

Marking Moments



Your newsletter from the
M&S Archive

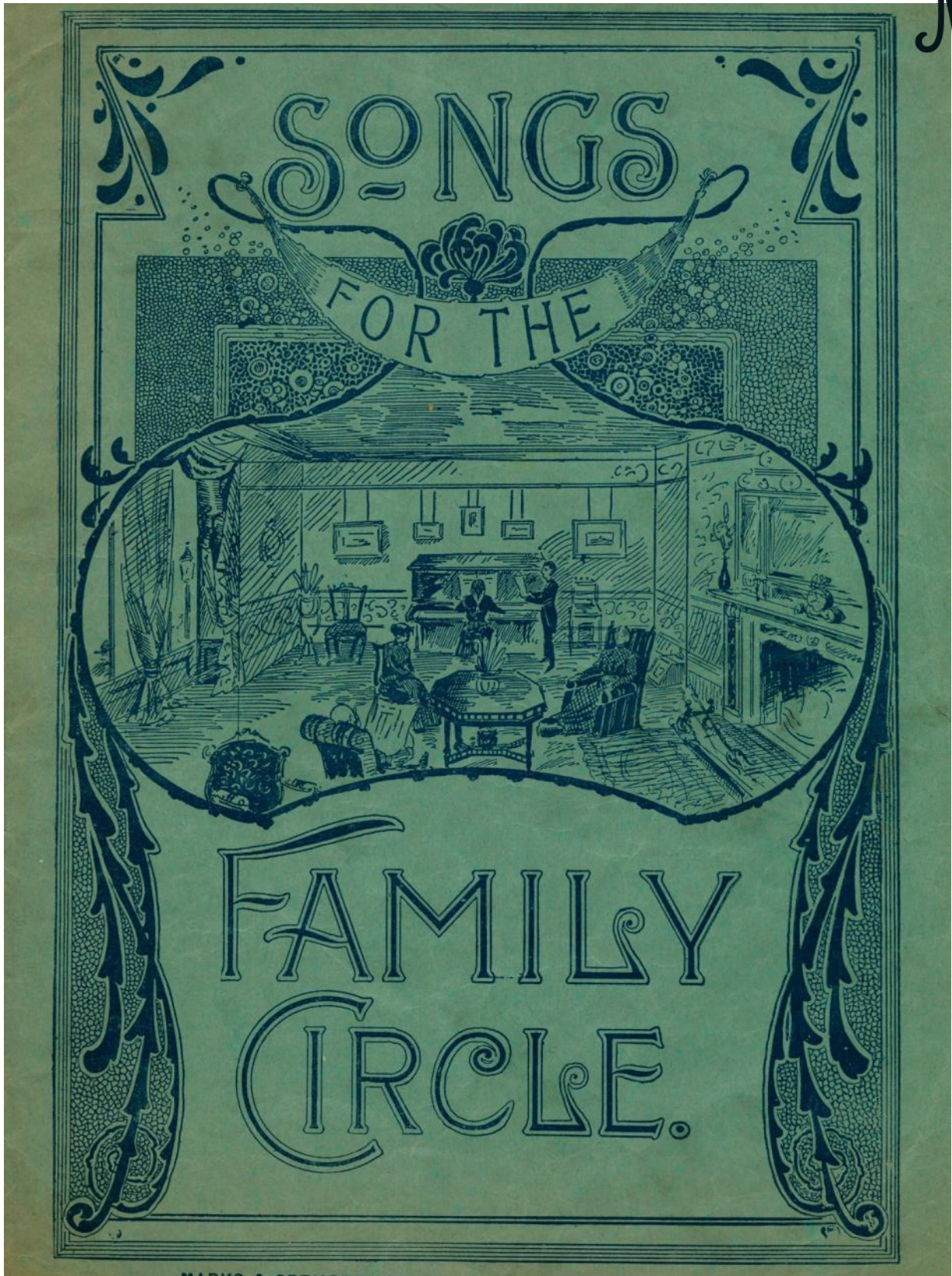
March - April 2021

From shopping with parents, to playing golf with friends, this month we're looking at spending time with family and friends.

In this month's issue:

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'Music for the Family Circle', c1910

Sheet music was a best-selling product at M&S at the start of the 20th Century, at a time when gathering round the piano for a family sing-song was a popular activity. Songs in this booklet include 'Won't You Buy My Pretty Flowers' and 'Sweet Genevieve'.



