

Ed. Moses Stevens

146 Victoria Street

S.W.1

and

Berkeley Square

W.1





BY APPOINTMENT TO
H.M. THE QUEEN MOTHER
FLORISTS



BY APPOINTMENT TO
H.M. THE QUEEN
FLORISTS



BY APPOINTMENT TO
H.R.H. THE DUKE OF EDINBURGH
FLORISTS

Moses Stevens

146 VICTORIA STREET
S.W.1.

Telephone : VICTORIA 5031

BERKELEY SQUARE
W.1.

Telephone : MAYFAIR 5211

*"If thou of fortune be bereft
And of thy store there be but left
Two loaves — one sell and with the dole
Buy hyacinths to soothe thy soul"*

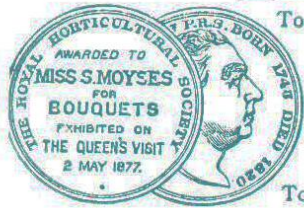
Translated from a Chinese poem

DR. TO S. MOYSES STEVENS,
Court Florist,

Telephone: 424 Westminster.

ESTABLISHED 1876.

146, VICTORIA STREET, BELGRAVIA.

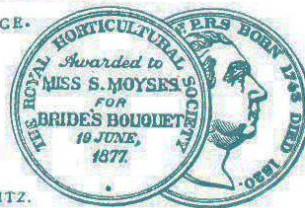


TO HER LATE R.H. THE DUCHESS OF CAMBRIDGE.

TO H.M. THE EX-KING OF HANOVER.

TO H.R.H. THE PRINCESS MARY OF ADELAIDE.

TO H.R.H. THE DUKE OF MECKLENBURGH-STRELITZ.

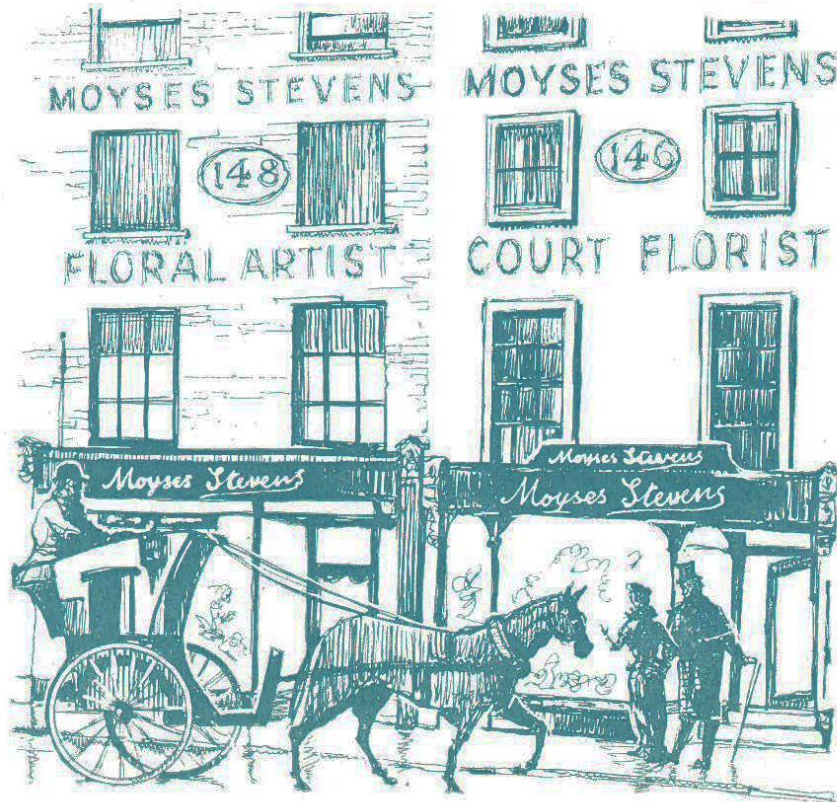


A LARGE SELECTION OF WREATHS, CROSSES AND CHAPLETS READY-MADE.

