

# Marking Moments

Your newsletter from the M&S Archive  
September/October 2020

With Autumn on the horizon , we're thinking about cooking and baking. Did you grow up eating tinned jam? Or perhaps you remember baking cakes at home?

In this month's issue:

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This display at our Blackpool store shows all sorts of 'provisions'. Food Departments first opened in M&S stores in 1931, this photo is from around 1934 when we started to sell an increasing range of provisions including cooked meats, sausages, pies, cheese and bacon. Can you spot the scales and meat slicer?



This window display from the late 1940s shows a selection of 'handmade pies', meats and sausages. On offer were luncheon sausage, veal, egg & ham pies, Welsh Cheddar cheese—and even chutney to serve alongside!



SPENCER LIMITED  
DEVELOPMENT DEPARTMENT

BAKERY RECIPE  
No: **2**

**FRUIT CAKE**

RECIPE AND METHOD OF PRODUCTION

Ingredients	Weight lbs. ozs.	Method
Sweetened Fat (60% sugar, 40% fat)	1 14	Cream the fats on SLOW SPEED.  Sift the dry ingredients. Add to the fats and blend to a paste on SLOW SPEED.
Margarine ... ..	3 —	
Compound Cooking Fat ... ..	3 12	
Special Cake Flour (ex Messrs. Spillers or Rank) ... ..	7 8	
Sugar (Granulated) ... ..	8 10	
Salt ... ..	3	
Eggs (Frozen) ... ..	9 6	Mix together and add slowly to the batter on SLOW SPEED. Then cream for 4-5 minutes on FAST SPEED.
Glycerine ... ..	6	
"Buttabelle" (Bush) ... ..	1½	
Lemon Essence "Trutype" (Bush) ... ..	...	
Almond Essence (Bush No. 1) ... ..	...	
Egg Colour ... ..	...	
Fresh Milk ... ..	4½ pints	Add HALF slowly to the batter and blend in on SLOW SPEED.
Special Cake Flour (ex Messrs. Spillers or Rank) ... ..	4 8	Sift together and add to the batter on SLOW SPEED, mixing till nearly clear. Then gradually add the rest of the milk and mix till clear.
Baking Powder (2.2 parts "Antelope" plus 1 part Sodium Bicarbonate)...	5	

Confidential — Not for Publication.

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continued on next page.

In the 1950s we worked hard to improve the quality of our bakery products. We produced exact recipes for each cake and biscuit. There were even photographs of exactly what each cake should look like, including cross-sections!

# MRS KENWAY BUYS HER FIRST SHOP CAKE

## and ices it!

*St. Michael News Reporter*

**T**HE FIRST shop cake I ever bought," —says smiling Mrs. Kenway of Bromley, Kent—"comes from M. & S. My family have always turned up their noses at bought cakes, but now they ask for their M. & S. treat every tea time."

"I've been horrified by the general conditions in most food shops," Mrs. Kenway

### CHRISTMAS '54

Shelley Winters, star of "I am a Camera," and "To Dorothy a Son," writes an M. & S. Christmas message on page 3.

Christmas at Grainger Market —page 4.

told me, "some are so dirty you just don't believe your eyes!"

She'd never dreamed of coming into M. & S. for any cakes, but when she and her family were forced to move to a very small flat, between moving houses she no longer had any space for baking.

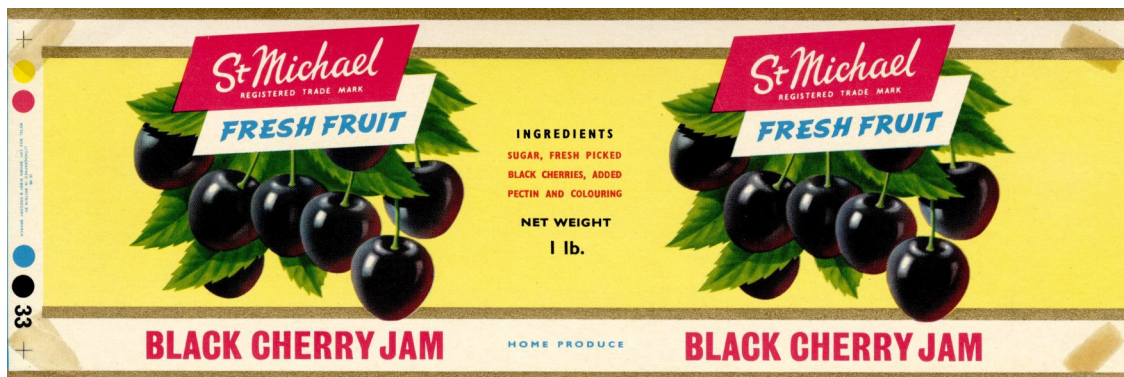
Wandering round M. & S. she was so impressed by the wonderful cleanliness of the store she bought her first cake—and she's never looked back since.

