

M&S **ARCHIVE**

Reminiscence Image Pack

Men at M&S



“**SPRING-JOY**”

M&S

ALL SEASONS UNDERWEAR

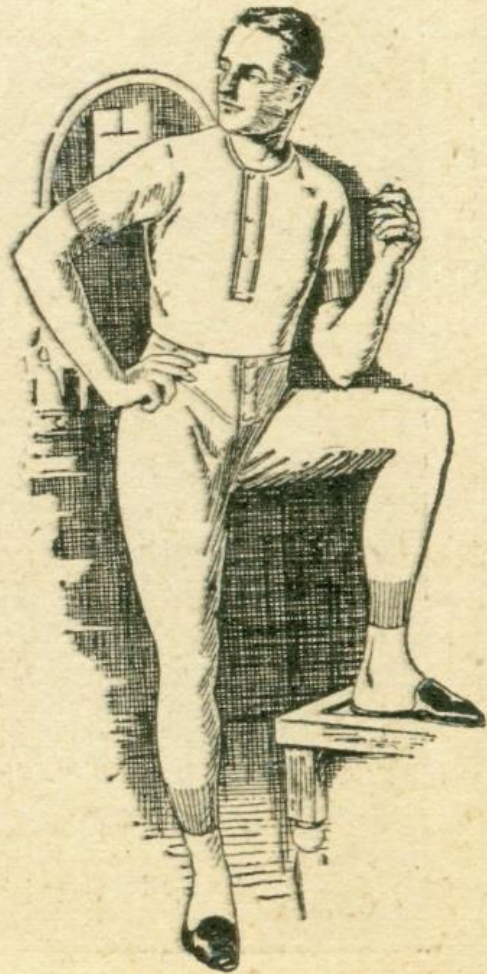
for

**MEN, WOMEN
BOYS & GIRLS**

*No Irritation to the
Most Sensitive Skins*

**ELASTIC WEAVE
FITS BODY PER-
FECTLY**

**Washes and Wears
Exceedingly Well.**



Underwear advert, 1932

We first began selling menswear in the 1920s as the market for ready-to-wear clothing increased. In 1927 we introduced a five shilling price limit which meant we could expand our product range to include more clothing, yet remain affordable.

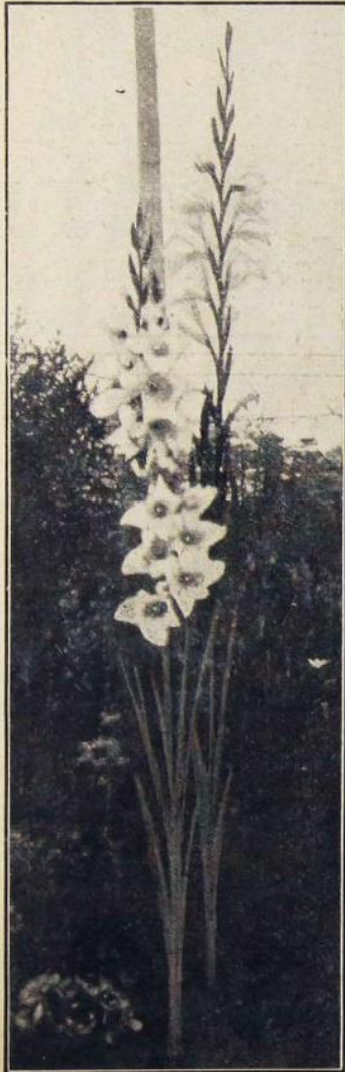
M&S

The Garden Beautiful

can be made with

Marks & Spencer's Wonder Selection of
**BRITISH AND DUTCH GROWN
BULBS AND ROOTS**

IS THIS A RECORD?



Gladioli (large selection of colours and varieties), Anemones, Begonias, Lily of the Valley, Lilies (various) Dahlias, Peonies, Tritoma Delphinium, Phlox Iris, Hollyhocks Lupins, Spirea

TRUE TO NAME AND COLOUR

ON SALE EARLY IN JANUARY
AT REMARKABLY LOW PRICES

GUIDES FOR GROWING GIVEN FREE

A TESTIMONIAL

Breckan-Brae,
7, Canberra Road,
Bexley Heath, Kent.
14.9.32.

Copy of Prize Certificate.

Messrs. Marks & Spencer, Ltd.

Gentlemen,—

I thought that you might be interested in the enclosed snaps of remarkable sized gladioli grown this year in my garden at the above address.

The gladioli, which are pure white, were purchased with number of others, which are also of fine size, as bulbs from your Powis Street Shop, Woolwich, early last season and were placed in soil not previously cultivated, for some years at least. No fertiliser was used.

As you will see it is only about one inch short of 5 feet in height and has borne numerous blooms. I do not know the price paid but they were very cheap.

Yours faithfully,
(Signed) S. C. Benton.