1876

*In 1876, Miss Moyse
(who was Mrs. Stevens)
the mother of today's Chairman,
Mr. A. H. Stevens,
opened the original shop
in Victoria Street.*

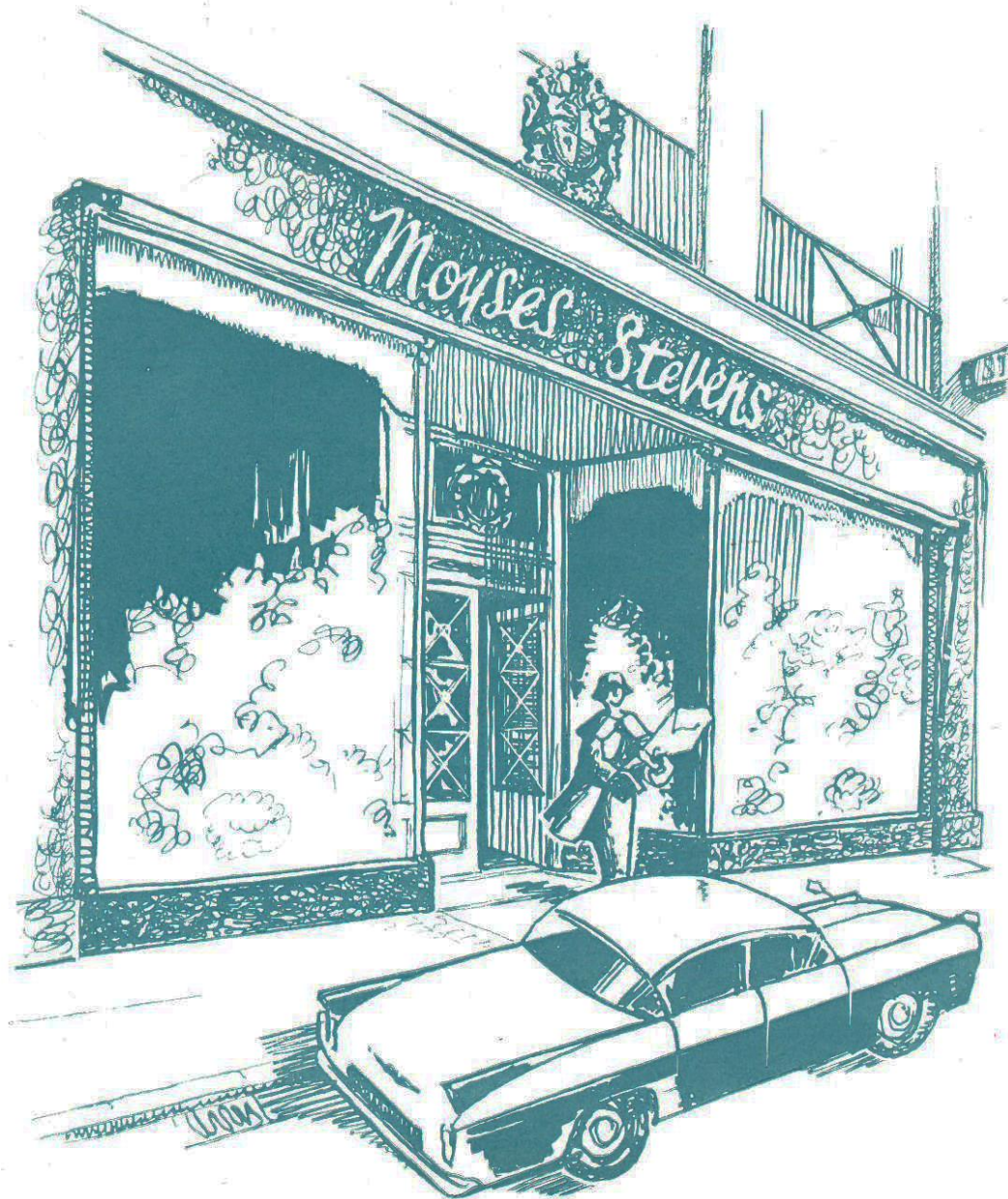
*Since that date Moyse Stevens has
been proud to set and maintain
a level of artistry and quality
which has resulted in the
coining of the flattering phrase,
"up to Moyse Stevens standard"*