Icing her first ever bought Christmas cake, she was delighted. "I'll never hesitate to buy an M. & S. cake in the future, not only do they taste so good but the wrapping is so clean and re-assuring," she told me.

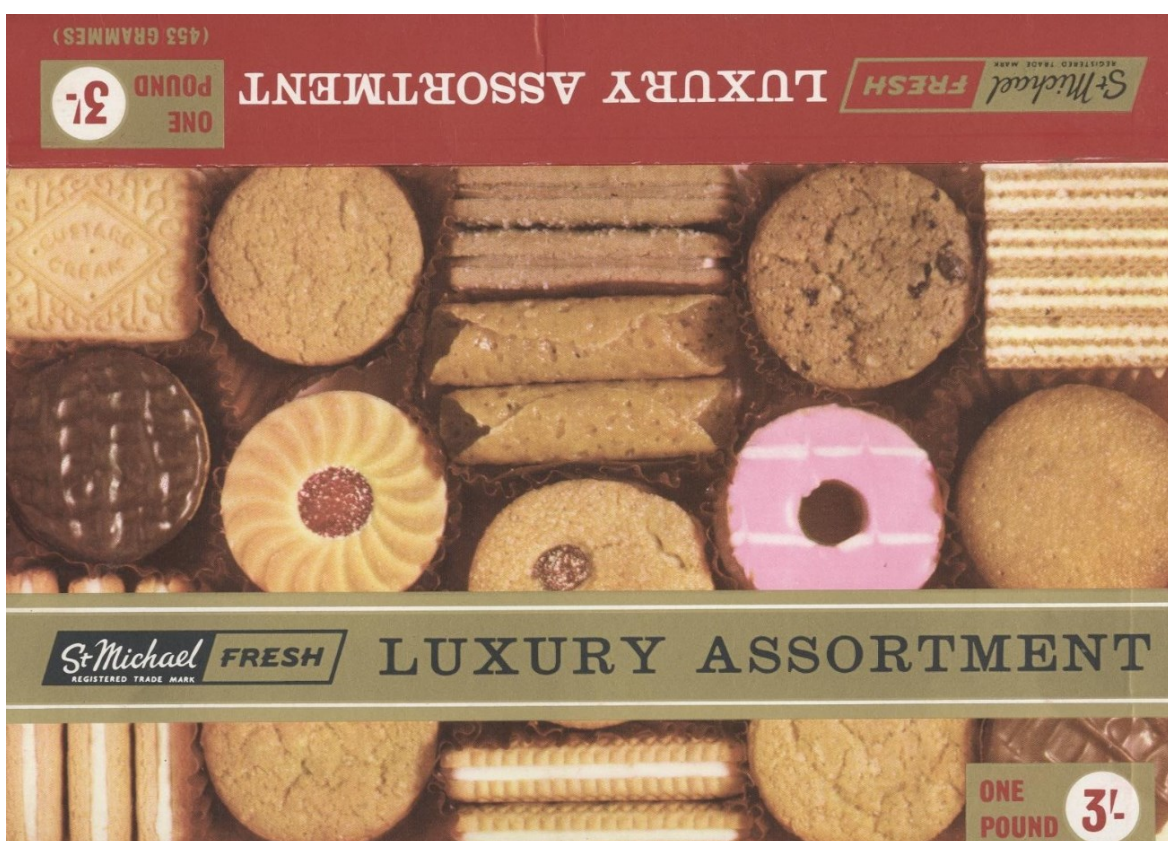


*Mrs Kenway, seen icing her first shop cake, has a smile for the St. Michael News cameraman.*

In the 1950s we began to sell un-iced cakes so that customers could decorate them at home. This article from 1954 is about Mrs Kenway, who had bought her first shop-made cake from M&S and iced it at home.



Here's a selection of packaging for St Michael tinned food from around 1960. Our packaging designers worked hard to make them bright and attractive to customers. Do you remember having tinned jam?



These packs of biscuits date from 1960, but M&S has sold biscuits since the 1930s. We claimed our biscuits were ‘as fresh and as crisp as when they left the supplier’s oven’.

