

M&S ARCHIVE

Reminiscence Image Pack

The 1950s





M&S

Cling Fit Stockings, c1957

In 1957 M&S introduced seam-free stockings, and a range of fully fashioned super-fit nylons which wouldn't wrinkle around the ankle. As hemlines went up in the 1960s, we sold fewer pairs of stockings and more tights.



Nylon Floral Dress, 1950s

Made from Nylon this dress would have been very easy to wash and dry. With its nipped in waist and full skirt the dress is typical of the 1950s style, which saw fashion move away from the restrictions on fabric during the war.



Festival of Britain Window Display, 1951

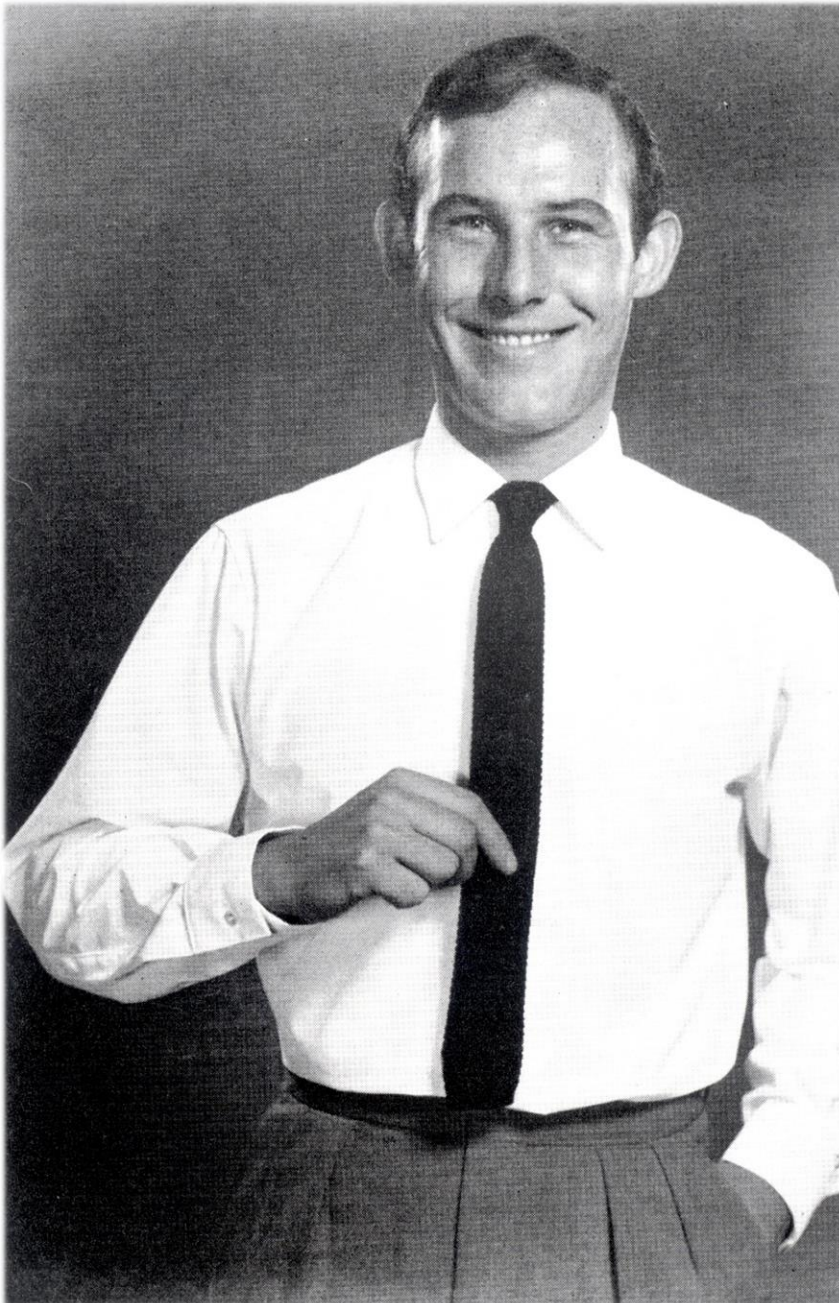
The 1951 Festival of Britain was a national exhibition organised by the government to promote recovery in the aftermath of war. M&S employees created window displays to tie in with the exhibition's themes of science, technology and the arts. This photograph shows displays of cake in Oxford store.



Festival of Britain Window Display, 1951

Like the previous photograph, this display of shirts was created to celebrate the festival.

M&S



Shirt with knitted tie, 1950s

This tie is made from a knitted strip of fabric – making it quite difficult to knot! During the 1950s M&S sales assistants were given training to help customers knot their ties. The shirt has a pre-attached collar, but M&S also sold collarless shirts, spare collars and studs, so men could change and wash their collars between wears.