These Gladioli were purchased
at
MARKS and SPENCER'S Store
(Cheltenham Branch)

Advert for garden bulbs, 1932

As well as clothing, in the 1930s we sold garden bulbs and seeds. Customers were encouraged to write to Head Office if they won any prizes with their M&S bulbs. In this advert, SC Benton in Kent grew a gladioli that reached five feet high!

M&S

THE BRAND THAT GIVES 24 HOURS SERVICE

TUNIC
Shirts

TENNIS
Shirts

HIKING
Shirts and Shorts

PYJAMA
Suits for Men and Boys

SOLD BY
MARKS & SPENCER LTD.
IN ALL THEIR STORES

Menswear advert, 1932

Our menswear range expanded in the 1930s to include clothing for all occasions. We advertised that a gentleman could purchase a whole outfit for under £1 - the equivalent of about £40 today. This advert shows that whether relaxing, socialising or playing sport, M&S had a shirt for the job.



Shirt display, 1937

As well as collar-attached shirts, this window display includes sports shirts. The success of Fred Perry at Wimbledon and the popularity of tennis in the 1930s meant tennis shirts (plain white polo shirts) were a big seller and could be bought for 2s 11d.



'The Man's Shop', 1940s

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



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 for men, c1943

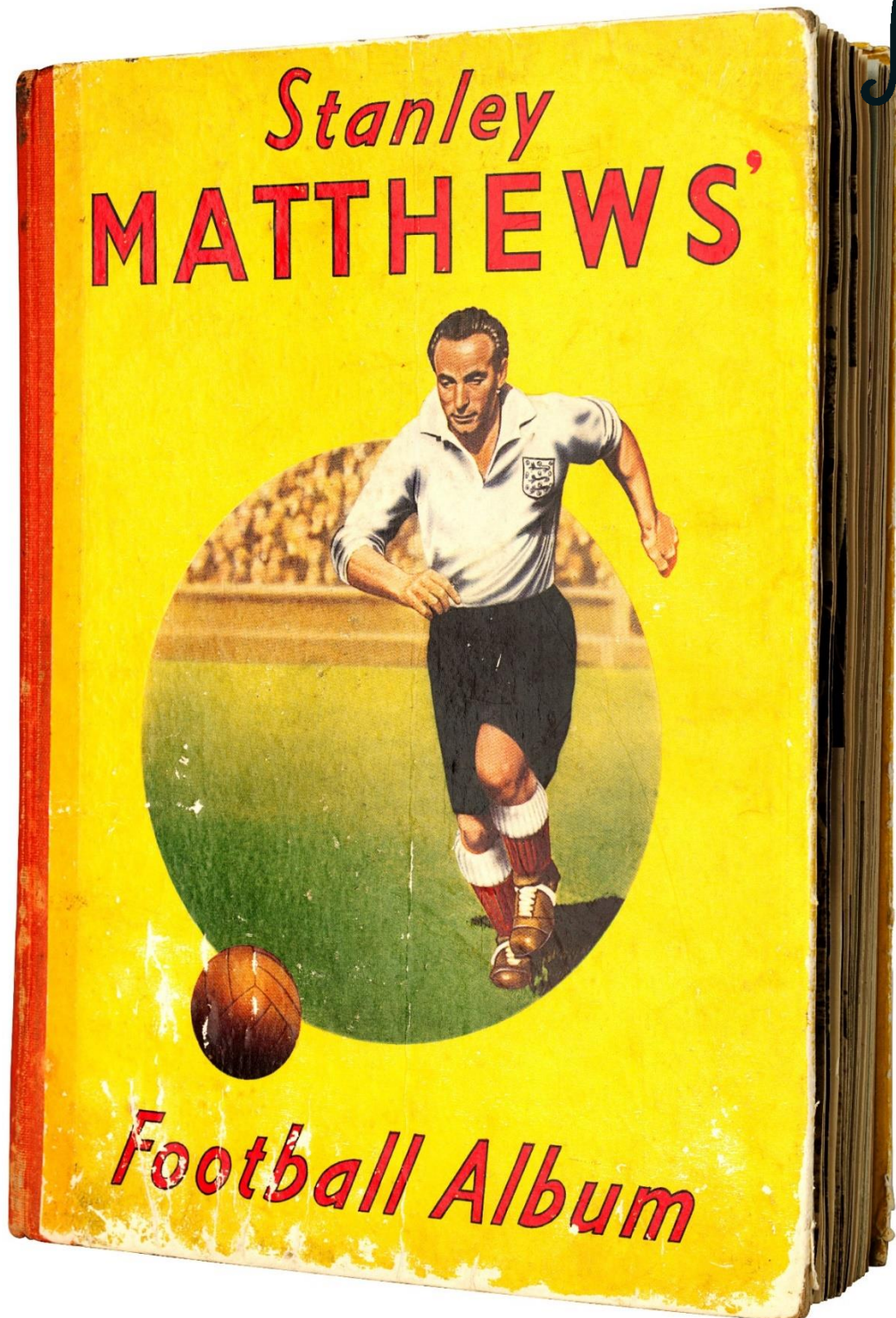
Raw materials were in short supply during the Second World War. To avoid panic buying and stockpiling the Government introduced rationing on clothing and food. The first clothing ration book was launched in June 1942 with 60 coupons to last until August 1943. Would you have been able to make 60 coupons last 14 months?



