceeding and the huge two-storey building is nearing completion. The ground and first floors of the new building are to be devoted to men's and juvenile wear, and boots and shoes, and the top floor to furniture, carpets and lino. The departments which will become vacant as the result of this transfer, are to be devoted to a monster Christmas bazaar. The shop is now the largest in Uxbridge and it is anticipated that the extension will be opened early next month.

CROSS-STREET AND FIVE THERE