
A HUNDRED YEARS
IN THE
BOOT & SHOE
TRADE



THE CENTENARY OF
STEAD & SIMPSON
BELGRAVE GATE, LEICESTER

NEWLY ESTABLISHED
LEATHER WAREHOUSE,
132, TOP OF KIRKGATE,
Two Doors below the Railway Office,
Manufactory, Horse and Trumpet Yard, Upperhead Row.

STEAD & SIMPSON,
Wholesale & Retail
CURRIERS AND LEATHER DEALERS,

Respectfully inform the Trade and consumers in general, that they have opened the above Premises with a valuable and extensive

ASSORTMENT OF
SOLE AND DRESSED LEATHER,

which, (having been recently purchased for Net Cash, in the principal markets,) they are enabled and determined to offer on Terms equally advantageous to any house in the Trade.

*Owners of Mills supplied with MILL STRAPS, ROLLER COVERING,
&c. at the lowest possible charges.*

A good Assortment of Moroccos, Roans, &c.

S. & S. in soliciting new Patronage, pledge themselves to supply every Article connected with the Trade of sterling quality, at the lowest rate of Profit, in order to secure the approbation and confidence of those who may favour them with their support.

LEEDS, Sep. 10, 1835.

J. Cullingworth, Printer, 10, Top of Trinity Street, Leeds.

(Reproduction of original type of the advertisement)

A HUNDRED YEARS

IN THE

BOOT & SHOE TRADE



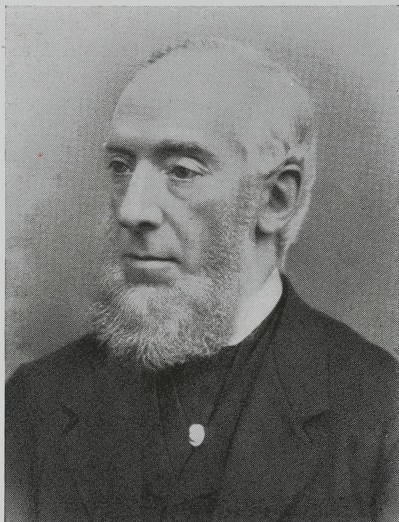
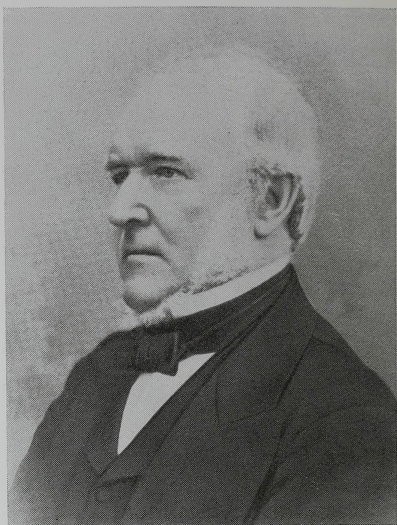
IN any human institution a hundred years of continuous existence is at least noteworthy, and the celebration of a centenary suggests a suitable occasion for a short review—looking backwards to the early beginnings and tracing growth and changes up to the present period of survival. The hundred years' history of an industrial undertaking will not only tell a story of individual enterprise and achievement, but will also record the progress and development of its own particular branch of Trade. A hundred years in the Boot and Shoe Trade has seen fundamental changes not only in methods of production, but also in the system of distribution. The introduction of Machinery has revolutionised production. The "Department Store" and the "Multiple Shop"—both unheard of a hundred years ago—have quite altered the relationship between producer and consumer. A short summary of the history of "Stead & Simpson" will illustrate these changes and the continuous need there has been for adaptation to new methods and altered conditions.

The first Record which is now available of the early existence of "Stead & Simpson" is an advertisement which is reproduced opposite.

The founders of this firm were Mr. Edmund Stead and Mr. Edward Simpson, of Leeds, two shrewd Yorkshiremen ; both men with very sound business ideas, and endowed with more than the average amount of perseverance and determination.

Mr. Stead, a hard-headed man of stern character and of keen enterprise, who for years occupied a seat on the Borough Council of Leeds, ultimately reaching the position of Alderman of the Borough, was the senior partner.

EDMUND STEAD
founder of the business in 1834



EDWARD SIMPSON
founder of the business in 1834



H. SIMPSON GEE
Chairman of Directors 1889 to 1924

Mr. Simpson was a man of different type, extremely far seeing, equally persevering and a splendid business man. He had strong sympathies with the Wesleyan body, of which he was a prominent member. He also assisted in Town Government and was elected at the head of the poll to a seat on the first Leeds School Board, in the administration of which he took a great part.

These two men began in a small way of business at the address already referred to :—Horse & Trumpet Yard, Upperhead Row, Leeds, as Leather Merchants and Curriers, with an office at 132 Kirkgate, Leeds.

This modest beginning satisfied their ambitions for a few years only and their business of Tanning and Leather Dressing soon began to expand in various directions. In the year 1860 they acquired premises at Sheepscar, Leeds, and became well known Tanners and Curriers, later on adding a Japanning Shop for the production of patent leather.