'Rigmel' shirt with Utility label, c1944

Rigmel was a pre-shunk cotton often used for men's shirts. Once rationing was introduced, the Government realised regulations for manufacturers were necessary to keep the quality of garments high. These regulations, known as the Utility Clothing Scheme, were implemented in 1942. The logo for the scheme is shown on the label of this shirt – 'CC41'.

M&S



Football album, 1950

The Stanley Matthews' Football Album was popular with our younger customers. The front cover shows Matthews in his England shirt, and an inside page gives information on some of the best players that season.



Jim Taylor

(Fulham.) Since Fulham converted him from wing half to centre half they have never looked back. A tenacious and clever footballer.



Bill Gorman

(Brentford and Ireland.) Bald head denies speed and vigour on the field. — Fine positional sense.



Stanley Mortensen

(Blackpool and England.) Dynamic, goalscoring inside right. Also plays centre forward.



Harry Johnston

(Blackpool and England.) Polished ball player. At right half is the brains of the Blackpool right wing triangle.



Eddie Shimwell

(Blackpool and England.) Full back. Uses his powerful kick for penalties and long clearances of his lines. Manager of a public house in Yorkshire.



Tommy Jones

(Everton and Wales.) Approaching the veteran stage, but still first choice for Wales. Never flurried and uses the ball well.



Tom Finney

(Preston North End and England.) A wonderful dribbler and an accurate shot. At present passing through the tantalising stage of holding the ball too long.



Bobby Langton

(Preston North End and England.) Cuts out the fancy work and is a fast, direct winger. Has a powerful left foot shot.



Billy Moir

(Bolton Wanderers.) Shot into the limelight last season by his goalscoring feats. Twice had four goals in a match.



Eric Worthington

(Bury.) Bury can usually be relied upon to unearth promising players and he was their discovery of 1948-49. Finds position intelligently and opens the game out.



Eric Westwood

(Manchester City.) Few full backs use the ball as well as Westwood. Only the form of another Manchester man, Aston of the United, keeps him out of the England team.



Albert Stubbins

(Liverpool.) Dashing red-haired idol of Merseyside. Came from Newcastle.

Football album, 1950

An inside page of the Stanley Matthews' Album gives information on some of the best players that season.