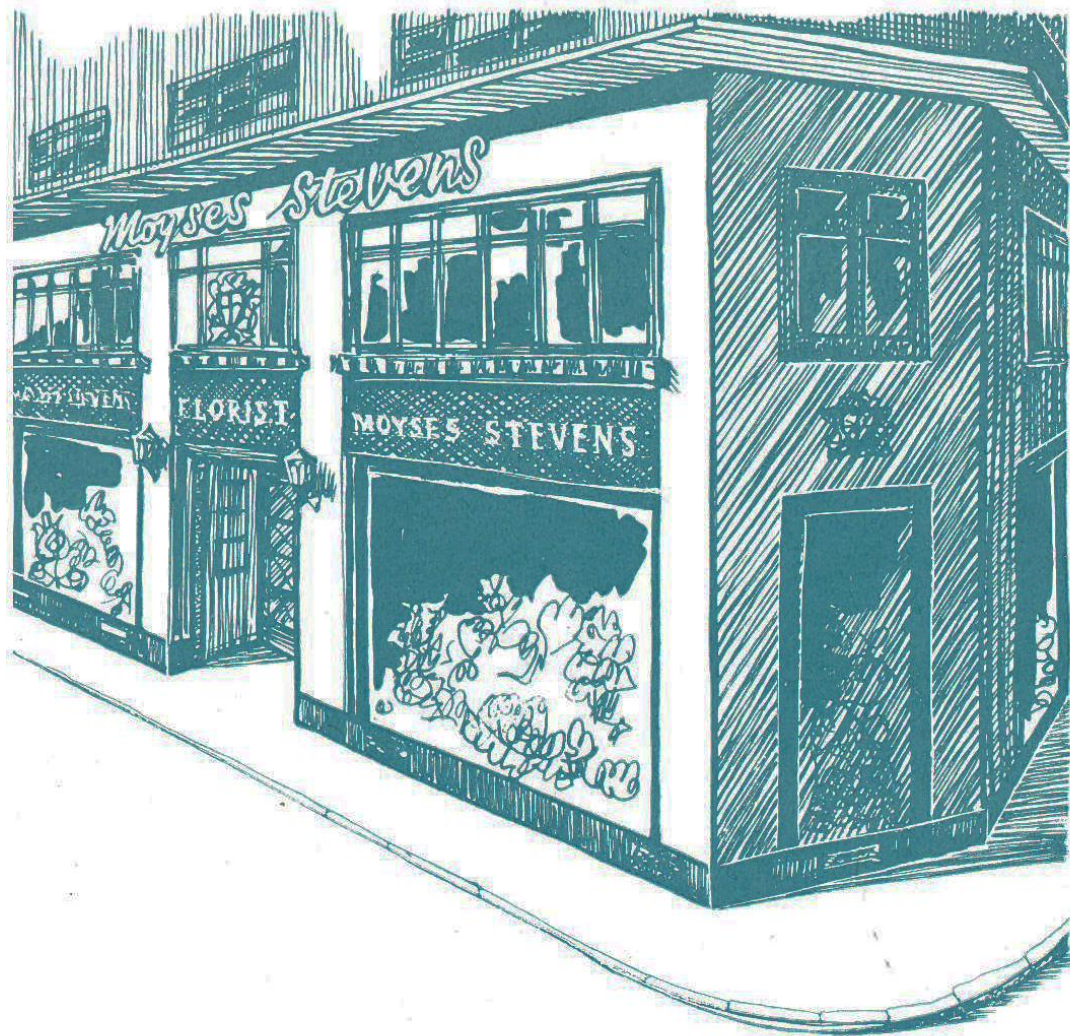
Moyse Stevens

TODAY

Today at Victoria Street, on the same site as the original shop, modern premises with air-conditioning and cooling, ensures that Moyses Stevens flowers reach you as crisply perfect as the moment when they were picked. These premises, widely extended in 1930, form the administrative headquarters of the firm where 80-90 girls are at your service.