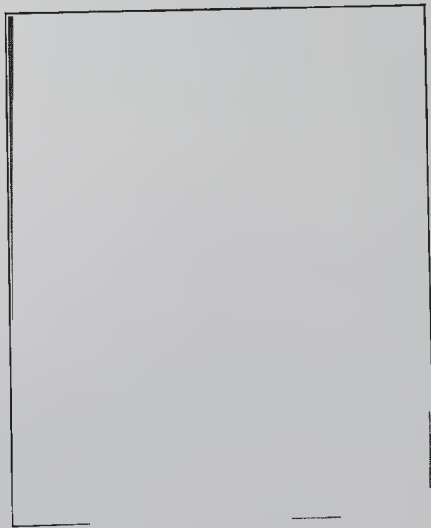
The production of boots and shoes as an industry was then confined to small bespoke shoe makers, and it soon occurred to the minds of these two enterprising Leather Manufacturers that the manufacture of ready-made boots and shoes might be largely extended. They therefore added to their premises in Sheepscar and began to make boots and shoes in quantities, disposing of their productions wholesale to the shopkeepers and dealers who were trading with them at that time in Leather and Bootmakers' requisites, and a steady progress and growth of the business followed.

About this time the premises at Kirkgate, Leeds, were extended, the business having reached a position of considerable importance in the then new industry of Boot Manufacturing. A warehouse was opened in the newly acquired Kirkgate property, which was patronised by the daily growing number of buyers of ready-made boots. By this time the business had expanded considerably and it is recorded that the number of employees of the firm at Kirkgate and Sheepscar was five to six hundred.

A Machining Room, where about fifty girls were employed, was embodied in the Kirkgate property, and the newly invented sewing machine, having been introduced into the Shoe Machinery Industry, was promptly made use of by the firm.



J. GRIFFIN WARD
Managing Director 1889 to 1897



It was difficult in Leeds to obtain sufficient workers for the Boot and Shoe Industry and "Stead & Simpson," therefore, decided to extend their activities in other centres. A factory was opened in Daventry and soon afterwards another one at Leicester.

The Leicester factory was at first in Cank Street, and it is worth noting that in the year 1858 the first Goodyear Welting Machine to replace the hand-sewn labour of that day was installed there.

The Daventry factory was first started by the late Mr. Edmund Stead about ninety years ago. Up to within five years ago there were still two people in Daventry, Mr. and Mrs. John Clarke, who worked for the firm eighty years ago, and were both over ninety years of age. There were also still several workpeople with the firm who had been in their present positions for sixty years.

At the time this factory was opened no machined goods were made, but Daventry was noted for being a district where large numbers of hand-sewn makers dwelt.

In these early days large contracts were taken for boots for the British Navy and also for the Regulation Blucher Boots for the Army. Besides this large quantities of men's goods were made for both the home trade and export; exportation being notably to Australia, to which country large quantities of long and short Wellingtons were shipped. Large exports were also made of elastic side boots for shipment to Rio de Janeiro.

As the business continued to increase and make progress, larger premises became necessary at Daventry, and in the year 1866 a new factory was built, a one-storey structure, probably one of the first of its kind built in this country, and this building has been from time to time enlarged in order to cope with the increasing output.

About the year 1863 the partners introduced into the business their two nephews—Mr. Richard Fawcett, the nephew of Mr. Stead, and Mr. H. Simpson Gee, the nephew of Mr. Simpson.

Mr. Fawcett acted as salesman and traveller from the Leeds warehouse, and Mr. H. Simpson Gee was appointed to Leicester to inaugurate and take charge of the branch factory then opened in Cank Street, Leicester, and to control the newly built Daventry branch factory.



H. PERCY GEE
appointed Director 1897
Managing Director 1910
Chairman and Managing
Director 1924.

The business in Leeds was now doing well, the sales having considerably increased, particularly in the North of England, but Mr. Fawcett, who did the travelling, also covered ground as far South as Gloucester and Cheltenham.

It may be mentioned here that the firm at this time—namely, in the early seventies—opened their first retail branches, taking premises at Carlisle, Whitehaven, South Shields and Sunderland. These shops mainly served to provide an outlet for the factories, and if a retail branch was able to pay for the goods it ordered, after clearing expenses, the firm appear to have been well satisfied without a retail profit.

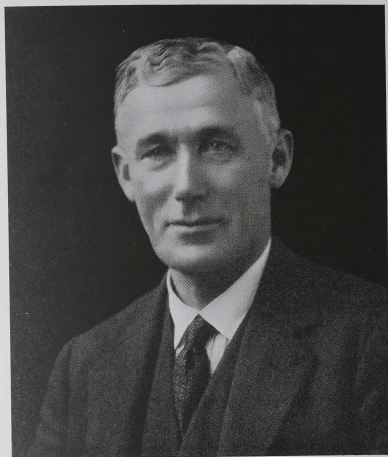
During the process of making the factory extensions at Leicester and Daventry and pushing on with the new venture in the opening of the earliest shops, the nephews began, naturally, to assume more responsibility and Mr. Harry Simpson Gee particularly began to take a larger share in the management of the business. The success of the Leicester factory in the manufacture of women's boots and shoes was soon well assured under his management, and the Daventry factory being also under his control, the manufacture of men's goods added enormously to the business.

