

## St Michael News Article of 1963

# Why this fresh **St Michael** chicken — and lots of other fresh and delicious **St Michael** foods — taste so good

**W**ELL, why *do* they taste so good? It starts, quite simply, with careful selection, preparation and handling. This chicken you see here, for instance. Only the plumpest, most rounded birds are good enough for a Marks & Spencer provisions counter. From the very beginning, the bird has to be *right*.

Research into the right kind of bird ensures that the housewife gets more chicken for less money.

The perfect table bird must be bred and fattened, in the right conditions. Marks & Spencer suppliers do this.

Marks & Spencer believe that the best chickens, for flavour, are fresh birds, and they only sell this type. They do *not* sell frozen chickens. All St. Michael chickens are sold complete with giblets in a separate pack, all contained in a polythene bag.

#### Peak of freshness

A Marks & Spencer provisions customer can be sure that her chickens and pies are processed in the cleanest conditions, and are sold *only* at the peak of freshness. In the stores where the provisions are sold, and in the company's head office laboratories, samples are regularly checked to see that the standards are being maintained.

**All St. Michael provisions taste good and are good. This is what St. Michael quality is all about.**



A plump and delicious St. Michael chicken. Behind the fresh and tasty chicken you put in the oven, stand the Marks & Spencer high standards of quality and value.

PROVISIONS COME TO  
MARKS AND SPENCER  
NUNEATON ON SEP. 27