146 VICTORIA STREET, S.W.1



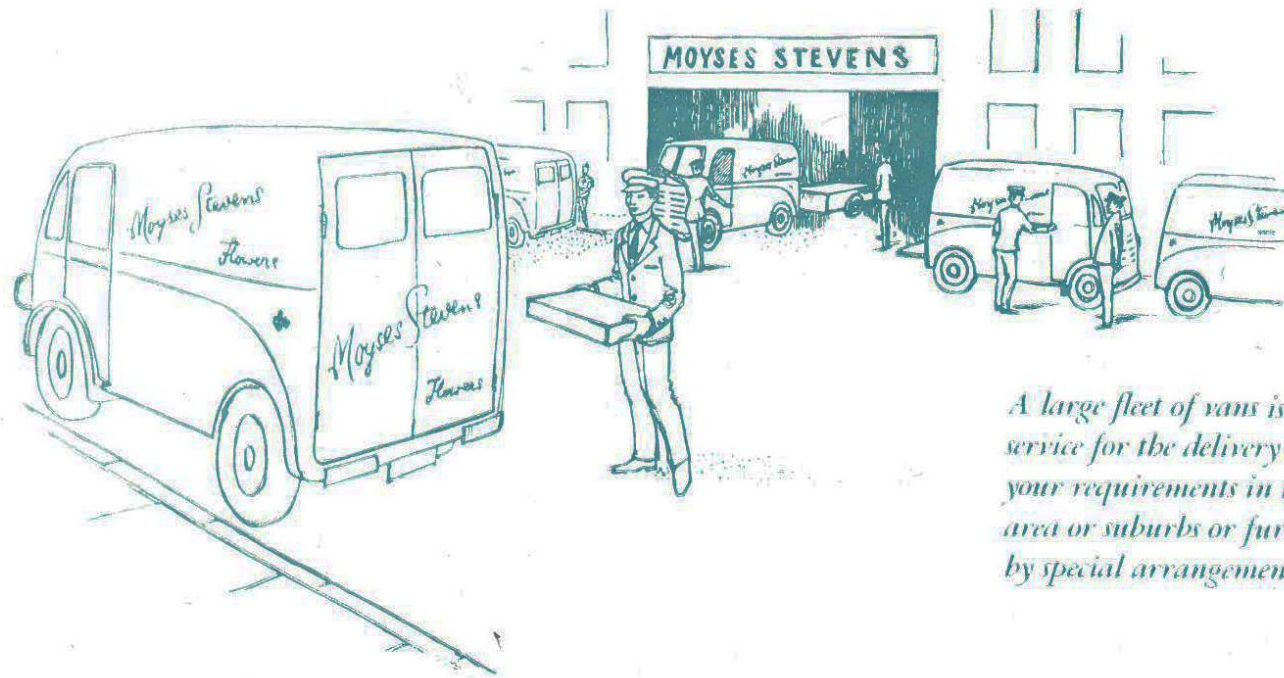
TODAY

*Moyses Stevens, Berkeley Square.
The Mayfair Branch in
Lansdowne House, originally
opened in 1936. Closed
during the war years and used
as an air raid shelter.
Re-opened in 1948 and now
employing 40 girls.
Visitors from all over the world
have repeatedly expressed the
opinion that there indeed is to
be found one of the sights
of London. The profusion and
quality of the flowers in stock is a
veritable "Chelsea Flower show"
every day of the year.*

Moyses Stevens

BERKELEY SQUARE, W.1.

DELIVERY SERVICE



A large fleet of vans is at your service for the delivery of your requirements in the London area or suburbs or further by special arrangement.

"the early round"

Nine vans are loaded and away by 8.0 a.m. each morning with the early orders.



