



**This was retyped in August 2018 due to difficulties in copying it from the original**

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### COMING EVENTS AT SUTERS

#### "Scandinavia Comes to Suters"

From Thursday September 25 through to Saturday October 18 we will be promoting Scandinavian merchandise at Slough and at Uxbridge. This is the biggest "international" promotion we have ever programmed: and it is the first of a series.

Earlier in the year two of our Merchandise Controllers, Mrs. Davies and Mr. Morley, went to Denmark, Sweden and Finland on a 3-week buying trip. During their visit they made up to fourteen calls a day on manufacturers of glass, jewellery, shoes and boots, handbags, men's clothing, children's clothing, women's fashions, gift lines and other exotica. The merchandise is steadily arriving, and has been arriving for the past three months.

During the promotion we will be selling all the Scandinavian goodies from specially constructed stands, which will be placed in key spots on each floor at both our branches. These "boutiques" will be the focal points for the promotion.

Just before and during the promotion period we will gear all our promotional efforts to Scandinavia: in a specially produced brochure which will be mailed to account customers, in press advertising, in window displays. We will have senior officials from the Danish, Swedish, Finish and Norwegian Embassies/Trade Centres.

At Slough we will serve Nordic foods in the restaurant: and to swill the smörgåsbord down in the Nordic way we will have Danish and Norwegian lager flowing. The Slough restaurant will also be the scene of a Scandinavian fashion show on Wednesday October 1.

As you will see, the Scandinavian merchandise is exciting and different. It will be interesting to sell, and we are going sell it well.

Tack för hjälpen

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