

THE SALON SAGA

Avid readers of Staff Notice Boards and of "Spotlight" will know that we've been searching for a name for our new Slough Fashion Salon. As we offered £5.00 to the person whose suggested name was chosen, we expected an avalanche of ideas.

And we got just that. 102 names were put forward. We asked Mrs. Straughan, the Buyer of the new department, to look at the entries. She told us which ones she liked. And why.

Then we asked Mrs. Munday, who chose some that appealed. After that Messrs. David, Tom, Anthony, Michael and I sat down to the final judging.

To prevent any bias I had written all the entries on a piece of paper - without the entrants' names against their entries. After all, I had submitted 14 of the entries (I'm as keen to win a fiver as the next man) and I hoped to be in with a chance.

For minute after lengthy minute we discussed, we decimated, we drank hot coffee, we chewed biscuits. Finally, 1 hour 42½ minutes, 6 coffees and 3 cigarettes later, we chose "THE CHILTERN ROOM" as the most apt of all the entries.

So to Mr. A.T. Wells, the name's donor, congratulations and the £5.00 prize. Well done, Mr. Wells, "Name Dropper of the Year".

Below are the other entries we received :

The Apollo Room	Beautiful Woman	D'Élegant
The Arches	Beautiful Lady	Dressage
The Ascpot Room	Berkshire Suite	Elegance
The Astor Room	Bellina	Élégance
Ambiente	Court Circle	Elegant Occasions
Ambiance	The Castle Room	Elfa Room
All Seasons	Clarence Room	Elfa Suite
Alta Moda	The City Lady	Eleganza Modes
Arcobaleno	The Corner Room	Even Gals
Alexandria Room	Chez Nadam	Élite Couture
Blanc Bijou	The Concorde Room	Esplanade
Belle Dame	Couturiana	Flair Fair
Belladonna	Chez Nous	Five Lamps
Blue Gardenia	Dream Palace	Fashion Hall
The Buckingham Gallery	Dress Well	Fantastique
Buckingham Suite	Deborah House	Fine Lady Boutique

SUGGESTED NAMES - cont'd.

Four Seasons	La Maison D'Elegance	Persepolis "71"
5th Dimension	Madame Sutene	The Penthouse
Florentine Room	The Malvern Room	Pygmalion
The Gothic Scene	Maison D'Élégance	Queensmere Room
Good Taste (2)	Modes Eleganza	Roulette Shop
Gold Horizon	Mere Chance	Retus Devine
The Green Portals	La Mode Exclusive	Star
Fashion Room	Madam Exclusive	The Select
Gothic	Mayfair	Shiek
Greensleeves	Marble Arches	Suter Couture
The Hide Out	Notre Dame	Tom Suter Fashion
High Society	The Norman Salon	Tiara
La Invicta Shop	New Dimensions	Top of the Town
Joli Le Coin	The Orchid Salon	Tip Top Room
Little Dream	Peu Rêve	Uncle Tom's Cabin
Little Jewel	Pretty Corner	Venezia
Lampadario	The Princess Gallery	The Windsor Ward
House of Elegance	Paspered Lady	
Livarde		

J.R.M.Suter,
Sales Promotion Director

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The Salon Saga – Choosing a name for the new “upmarket” fashion department at Slough in November 1971

There is an advertisement for this new department below

The Chiltern Room



Suters

Introduce a new fashion ambience

On our 1st floor we've created a rather special fashion room. Where you can choose beautiful clothes. At leisure. And far from the madding crowd.

In our search for the very best quality we've selected dresses and coats from

only top-line houses. Like Aquascutum. Alouette and Degn from Denmark. Paris inspired Louis Feraud. And Rembrandt.

We're very excited about the Chiltern Room
..... We think you will be, too.

High Street Slough Bucks
SL1 1DR Telephone 26942

Suters

We're open all day,
Monday through to Saturday