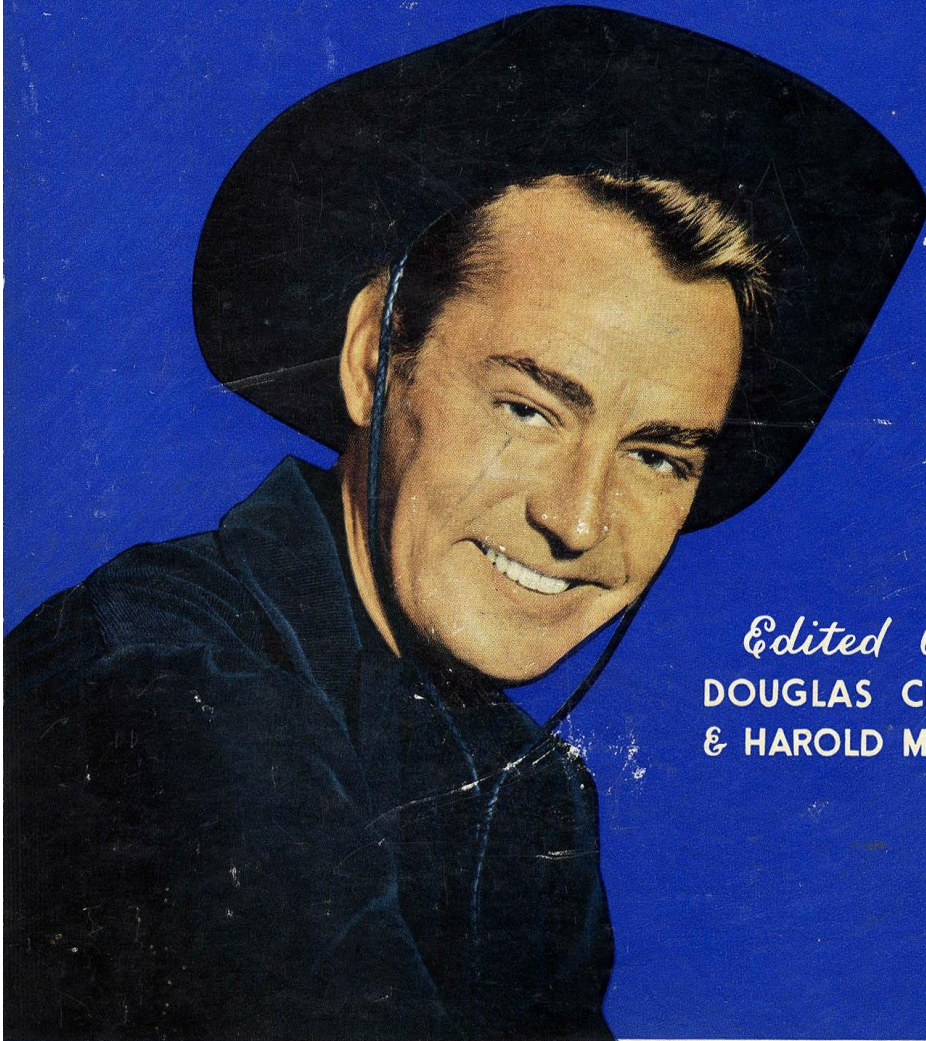


HOLLYWOOD — LONDON



M&S

FILM PARADE

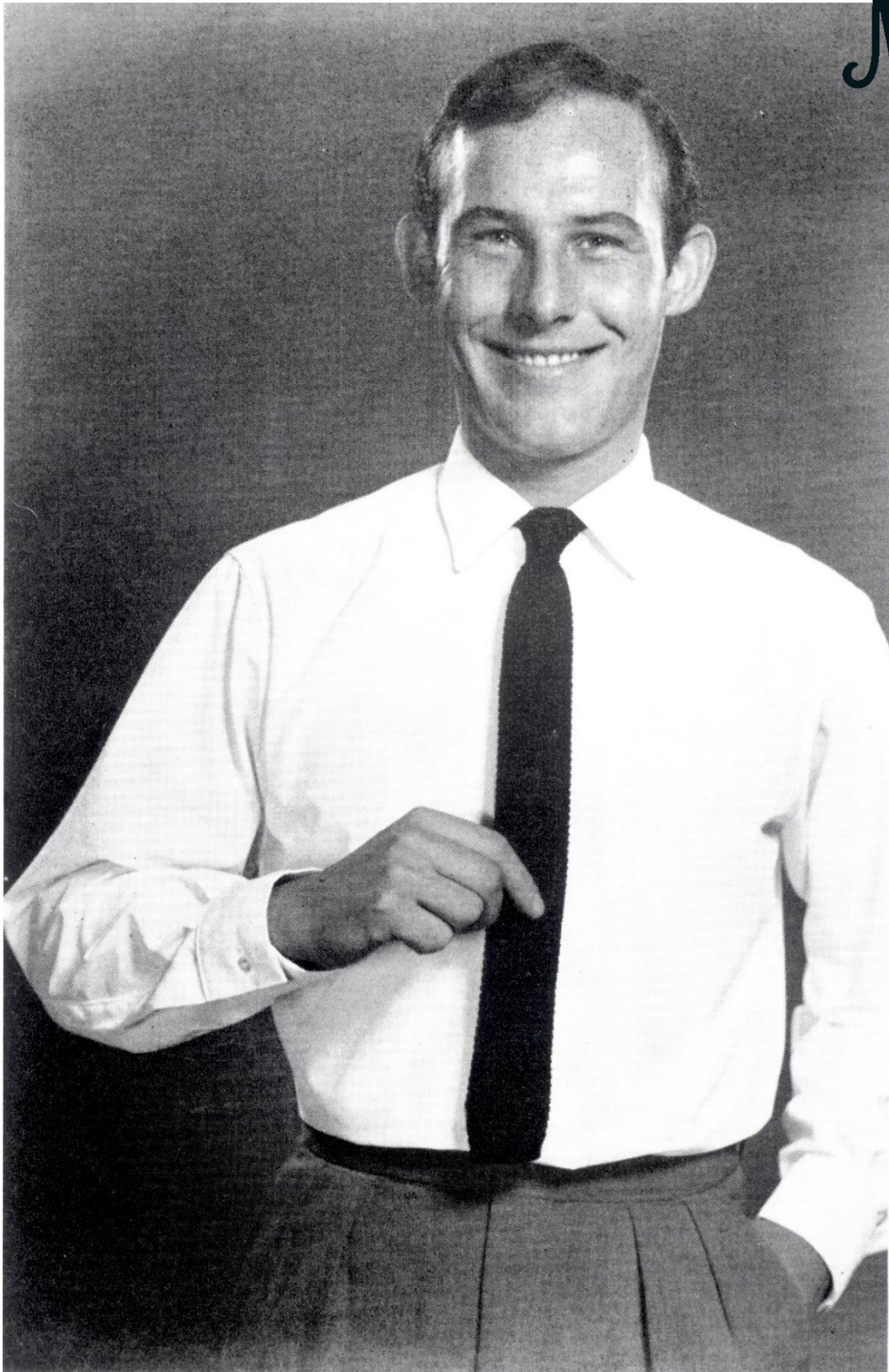


Edited by
DOUGLAS CRANE
& HAROLD MYERS

Film Parade, c1950

This book included stories and pictures of the biggest stars in Hollywood. The front cover shows Alan Ladd, famous for his cowboy films including 'Whispering Smith' and 'Shane'.