M&S

St Michael
REGD.

"SPECIAL"



Nylon
HIGH SPLICED
HEELS

FULL BOTANY WOOL

MADE TO OUR OWN SPECIFICATIONS

SHRINK RESISTING • COLOUR FAST

Sock advert, 1953

Botany wool (another name for Merino) came from Australia and New Zealand. It was used for everything from socks and jumpers to suits and baby clothes.

M&S



Christmas advert, 1958

The man's jumper in this advert cost 42s, the lady's jersey dress was 85s, while her apron cost 5s. The Christmas pudding was sold for 2s 6d, and mince pies were available for 1s 2d for a pack of four.

M&S



Advert for Luggage, 1959

As well as clothing, M&S also sold accessories like this matching set of luggage. Exotic settings or airports were used for photo-shoot locations, as more customers were taking holidays abroad.

M&S

it's scarf time!



It's Scarf Time, 1958

This advert promoted scarves as Christmas gifts. Mohair was a popular fabric for scarves in the 1950s – made from the hair of the Angora goat. Worsted was also widely used, and most of our checked scarves were woven in Scotland.

NOW M & S REMEMBERS THE SHORTER WOMAN

**TWENTY
STORES
PLAN**

**NEW SIZE RANGES FOR
HER IN MARSPUN at 27s. 11d.**

DETAILS of the new Shorter Woman Size range, given in this issue, show it to be a line of merchandise likely to appeal to a considerable cross-section of the Marks and Spencer buying public.

Twenty top stores initially are to receive a new range of sizes for the shorter woman together with extensive publicity material.

The decision to enter the smaller woman field follows many requests from members of the public, and is in line with the recently discovered fact that the majority of British women are five foot two or under.

WHAT'S in a name?

If it's the right one, five guineas. This is what's involved: no-one has so far been able to think of a really good name for the new 'Shorter Woman' range, and we want you to have a try yourself!

It's to be a word or phrase which flatters the vast group of women who are five foot two or under.

Hence the search for a new, crisp, word. Send us what you think, and for the best, most apt word—or short phrase—we will award a prize of five guineas.

Suggestions to: Sales Development, Michael House, Baker Street, London, W.1.

**you can win
five guineas**

The range is graded in all its measurements and styled for the shorter woman in teen-age, small women's, women's and WX sizes.

"A woman's dress condensed" is one description, and it is a very good one. There has been no skimping or unnecessary economy on these dresses. They have all the selling points and qualities of the normal printed Marspun range, on a

smaller scale!

There is a range of a dozen styles, but the bodice and the skirt have been scaled down. The accessories too, generally, are smaller.

Designed to fit from shoulder to waist, the general effect is of neatness, and of a compact, dainty fashion-conscious creation. The department is confident that the range is broad enough—and attractive enough—to

(turn to page 2, col. 3)



* KEEPING IN THE PICTURE with our new Shorter Woman range, this fashion-conscious young lady knows that her dress has been modelled to make a compact, dainty creation, matched to her figure and purse.

The Shorter Woman, 1953

In 1953 we launched a range of dresses and accessories to fit our more petite customers. Both the bodice and the skirt were scaled down, and we sold a range of smaller accessories too. We ran a competition to name the new range – the winner would receive five guineas!

M&S



**St Michael
NEWS**

MARKS & SPENCER LTD.
No. 15 SEPTEMBER 16 1955

BRITISH
EUROPEAN
AIRWAYS

St. Michael Jerseywear in a flight of fashion

IN THIS ISSUE: Special Autumn Range Preview

St Michael News, 1955

St Michael News was the staff magazine at M&S from 1953 until 2000. It gave information about new products and store updates, and contained some beautiful fashion photography. Here the models are boarding a BEA flight, as a helicopter hovers above them.



Menswear and Womenswear, 1958

This dress was made from cotton, while the man is wearing a drip-dry shirt and Terylene trousers. M&S introduced lots of synthetic fabrics during the 1950s, all with the aim of making the customer's life easier – fabrics that were easier to wear, easy to care for and more hard-wearing.