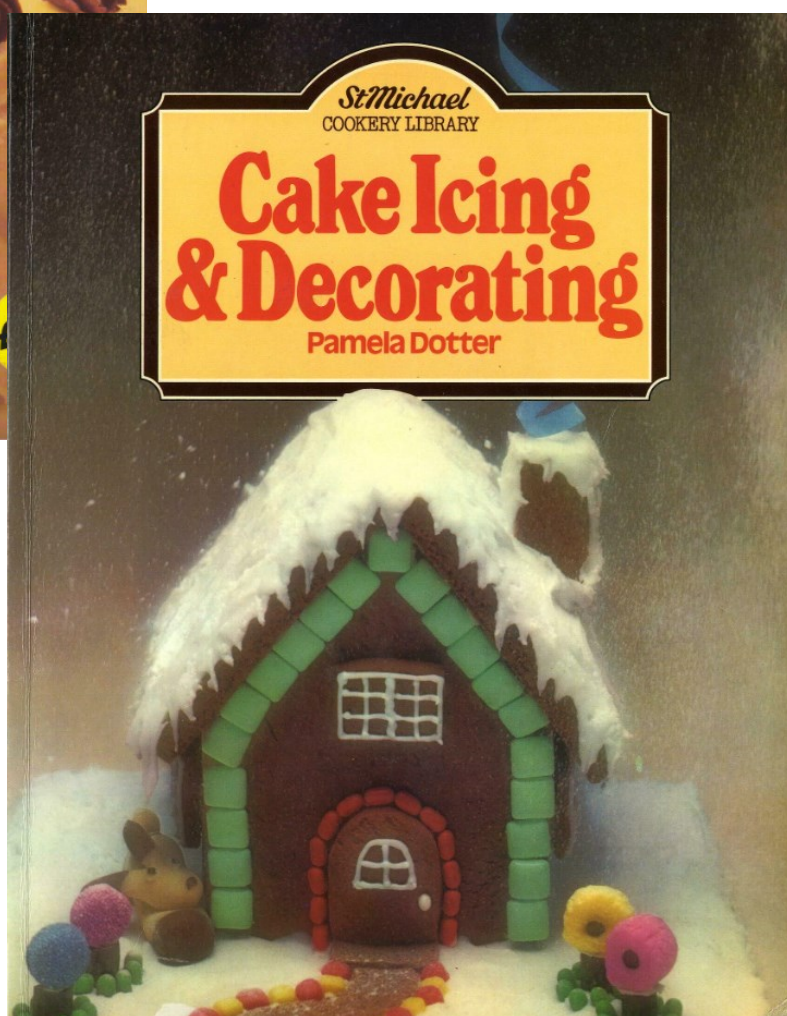
The best idea since frozen foods...

