

Marking Moments

Your newsletter from the
M&S Archive

Spring 2024

From salads to yoghurts, in this issue
we take a look at healthy eating.

2-12 **From the Archive** - Images of
healthy food through the years

13-15 **Have a Go** – Healthy eating-
themed activities for you to try



What fruits can you spot?



Window display, 1937

This display of oranges with the title 'Stairway to Health' was on show in a Marks & Spencer shop window. The sign reads 'Jaffas for Juice, 5 for 6d'.

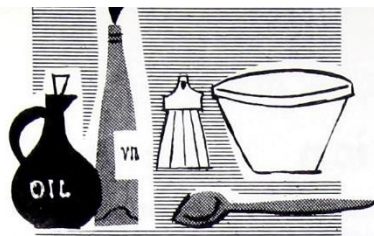
- Would this display encourage you to go into the shop?
- Do you think 5 for 6d is a good price?



Dessert pears, 1930s

Although this display of pears looks very inviting, a small sign asks that customers don't touch the fruit. Instead, a Sales Assistant standing behind the counter would weigh and bag up the fruit for the customer.

- What other fruit and vegetables can you see for sale?
- What would it be like to work in this shop?



Useful Recipes

(each of these recipes produces approximately 50 x 1 oz. portions)

COLESLAW

2½ lb. hard white cabbage
3 hard boiled eggs
1 oz. chopped onion
¼ pt. salad cream
Salt and pepper

Core and shred the cabbage and steep in cold water. Drain thoroughly and mix with the onion and chopped eggs. Season and blend with salad cream.

POTATO SALAD

3 lb. cooked potatoes
1 oz. chopped onion
½ pt. salad cream
A little chopped parsley
Salt and pepper

Dice potatoes and add part of the salad cream whilst potatoes are still warm. When cool, add onion, seasoning and remaining salad cream and mix gently. Sprinkle with chopped parsley before serving.

RUSSIAN SALAD

¾ lb. cooked diced potatoes
¾ lb. cooked diced turnips
¾ lb. cooked diced carrots
¾ lb. cooked garden peas
½ pt. salad cream
Salt and pepper

Mix vegetables gently, season to taste, and blend with salad cream.

(Tinned Macedoine Vegetables may be used instead of fresh turnips, carrots and peas.)

HAVE YOU TRIED ...serving lemon segments so that people can have lemon juice as a change from vinegar? * *FRENCH DRESSING* instead of salad cream?

* 2 parts olive oil
1 part vinegar
A little mustard
Salt and pepper

Mix mustard with a little vinegar, ensuring that there are no lumps. Mix oil and remaining vinegar well together; add mustard, season with salt and pepper.