M&S

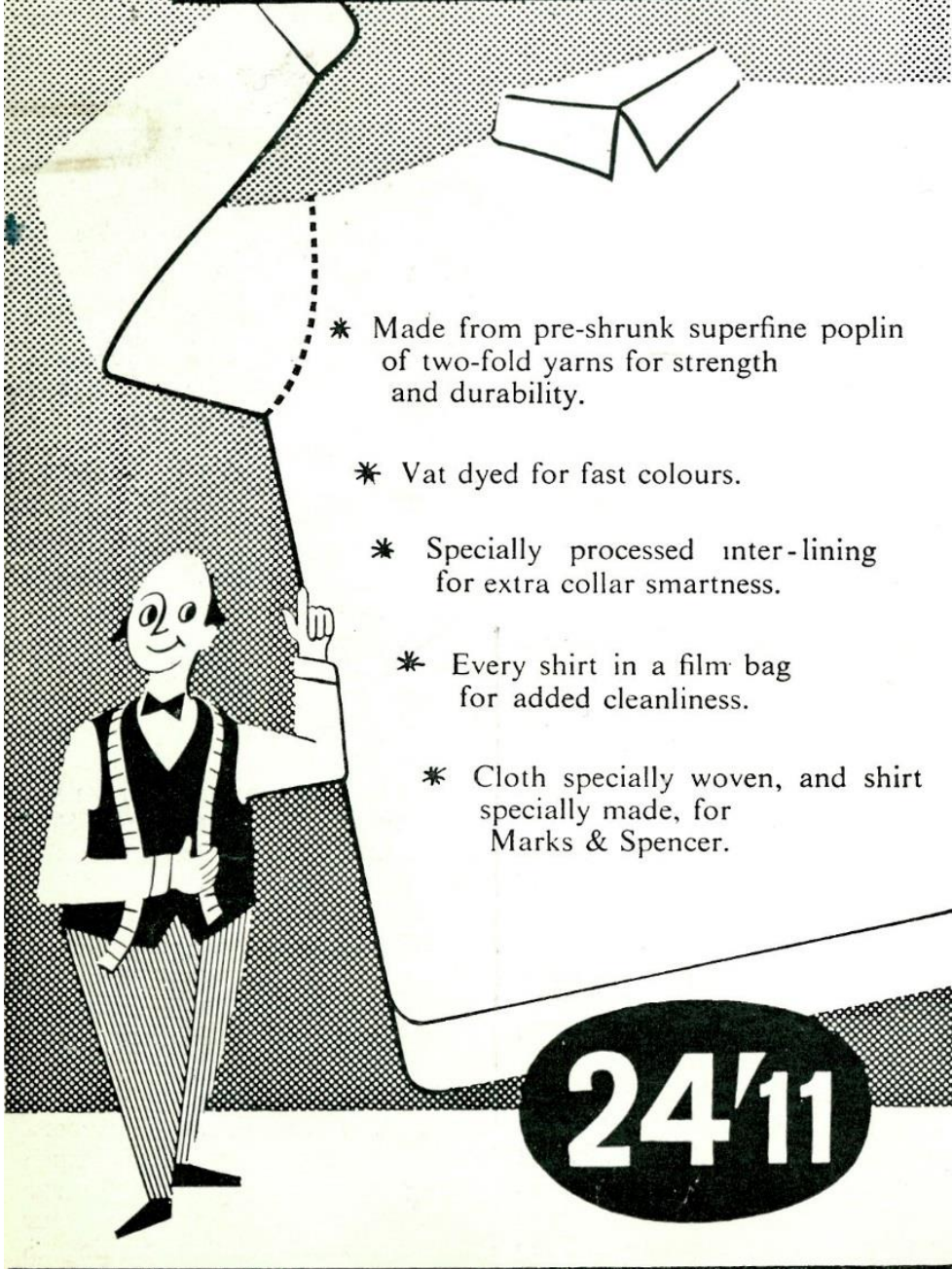


Skirts and Blouses, 1959

These brightly printed skirts were made from fabric known as doobby cloth, which had more texture than standard cotton.

M&S

COLLAR ATTACHED POPLIN SHIRTS



- * Made from pre-shrunk superfine poplin of two-fold yarns for strength and durability.
- * Vat dyed for fast colours.
- * Specially processed inter-lining for extra collar smartness.
- * Every shirt in a film bag for added cleanliness.
- * Cloth specially woven, and shirt specially made, for Marks & Spencer.

24'11

Collar attached Poplin shirts, 1955

In the 1950s shirts with attached collars became more popular, rather than detachable collars secured with studs. M&S used an innovative technique known as Trubenizing to ensure collars maintained fit and shape after washing.

St Michael
REGISTERED TRADE MARK

**BISCUITS
ARE FRESH**

M&S



**FRESH
BISCUITS
TASTE BETTER!**

Advert for St Michael Biscuits, 1957

This advert featured on a leaflet that was put into customers' shopping bags. Popular biscuits with our customers at the time were Morning Coffee, Custard Creams and Butter Puffs. In 1956 we sold over 1.3 billion biscuits!

