



## Achievement and Progress Have Marked Over 34 Years of Symons Merchandising in Butte!

**A**chievement and progress are two words that for more than thirty-four years have motivated the Symons Store. Soon again, this popular store, that has since its conception catered to the masses of Butte, will add another year of service to its enviable record.

On the corner of West Park and Dakota streets there has been erected a monument to the efforts of the men who founded the Symons Store, and who through the years have carried on its business successfully to the end that the name of Symons has become the watchword of every economical household in this community.

Each year has seen new evidence of achievement and progress in this great store and the one just concluded was no exception. Increases in departments that add to the convenience of the buying public have appeared with equal regularity. New innovations have made their appearance throughout the store that make for better store service and more convenient shopping facilities.

The story of the Symons Store is the story of a merchandising concern directed by men of energy and foresight which has kept pace with its home city. It is a story of growth and success in over 34 years' time, a story which cannot fail to be an inspiration, a story of dauntless determination, mastering every difficulty and coupled with a faith in Butte that has never wavered. It has been a characteristic that it has paid little attention to passing clouds which at recurring intervals are wont to dim for a brief period the city's prospects. Regardless of troubles and depressions, ups and downs, good times and bad times, the Symons Store has carried on; growing, enlarging, expanding, ever mindful of the needs of Montana people, supremely confident in the future of the nation, state and city.

In the period of changing conditions, changing managements of stores throughout the nation, the Symons store has carried on with the same home management, the same home ownership, and the same merchandising policy of "the lowest prices every day in the year."

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