

1920-1970

SUTERS FIFTIETH ANNIVERSARY

IF YOU can't find anything you like in Suters dress fabrics department, you're a very difficult person to please.

For this spacious department is stacked from floor to ceiling with more than 1,500 rolls of materials from cotton prints, soft chiffons and voiles, to thick all-wool tweeds and winter velvets.

Mr. Robert Woodcock has been dress fabric buyer for the past 18 years. He said: "When I came to work at Suters the department consisted of one cramped line of counters right at the front of the shop."

Suters retains fame for fabrics

Before him, Mr. Clarence Suter, the present chairman and co-founder, was the dress fabrics buyer and this side of the business has always been his favourite.

Since the store

opened 50 years ago it has always been especially noted for its fabrics. Several customers who have now moved out of the Slough area still like to get their materials from Suters.

Mr. Woodcock said: "We send them samples of fabrics and then they order anything they want by post. One customer, who now lives in Dorset, has written saying that some material she bought in 1954 has only just worn out and can she buy some more the same!"

Suters is one of the few local shops where you can buy all kinds of materials the whole year round. For example cotton



Mr. Clarence Suter (left), co-founder of Suters, talks to Mr. Robert Woodcock the dress fabrics buyer.

prints are still on sale in the winter so that people holidaying abroad can buy lightweight materials.

Among the popular materials for winter wear are all-wool tweeds which are "machine washable," hand-washable smooth and crushed velvets and Irish tweeds, ideal for making ponchos. There will also be yards of fabrics in top fashion

shades like Aubergine, cinnamon and saffron.

Looking ahead to next spring, soft chiffons and voiles will be the most suitable materials for clothes with more fluid lines.

With the exit of the mini, women will need to buy greater lengths of material to make their skirts and dresses.

The department not only caters for the

very modern dressers.

"We have to temper fashion with good taste. Navy blue is still one of the best selling colours and black is always popular for evening wear," said Mr. Woodcock.

Materials for linings now come in much brighter colours. Whereas linings used to be only in navy, black, beige or

grey, today they are in bright cerises, Italian pinks and shades of jade as contrast or to match the fabric.

Materials for children's wear have become more sophisticated — the old nursery prints have faded and in their place are chic patterns and colours.

Suters also stock a range of brocades and satins suitable for bridal wear.