

# M&S ARCHIVE

## Reminiscence Image Pack

# The 1940s





**Overall blouses, 1940s**

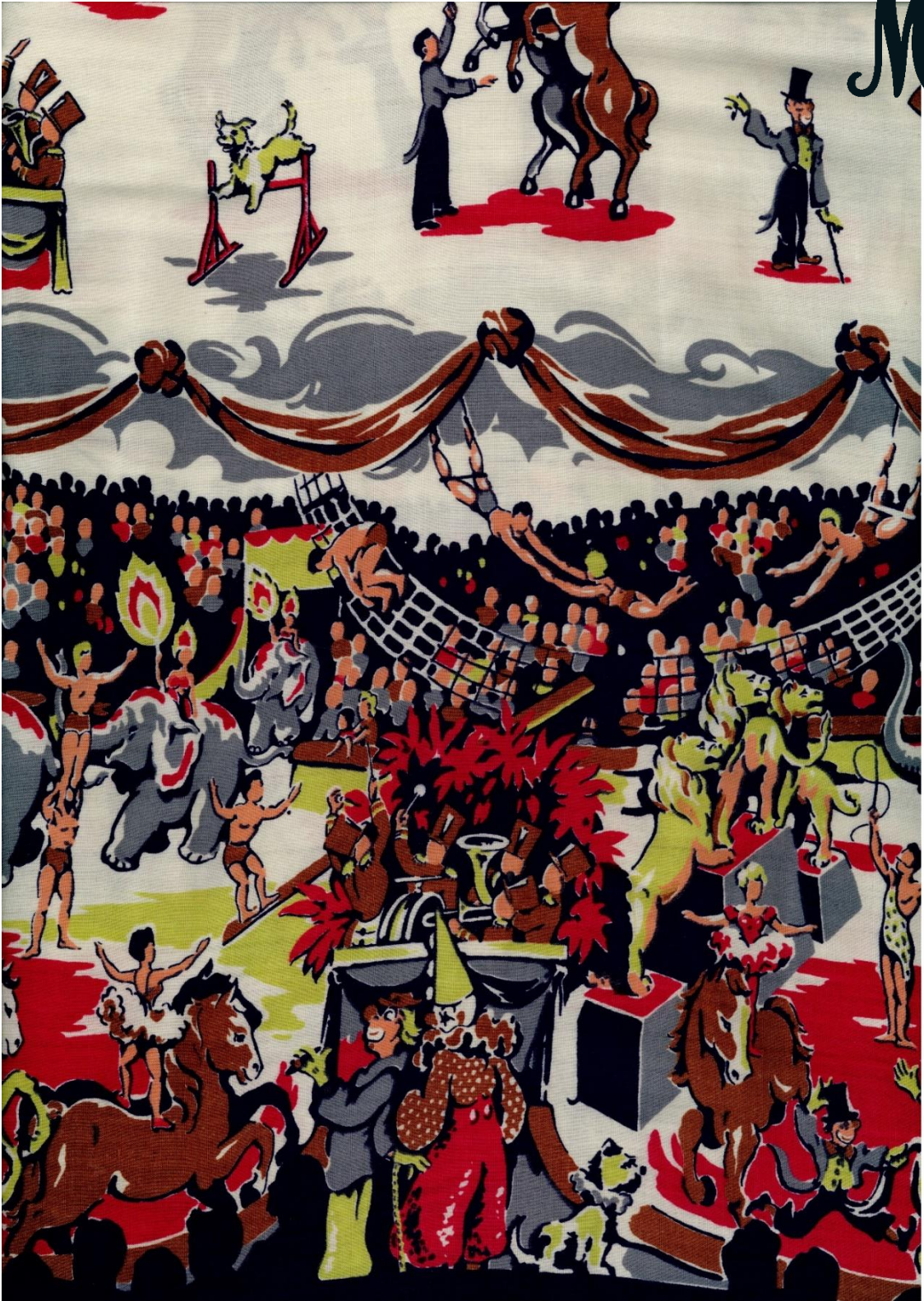
Lots of the clothes M&S sold in the 1940s featured bright, cheerful prints. Austerity measures meant use of fabric was restricted, so M&S invested in printed fabric design to help their clothes stand out on the high street.



