

SUTERS 40th ANNIVERSARY SUPPLEMENT

Suters Ltd., High Street, Slough

Telephone Slough 21245

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Presented with the Windsor, Slough and Eton Express

SLOUGH FIRM WITH A PAST— AND FUTURE

SUTER'S FINE NEW FAMILY STORE

THE impressive face of Suters' store in Slough High Street gives little hint of the immense activity going on behind. But from within the comfortable old shop a fine new family store is rising and by 1962, when it is complete, more people than ever will be able to suit themselves at Suters. These pages serve as a guide to Suters as it is—and as it will be.

But for post-war building restrictions and the "credit squeeze" Slough might well have had its new store before this. A far-sighted board of working directors had been prudently buying up land and neighbouring buildings long before Hitler hampered their activities.

Had their plans matured to time, as they ruefully admit, the cost of development would not have soared to its present figure of something over £250,000.

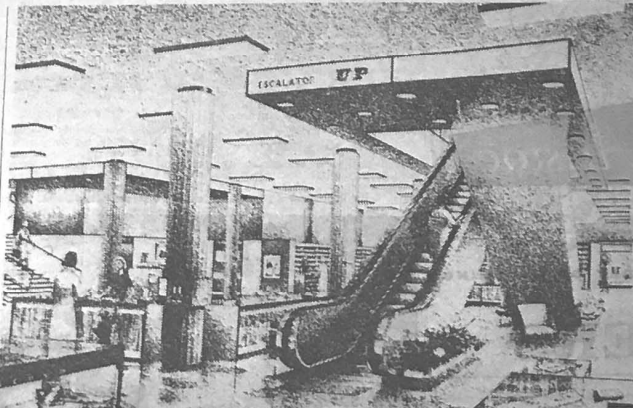
PLANS ELASTIC

But their plans were elastic enough to meet that contingency and the delay has encouraged them to work out improvements on an increasingly ambitious scale. The frontage of the new store will provide 800 ft. of window display space. The back will open

itself in a vast open-plan department with lifts on the extreme left and in the centre a double escalator—the first in any Slough store—leading to the sections above. These will probably contain fashions, clothing, household linens and carpets.

On the top floor at the back, looking out over the car park to the trees fringing the far side of Wellington Street, there will be a restful modern restaurant with seating for 100 people—a feature badly needed in Slough.

All this extra room will make possible a great extension in the services which the store provides. The staff will be roughly doubled and the management hope to engage many school-leavers for this purpose, thus strengthening the ties which for the past 40 years



Interior of the new building as customers will see it in 1962 on entering from the High Street. Lifts will be on the extreme left. The double escalators will connect the ground, first and second floors. For views of Suters as it was and as it is today see pages 4 and 5.

the floor area will make shopping pleasanter, quicker and more varied. There will be more scope for self-selection by customers

has given good service to an ever-widening circle. If it offers mannequin assistance to attract customers

WHAT WOULD YOU DO WITH £250,000?

WELL, what would you choose if somebody offered you £250,000 to spend? A bigger house? More to put in it? A new car? Probably all of these, and a holiday, too.

Suters, who faced just such a question, provided much the same answers—except for the holiday! Their "house" is being enlarged at least seven-fold and it will contain more of everything and a lot of completely new things. Read delivery vans for a new car and the parallel is complete.

New departments will include toys, gardening equipment, and, it is hoped, china and glassware. The carpeting and fashion sections will be greatly enlarged—the latter five times over. Now that the firm have established their own workrooms they are able to make up loose furnishings themselves and to provide a fitted carpet service.

IMPROVEMENTS

The most welcome improvements are the provision of escalators and lifts, a good restaurant, and a car park. This last feature was gained only after a protracted struggle with the local authorities over rights of way. Since this park gives direct access to the back of the store its provision will smooth away traffic difficulties which at present confront the store's customers.

Anniversary Event
1/8 Discount in the £1 on

floors, one of them below ground and probably containing domestic merchandise. Much of the gravel subsoil has already been scooped out and behind the present frontage a sturdy, iron-reinforced concrete structure is rising beside the tunnel which links the old store with the first phase of the new.