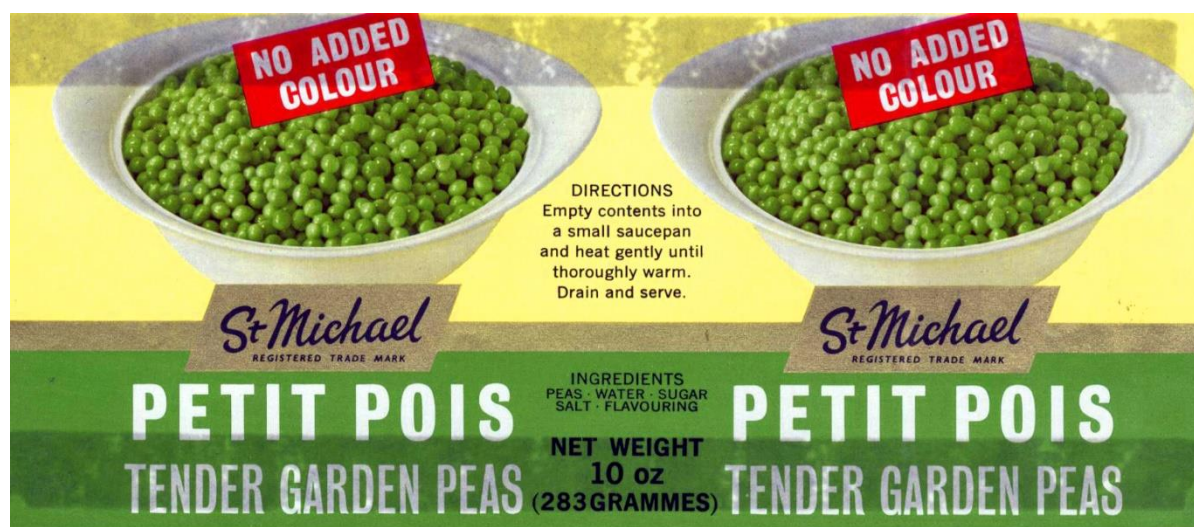
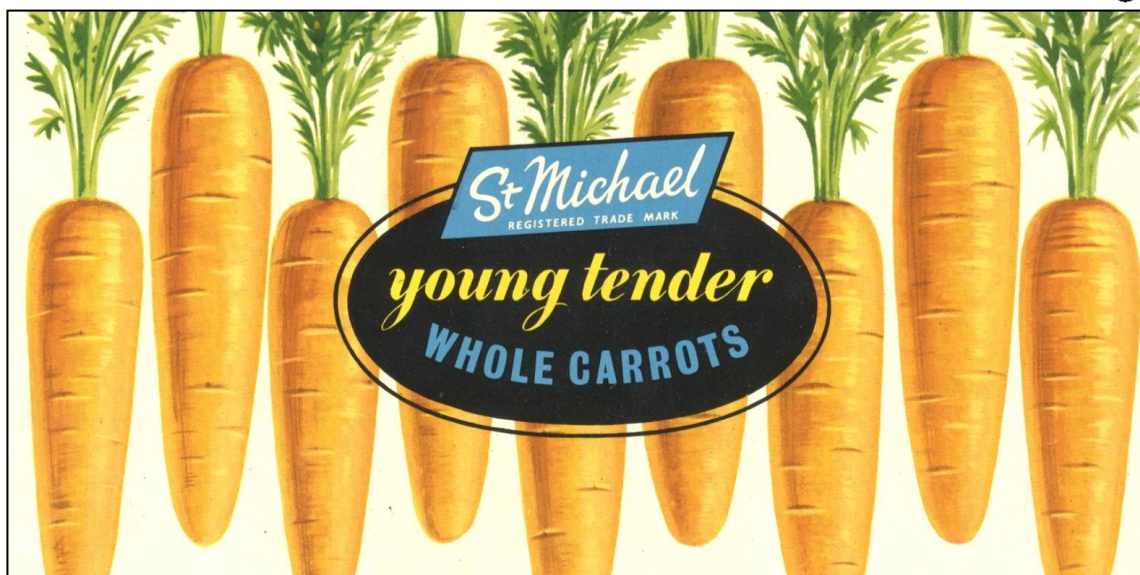
COLD ROAST JOINTS

Prepare and roast the meat as for a hot joint. When cooked remove foil and place joint on a clean dish, covering immediately. Allow to cool for one hour, then put in the refrigerator until it is needed the following day. Once a cooked joint, either hot or cold, has been cut it must not be kept for use the next day.

Salad recipes, May 1958

These recipes were published in a staff bulletin, intended for cooks in the staff canteen. The cooks were encouraged to produce healthy, filling meals for their colleagues, and the start of summer would mean more people choosing salad for their lunch.

- What would you eat with salad?
- Do you enjoy cooking?



Labels for tinned vegetables, c1960

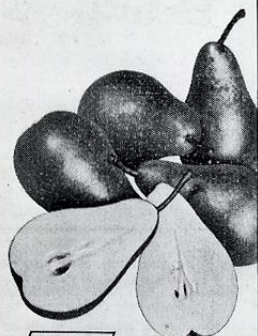
M&S started selling canned vegetables in the 1930s, these labels are from tins sold in the 1960s. Customers could also buy tinned fruit, and canned meat including chopped pork and chunky chicken.

- What is your favourite vegetable?
- Which label design do you prefer? Why?

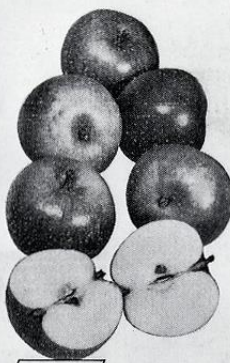
MARKS & SPENCER

for **St. Michael** fresh fruit and vegetables

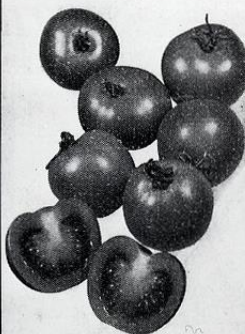
Only at Marks & Spencer will you find **St. Michael** top quality fruit and vegetables. Specially selected and carefully graded, they are the finest you can buy.