Mr. H. Simpson Gee was ably supported in his early days by his manager at Leicester, Mr. Joseph Griffin Ward, who was eventually taken into partnership.

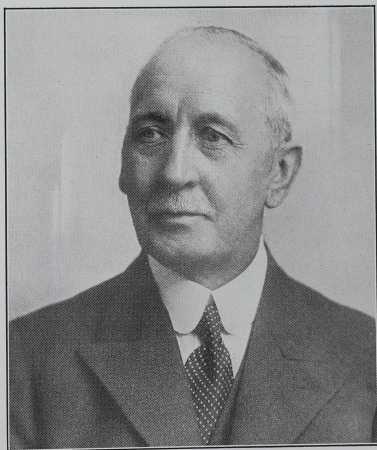
Under the auspices of Mr. Gee and Mr. Ward, a substantial shipping trade was added to the business, large exports being made to Australia, South Africa and South America.

In 1878 changes were made in the partnership, and the title of the firm was altered. Mr. Stead retired and the business was continued by Mr. Edward Simpson, Mr. Richard Fawcett, Mr. H. Simpson Gee, Mr. J. Griffin Ward, and a few years later (in 1881), Mr. George E. Gee (younger brother of Mr. H. Simpson Gee) and Mr. John Lipson Ward (younger brother of Mr. J. Griffin Ward) were taken into partnership. Mr. George Gee assumed the management of the Daventry factory and Mr. John Lipson Ward the management of the Leicester factory. The title of the firm was altered to "Stead, Simpson & Nephews."

From this date the business made great strides, the Leicester factory growing rapidly in its importance.



G. CECIL G. GEE
appointed Director in 1902



W. MINCHIN
appointed Director in 1912

The introduction of machinery into Boot Manufacturing led to large developments in this direction by the firm. New premises were acquired and a large factory with adequate warehouses and offices was erected and equipped in Belgrave Gate, Leicester.

The export of boots and shoes from this country was at the time being greatly developed and "Stead, Simpson & Nephews" were amongst the foremost in the business and entered into it with great vigour.

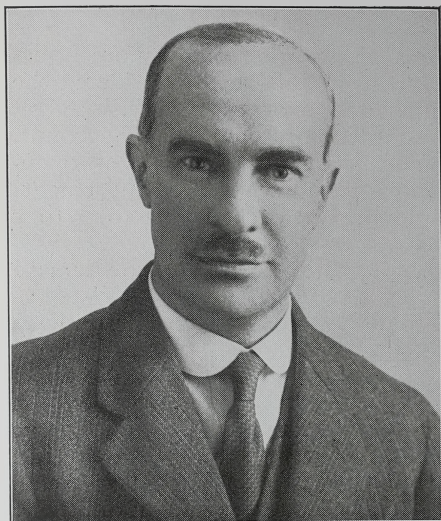
In the years 1884 the firm reached its fiftieth anniversary, which was celebrated by a large gathering of the employees at the Aston Lower Grounds, Birmingham. There was a large attendance at the celebration, the number present being :—

From Leicester	1,200
„ Leeds	250
„ Daventry	350
„ Northampton	200

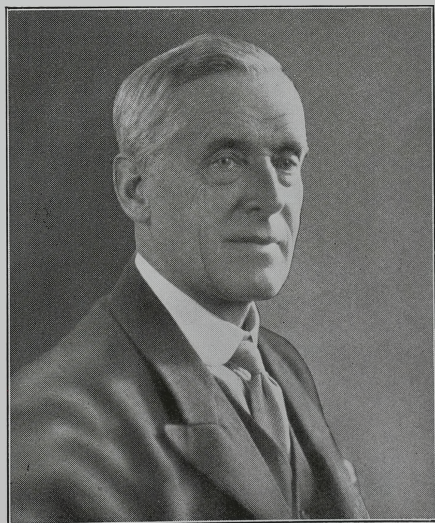
A total of two thousand persons altogether, with a number of shop managers from some of the retail branches.

A Luncheon was provided, which was presided over by Mr. H. Simpson Gee, supported by Mr. Richard Fawcett, Mr. J. Griffin Ward and Mr. John Lipson Ward (partners). Mr. Cook, the then Mayor of Birmingham, was also present. Speeches were made by the various partners and one of them stated that the Leicester factory alone at that time was manufacturing between twenty thousand and thirty thousand pairs of boots per week. Mr. Simpson Gee said that fifty years was a long time in the history of any firm—in fact more than the average life of a business and he attributed the vitality of "Stead & Simpson" to the sound principles and the perseverance and enterprise of the founders and to the consideration they had always shown to their customers and to the cordial relationship existing with their employees.

Mr. J. Griffin Ward made interesting comments on the state of affairs thirty years previously when the Leicester factory was first started. The condition of the town in 1854, he said, was very different from what it was then (in 1884) and the people generally were in an impoverished state, for prices were high and wages low—he remembered that 14/- to 15/- per week was the average wage



C. DALTON GEE
appointed Director in 1913



E. GORHAM GEE
appointed Director in 1924

that could be earned by a shoemaker, working many more hours than, he was glad to say, they worked in 1884. He considered the improvement was due to the introduction of machinery.