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Shirt with knitted tie, 1950s

Knitted ties were popular throughout the 1950s and 1960s, narrower than most ties and with a square end. These ties were often made of Terylene.

M&S

Dirk Bogarde's Ideal Salesgirl



“No Monroe but clean and neat”

When on the set of Lewis Gilbert's production, "THE NAKED FLAME," in which I star with Margaret Lockwood, John Bold asked me the characteristics of my ideal salesgirl, this question seemed a poser.

There are so many sides to your job. I had to sit down for a quiet half hour and really pin-point those *extra* qualities which make me always seek out the same salesgirl in my favourite stores.

I think three essentials are equally important, and I give them in no particular order.

First, my ideal salesgirl is well-groomed, clean and neat. I don't expect to see a Marilyn Monroe, but I do like to see a girl with shining hair, spotless accessories, well-manicured hands and make-up rather underdone than the reverse!

This leads me to point number two, a pleasant personality. That means to me an

innate consideration for others.

So, and most essential, to number three—imagination in foreseeing customers' requirements and never being stumped by an unusual request.

This does seem a tall order. But for those of you who are just starting off in this fascinating business of selling to others, I would give this advice from my own professional experience.

Learn to smile like an actress even at the most trying customers; listen to their requirements and try to satisfy them; and never oversell.

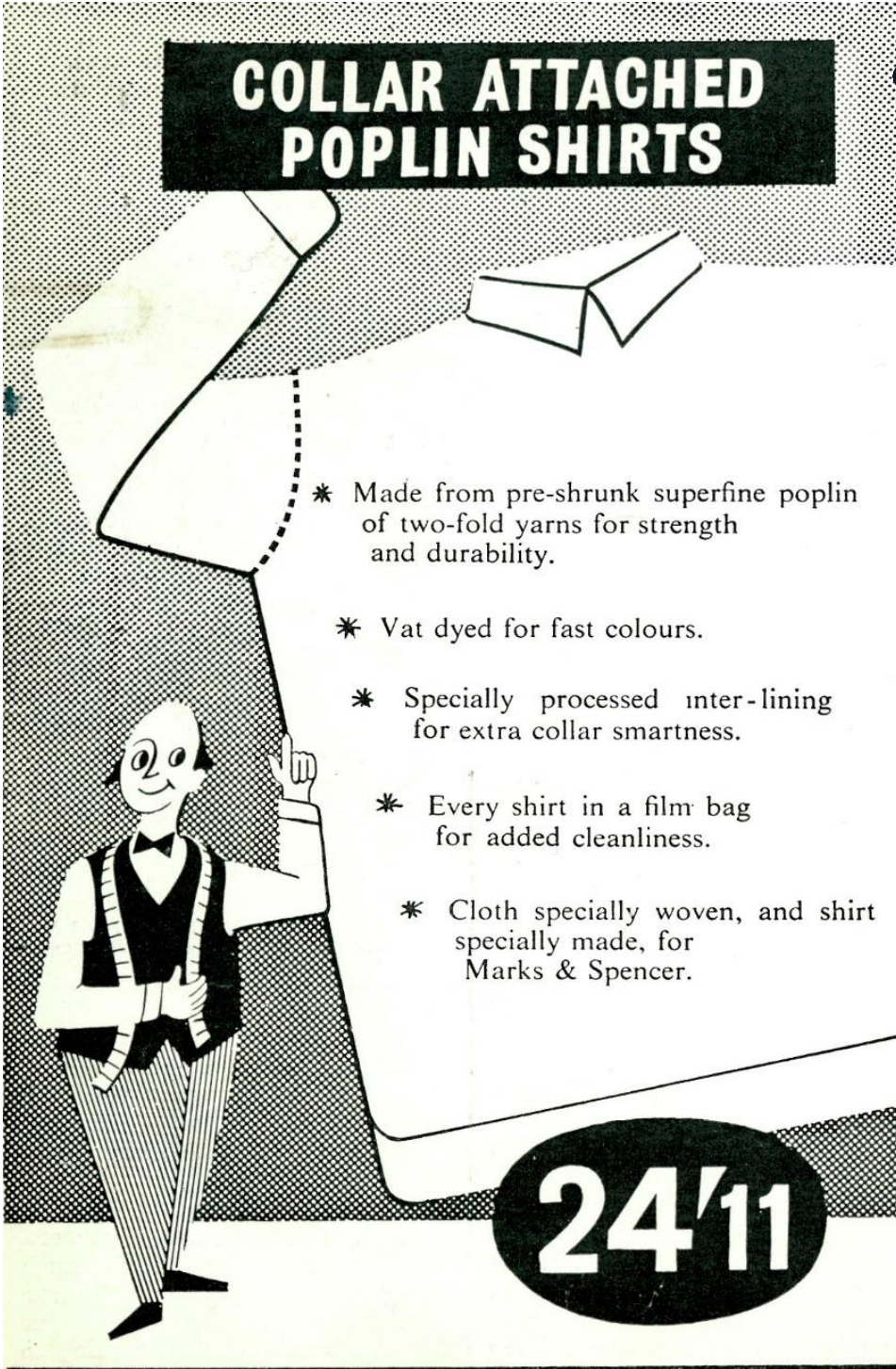
Above all, *never* adopt a take-it-or-leave-it attitude. Make *them* feel cosy.