M&S



Display of Biscuits, Dartford, 1959

Our biscuits were packaged in brightly coloured boxes and cellophane wrappers. Customers commented that this attractive and hygienic packaging was the reason they bought M&S biscuits (as well as the taste of course!). At the corner of this shelf we can see boxes of the 'Big Six' assortment which included teacakes, chocolate sandwich biscuits and jaffa eclairs.

M&S

TABLE CREAMS

BANANA STRAWBERRY
CARMEL RASPBERRY
ORANGE LEMON

*FULLY SWEETENED
WITH SUGAR*

EXCLUSIVE TO MARKS & SPENCER

6^d

PER PACKET

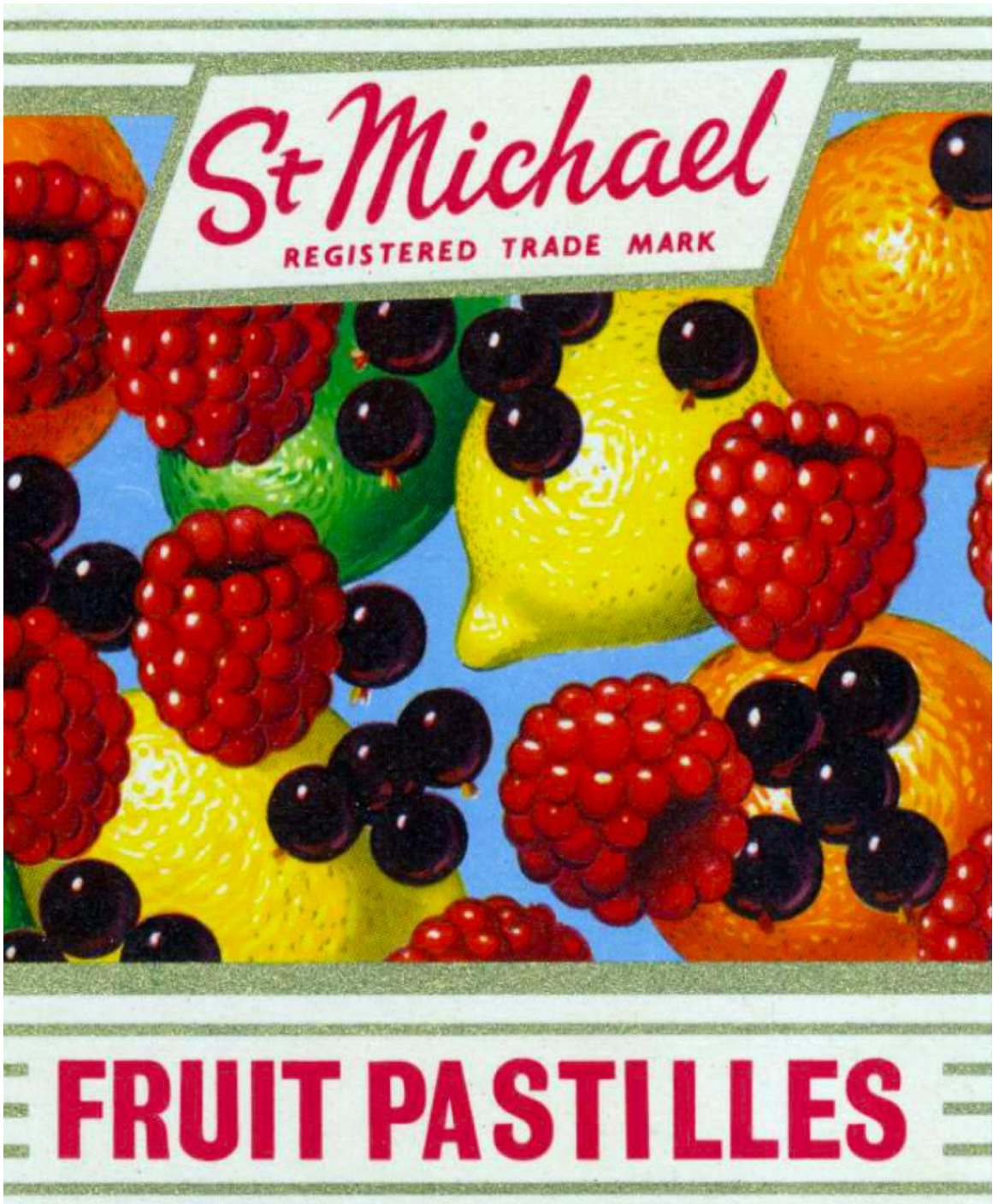
Table Creams Sign, 1950s

Our table creams came in a range of flavours, as seen on this advertising sign. Cakes and desserts were incredibly popular at M&S in the 1950s. Sugar was rationed from 1940 up until 1953. Once it came off ration, the range of sweet treats sold in M&S quickly expanded!



Food packaging, 1950s

M&S



Food packaging, 1950s