This Jubilee Gathering, says a contemporary newspaper account, "was brought to a close by a fine display of fireworks and an open-air picture of China in 1857." Only fifty years ago even amusements were evidently much more simple and unsophisticated than they are to-day!

In 1886 the Leicester factory was destroyed by fire, the damage being over £36,000.

Up to this period the retail trade had not been taken seriously in hand. Mr. Gee and the Leicester partners therefore decided to extend this branch of the business and laid the foundation of the present retail organisation.

In 1889 they had extended the number of retail shops to about one hundred. The time had now arrived when the partners felt that some alteration in the constitution of the firm was advisable.

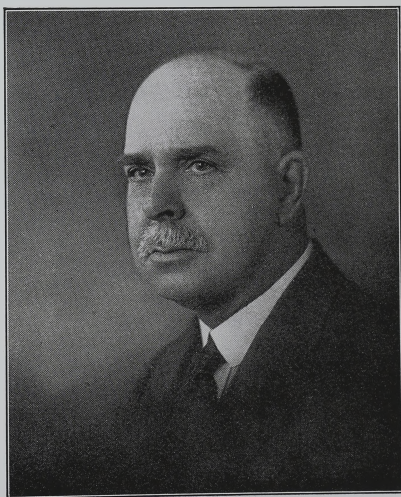
In that year, namely, 1889, a change was agreed upon. Mr. Edward Simpson, Mr. Richard Fawcett and Mr. George E. Gee retired from the firm, and the remaining partners decided to form the business into a Limited Company, which was at once carried into effect.

On the first Board of Directors there were, Messrs. H. Simpson Gee, J. Griffin Ward and John Lipson Ward (the old partners), and to these were added Mr. Edward Wood (afterwards Sir Edward Wood), Mr. David W. Bell, who for some years had been the chief export agent, and Mr. W. Beckworth, who had business connections in Leeds, where the Company was formed. Mr. H. Simpson Gee was appointed the first Chairman and Messrs. J. Griffin Ward and John Lipson Ward, Joint Managing Directors. The Registered Office of the Company was 12 Belgrave Gate, Leicester.

The policy agreed upon and adopted by the new Directorate was to develop the retail side of the business and to extend this development by the opening of retail shops as capital and opportunity offered. A considerable and lucrative business still, however, existed independently of the retail shops and as much capital was invested in the wholesale and export business, the change over was necessarily a gradual one.



G. H. KING
appointed Director in 1930



W. GOODMAN
appointed Secretary in 1930

At this time great changes took place in the system of manufacturing, owing to the extensive introduction of machinery. A large proportion of the work was being done at the homes of the workpeople, material being supplied by the Company when the work was given out.

In April, 1891, it was decided to abolish this system and provision was gradually made for executing all the work inside the factory.

In the year 1892 the Tanning and Currying business at Leeds, which had been carried on for so many years, was discontinued and the capital liberated for the further extension of the retail shops.

In the year 1890 Mr. Joseph Griffin Ward was elected President of the newly formed Boot Manufacturers Federation and took the foremost part in framing the "Terms of Settlement" by which a lengthy dispute between the Manufacturers and the Trades' Union was brought to a satisfactory conclusion. Mr. Ward showed conspicuous ability in conducting the negotiations and he was one of the signatories to the "Terms of Settlement." These "Terms of Settlement" have been the basis upon which Manufacturers and the National Union of Boot Operatives have conducted their negotiations ever since, and secured for the Industry an uninterrupted period of industrial peace right up to the present time. Mr. Ward's able leadership was recognised by a complimentary dinner given to him by the Manufacturers of that day. He afterwards acted as Arbitrator and Umpire for the Manufacturers under these "Terms of Settlement" for many years.

The business was continued on the same lines under the direction of Mr. H. Simpson Gee and Mr. J. Griffin Ward for a number of years, the principle being the consolidation of the retail trade.

In the year 1897 Mr. J. Griffin Ward's health broke down and he resigned his position. Mr. J. Lipson Ward then continued as sole Managing Director.

In January, 1898, Mr. H. Percy Gee, the present Chairman and Managing Director, was appointed a Director of the Company.

In June, 1902, one of the original Directors, Mr. David W. Bell, died. He had held the position of Export Agent for the Company



W. WALTERS

Secretary 1889 to 1930. Director 1908 to 1930

Mr. Walters was associated with the business from his early youth: he was the Secretary of the Company since its formation in 1889 and a Director since 1908; altogether his connection with the firm lasted for fifty-eight years.

and for the Firm for upwards of thirty years. Mr. G. Cecil Gee was appointed to fill the vacancy on the Board.

In January, 1909, Mr. W. Walters, who had been in the employ of the Firm since 1872 and had been Secretary since the formation of the Company in 1889, was appointed a Director.

In 1910 another change took place—Mr. John Lipson Ward, owing to indifferent health, resigned his position. He had given fifty years of devoted service to the Firm, during twenty-one years of which he had held the office of Managing Director of the Company.