I'm told you are fully trained to deal with every emergency after a few months' period on non-busy counters. All I can say is, if you half-way qualify for my ideal in this time, I take my hat off to you!

Dirk Bogarde's Ideal Salesgirl, 1955

Dirk Bogarde, star of 'The Blue Lamp' and 'Doctor in the House', talks about the qualities he thinks salesgirls should have. He likes 'shining hair, spotless accessories, well-manicured hands, and make-up rather underdone'! Did you know Dirk's real name was Sir Derek Jules Gaspard Ulric Niven van den Bogaerde?

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 more men were buying their shirts with attached collars, rather than detachable collars secured with studs. We used an innovative technique known as Trubenizing to ensure our collars maintained fit and shape after washing.

GREETINGS FROM THE STARS ...



DENNIS PRICE says: "May the Christmas bells ring a specially merry chime for the Marks & Spencer belles—with a grand and prosperous 1956 to follow."

JILL ADAMS says "Happy, happy Christmas, girls!" (Dennis Price and Jill Adams are appearing in a new film, "Private's Progress.")



RUBY MURRAY: "A very happy Christmas and all the very best for the New Year to the staff of M & S."



BENNY HILL: "To my good friends at M & S—a very happy Christmas."

PIER ANGELI writes: "I am very happy to be back in England this year, and this time I have with me my husband Vic Damone, and our 3-month-old son, Perry. We three would like to wish all your staff a happy Christmas in the heart of their families and may all their wishes be fulfilled in the coming year."



TERRY THOMAS: "Squad 'shun! Today's Company Orders say that all personnel are to exert themselves to the full in eating, drinking and merrymaking—and a terrifically enjoyable time to you all."

DICKIE ATTENBOROUGH: "Wishing a grand bunch of girls the happy time they deserve—after their terrific efforts to make other people's Christmases jolly."



SIR MORTIMER WHEELER: Greetings to the girls at M & S. Translated into terms of Christmas — "Animal, Vegetable, Mineral" are Turkey, Plum Pudding and a Diamond Bracelet. I wish you all of them!"

"**THE GOONS**" send their best wishes for "a very merry Christmas and a happy New Year," from Harry Secombe, Spike Milligan and Peter Sellers.



... and "My sincere wishes to all at M & S for a wonderful Christmas and the best New Year ever!" from **KENNETH MORE**.

Christmas greetings to M&S, 1955

Stars such as Richard Attenborough, Terry Thomas and the Goons send their Christmas greetings to M&S. This article was published in the M&S staff magazine.



Display of Botany Wool slipovers, c1958

In the 1950s the Menswear Department concentrated on classic, practical designs such as sleeveless cardigans and pullovers in plain colours. 'Botany' was an early name for Merino wool produced in Australia.



Knitwear, 1959

We reported in a staff magazine that ‘Men, despite their passing enthusiasm for Fair Isle designs and patterns, are notoriously conservative in their choice of knitwear’.

M&S

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. Staff were given training on these new fabrics so they would be able to answer any customer queries.

M&S



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.

Page Three

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.

M&S

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 that knitted, square-ended ties were still popular in the 1960s. Both men wear Terylene trousers, but the model in the background wears a nylon sports shirt, available in collar sizes 14 ½ to 17.