Cheery Families Card Game, c1920

This card game is a version of 'Happy Families' and features illustrations of families of four, for example, Mr Trim the Tailor and his wife, son and daughter. The object of the game is to collect complete families.

MARKS AND SPENCER LIMITED



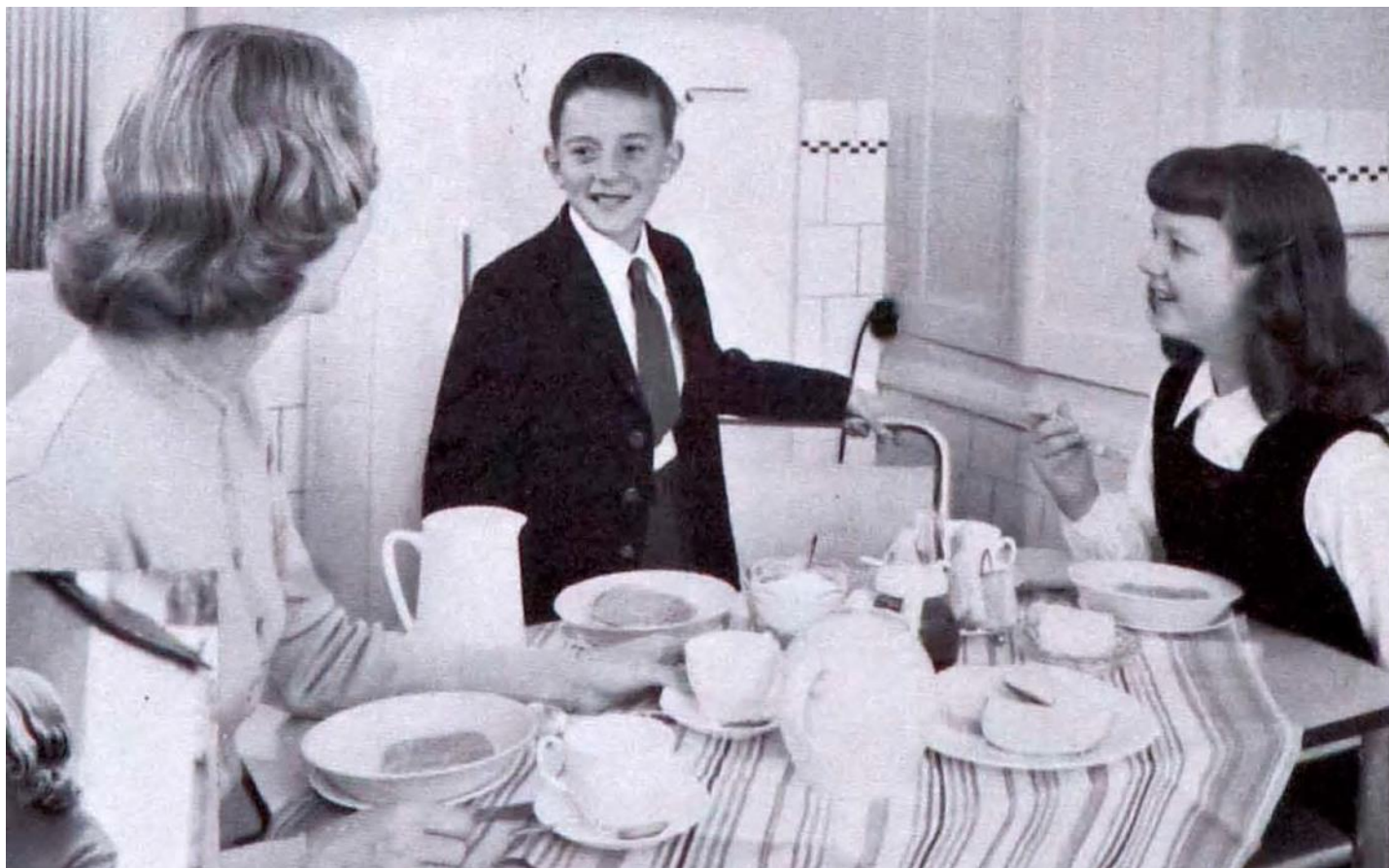
Press Cutting, 1938

This advert promotes the opening of a new Marks & Spencer store in Kirkcaldy. The advert shows a family leaving the shop with their purchases. The man wears a trilby hat - the whole family wear smart clothes.