**St Michael** frozen foods

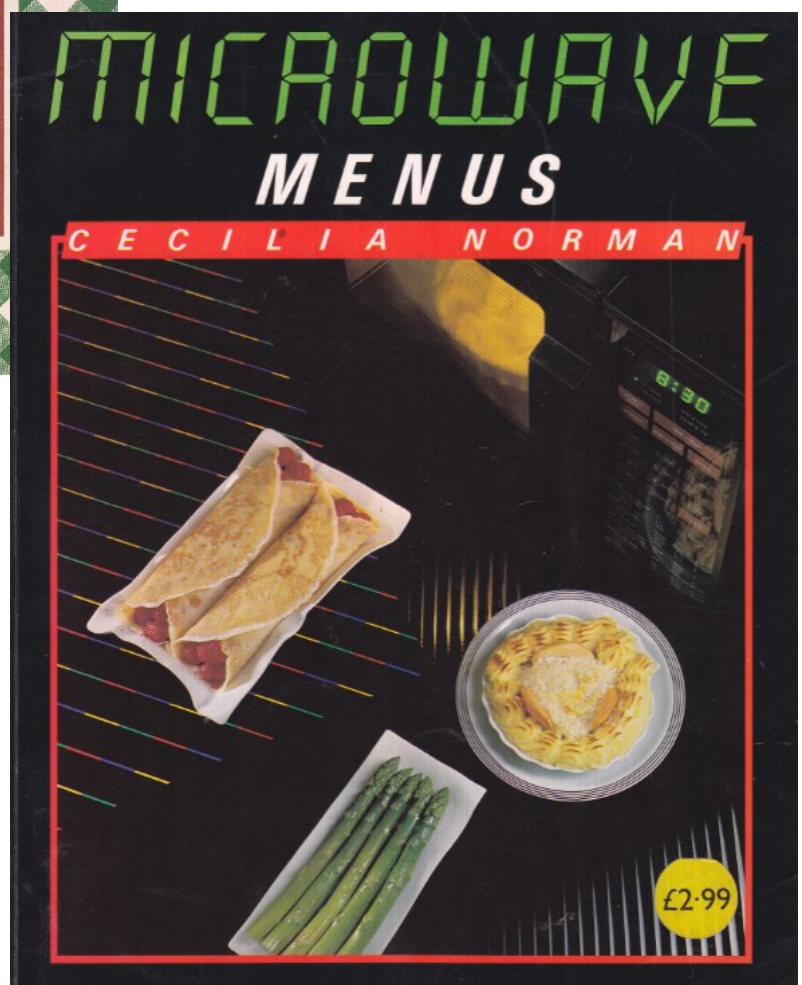
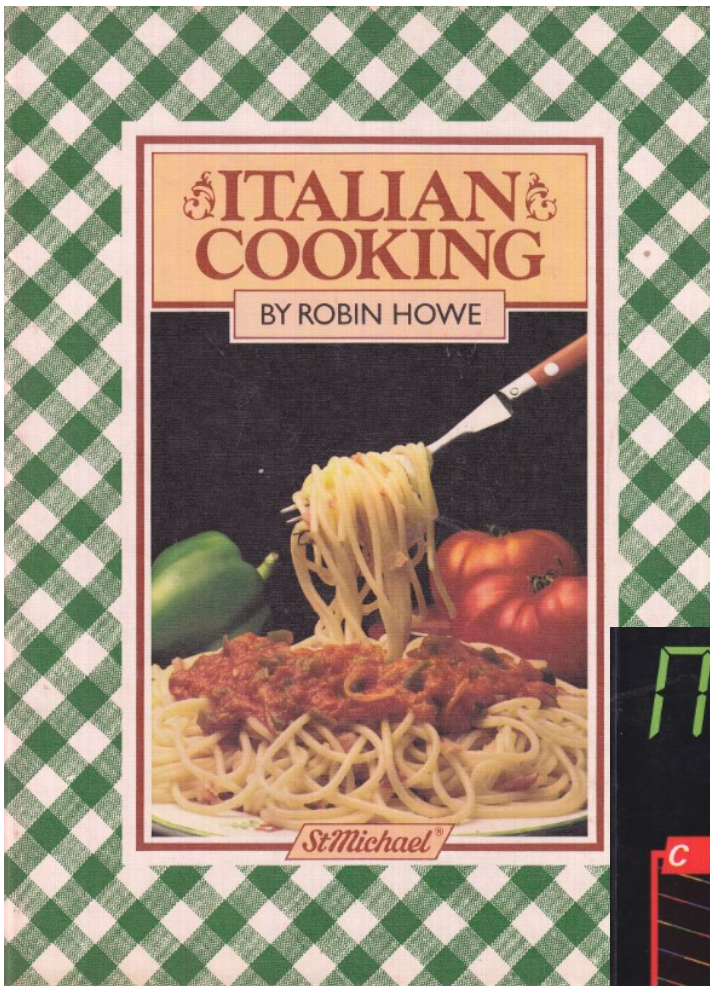


Frozen foods were first sold at M&S in 1971. Our early frozen food products ranged from peas and fish, to convenience foods such as lasagne, fisherman's pie, pizza and savoury pancakes.





These two recipe books were on sale at M&S around 1980 and include delicious recipes for all things chocolate—from chocolate mousse to a spectacular layer cake. The cake decorating book includes ideas for everything from children's birthday cakes to wedding cakes.



M&S sold a range of recipe books in the 1970s, including the international cuisine that our customers were starting to enjoy. We also catered for the new technology appearing in our customers' homes—like freezers and microwaves. There's even a dinner party menu for 6, all made in a microwave!



Neil Armstrong, Edwin 'Buzz' Aldrin and Mike Collins as they arrived at the American Embassy last month. *Picture: Popperfoto*

# Moon men touch down in London and alert the Arch

As part of their world tour following the first moon landing in 1969, Neil Armstrong, Buzz Aldrin and Mike Collins visited London. They met the Queen, had dinner at 10 Downing Street, and even selected a range of St Michael clothing to take home with them—including a green lambswool pullover for Neil Armstrong. Marble Arch store later received a thank you letter from the American Embassy!



## **DOWN MEXICO WAY with the Olympic team**

The Olympic Games were held in Mexico City in October 1968. Members of the British Olympic team wore St Michael dresses and raincoats as part of their uniform. Two members of the equestrian team are seen here at London Airport before their departure to Mexico.