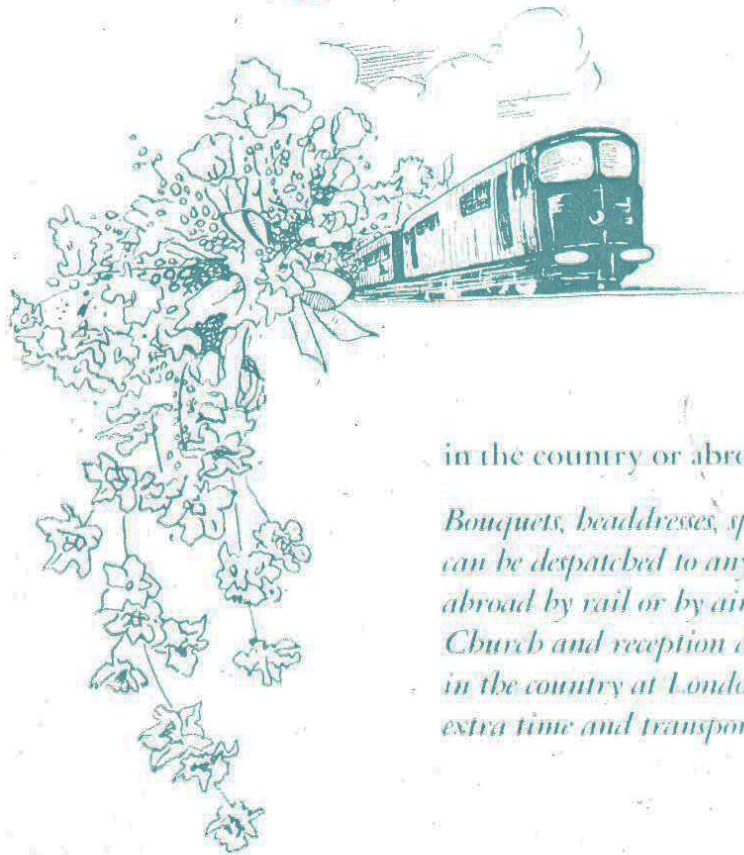


A VIEW OF OUR BRANC



H AT BERKELEY SQUARE

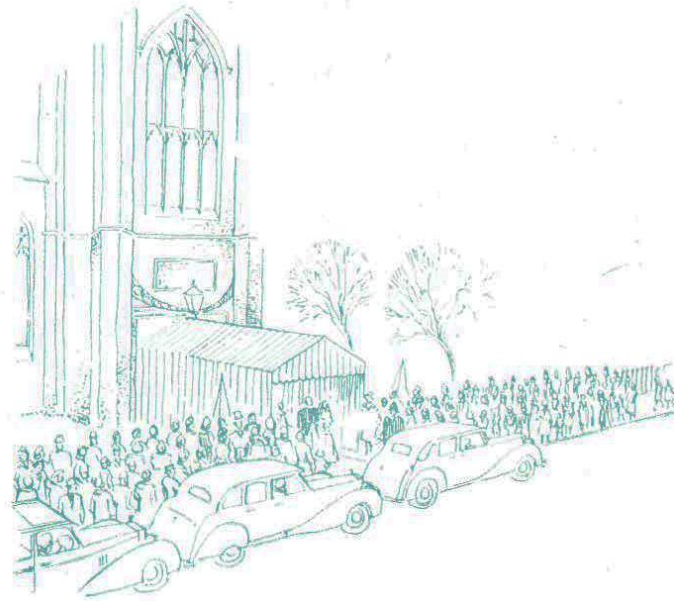
*All our flowers and designs
on display are priced
and marked.
We are pleased to offer
quite original suggestions for
flower arrangements, whether
they be for wedding bouquets,
church, house or table
decorations.*



in the country or abroad

*Bouquets, beaddresses, spray and buttonholes
can be despatched to any part of the country or
abroad by rail or by air.*

*Church and reception decorations can be arranged
in the country at London prices plus a charge for
extra time and transport according to distance.*





