

Marking Moments



Your newsletter from the
M&S Archive

March/April 2020

Spring is in the air and the days are getting longer. It's the time of year that we celebrate new beginnings and the festival of Easter. In this issue we'll look at Easter traditions and Spring.

In this month's issue:

- 2-9 **From the Archive** Images of Spring and Easter from the last 100 years
- 10-12 **This Month In...** Interesting events from this month in history
- 13-15 **Have a Go** Activities to try at home



POET'S CORNER.**SPRING.**

One golden dandelion
One celandine,
Four or five pale daisies,
Catkins—line on line!
Two purple violets,
Flower on blackthorn,
Coney sunning in the hedge,
The first spring morn.

Hear the loud triumphant song,
The birds full-throated pouring,
Wheeling, swooping, darting, throng
So wildly, gladly soaring,
Join all Nature's thankful praise,
Surrender to her glory,
Swell the anthem, sing the day's
Unending, magic story.

This poem was published in an M&S staff magazine in 1946, written by a sales assistant from Swansea store. Employees were encouraged to send in their poems, stories and photographs to share with their colleagues. The poem was written during the first Spring of peacetime after the Second World War.



"small head-hugging styles"



Spring 1949

brings a most delightful galaxy of rainbow colours and a wide collection of styles to complement the feminine lines of dresses and coats.

The season has produced a variety of shapes designed to please and suit all ages ...



"... flattering halos"

- * small head-hugging styles for the teen and twenty,
- * flattering halos with side tilt tendency for the 30's and 40's,
- * becoming tams for the not-so young,
- * easy-to-wear sailors for the matron of conservative taste.



Taffetas, satin, feathers and flowers vie for popularity as trimmings- veilings add that extra touch of glamour for special occasions.

"... side tilt tendency ..."



This leaflet is taken from an M&S staff training magazine. It helps sales assistants by telling them which hats suit which type of customer, to help them sell when working on the Millinery counter. Which hat is your favourite?



Velvet half-hats trimmed with feather pads,



An attractively-styled half-hat in ruffled velvet,



Curled goose-feathers make an arresting decoration.



Velvet pill-box trimmed with Swiss guipure lace.

An Easter bonnet is traditionally a new or fancy hat worn at Easter, part of the tradition of wearing new clothes at Easter. These hats, sold in 1953, wouldn't look out of place at an Easter parade or service.

F · U · N
of the
F · A · I · R



This photograph shows an Easter Fair in Blackburn in 1954, just outside Marks & Spencer. The fair has been held in the town since 1750.

Staff at work in the store were surprised when the store filled up with customers carrying streamers, balloons and toy trumpets, wearing paper hats. They also noticed that the shop smelled of burgers and diesel fumes all day...!



This photograph shows a girl called Karen holding a chocolate Easter egg in 1971. The egg had been passed down her family after being bought in M&S in 1934 by her great-grandmother, when chocolate Easter eggs cost 1s 11d.

Karen was given some new M&S goodies as compensation for not eating the 37 year old egg!



This advert shows Easter food available at M&S in 1975, it includes chocolate eggs and the Easter bunny, as well as fruit cake and chocolate almonds. The only thing missing is hot cross buns!



These labels are taken from packets of buns and cakes that were sold in M&S in 1984. Hot cross buns have been an Easter tradition since the 12th century. There are many superstitions about hot cross buns, one story says that buns baked on Good Friday will not spoil or go mouldy during the subsequent year.



Eggs are an ancient symbol of new life, and have always been associated with Spring celebrations. The first chocolate eggs were made in Europe in the 19th century. These eggs in brightly coloured foil would be perfect for an Easter egg hunt in the garden!

This Month in... 1955



In March 1955, Wales and Arsenal goalkeeper Jack Kelsey visited M&S in Marble Arch, shopping for knitted underwear. Jack Kelsey made his first team debut for Arsenal in 1951. His team lost 5-2 that day, but Kelsey went on to play for Arsenal until 1963 and was later considered one of their best keepers.

In this photo Jack Kelsey is buying underwear made from Botany Wool - another name for Merino wool.

This Month in... 1971



In April 1971 HRH Princess Margaret visited M&S Head Office in London. This photograph shows the Princess in the Design Department, looking at the newest styles and fabrics in womenswear and childrenswear. She also visited the food laboratories and watched Technologists testing cream cakes for freshness and flavour.

This Month in... 1918



The RAF was founded in April 1918 as a separate service independent of the Army and Royal Navy. During the Second World War more than 320 M&S employees served in the RAF.

Staff at M&S also supported the RAF by raising money for a Spitfire - the plane was named 'The Marksman' and was presented to the RAF in May 1941. With pilot Tommy Rigler, the plane shot down three enemy fighters in one day, despite being hit on the wing by enemy fire.

Have a Go

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

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

APRIL
 BASKET
 BONNET
 CELEBRATION
 CHOCOLATE
 DAFFODIL
 EGGS

FAMILY
 LENT
 MARCH
 RESURRECTION
 SIMNEL
 SUNDAY
 TRADITION

Have a Go - Quiz

Take some time out and enjoy this Spring and Easter themed quiz - you could try it on your own, or why not give it a go as a group? Answers are on the next page.

1. What do the eleven balls of marzipan on a simnel cake represent?
2. What does Lent commemorate?
3. Easter Island forms part of which South American country?
4. Which bird lays the largest eggs?
5. Which 1948 film starred Judy Garland as Hannah Brown and Fred Astaire as Don Hewes?
6. What is the name for a female rabbit?
7. What day precedes Ash Wednesday?
8. When was the first chocolate Easter egg sold in Britain, the 1850s, 1870s, 1910s or 1930s?
9. And who sold it, Fry's, Cadbury's or Rowntree's?
10. The story of the Easter bunny originated in which European country?

Have a Go - Quiz Answers

1. The twelve Apostles, minus Judas
2. The 40 days Jesus spent in the wilderness
3. Chile
4. The ostrich
5. Easter Parade
6. Doe
7. Shrove Tuesday
8. The 1870s
9. Fry's
10. Germany - though it was originally an Easter hare