# Have a Go



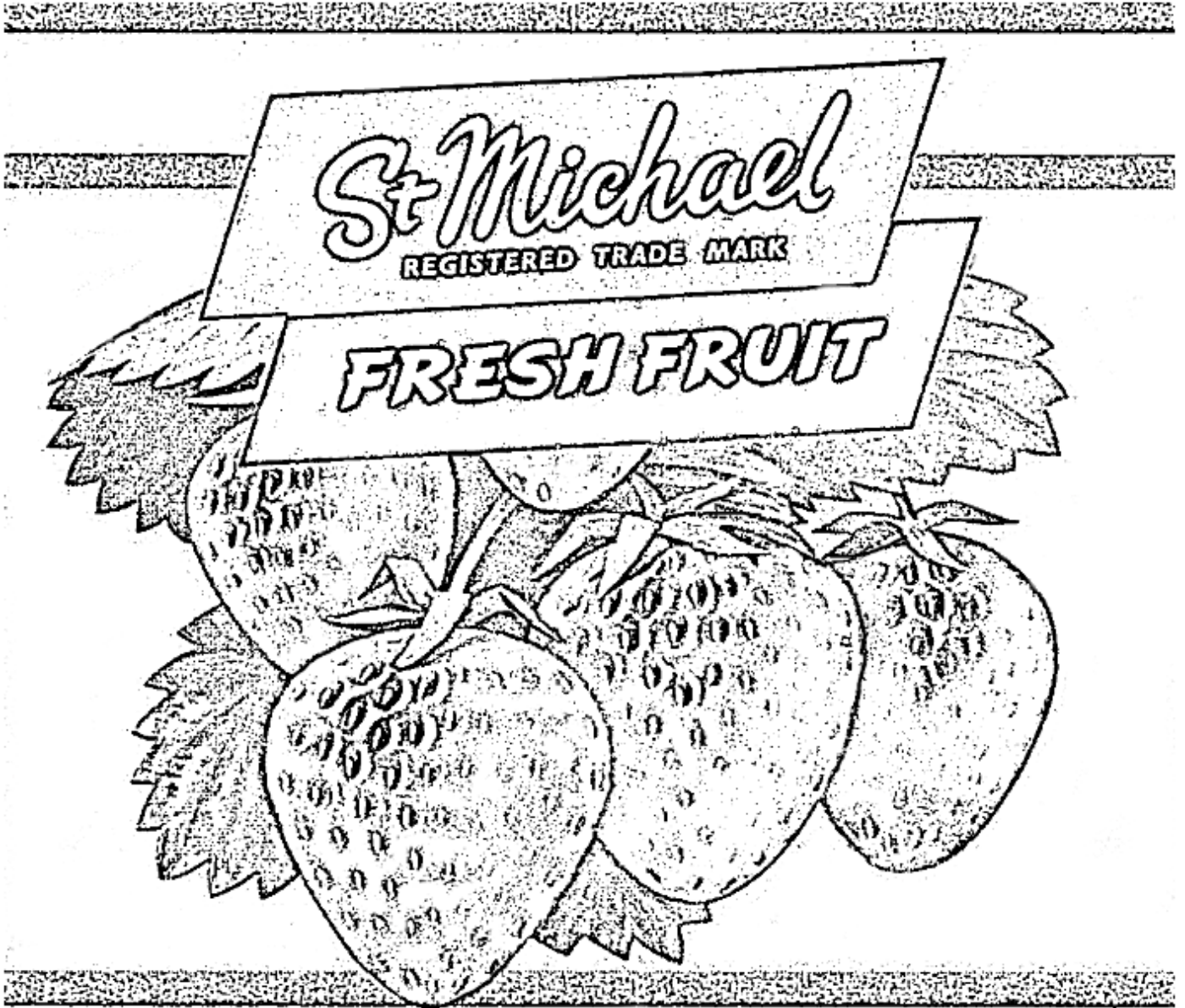
Use coloured pens, pencils or paints to colour this picture



# Have a Go



Use coloured pens, pencils or paints to colour this picture



# STRAWBERRY JAM

# Have a Go



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

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

BAKING

BISCUITS

BREAKFAST

CAKE

CHICKEN

DINNER

FREEZER

ICING

INGREDIENTS

LUNCH

MEASURE

MICROWAVE

OVEN

PIE

RECIPE

TEA

# Have a Go



What's your favourite meal? Draw or write down your favourite things to eat.