### Detail of a half-apron, c1948

Many garments in the 1940s featured bright, intricate prints. This print from an apron features horses and people with brightly coloured hair.

M&S



**Detail of an overall blouse, c1948**

Many garments in the 1940s featured bright, intricate prints. This print from a blouse shows a circus scene, complete with elephants and a ringmaster!



**Utility Scheme Label, c1946**

Introduced in 1942, the Utility Scheme ensured customers could buy well designed, good quality garments at controlled prices, at a time when clothes were rationed. This mark could also be found on furniture during the 1940s.

M&S



### **Womenswear, 1940s**

Both these garments were made under the Utility Scheme. The long dress is actually a housecoat, a practical yet beautiful garment intended to be worn informally home. A glamorous alternative to a dressing gown!

M&S

# CLOTHING BOOK

1947 - 48  
GENERAL CB1/10



This book must not be used until the holder's name, full postal address and National Registration Number have been written below. Detach this book at once and keep it safely. It is your only means of buying clothing.

HOLDER'S NAME \_\_\_\_\_  
(in BLOCK letters)

ADDRESS NEW COTTAGE  
(in BLOCK letters)

THORNEY, NR  
NEWARK, M

HOLDER'S NATIONAL REGISTRATION No.

R010/16/

IF FOUND please take this book to any Food Office or Police Station

FOOD OFFICE CODE No.

N1111111111



HOLD Pages I—VIII in one hand and  
TEAR ALONG THIS LINE

THIS BOOK IS NUMBER

R.B.1  
14

1

MINISTRY  OF FOOD  
1951-1952

# RATION BOOK

(GENERAL)

JHF 3386

Surname \_\_\_\_\_ Initials J.H.

Address Scales Park Lodge  
Binley in Wharfedale  
in Leeds

FOOD OFFICE CODE No.

Serial No. of Ration Book

E&WR  
53



735496

IF FOUND RETURN TO ANY FOOD OFFICE

## Ration Books, 1947-1951

Raw materials were in short supply during the Second World War. To avoid panic buying and stockpiling the Government introduced food rationing in 1940. Customers had to register at local shops to be able to purchase food like meat, cheese, tea and butter. Clothing rationing was introduced in 1942, people used their coupons as well as money when buying clothing.



