

M&S ARCHIVE

Reminiscence Image Pack

The 1960s



M&S



Clothes for all the family, 1961

This photograph advertises a new store opening in Derby. The son wear shorts, while both mum and daughter wear woollen pleated check skirts. Adverts like this showed the range of clothing that could be bought at M&S.



Hairdressers for staff, 1961

Staff at M&S in the 1960s could get their hair done in their lunch break! Most stores had an in-house hair salon where staff could go for a perm, bob or beehive. This photograph shows one lady having her hair washed, while the other two wait patiently under dryers – one of them is eating her lunch!



School clothes from Marks & Spencer

FROM the moment she waves goodbye to her baby at the school gate on his or her first day, there's one problem that needn't worry Mother. That's the one about "where to buy the school uniform so that it won't ruin Father!"

There's the wonderful feeling too of knowing that your child looks nicely dressed at school.

The St. Michael clothes on this and the following pages cater for every child from junior school through the years until they start their first job.

And of course, needless to say, St. Michael clothes give top quality wear at top value prices wherever you buy them, from Weymouth to Wigan. . . . You can buy St. Michael schoolwear from Marks & Spencer's 237 stores.

★ First day back and Susan's crisp white gym blouse and navy pleated Acrilan-Wool pinafore skirt are just right. Blouses from 15s. 6d., skirts from 35s.



School Uniform, 1961

We started selling clothes for school in the 1920s, as well as school satchels and exercise books. By the 1960s we were selling knitwear in school colours, school shoes and gabardine raincoats.

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Skirt Suits, 1963 and 1967

As more women were going into office jobs, M&S began selling smart workwear including woollen skirt suits and tailored jackets. For some customers, formal gloves were still popular at the start of the 1960s.



Savoury Snacks, 1963

The next two photographs both show crisps – a very popular product in the 1960s. The potato sticks above cost 9d a packet.



Savoury Snacks, 1963

The crisps in this picture were available in plain or cheese and onion. In 1963 you could also buy salted peanuts for 10d a packet, or cashews for 1s 3d.

BOATING

needs clothing which is not only strong and light, but also quick drying.

BRI-NYLON meets all these demands.



SWIMMING

benefits from BRI-NYLON too. The crimped nylon used for swimwear fabrics ensures good shape retention and the quick drying properties are an additional advantage.



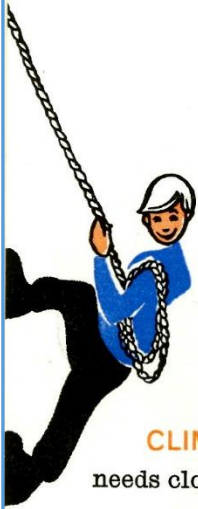
BRI* NYLON

in all fields of sport

CLIMBING

needs clothing of great strength. BRI-NYLON proved itself on the British

Mount Everest Expedition of 1953 and the Transantarctic Expedition of 1956.



SKI-ING

too, finds BRI-NYLON invaluable, not only for anoraks but for vorlages, where the stretch nylon combined with wool gives freedom of action and retains a smart appearance.



GOLFING

needs clothing that allows great movement. And lightweight BRI-NYLON jackets can be seen on golf courses all over the country, keeping out the wind and rain.

Leaflet for Bri-Nylon, 1964

Fabrics such as Terylene, Courtelle and Bri-Nylon were used to create drip-dry, minimum-iron, easy-care garments that were hardwearing yet fashionable. By 1964 more than half of M&S textiles sales were garments made from synthetic fabrics.

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Tinned beef, 1960s

Brisket of beef is a cheaper cut of meat that needs to be cooked for a long time. This label comes from a tin of pressed brisket which would be turned out and sliced for sandwiches and salads. M&S has sold food since the very early days and we first sold canned food in the 1920s.

