



M&S Company Archive
Reminiscence Image Pack

Food Through The Years

Image Notes

Jaffas for Juice window display, 1930s

A beautiful window display of carefully arranged oranges with the slogan 'You can always tell a Jaffa by its juice'. The oranges were sold for 3d for two.

Blackpool M&S food display, 1932

The photograph shows an early deli-style display of food. Customers could buy fishcakes, cheese, liver sausage, pies and cold meats. The shelf above the display holds pickled onions.

Café bar, Northampton, c1940

M&S café bars were very popular because they sold good quality food at low prices. Customers at the Northampton café could buy a cup of tea for 2d, trifle or a fruit cup for 6d. The maximum purchase allowed was 2s 3d.

Recipe book, 1955

This recipe book was produced for the staff canteen, it gives instructions on catering for large groups of people. Recipes from around the UK include Tunbridge Fried Cherry Batter, Epping Sausages and Yorkshire Ploughboys.

Tomatoes, M&S Marble Arch, 1950s

A very appetising display of tomatoes, huge cucumbers, Granny Smith apples, lemons, bananas and asparagus, with sparkling metal weighing scales all around the counter, as well as three separate tills. The tomatoes came from Holland and cost 2s 10d per pound.

Jelly Creams packaging, 1950s

Cakes, sweets and puddings were some of our most popular products in the 1950s. This bright packaging contained jelly cream, and gave ideas on serving with cream or fruit on top. St Michael was the brand name of M&S from 1928 until 2000. It appeared on food packaging from the 1950s.

Tinned fruit salad label, 1950s

The label came from a metal tin of fruit salad. The printed ingredients show it contained peaches, pears, pineapples and cherries. The brightly illustrated label was designed to catch the customer's eye.

Image Notes

Tinned Salmon label, 1950s

This St Michael tinned red salmon came from Canada. The fish came with its skin on, ready to cook.

Tinned apricot jam label, 1950s

In the 1950s all M&S jam and preserves were sold in tins rather than glass jars. The only ingredients in this jam are sugar and fresh apricots. No country of origin is given on the label, it is just printed with 'Empire Produce'.

Potato sticks and crisps, 1963

These two photographs both show crisps – a very popular product in the 1960s. The potato sticks cost 9d a packet. The crisps on the right were available in plain or cheese and onion. In 1963 you could also buy salted peanuts for 10d a packet, or cashews for 1s 3d.

Tinned beef, 1960s

Brisket of beef is a cheaper cut of meat that needs to be cooked for a long time. This tin contains pressed brisket which would be turned out and sliced for sandwiches and salads.

St Michael food, 1963

This advert shows the type of food that could be purchased at M&S in 1963. Sweet treats have always been popular – this advert shows rich tea biscuits, swiss roll, syrup sponge pudding, chocolate wafers, all butter fruit cake and 'Orchid Assortment' chocolates.

Freezer section and frozen food, 1974/c1975

Frozen food and ready meals were very popular during the 1970s, as more households began to have freezers and microwaves. M&S introduced Chinese and Indian food in the 1970s as people's tastes changed.