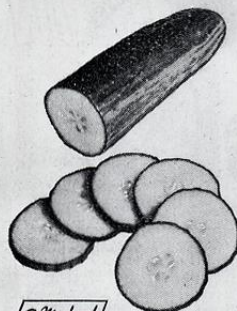
St. Michael Pears. Juicy English Conference pears, ripe and ready to eat.



St. Michael Apples. English Cox's Orange Pippins—the finest eating apples in the world.



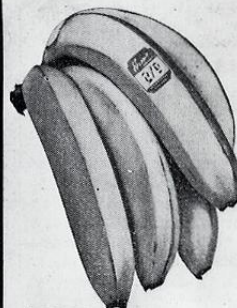
St. Michael Tomatoes. Top grade tomatoes, firm and full of flavour.



St. Michael Cucumbers. The freshest you can buy. Ideal in salads and sandwiches.



St. Michael Mushrooms. Fresh delivered each day, delicious as a vegetable or a savoury.



St. Michael Bananas. Delivered daily and sold to you at the peak of perfection.

For clean food in clean stores
MARKS & SPENCER

ST. PETER'S STREET · DERBY

Advert for fruit and vegetables, 1964

This advert shows the range of fruit and vegetables that were on sale in the Derby branch of M&S. Customers could buy Cox's apples and Conference pears.

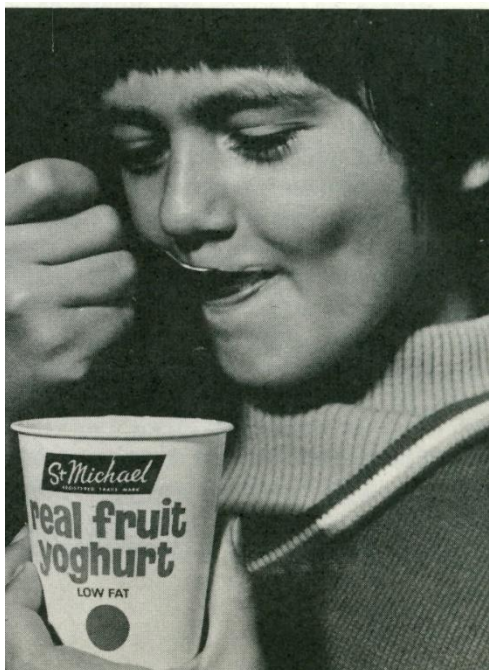
- Can you name any other varieties of apples and pears?
- What is your favourite meal?



Grapes and apples, 1965

This photo shows the fruit counter at the Burnley branch of M&S. Each counter has scales where the Sales Assistant would weigh the customer's fruit before taking payment. Next to the scales are grapes at three shillings per pound.