ST MARGARET'S CHURCH WESTMINSTER



a workroom

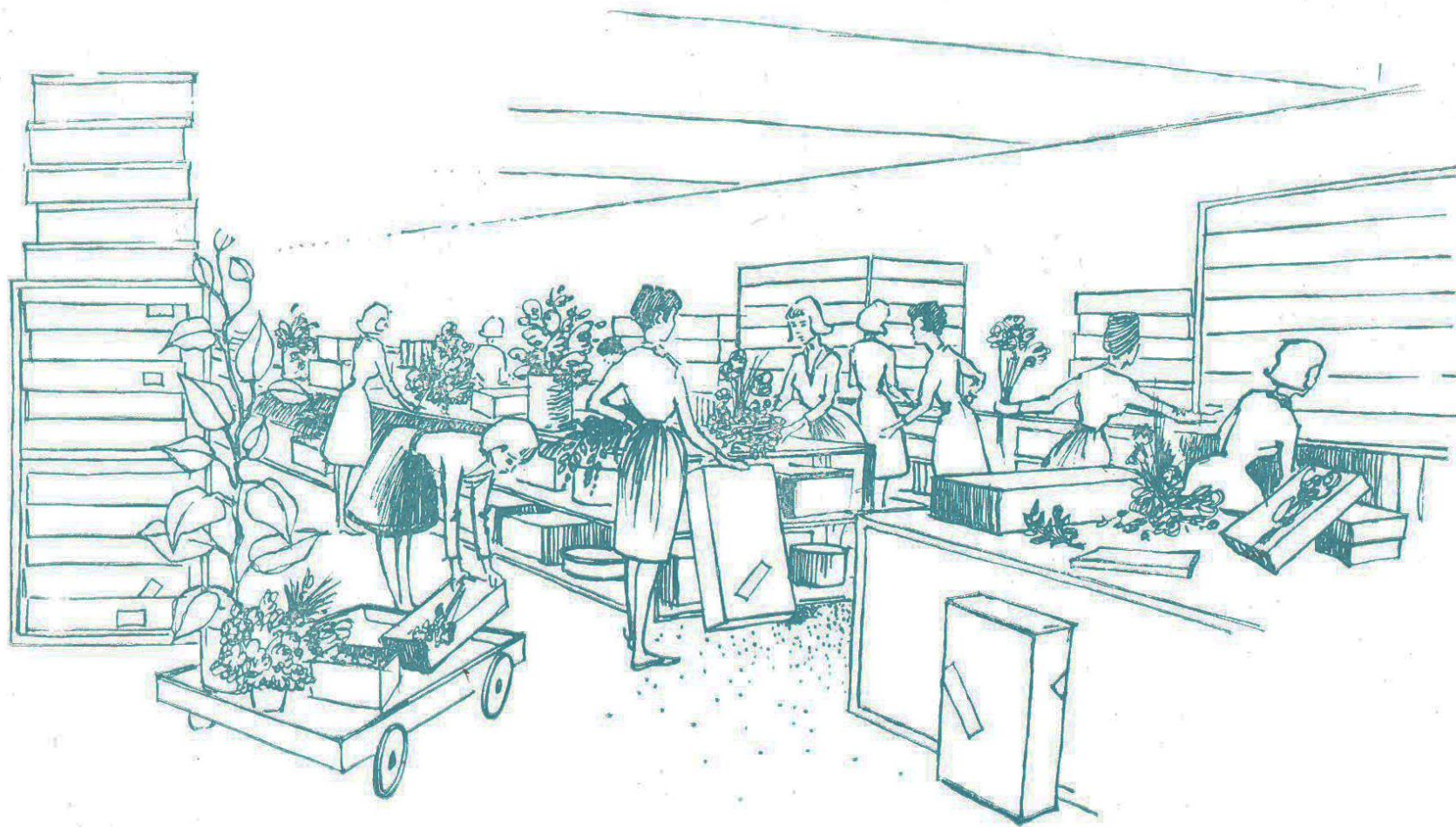
A view of one of the workrooms where your orders are prepared.

A total staff of 130 are at your service, many of whom have been with the firm for more than 10 years and are highly trained and experienced.

To ensure continuity, there are always 30 Junior Apprentices, aged 15-17 years, undergoing a 2½-3 year period of instruction.

*the "christmas room"
where preparation work
on Christmas Novelties
continues nearly all the year
round.*





packing and despatch

*The packing and despatch department at
Victoria, where several hundred parcels are prepared
for delivery by our own vans, rail, post
and air freight every day.*