A Holiday with Friends, 1955

Three women board a BEA plane with their weekend bags on the cover of 'St Michael News', the M&S staff magazine. The photograph was taken to promote the new autumn range of womenswear. That helicopter looks a bit close!



Family Breakfast, 1956

This photograph shows a family sitting down to breakfast. The two children are in school uniform ready to start their day. The photograph was taken to advertise the range of school uniform sold by M&S in 1956. The boy's woollen blazer cost 23s 6d, the girl's wool worsted pinafore cost from 25s to 35s.



Table Tennis Game, 1957

This table tennis game was sold at M&S in 1957. The cover of the box shows a brother and sister playing, whilst their mother and father read books and watch them. This family must have had a very large front room!



Family Shopping, 1966

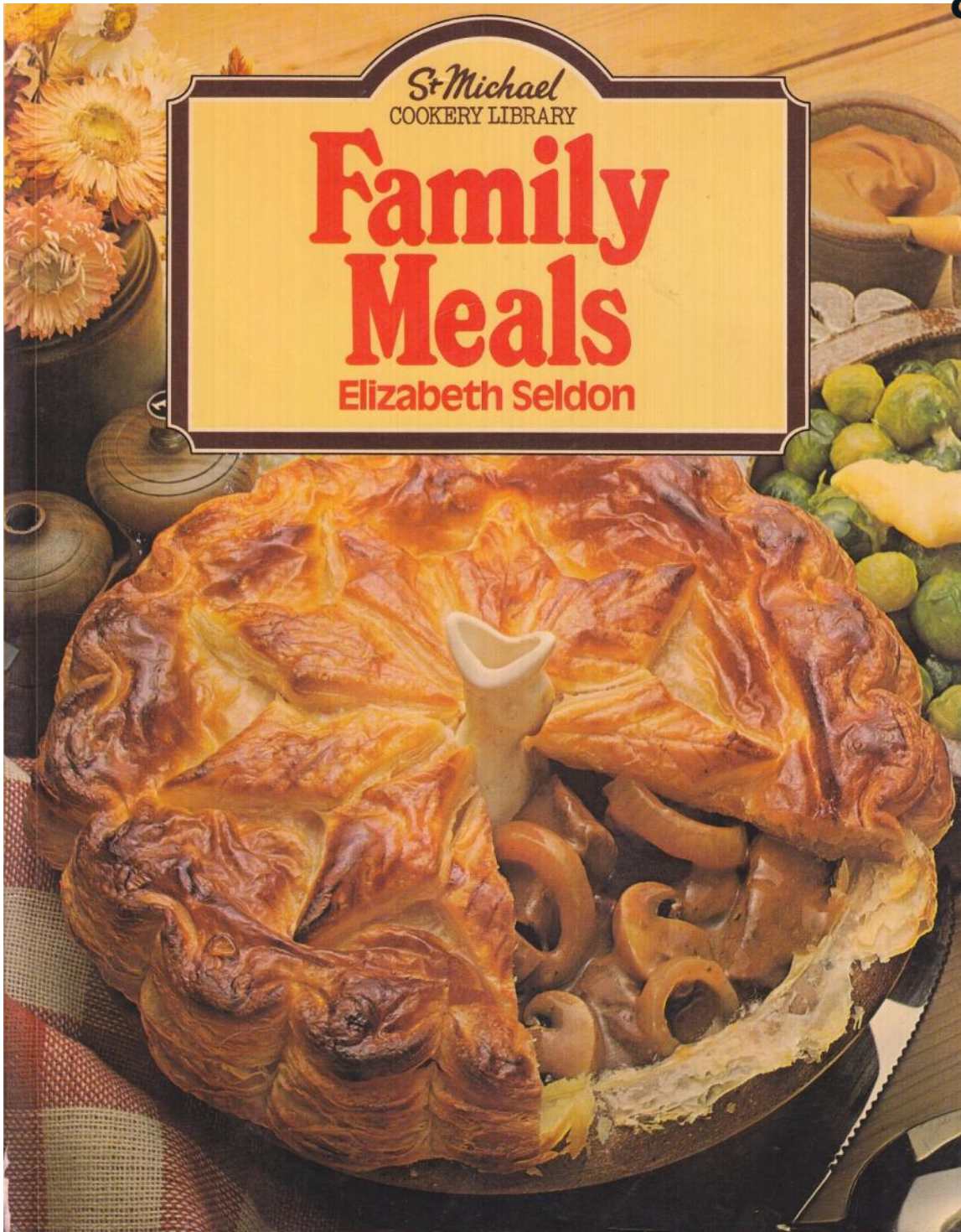
This photograph shows a family shopping in a Marks & Spencer store in the 1960s. Food has been sold at M&S since the very early days. In the 1960s the range included refrigerated food, pre-packed cake and fresh fruit and vegetables.