## Coupon Values for Men

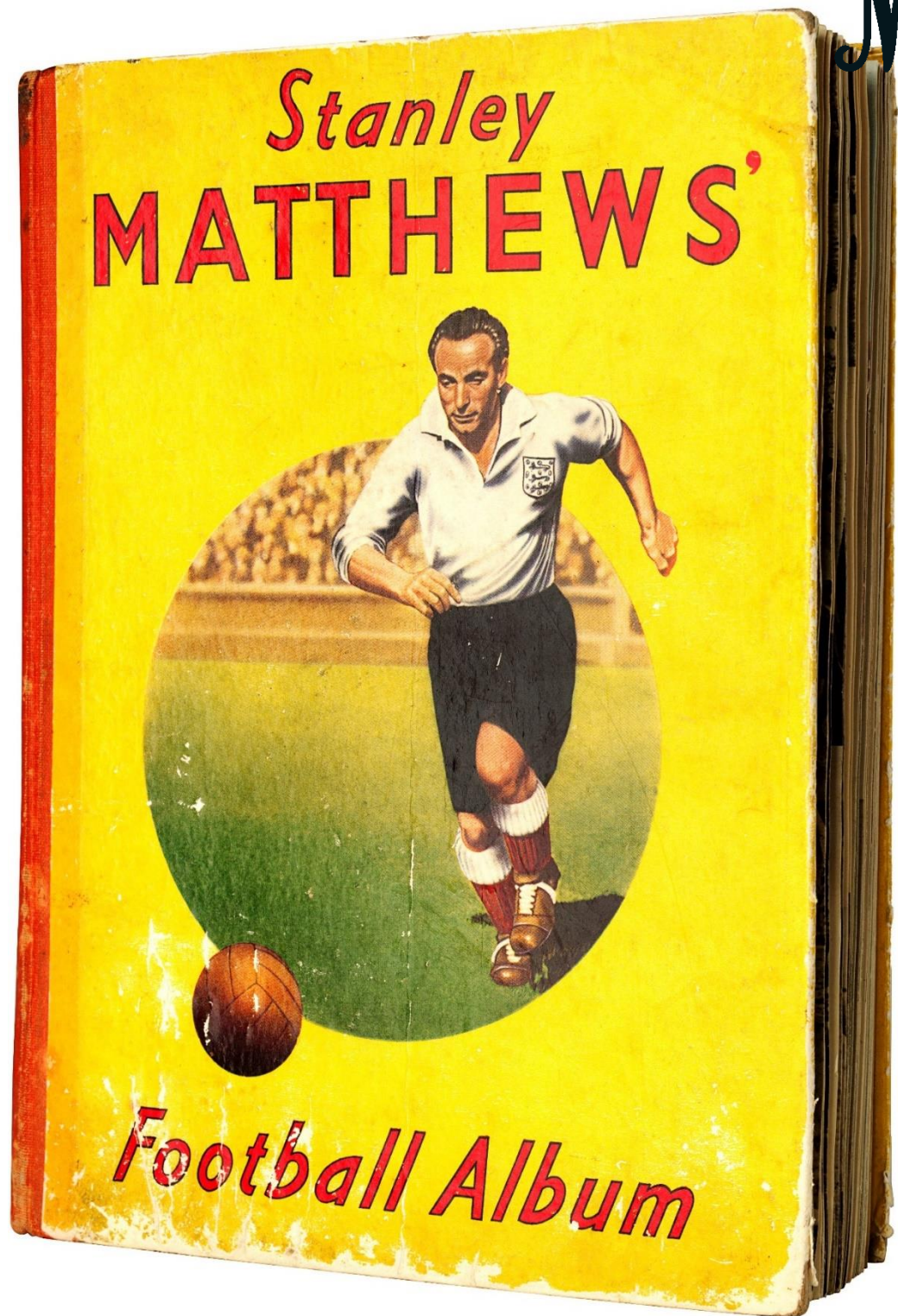
Unlined cape or mackintosh	9
Raincoat or overcoat	16
Jacket or blazer	13
Waistcoat or cardigan	5
Wool trousers	8
Corduroy trousers	5
Denim overalls or dungarees	6
Dressing gown	8
Pyjamas or nightshirt	8
Shirt, not wool	5
Socks	3
Collar or tie	1
Two handkerchiefs	1
Scarf or pair of gloves	2
Slippers or rubber galoshes	4
Pair of boots	7

### **Coupon Values, 1942**

The first clothing ration book was launched in June 1942 with 60 coupons to last until August 1943. Would you have been able to make 60 coupons last 14 months?