Dating from the appointment in 1910 of Mr. H. Percy Gee as Managing Director, the history of the business deals with events of recent years, which are more familiar to the present generation.

Of the other Directors holding office in 1934, Mr. G. Cecil Gee was appointed in 1902, Mr. W. Minchen in 1912, Mr. C. Dalton Gee in 1913, Mr. E. Gorham Gee in 1925 and Mr. G. H. King in 1931. Mr. Minchen had been the manager of the Brook Street Factory which was opened in 1895 for the manufacture of tennis shoes and sports footwear for the home trade and export markets. This factory was enlarged in 1901 and again in 1905 and has executed large contracts for footwear for the Army Clothing Department and the Admiralty, both during the War and in more recent years.

Prior to the opening of the Brook Street Factory, the manufacture of Canvas and Fabric Shoes had been carried on in Mansfield Street, where this Department was first started in June 1885.

At the outbreak of the Great War in 1914 the progress of the business was very seriously interrupted and the organisation of the various departments greatly impeded by the calling up for military service of so many able bodied young men. Altogether no less than four hundred and seventy employees of "Stead & Simpson" went on active service and, among the Directors, Mr. Cecil Gee gave three and a half years' service as Captain in the 2/4th Territorial Leicestershire Regiment, and Mr. Charles Dalton Gee became a Lieutenant in the Royal Air Force (Naval Balloon Section).



G. SIMPSON GEE
entered the business in 1930



HARRY E. G. GEE
entered the business in 1926



JOHN P. GEE
enters the business in 1934

Great Grand Nephews of Edward Simpson

At the conclusion of the War the disordered threads of the organisation of the business had to be picked up. New problems have had to be dealt with and fresh ideas on the social calls of humanity have penetrated into industrial life. The comradeship of all classes during the War was not to come to an end on the return to civil life, and this feeling gave an impetus to the comparatively recent movement for promoting games and sports amongst the employees, in which the management of "Stead & Simpson" have taken an active part. Intermittently throughout the past forty years cricket, football and swimming clubs were formed by the employees themselves of "Stead & Simpson." Some of them failed through lack of interest and were abandoned to be re-formed at a later date. It was not until after the War, when those who had been on active service felt on their return to civil life the serious needs of organised games, that employers generally began to show a more practical interest in Industrial Sports Clubs, etc., by giving them financial support. The Industrial Welfare Society (Incorporated) was formed with the object of co-ordinating and assisting the activities of Industrial Sports Clubs throughout the country, and the firm of "Stead & Simpson" became a member of this Society.

Towards the end of 1924 the Leicester employees were given the opportunity of voting for the formation of the Sports Club, which was to be run and maintained by their own efforts. All initial expenses in connection with the lay-out of a ground, the provision of kit and the erection and furnishing of a pavilion were to be borne by the Company, who, in addition, were prepared to provide the salary of a General Secretary for purposes of organisation. This led to the inauguration of the scheme. A Secretary was appointed, a ground leased and carefully laid out, and a pavilion built and furnished. The progress made was so satisfactory that the available ground soon proved too small to satisfy the demand. The Directors of the Company in 1928 purchased the ground and also the adjoining land and pavilion formerly used as a Sports' Ground by another Leicester company. The two grounds, totalling in area about ten acres, were thrown into one and improved in the process. This extension was declared open by the Lord Mayor of Leicester, Ald. W. E. Hincks, O.B.E., J.P., on June 1st, 1929. Apart from any sums of money spent by the members on improvements



Mansfield Street—Clicking Room.



Mansfield Street—Closing Room.

and additions, as distinct from upkeep, the capital cost of the ground and lay-out, pavilions and initial equipment was approximately £7,000.

To fulfil a promise made to the Daventry employees of the Company, the Board decided in 1928 to purchase about eleven acres of ground at Daventry and lay it out as a Sports' Ground. A pavilion was also built and furnished and a Club similar in constitution to the Leicester Club was started. The ground was formally opened on May 31st, 1930, by the Mayor of Daventry, Captain G. W. Stopford. The Company has spent to date about £6,200 on the Daventry ground and pavilion, and should the future justify it, the pavilion can be extended to include the facilities of an Institute.

In the year 1924 the Company suffered a great loss in the death of Mr. H. Simpson Gee, the Founder of the modern business and its first Chairman. For a great many years his sound judgment, his sagacity and wise guidance and his ability in finance had been of the utmost service to the firm.

In 1930 a further great loss was sustained in the death of Mr. Walters, whose connection with "Stead & Simpson" extended over a period of fifty-six years. He had practically devoted his life to the service of the Firm and he, more than any other, was familiar with its early history and had, in fact, shortly before his death, collected and tabulated the details on which the first part of this review is based.

In December, 1930, Mr. W. Goodman, who had been for a number of years Assistant Secretary and Cashier, was appointed as Secretary of the Company.

It remains only to record the steps which have been taken in more recent years to adapt and equip the business thoroughly on modern lines so as to enable it to keep abreast of the times and to hold its own in face of the ever changing demands and keenly increasing competition.