On entering from the High Street customers will find them-

PRIVATE COMPANY
Because Suters is a private limited company the directors have been able to plough back into the business profits which otherwise would have been disbursed among shareholders and customers benefit accordingly.
A seven-fold multiplication of

But in essence Suters will remain what it has always been—a family store which for 40 years

the confident expectation of settling a new landmark for the Harrovians sing "40 Years On—"

SPENDIN' AND SAVIN'

HUNTIN', shootin', fishin', or just plain housekeepin', should be pleasant and enjoyable occupations, but often the enjoyment is affected by the necessity for keeping a tight rein on the expenses. Fortunately Suters' accounts services can help when the prizes of housekeeping are being contested.

Most traders are willing to run monthly credit accounts with anyone who supplies suitable references. Goods bought in the store can be taken away by the customer when the purchase is made and then paid for at the end of each month.

The accounts department sends out a monthly statement showing the items bought in the preceding month. Monthly accounts save you the necessity of carrying large sums of money—in fact you can buy all your clothing and household requirements without bringing even a penny into the store, and how pleasant it is to say "Please, put it on my account" instead of having to search in your purse.

BUDGET ACCOUNTS

All too often when a new outfit, school uniform, suit or a household replacement is required the outlay means that either normal expenditure has to be cut or savings must be reduced. To counteract these circumstances Suters have started Budget Accounts to enable customers to purchase just those items, and any others when they are needed, and to spread the cost over a number of months. This type of account has become very popular during the last few years and has been used in various forms by nearly all the large department stores.

Suters are using a method which enables customers to have a wide selection, by being able to shop at more than one store, and to make their purchases easily—that is, without any formalities or waiting.

Details of this scheme in booklet form are available at the Slough and Uxbridge stores, complete with application form. When you visit them you should collect one of these Budget Account booklets. Suters have been a private

limited company for 31 years and have been in Slough since 1920. During this time they have made provision for those people who wish to make regular savings over a number of weeks or months. Two schemes have been operating all this time: one is run by club organisers appointed by the firm, and the second is a plan which enables you to save up for your Christmas shopping.

Any person may join in the savings plan, which is based upon regular payments for at least nine months before any November 1, for which Suters give a bonus of 10 per cent on the total savings made. Savings made up to the beginning of August also receive a bonus, the rate depending on the commencement of payments.

The organisers' club payment scheme operates over 21-week periods all the year round, each member paying a share weekly to the organiser and the organiser then distributing the vouchers to each member in turn, depending on the luck of the draw, until all members have received vouchers to the value of their weekly saving.

A BONUS

Organisers receive for their trouble a bonus on the value of the vouchers they buy, and the members have the chance of receiving the value of their 20-week payments in the first week. If you are interested in becoming an organiser or a member Suters will give you all the information and assistance you require.

A day in Slough with any of these accounts will make your shopping more enjoyable, and as that is the aim of all Suters' services you can be sure that you will always receive attention and courteous treatment. Any further information may be obtained by contacting the Accounts Department, Suters Ltd., High Street, Slough.

September 22 and Saturday October 1

Easier shopping will not mean self-service. The Americans have devised machines to sell packaged shirts and underwear and give change for paper money, but they would be an unsatisfactory substitute for the personal service on which Suters pride themselves.



Luxurious SHEETS, PILLOWCASES and TOWELS

No bedroom is really complete without HORROCKSES Sheets and Pillowcases, made from the finest cotton obtainable. Towels too, that are really attractive in colouring and design, and all with hard-wearing qualities.

Horrockses
the Greatest Name in Cotton

Sheets from 38'11 Pillow Cases from 3'11
Towels from 5'11

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It costs less to look extravagant when you choose Heathcoat Flare-Free nylon net. It makes a tremendously grand impression at very little cost. It is now only 3/11 a yard (54"). It has a permanent stiff finish and however sweeping the skirt, it won't catch fire. Ask for it by name.

HEATHCOAT
Flare Free
NYLON NET

See the full range of colours at

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