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J. C. M. etc.

see

THE REGENT STREET ASSOCIATION LTD

Established 1925

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manufacturing etc.*

SECRETARY: M. MARTIN GRAY
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ALL COMMUNICATIONS TO
REGISTERED OFFICE

87 REGENT STREET
LONDON, W.1
13th November 1957.

REGENT STREET CHRISTMAS DECORATIONS - 1957

You may be interested to learn that Regent Street is preparing a spectacular scheme of Christmas Decorations to be on display during the month of December. This year these will consist of EDWARDIAN BALLOONS, 7 ft. in diameter, suspended above the roadway.

The construction of the Balloons will be of rubberised fabric inflated with air; there will be four different Balloon patterns, each in two colour combinations and each will have suspended from it a little car; the cars also will have different shapes.

The Balloons will be suspended from strong steel wires across the Street to existing fixings at roof top level. The cars will be tied down against wind pressure by wires secured to fixings at first floor level.

This type of decoration will enclose the Street in a gaily covered ceiling, making it a cheerful and exciting shopping centre. Floodlights, affixed to the street standards, will shine up on to the balloons.

The scheme has been designed by MARTIN and JANE PRIESTMAN, a young married couple of exceptional ability. Martin is an architect with a rapidly expanding practice in Hitchin, Herts., and Jane is a free lance textile designer, working for the leading textile houses in London, while she also collaborates with her husband on the display and decoration side of his work in which he specialises.

The contractors are Piggott Bros. & Co. Ltd. of Bishopsgate, a very long established firm, prominent in the Exhibition and Display world. They have in fact also made the Balloons.

The cost will be borne by the shopkeepers and the scheme will be completed and the lighting switched on by the Mayor of Westminster, Sir Charles Norton, accompanied by the Mayoress, at 5.30p.m. on Thursday 28th November. You are warmly invited to attend the ceremony and in order that the necessary arrangements may be made, perhaps you will advise me by return, when an official invitation will be sent you.

M. MARTIN GRAY (Mrs.)
Secretary.