The Leicester Mansfield Street Factory was re-organised in the year 1928, the improvements consisting of additional buildings, alterations and equipment. Extensions and alterations at the Daventry Factory were begun in 1914 and additional machinery



Brook Street—Closing Room.



Brook Street—Lasting and Finishing Room.

was installed. The buildings were further extended during the years 1919 to 1922 with still more plant and machinery. This Factory was again enlarged in 1923. During the last few years £100,000 has been spent in modernising shops, and the Company now possesses two hundred and fifty thoroughly well equipped retail branch establishments, scattered all over the country from Aberdeen in the North to Plymouth in the South, and from Lowestoft in the East to Holyhead in the West. Of these two hundred and fifty properties the Company itself now owns one hundred and fifteen, at an approximate total value of £500,000.

As regards "Personnel," it must be recorded that the total number of people now employed by the Company is as follows :—

Factories	1,067
Warehouse and Clerical Staff	168
Shop Managers and Assistants	1,130

Totalling 2,365

The modern "Limited Company," though convenient in facilitating succession of management, often tends to interrupt family succession, but it is noteworthy that the Firm of "Stead & Simpson" has preserved an unbroken family continuity from its foundation up to the present day. Mr. Simpson Gee, the first Chairman of the Company, was, of course, the nephew of the original Mr. Simpson, and there are actually engaged in the business to-day not only his great-nephews but also his great-grand-nephews.

After a hundred years of existence "Stead & Simpson Limited" still stand by the principles laid down by their original founders Mr. Edmund Stead and Mr. Edward Simpson in their first circular of 1835, viz. : "To supply every article of sterling quality at the lowest rate of profit." They prefer as of old to continue to make excellence of quality combined with good style and durability their first consideration. In these days of keen competition and ever changing fashion a strict adherence to sound principles is not always easy, but the greatest aim and desire of the Directors is that the name of "Stead & Simpson" shall continue to be a guarantee and hallmark of excellence and reliability.



Daventry—Closing Room



Daventry—Lasting and Finishing Room



Leicester Sports' Ground—Bowling Green



Leicester Sports' Ground—Cricket Field



Daventry Sports' Ground



Daventry Sports' Ground—Football Field

STEAD & SIMPSON LTD.

Registered Office : 12 BELGRAVE GATE, LEICESTER

Factories : MANSFIELD ST. AND BROOK ST., LEICESTER,
and DAVENTRY, NORTHANTS.

Warehouse : BELGRAVE GATE, LEICESTER

RETAIL BRANCHES :

ABERAVON (Glam.)—8 Water Street

ABERDEEN—49 Union Street
(Tel. 1181 Central)

ABERGAVENNY—4 Frogmore Street

ABERTILLERY (Mon.)—17 Church Street

ABERYSTWYTH—25 Great Darkgate Street

ALFORD (Lincs.)—Market Place

ALNWICK (North'b'land)—45 Bondgate Within

ARBROATH—145 High Street

ASHTON-UNDER-LYNE—191 & 193 Stamford St.

AYR—146 High Street

BARRY DOCK—87 Holton Road

BARNSTAPLE—94 High Street

BARROW-IN-FURNESS—177 Dalton Road,
corner of Cavendish Street

BARTON-ON-HUMBER (Lincs.)—14 Market Place

BATH—4 Union Street (Tel. 2064)

BECCLES—8 New Market Place

BEVERLEY—48 Toll Gavel
62 Market Place

BEXHILL-ON-SEA—64 Devonshire Road
(Tel. 1615)

BIRMINGHAM—49 Bull Street
290 and 292 Gooch Street

BISHOP'S STORTFORD—32 North Street

BLACKBURN—6 King William Street

BLACKPOOL—17 and 19 Church Street

BODMIN—16 Fore Street

BOGNOR REGIS—35 London Road

BOURNEMOUTH—112 Old Christchurch Road
(Tel. 5474)

418 Wimborne Road, Winton

30 Southbourne Grove, Southbourne

BRADFORD—25 and 27 Tyrrel Street (Tel. 4338)

30 and 32 Manchester Road

BRAINTREE—3 Bank Street

36 and 38 Bank Street

BRECON—48 High Street

BRIDLINGTON—59 King Street (Tel. 2390)

BRIDPORT (Dorset)—5 East Street

BRISTOL—16 and 17 High Street
108B Stokes Croft

BROMYARD—28 Broad Street

BUNGAY (Suffolk)—1 Earsham Street

BURY (Lancs.)—Union Buildings, 3 Fleet St.

BURNLEY—Liverpool House, 62 St. James St.

