

25 YEARS' TRADING

JAMES LOBB & CO.

PROGRESS OF FIRM

The completion of 25 years of successful trading by any firm indicates honest value, consistent quality and entire satisfaction to the public. And this is the enviable position of James Lobb & Co., "Taranaki's Complete Furniture Factory," which celebrates its 25th anniversary this year.

The story of James Lobb and Co. is one of progress, initiative and achievement. Mr. James Lobb commenced business, single-handed, in January, 1913. The business gradually increased, and in 1918 larger and more up-to-date premises were secured for the factory in Gill Street, and showrooms were opened in Devon Street. These premises were occupied until 1928, when the present premises were taken over in Devon Street East. This is a very commodious building with a frontage of 20ft., and a depth of 100ft. There are two spacious floors and an entrance opening on to Courtenay Street. With this additional space the firm was able to widen the range of selection, and to-day it can offer as good a choice of linoleums, carpet runners, carpeting and furnishing fabrics as can be procured in the province.

James Lobb & Co. have always endeavoured to supply the right class of furniture. The motto, "Never expect your client to accept what you yourself wouldn't accept," has been the main factor in this firm's successful trading. Proof of its remarkable progress lies in the fact that it now employs the largest staff of any furniture firm in the province, with a clientele extending right through the North Island.

WIN FOR NEW PLYMOUTH