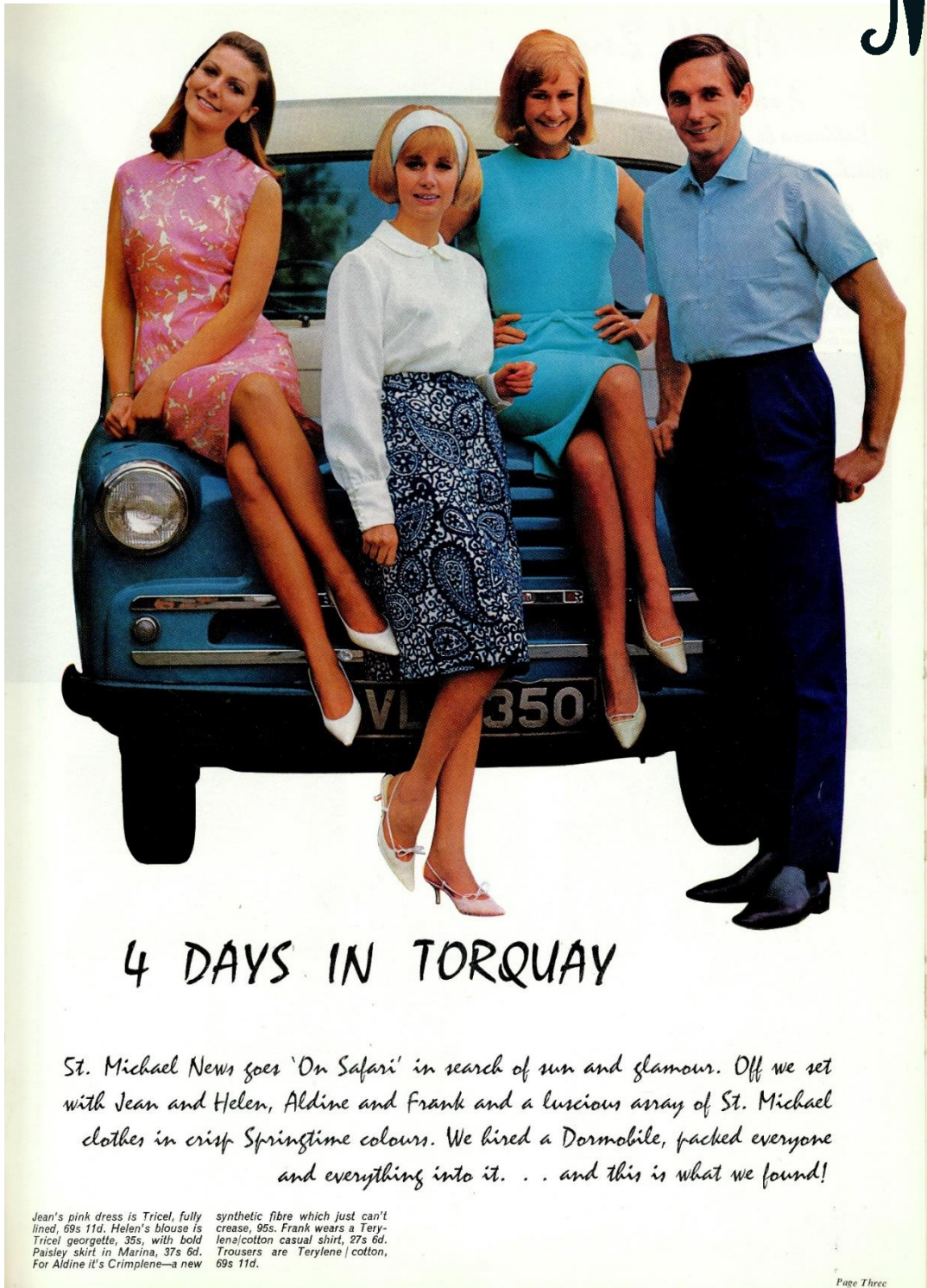
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St Michael food, 1963

This advert shows the type of food that could be purchased at M&S in 1963. Sweet treats have always been popular – this advert shows rich tea biscuits, Swiss roll, syrup sponge pudding, chocolate wafers, all butter fruit cake and 'Orchid Assortment' chocolates.