BURY ST. EDMUNDS—43 Abbey Gate Street
20 Cornhill

BUXTON—68 Spring Gardens (Tel. 447)

CARDIFF—35 Albany Road

18 Queen Street (Tel. 7758)

92 Cowbridge Road

1 Clifton Street, Roath

Market Buildings, 5 St. Mary Street
(Tel. 7757)

21 Working Street

CARLISLE—13 and 15 English Street

CARNARVON—31 Bridge Street

CHELTENHAM—123 and 124 High Street
(Tel. 2353)

CHESTER—11 Foregate Street (Tel. 2020)

CHESTERFIELD—9 High Street

CHICHESTER—The Cross

CIRENCESTER—2 Market Place

COGGESHALL (Essex)—Market End

COLCHESTER—5 St. Botolph Street

1 Head Street

6 Long Wyre Street

COLWYN BAY—2 Central Buildings

CONNAH'S QUAY—285 High Street

CONWAY—6 High Street

COWES (Isle of Wight)—21 and 22 High Street

CREWE—55-57 Market Street

CROMER—Norfolk House, corner of West
Street and Hamilton Road

DENBIGH—28 High Street

DERBY—31 St. Peter's Street



11 Foregate Street
Chester



128 Briggate, Leeds

RETAIL BRANCHES—*continued.*

- DEVIZES—19 Brittox
 DEVONPORT—42 Fore Street
 DISS (Norfolk)—2 Mere Street
 DONCASTER—10 St. Sepulchre Gate
 DOUGLAS (I.O.M.)—26 Victoria Street
 DOVERCOURT—76 High Street
 DRIFFIELD—55 Middle Street South
 DUMBARTON—65 High Street
 DUMFRIES—13 and 15 Castle Street (Tel. 839)
 DUNDEE—64 Murray Gate
 DUNFERMLINE—120 High Street

 EAST DEREHAM—31 Market Place
 EBBW VALE (S.W.)—17 Market Street
 EDINBURGH—14A Home Street
 42 South Bridge
 EVESHAM—9 and 10 Bridge Street
 EXETER—196 High Street (Tel. 4223)
 EXMOUTH—Public Hall Buildings, Rolle Street

 FAKENHAM (Norfolk)—Norwich Street
 FALMOUTH—39 Market Street
 FAREHAM (Hants.)—37 West Street
 FARNHAM (Surrey)—47 The Borough
 (Tel. 800)
 FELIXSTOWE—3 and 5 Victoria Parade
 FLEETWOOD—123 Lord Street
 FRINTON-ON-SEA—9 Connaught Avenue

 GLASGOW—1064 Cathcart Rd., Mount Florida
 139 Paisley Rd. West, Kinning Park (S.W.1)
 187 and 189 Cowcaddens
 252 and 254 Cumberland Street
 51 Kilmarnock Road
 715 Argyle Street, Anderston
 484 Cathcart Road, Govanhill
 50 and 52 Jamaica Street (Tel. 3197 Central)
 254 Dumbarton Road, Partick
 466 Dumbarton Road, Partick
 131 Trongate
 217 Byres Rd., Hillhead (Tel. 2112 Western)
 353 Maryhill Road
 116 Main Street, Cambuslang
 GLOUCESTER—12 Northgate Street (Tel. 3634)
 GODALMING—22 and 23 High Street (Tel. 543)
 GORLESTON—111 and 112 High Street
 65 The Terrace, Bell's Road
 GOSPORT—103 High Street
 GOUROCK—15 Kempock Street
 GREENOCK—14 Hamilton Street
 GRIMSBY—100 and 102 Freeman Street Market
 HALIFAX—11 Corn Market

 HAMILTON—74 and 76 Quarry Street
 † HANLEY—14 Fountain Square
 HARLESTON (Norfolk)—The Thoroughfare
 HAVERFORDWEST—26 High Street
 HAWICK—25 High Street
 HEREFORD—21 High Town
 HOLYHEAD—1 Market Square
 Leicester House, 73 Market Street
 HUDDERSFIELD—1 New Street
 HULL—20 and 21 Witham
 15 Savile Street (Tel. 35355)
 84 and 86 Hessle Road

 IPSWICH—9 and 11 Tavern Street
 7 Tacket Street
 36 St. Matthew St., corner of Bernars St.

 KENDAL—3 Stramongate
 KILMARNOCK—12 Portland Street (Tel. 988)

 LANARK—45 High Street
 LEAMINGTON—37 Bath Street
 158 Parade
 LEEDS—128 Briggate (Tel. 24525)
 13 and 15 Town Street, Armley
 LEITH—103 Kirkgate
 LITTLEHAMPTON—6 Surrey Street
 LLANDUDNO—94 Mostyn Street
 LLANELLY—The Arcade, 54 Stepney Street
 LONDON—200 High Road, Streatham, S.W.
 15 Golders Green Rd., Golders Green, N.W.
 392 Green Lanes, Palmers Green, N.13
 89 Rye Lane, Peckham, S.E.
 14 The Market, Church End, Finchley, N.
 56 The Broadway, West Ealing, W.13
 204 Station Road, Edgware
 17 Windsor Parade, Worcester Park
 3 Broadway Parade, North Harrow
 49 Watford Way, Hendon Central
 72 High Street, Staines
 127 High Street, Eltham
 45 High Street, Sidcup
 183 High Street, Uxbridge
 LOUTH (Lincs.)—26 and 27 Market Place
 LOWESTOFT—36 London Road
 219 and 221 London Road, Kirkley
 113 High Street, Nelson Corner

 MALTON (Yorks)—8 Yorkersgate
 MALDON—42 High Street
 MANCHESTER—48 Stretford Road
 MEXBOROUGH (Yorks.)—14 High Street
 MILLOM (Cumberland)—29 Wellington Street



22 London Street, Norwich



196 High Street, Exeter

Copy of Inscription under Coat of Arms.

