

TRANSCRIPT

St Michael News April 1959

Edinburgh Show Delights

St Michael News Reporter

When the Marks & Spencer fashion show at the Music Hall, Edinburgh, drew to a close, the Countess of Minto, who presided, paid Edinburgh store, and the company generally, a most generous tribute.

The show, in aid of the Royal Scottish Society for the Prevention of Cruelty to Children, together with one at Glasgow for the Giffnock and Newland Ladies' Guild, and the Luton shows, were seen by several thousand people.

The Countess of Minto said, at the Edinburgh show:

"I would like sincerely to thank Marks & Spencer for the great trouble they have gone to in putting on this wonderful show for such a noble cause.

"I should like to add that in this day and age when good manners are generally so lacking, it is a great pleasure to me to go into Marks & Spencer's lovely store in Princes Street, where one is always treated with courtesy and good manners by all the people who work there."

REACHED NEW AUDIENCES

Several fashion shows last month broke new ground for Marks and Spencer introducing St. Michael merchandise to new faces, new places and new customers.

Nearly 800 people saw two shows at which the Luton Girls Choir sang to raise money for their forthcoming Australian tour.

The Jingle

Part of the special jingle they sang at both Watford Town Hall and at the Luton Community Centre, ran;

"St. Michael, St. Michael are the clothes for you,

St. Michael, St. Michael for your family too,

It's easy to confess we all love M&S,

But St. Michael make your dreams come true."