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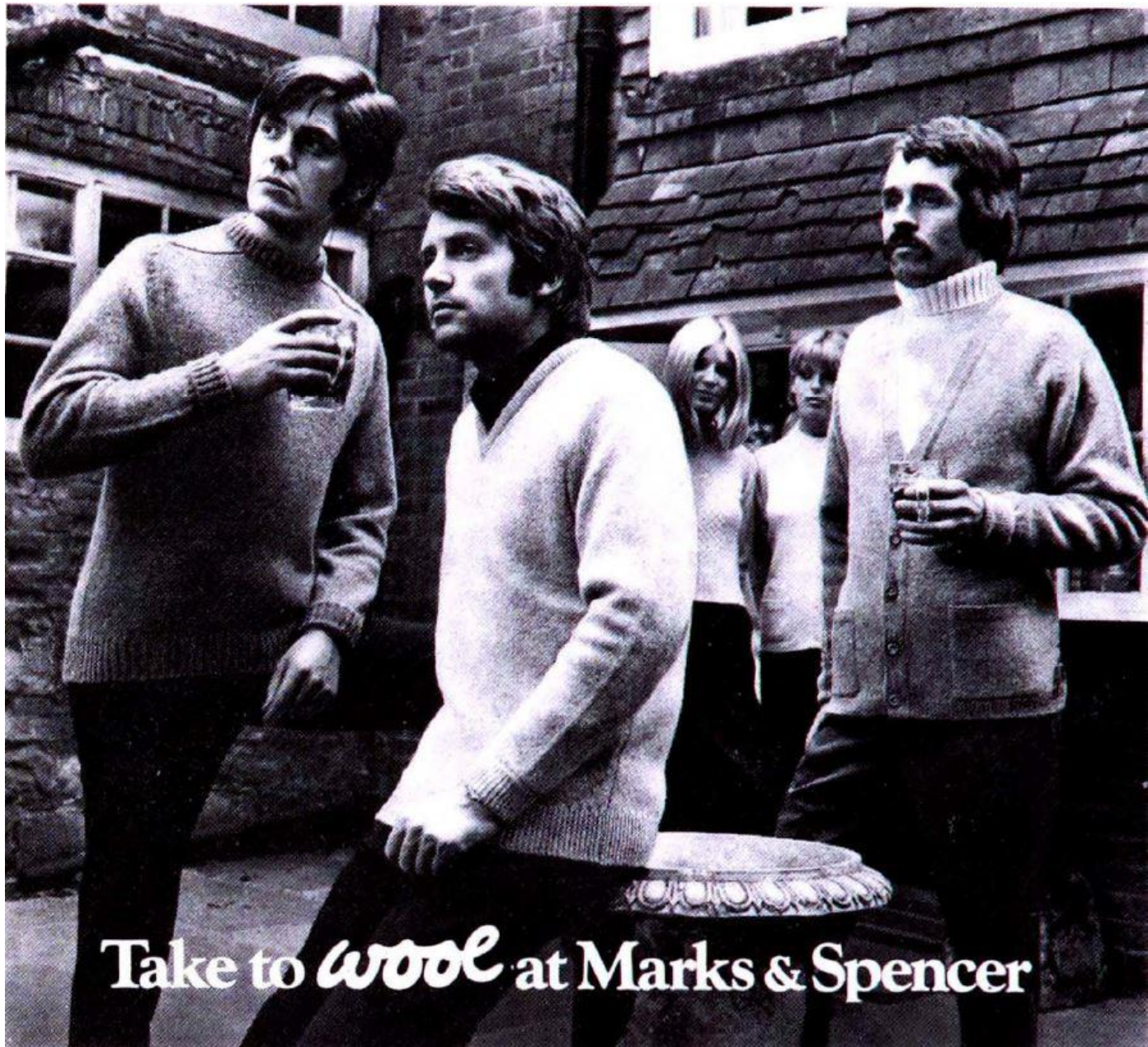


Left: a short sleeved shirt-jacket in cotton, 39s 11d. Terylene and worsted with mohair trousers, including a leather belt, 85s.
Centre: short sleeved nylon sports shirt, 27s 11d worn with machine washable slub weave Terylene and cotton trousers, leather belt, 79s 11d.
Right: long sleeved knitted nylon 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.

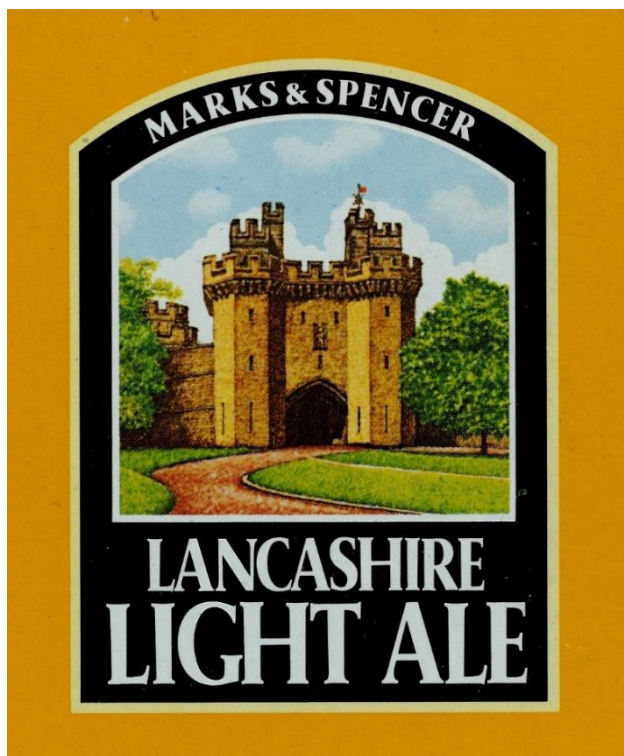
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Advert for wool, 1970

Although synthetic fabrics were still popular in the 1970s, natural fibres such as wool and cotton were in demand. These men model their knitwear in a beer garden.

