



Number: 3

DECEMBER 1968

Mr. J.R.M. SUTER

We are pleased to welcome back into the Company Mr. Richard Suter Advertising and Public Relations Manager.

Mr. Richard first joined the Company in April 1962, as Sales Promotion Manager. This was a crucial time in the Company's development with the opening of the new Slough store, and it was Mr. Richard who was responsible for publicising the new store and creating for it a modern store image of a go-ahead provincial department store. After the opening of the new store in October 1962, sales increased at a satisfactory rate and much of the success and popularity of the new store must be attributed to the Sales Promotion effort under the direction of Mr. Richard.

In the early part of 1964 Mr. Richard decided that he would like to broaden his experience in the publicity field, so he left the Company to join the well known International Advertising Agency, Colman Prentis and Varley at their Milan office. Here Mr. Richard was an Account Executive and was responsible for promoting the important accounts of Firestone Tyres, Cinzano Vermouth and Wines, Colgate-Palmolive, detergents, toothpastes and foods, to mention but a few of the larger accounts he was engaged on.

During his stay abroad Mr. Richard has learnt to speak Italian fluently and has acquired a working knowledge of French, German and Spanish. The Company may find this specialised knowledge very useful in the future when it seems we may have to scour the world's markets to bring more novel and exciting merchandise to the store to offer our customers – something they cannot obtain from our larger competitors.

Whilst in Italy Mr. Richard was Italian Correspondent for the Motor Magazine "Auto Sport". This position enabled him to travel all over Italy and parts of Europe reporting on the major Motor Racing Competitions for the British Public.

In taking this opportunity of welcoming Mr. Richard back into the business, we offer him wholehearted support and wish him every success in his new appointment.

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We are pleased to welcome Mr G. Goodchild to the Company as Departmental Manager in the Soft Furnishing Department at Slough.

We wish him every success in his new appointment.

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# Spotlight

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