This interesting Coat of Arms and Fireplace occupy their original positions, and were discovered during the alterations and extensions of the premises following their purchase by Stead & Simpson, Limited. The heraldic panel contains the arms, supporters, crest and motto of Queen Elizabeth, and has been restored in the original colours. The red lion is unusual, being generally depicted in gold. The room was evidently a parlour of a wealthy Tudor merchant, and originally had a fine plaster ceiling, and oak panelled walls. An Oak Window containing the old glazing may still be seen "in situ" on the right of the fireplace.

RETAIL BRANCHES—*continued.*

- MOLD (N. Wales)—Chester Street
 MONMOUTH—32 Monnow Street
 MONTROSE—13 High Street
 MOTHERWELL—112 Brandon Street
 NEATH—1 The Square
 NEWPORT (Mon.)—169 Commercial Street
 NEWPORT (Isle of Wight)—121 High Street
 NEWTON ABBOT—60 Queen Street
 NORTH SHIELDS—2 Saville Street
 NORTH WALSHAM—Market Place
 NORWICH—22 London Street (Tel. 801)
 8 St. Stephen's Street
 16 Bedford Street, Swan Lane
 32 St. Benedict Street
 29 Timberhill
 7 and 9 Magdalen Street
 8 Davey Place
 NOTTINGHAM—14 Long Row (Tel. 41707)
 5 Angel Row (Tel. 2356)
 41 Carrington Street
 236A Arkwright Street

 OSWESTRY—1 Bailey Street

 PAIGNTON—17 Victoria Street
 PAISLEY—30 High Street (Tel. 3523)
 PENRITH (Cumberland)—11 Devonshire Street
 PENTRE (Rhondda)—Manchester House, 46
 Ystrad Road
 PLYMOUTH—23 and 24 Bedford St. (Tel. 733)
 186 Union Street
 12A Old Town Street
 POCKLINGTON—23 Market Place
 PONTYPOOL (Mon.)—21A George Street
 PONTYPRIDD (Glam.)—19A Market Square
 PRESTATYN (N. Wales)—High Street
 PRESTON—31 Market Place
 PWLLHELI—57 High Street

 RAMSEY (I.O.M.)—34 Parliament Street
 REDRUTH—23 Fore Street
 RHYL—14 High Street
 119 High Street
 ROSS-on-Wye—32 High Street
 ROTHESAY (I. of Bute)—71 Montague Street

 SAFFRON WALDEN (Essex)—14 King Street
 SALISBURY—17 Minster Street
 SANDOWN (I. of W.)—51 High Street
 SCARBOROUGH—102 Westborough
 SHANKLIN (I. of W.)—31 High Street
 SHERINGHAM—High Street

 SIDMOUTH—Fore Street
 SLEAFORD—40 Southgate
 SOUTHAMPTON—57 Above Bar (Tel. 6519)
 22 East Street
 10 High Street, Shirley
 16 Victoria Road, Woolston
 SOUTHPORT—20 London Street (Tel. 3717)
 51 Eastbank Street
 SOUTHSEA—31 Elm Grove
 SOUTH SHIELDS—25 King Street
 SOUTHWOLD (Suffolk)—88 High Street
 SOWERBY BRIDGE—24 and 26 Town Hall Street
 SPILSBY (Lincs.)—High Street
 ST. ANNES-ON-SEA—50 and 52 St. Annes Road
 West (Tel. 333)
 ST. AUSTELL (Cornwall)—10 Fore Street
 STOCKTON-ON-TEES—134 High St. (Tel. 66471)
 STOURBRIDGE—135 High Street
 STOWMARKET—2 Ipswich Street
 SUDBURY (Suffolk)—5 and 6 Market Hill
 SUNDERLAND—221 High Street West
 SWANAGE—22 Institute Road
 SWANSEA—3 High Street
 276-277 Oxford Street (Tel. 2092)
 44 High Street
 SWINDON—58A Bridge Street

 TAUNTON—34 Parade
 TIVERTON (Devon)—7 Gold Street
 TORQUAY—17 Lower Union Street
 TONYPANDY—118 Dunraven Street

 ULVERSTON—30 King Street
 VENTNOR (I.O.W.)—28 High Street

 WALTON-ON-THE-NAZE—10 Old Pier Street
 WARRINGTON—9 Horsemarket Street
 WELLINGTON (Shropshire)—Market Square
 WELSHPOOL—25 Broad Street
 WESTON-SUPER-MARE—39 High St. (Tel. 179)
 WEST KIRBY (Wirrall, Cheshire)—13 The
 Crescent
 WHITEHAVEN—72 Upper King Street
 WISHAW—32 Main Street
 WORCESTER—56 High Street (Tel. 488)
 WORTHING—25 South Street (Tel. 1141)

 GT. YARMOUTH—8 and 9 King Street
 15 Broad Row
 34 Market Row

 YORK—5 High Ousegate
 14 Coney Street (Tel. 2709)