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4 DAYS IN TORQUAY

St. Michael News goes 'On Safari' in search of sun and glamour. Off we set with Jean and Helen, Aldine and Frank and a luscious array of St. Michael clothes in crisp Springtime colours. We hired a Dormobile, packed everyone and everything into it. . . and this is what we found!

Jean's pink dress is Tricel, fully lined, 69s 11d. Helen's blouse is Tricel georgette, 35s, with bold Paisley skirt in Marina, 37s 6d. For Aldine it's Crimplene—a new synthetic fibre which just can't crease, 95s. Frank wears a Terylene/cotton casual shirt, 27s 6d. Trousers are Terylene/cotton, 69s 11d.

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Clothing advert, 1965

In this advert for men's and women's clothing, the models stand next to a Bedford Dormobile camper. Frank wears trousers and a shirt made from Terylene and cotton – his trousers cost 69'11.



Girdles and Corselettes, 1966

Matching bras and girdles were introduced in 1965 – they were available in floral prints, bright colours and checks. This drawing shows suspender belts, girdles, panty girdles and corselettes, all with suspender clips to hold up the wearer's stockings.

L/s Terylene cotton shirt, in a range of colours that includes rust and olive. Collar 14½ to 17, 32s 11d. (1966 price—35s)

S/s Tricel nylon sports shirt. New sizing: Collar 14½ to 15—chest 38; collar 15½—chest 40; collar 16—chest 42; collar 16½ to 17—chest 44. 35s 11d (1966—37s 6d)

Terylene cotton trousers—see below.



Terylene shirts, 1967

This photograph shows a knitted, square-ended tie, very popular in the 1960s. Both men wear Terylene trousers, the model in the background wears a nylon sports shirt, available in collar sizes 14½ to 17.

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Men's Knitwear, 1966

These men wear Terylene trousers and Botany Wool cardigans. Their narrow leg trousers and black leather boots are typical of this date. It looks like these models have lost their way!



Courtelle dresses, 1967

Courtelle was a synthetic fabric that resembled wool. These models have typically 1960s style hair and make-up – lots of hair spray and eye liner!

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Womenswear, 1969 and 1968

The bottom photo shows the Junior Miss range. The 1950s saw the birth of the teenager – young people had more disposable income and so we started to produce ranges aimed at teenagers and people in their early twenties.

M&S



tourist
attractions
from
M & S

At the peak of the tourist season in Britain we thought it timely to show you a selection of the newest looks from Marks & Spencer. These are a sample of what visitors spend their foreign currency on — high-quality British-made clothes well worth crossing the Channel for.



1 Hovercraft captain John Syring stopped to admire our girls and their summer-white knitted dresses — Orion/antron, 59s 11d. The flag-red Orion cardigan with low neck and gilt buttons is fully-fashioned, 35s and 37s 6d. Cling-fit tights, 7s 11d; vinyl patent sling-back shoes, 29s 11d; coin-dotted rayon twill square, 6s 11d.

2 Casual elegance in patriotic colours. Belted cable and rib patterned jumper, 42s 6d and 45s; worn over sleek Crimplene trousers with flared legs, 75s. The pants-suit in crisply tailored Crimplene is sold separately as — pants, 75s and tunic top, 70s. Filmy cotton voile shirt in floral print, 39s 11d. Both girls wear high-vamped shoes in the new material Poromar, 39s 11d.

3 Junior edition in contrast Crimplene, buttoned and belted, Ages 2 to 8, 45s and 48s 11d. Available from August. Knee-high nylon socks, 3s 11d and 4s 11d; and leather sandals, 25s to 29s 11d.



Womenswear, 1969

Tunics and flared trousers became popular in the late 1960s. These models are photographed next to the *Princess Margaret*, at the time the world's largest hovercraft, it took passengers from Dover to Boulogne.

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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.

Menswear, 1969

These men model their M&S outfits on the golf course. The button-up knitted shirt on the right, paired with needlecord trousers, is a typical late 1960s look.