Left: a short sleeved shirt-jacket in cotton, 39s 11d. Terylene and worsted with mohair trousers, including a leather belt, 85s. Centre: short sleeved nylon sports shirt, 27s 11d worn with machine washable slub weave Terylene and cotton trousers, leather belt, 79s 11d. Right: long sleeved knitted nylon shirt with striped front, 45s, worn with cotton needlecord trousers, leather belt, 79s 11d. All wear St Michael leather shoes, in brown and black, 49s 11d. Plain nylon short socks, 4s 3d.

A Round of Golf with Friends, 1969

This photo shows a group of friends at the golf course. The man in the middle wears a nylon sports shirt that cost 27s 11d, the man on the left wears needlecord trousers that sold for 79s 11d.



Family Meals, c1985

This recipe book was sold at M&S in the 1980s. It gives advice on how to plan balanced meals, with information on the nutritional values of different foods. The front cover shows a delicious chicken and mushroom pie – can you see the pie funnel shaped like a bird?



Matching Pyjamas, 2020

This family wear matching red checked pyjamas. The photograph was used to advertise the range of sleepwear at M&S in 2020. Matching pyjamas are very popular with customers!

This Month in... 1970



Val gives Lynn Upstone (left) and Katherine Tinsley a 'Thank-you' hug.

In March 1970, staff at M&S Pantheon in London were surprised when Val Doonican popped in to their canteen. The Irish singer had called in to collect a donation on behalf of the Children in Need charity. He's pictured here with two sales assistants, Lynn and Katherine.

Val had many hit songs through the 1960s and 1970s, including 'Walk Tall' and 'Memories Are Made of This'.

This Month in... 1961

*******MY IDEAL SALESGIRL*******



Hopes for Glamour

STIRLING MOSS— Britain's Number One Speed King—has shopped all over the world. Motor racing takes Stirling through many continents each year, and living out of suitcases has made him into a fine shopper.

Stirling knows exactly what he wants and goes out to get it. He hates to be deflected from his purpose by bored or disinterested sales assistants, and he is most service conscious.

Courtesy, co-operation, and glamour are what Stirling hopes to find behind the counter, and "a salesgirl stands far more chance of selling something to me than a man," he says !

Stirling buys all his own clothes and loves the new "stretch" nylon crepe socks. "So nice not to have to worry about size, as long as the colour's right. And yet I'm highly critical. I like my things to be just so ; I like to know exactly what I'm buying, the cons as well as the pros."