M&S



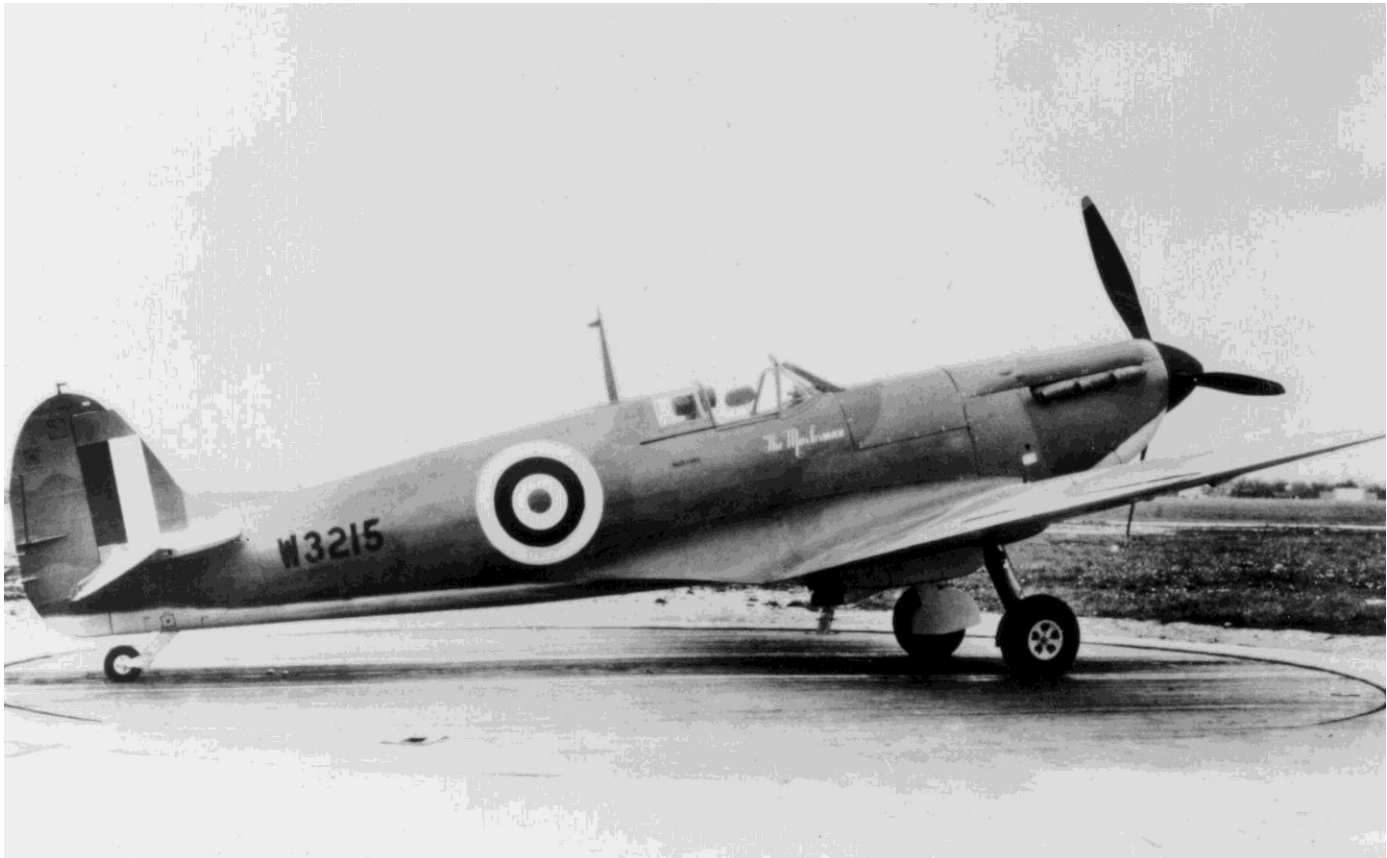
**Stanley Matthews Football Album, 1949**

The Stanley Matthews' Football Album was popular with our younger customers. The front cover shows Matthews in his England shirt.



## The Man's Shop, c1946

This photograph shows a display of men's interlock underwear, fully-cut pyjamas and quality shorts – all neatly folded just waiting for customers.



### **Spitfire, c1940**

Staff at M&S raised £5,000 for the presentation to the nation of a Spitfire Fighter Aircraft. It was named *The Marksman*, in tribute to those who donated to the cause. The aeroplane was flown by Sergeant 'Tommy' Rigler and shot down three enemy fighters in one day in June 1941.



## **Red Cross Ambulance, c1940**

As well as collecting money for a Spitfire, staff at Head Office also raised money for a Red Cross Ambulance.



## **Temporary Store, Sheffield, c1942**

16 M&S stores were destroyed by enemy bombing during the war, and many more were badly damaged. We reopened these stores as soon as possible, often in temporary buildings. When Sheffield store was bombed, we moved into a nearby disused cinema.



## **ARP Training, Exeter, c1941**

M&S staff were trained in Air Raid Precautions including fire watching, blackouts and first aid, and each member of staff was given a tin helmet. This photograph shows staff training on the roof of Exeter store.

TO OUR CUSTOMERS

# Self - Service Food Shopping

- You are participating in an experiment to make shopping easier.
- We hope that waiting time and queuing will be reduced.
- Please collect all the items you wish to buy in the wire basket provided and take it to the Cashier, who will extract the necessary points and payment for your purchases.
- We welcome any comments, criticisms or suggestions you may care to make.

MARKS AND SPENCER LIMITED

## **Self-Service Shopping, 1948**

In 1948 we introduced self-service food shopping. Before this, sales assistants would select and wrap goods for the customer before taking payment. We gave our customers clear instructions on how to shop, as shown in this leaflet issued at Wood Green store in London

# M&S



## Self-Service Shopping, 1948

The photograph of a customer paying shows the sign 'Have your Cash and Points Ready' – rationing was still in force, so people would need to pay with both coupons and money.