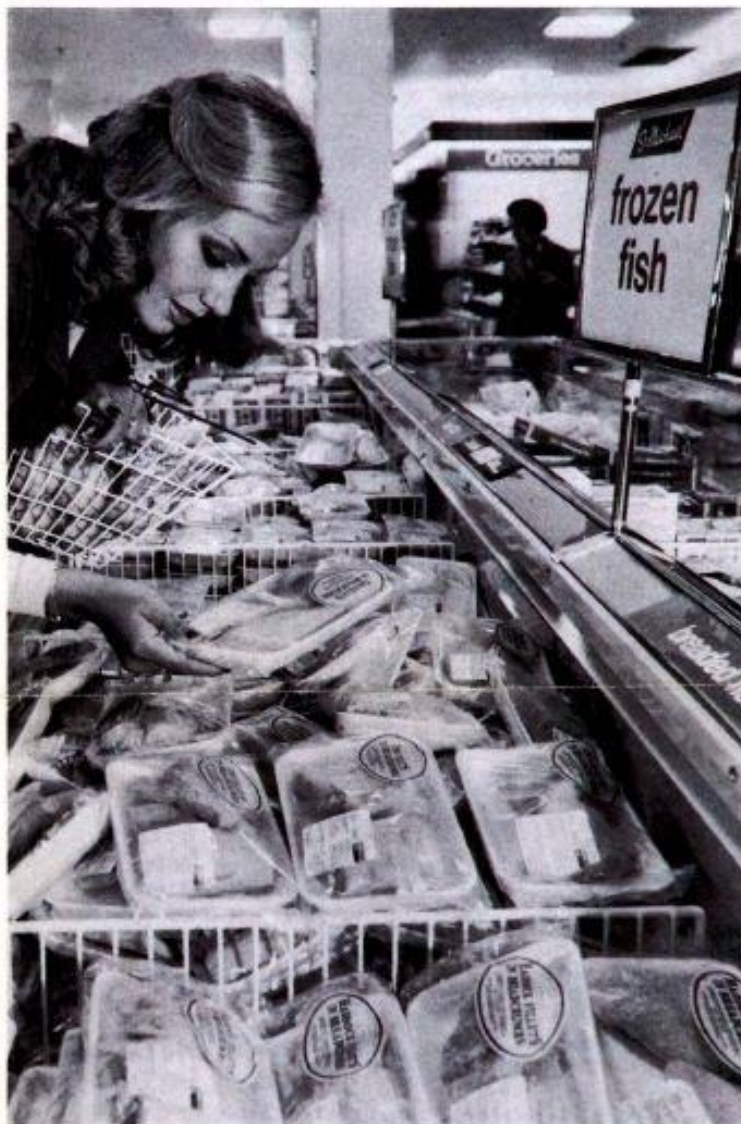
- Have you ever worked in a shop?



Yoghurt, 1967

When we introduced yoghurt in 1967, it was taste-tested by a group of women who worked at the GPO in Leeds, their favourite was the raspberry flavour! A pack of four, with real fruit, cost 10d.

- What's your favourite yoghurt flavour?
- What would you take in a packed lunch?



ST MICHAEL FISH

the big value protein food

Frozen fish, 1976

M&S first started selling frozen food in 1971. By 1976 the range included kippers for 69p and cod portions for 34p. Most of the fish was frozen at sea, on board specially-equipped boats, to ensure the quality remained high.

- What's your favourite fish dish?
- Have you ever been fishing?



Healthy eating, 1986

M&S introduced a new calorie-counted range in 1986, including salads, quiches, yoghurts and pasta dishes. Vegetarian ready meals had been introduced the year before, helping customers to make healthy choices.

- The models wear tracksuits – what's your favourite type of exercise or sport?



Store cupboard fish, 1930s and 1999

The top picture shows a 1930s window display, with the title 'Be Prepared for Unexpected Guests'. Tins of salmon are promoted as the perfect food to have in your pantry for surprise guests!

The bottom photo shows M&S tinned sardines from 1999. The advert suggests they are perfect on toast for a fast meal.

- How would you eat a tin of sardines?
- What would you feed 'Unexpected Guests'?



White strawberries, 2023

White strawberries were introduced by M&S in 2023 – white on both the inside and outside with red seeds. They were described as “sweet like a red strawberry, with an aroma of pineapple and notes of vanilla”.

- Would you try a white strawberry?
- Have you tried any unusual foods?

Have a Go... Quiz

Find the answers to these healthy-eating themed questions on the next page

1. What vegetable is traditionally used in a Moussaka?
2. Which nickname was originally given to British sailors because of the use of a certain scurvy-preventing fruit?
3. What is the main ingredient in guacamole?
4. What is the only fruit with seeds on the outside?
5. What is sold at Billingsgate Market in London?
6. What type of fruit is a Russet?
7. Romaine and Kos are types of what?
8. The three points of the Yorkshire Triangle are Wakefield, Morley and Rothwell. But what fruit is famously produced in this area?
9. What fruit gave its name to The Beatles' record label?
10. What fruit did little Jack Horner pull from his pie in the nursery rhyme?

Have a Go... Quiz

Answers

1. Aubergine
2. Limeys
3. Avocados
4. Strawberries
5. Fish
6. Apple
7. Lettuce
8. Rhubarb
9. Apple
10. A plum

Have a Go... Wordsearch

Find as many of the healthy-eating words below as you can.
 Don't forget, the words might go diagonally, or
 even backwards!

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

APPLES

BONES

CARROTS

CHICKEN

DAIRY

ENERGY

EXERCISE

FISH

FRUIT

GRAINS

LEAN

NUTRITIOUS

PROTEIN

VEGETABLES

VITAMINS

WHOLESOME