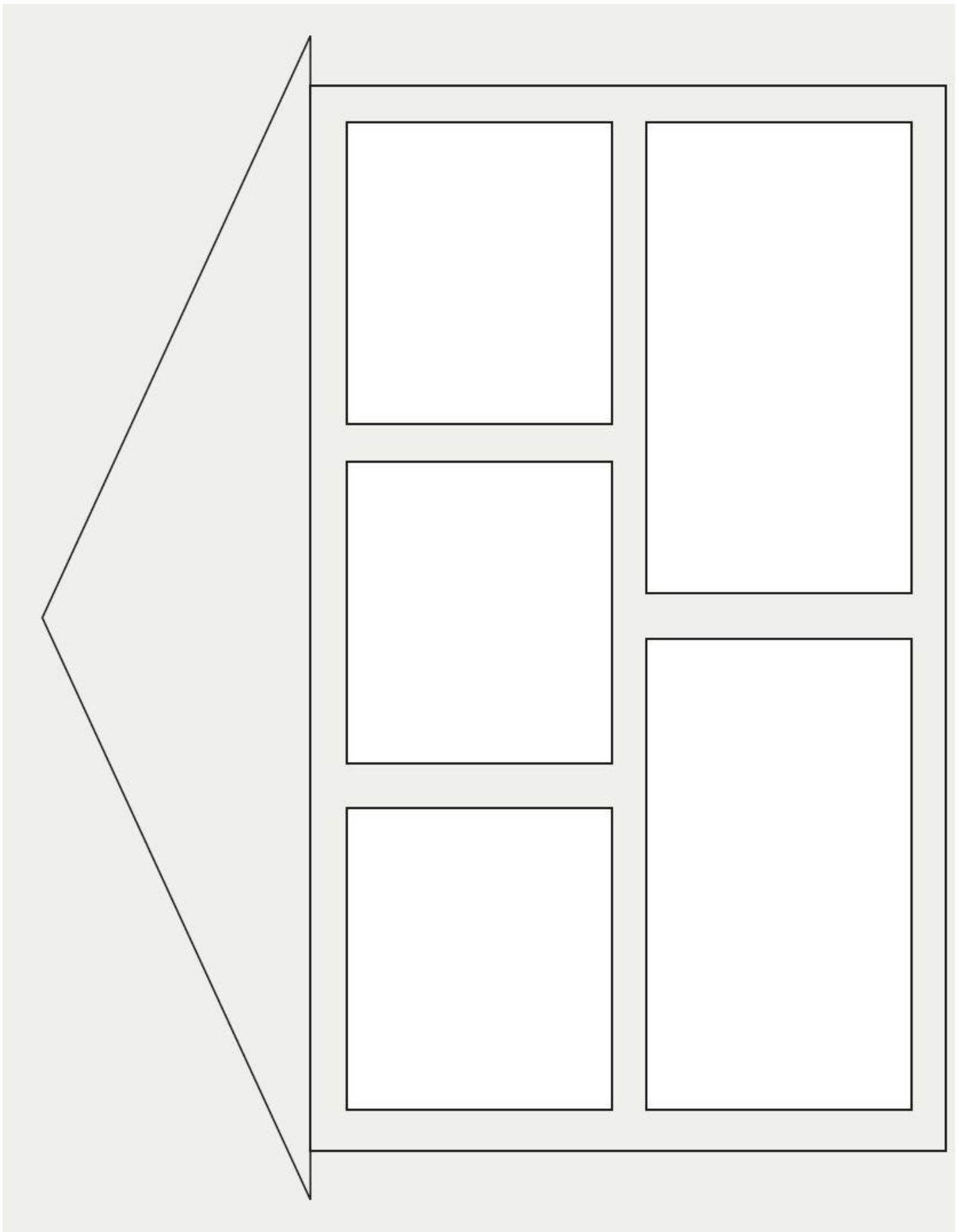
Stirling finds Christmas shopping the worst of the lot —how he dislikes buying presents. But once in a store, it's difficult to get him out ! !

"A smile, a charming personality, and an expression of the joy of living, that's what I like to see behind the counter !"

In April 1961, Stirling Moss won the Vienna Grand Prix in a Lotus 18. The same year he won the Grand Prix races in Monaco, Denmark, Modena and Germany. Moss is pictured here in a 1955 edition of 'St Michael News', the M&S staff magazine. He describes his Ideal Salesgirl - "A smile, a charming personality, and an expression of the joy of living... that's what I like to see!"

Have a Go - Home Sweet Home

Use the pictures on the next page to fill your house with furniture!

