



Number: 19

SEPT. 1970

50 YEARS OF SUTERS

1920 - 1970

On the 25<sup>th</sup> September this company celebrates 50 years of successful trading. The original shop was opened in Slough by the late Mr. G.W. Suter and the present Chairman, Mr Clarence Suter, in September 1920. Four years later a business was acquired in Uxbridge on the site opposite that of the present store.

We will be celebrating our 50 years in business by a big promotion in both stores. Demonstrations, fashion shows, and 'Birthday Offers' have already been arranged. An advertising supplement of either 8 or 10 pages will appear in the Evening Mail on Thursday, 24<sup>th</sup> September: included in the supplement will be a short history of the company, details of merchandise sold, photographs of some staff members, manufacturers' advertisement and our own ads.

Suters advertisements will also appear in:

The Windsor Slough & Eton Express

The Slough Observer

The Bucks Free Press

The Middlesex Advertiser

The Buckinghamshire Advertiser

These ads will feature our 'Birthday Offers', demonstrations and other entertainments.

In addition, interior and window displays for the 2 week period commencing September 24<sup>th</sup> will be concentrated on the "50 Years" promotion.

J.R.M. Suter,  
Sales Promotion Director,

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# Spotlight

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SUTERS HOUSE JOURNAL

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