Food display
M&S Blackpool, 1932

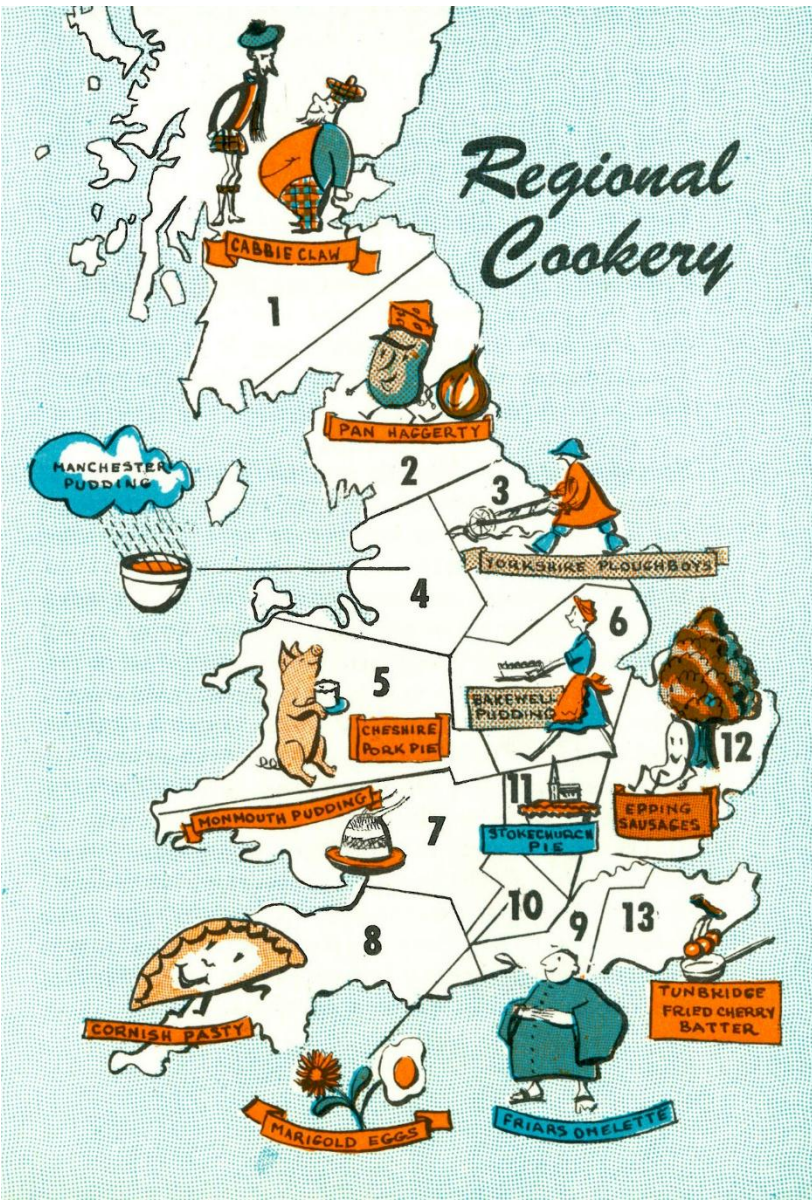


'Jaffas for Juice'
window display, 1930s





Café Bar, M&S Northampton, c1940



Recipe book, 1955

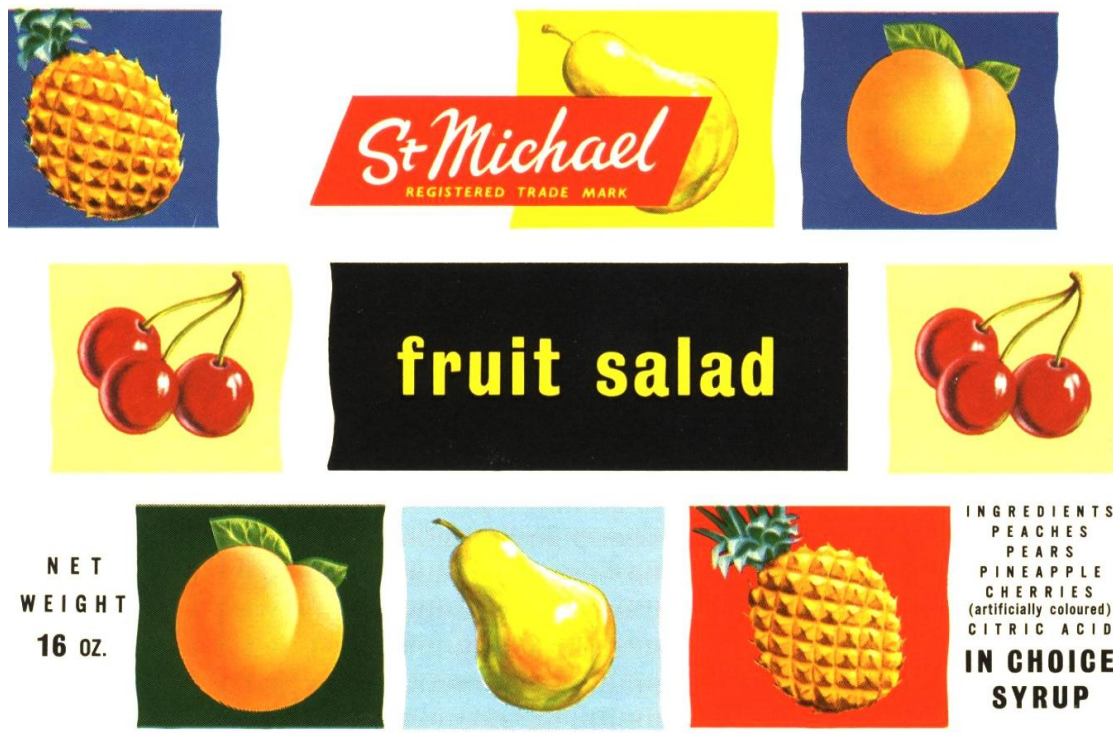
Tomatoes
 Marble Arch, 1950s

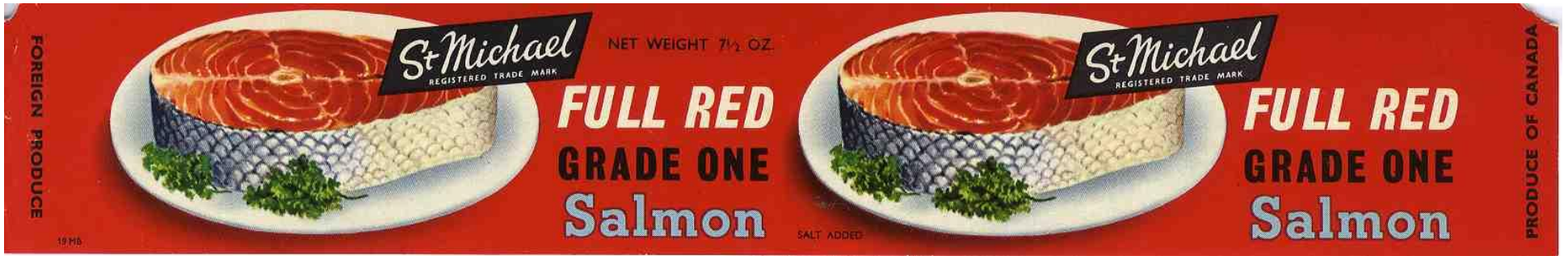




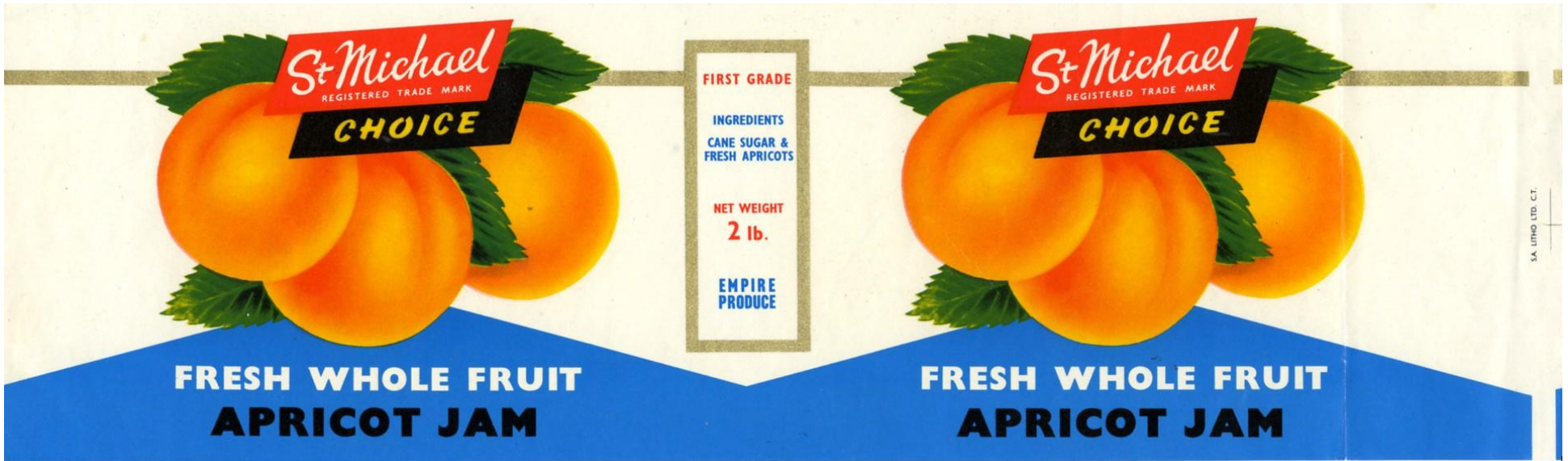
Jelly Creams packaging, 1950s

Tinned fruit salad label, 1950s





Tinned salmon label, 1950s



Tinned apricot jam label, 1950s

Savouries and cheese biscuits, 1963



Potato sticks, 1963





Tinned beef label, c1960



Advert for St Michael food, 1963



M&S frozen food section, 1974

Frozen food advert, c1975

The best idea since frozen foods...

S+Michael frozen foods