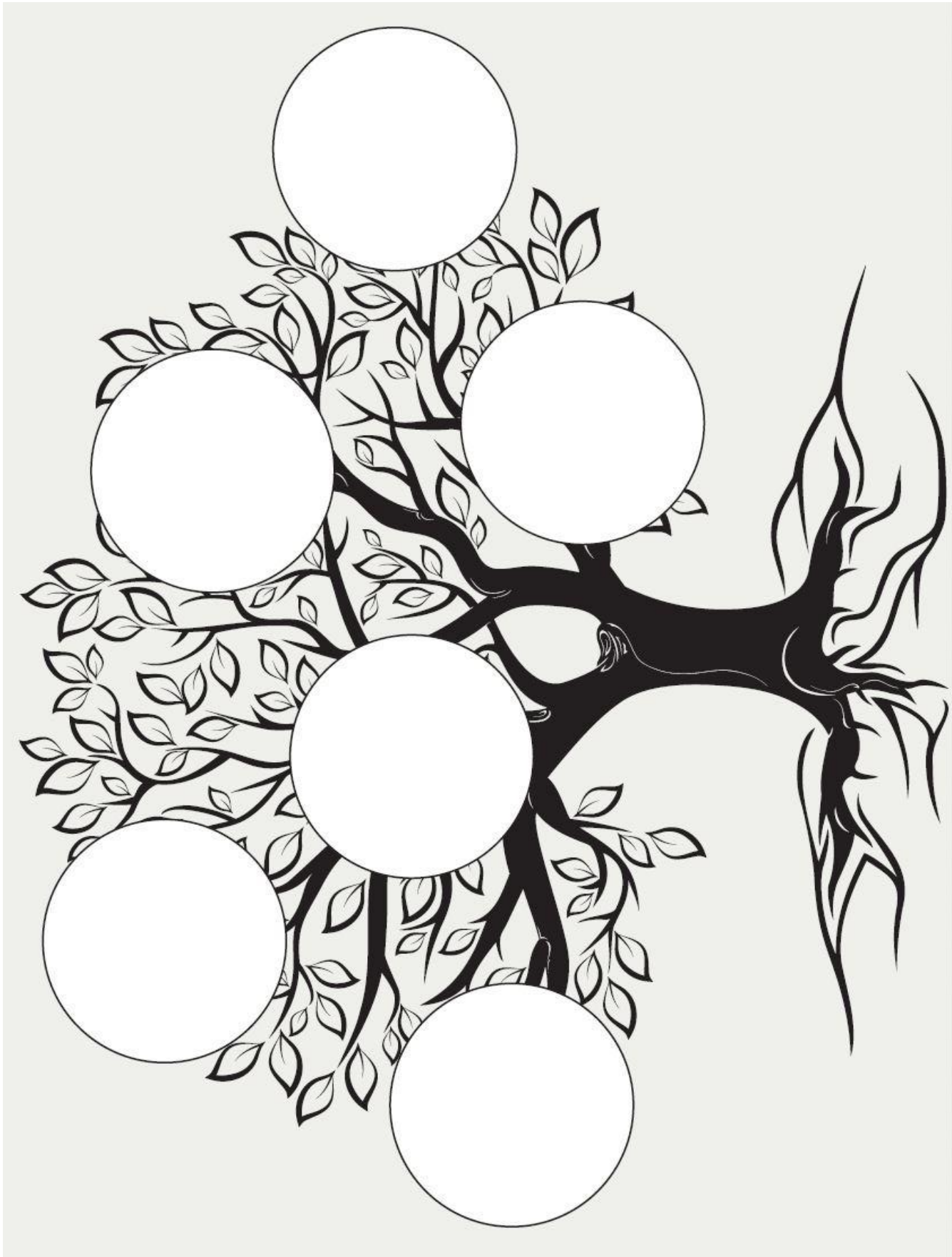


Have a Go - Home Sweet Home



Have a Go

Complete this family tree - you could use your own family, a famous family, or even a fictional family!



Have a Go

Find the family words in this grid - don't forget some go diagonally, and some run backwards!

I	S	M	A	S	B	R	O	T	H	E	R	G	Q	N
K	I	A	I	T	C	H	Y	V	R	A	P	R	S	T
O	B	V	U	E	N	E	F	J	O	D	Y	A	Q	A
H	L	J	X	P	H	R	W	A	C	C	P	N	W	S
O	I	J	O	M	J	J	O	X	T	P	C	D	S	L
U	N	A	D	O	V	N	Y	B	I	H	T	P	R	E
S	G	S	X	T	J	O	S	H	D	V	E	A	Z	B
E	S	I	Q	H	C	G	S	D	M	V	A	R	J	M
H	L	S	M	E	X	D	U	O	N	C	P	E	Q	W
O	Q	T	K	R	N	B	R	G	R	E	L	N	T	C
L	G	E	N	E	A	L	O	G	Y	M	R	T	G	U
D	V	R	I	Q	M	S	E	B	T	W	W	B	P	X
N	G	R	L	D	Q	P	K	I	N	X	V	X	Y	C
O	F	C	T	S	N	M	M	X	N	E	P	H	E	W
O	T	R	G	E	X	C	H	I	L	D	H	O	O	D

BROTHER
CHILDHOOD
FATHER
FRIENDSHIP
GENEALOGY
GRANDPARENT

HOUSEHOLD
KIN
NEPHEW
SIBLINGS
SISTER
STEPMOTHER