

What has a scientist to do with St.Michael biscuits? : behind the scenes at Marks and Spencer.

Contributors

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what has a **Scientist** to do

with

St Michael
REGD

BISCUITS?



behind the scenes at

MARKS & SPENCER

WHAT has a scientist to do
with **St Michael** REGD biscuits?

A great deal! We take
our scientists seriously.

Since we want
St Michael REGD biscuits
to be really good

we asked our scientists
for their advice.



behind the scenes at
MARKS & SPENCER

and this is what they told us—



Have your biscuits produced
in **clean modern**
bakeries !



Use **top quality**
ingredients !



Work out the **best recipes**
with the bakers



Seal in **freshness** by wrapping
all biscuits as they leave the
oven. It keeps them **clean**, too!

St Michael
REGD

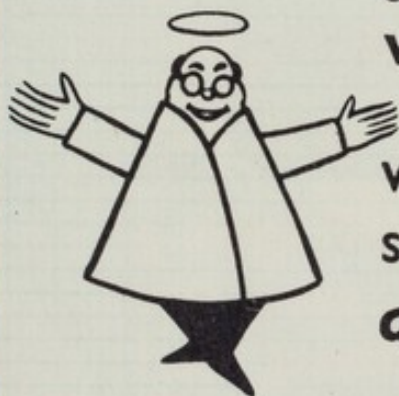
is the brand name



Make sure your biscuits
are **oven-fresh by quick
delivery** from bakery to store!



Always be on the look-out
for **better flavours, better
materials. Never be satisfied !**



Do all these things—
and your biscuits
will be **DELICIOUS**

we followed the
scientists' advice . . .
and thats' why



biscuits are so good !

the of **MARKS & SPENCER**

St Michael
REGD biscuits are fresh

KEEP YOUR



BISCUITS FRESH IN

AN AIRTIGHT TIN

St Michael
REGD biscuits are best

**—and there is a wide variety
to please all tastes**