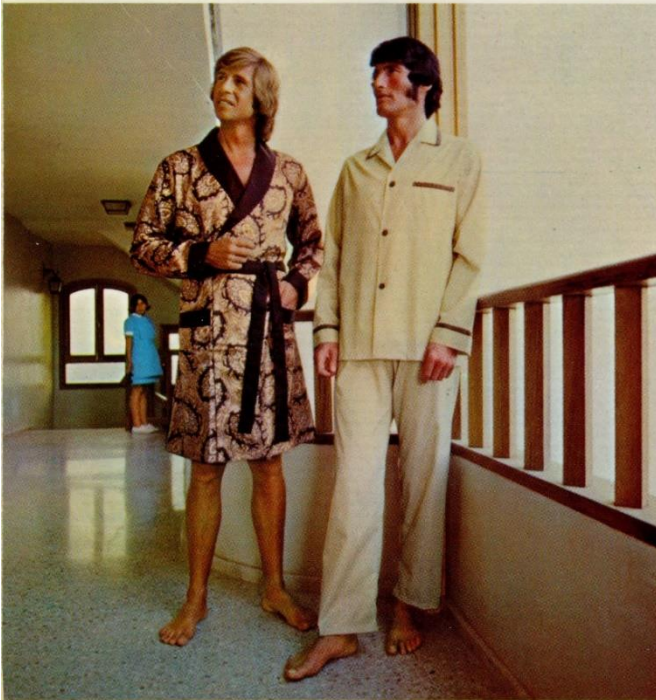
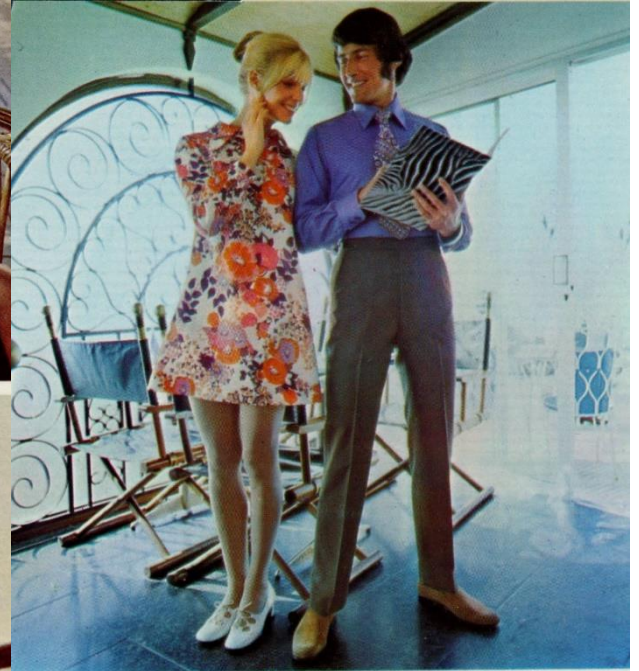
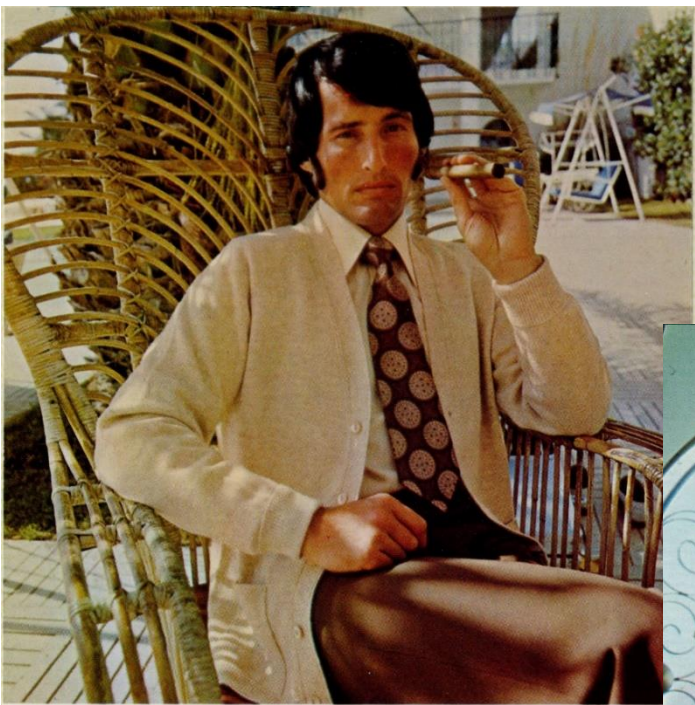
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Beer labels, c1975

We first sold wine and beer in 1973. We sold Special Bitter at 34p for three cans and Special Export Lager at 30p for two cans. In 1975 we introduced beers from around the UK including Yorkshire Strong Brown Ale from Sam Smith, Rutland Brown Ale from Ruddles and Light Ale from Thwaites of Blackburn.

M&S



Menswear, 1972

By the 1970s our photoshoots were often shot in exotic locations - These men relax around a villa or hotel somewhere sunny. The man in the bottom left wears a paisley-print dressing gown, or smoking jacket – a popular product at M&S in the 1970s!

M&S



Menswear, 1977

Towards the end of the 1970s, collars grew and became more pointed, and polo-necks became popular. The man on the bottom right wears a denim safari jacket with matching jeans – available for £22.99.