Marking Moments

Your newsletter from the
M&S Archive

Autumn 2024

The leaves are turning and the mornings are getting misty. The clocks go back in October, so in this issue we'll take a look at all things autumn.

2-13 **From the Archive** – Autumnal images through the years

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26-27 **Your Marking Moments** – Share your photos



Autumn at M&S, 1970s



Display of Dessert Pears, 1930s

Staff at the Birmingham branch of M&S created this beautiful display of pears, behind it is a display of apples. A small sign asks customers not to touch – instead an assistant behind the counter would weigh the fruit and take payment. Self-service shopping was introduced at M&S in the 1940s.

- Do you remember shops with counter service?
- Can you spot any more fruit and vegetables in the photo?



12 THE MARKS & SPENCER MAGAZINE CHRISTMAS, 1932

SLIPPERS in ALL VARIETIES

"Every pair British Made"

1/11 PER PAIR

Ladies' Felt Kosy. No. A60/120. State colour. Brown, Green, Red and Blue. Padded Sole and Heel.

1/11 PER PAIR

Children's coloured leather slipper. No. A60/112. Warm lined. Colours: Brown, Blue, Green & Black.

4/11 PER PAIR

Men's Brown Calf Travelling Slipper. No. A60/113. Lambswool Fleecy Lining. Cushion Sole and Heel.

2/11 PER PAIR

Ladies' Boudoir Slipper. No. A60/114 to 117. Made in either Art Silk or Velvet. Colours: Blue, Green and Black.

4/11 PER PAIR

Ladies' Fawn Shearling Collar Slipper. No. A60/87. A very warm and attractive slipper.

3/11 PER PAIR

Men's Leather Veldt Albert Slipper. No. A60/118 and 119. Flexible Soles, very comfortable. Made in Black and Brown.

3/11 PER PAIR

Ladies' Coloured leather slipper. No. A60/84. Heavy Mohair Fur Edging. Colours: Brown, Blue, Green and Black.

2/11 PER PAIR

Ladies' Cosy Collar Slipper. No. A60/108/9/10. Padded Sock. Plain or Check Designs.

Obtainable at All Marks & Spencer's Stores.

Slippers, 1932

This advert appeared in the Marks & Spencer Magazine in 1932. The magazine contained stories, letters and adverts for M&S products. The slippers are made from leather, felt and calfskin, some have a sheepskin lining. The prices range from 1s 11d for a children's pair, to 4s 11d for a pair of men's 'travelling slippers'.

- Which is your favourite pair on this page?
- Do you think the high-heeled slippers would have been popular?



Autumn Coats, 1930s

This neat display of coats was on show in M&S in the 1940s – sales assistants have created a striking display showing geese flying over a lake. The coats with their wide lapels and smart belts were priced at 80 shillings.

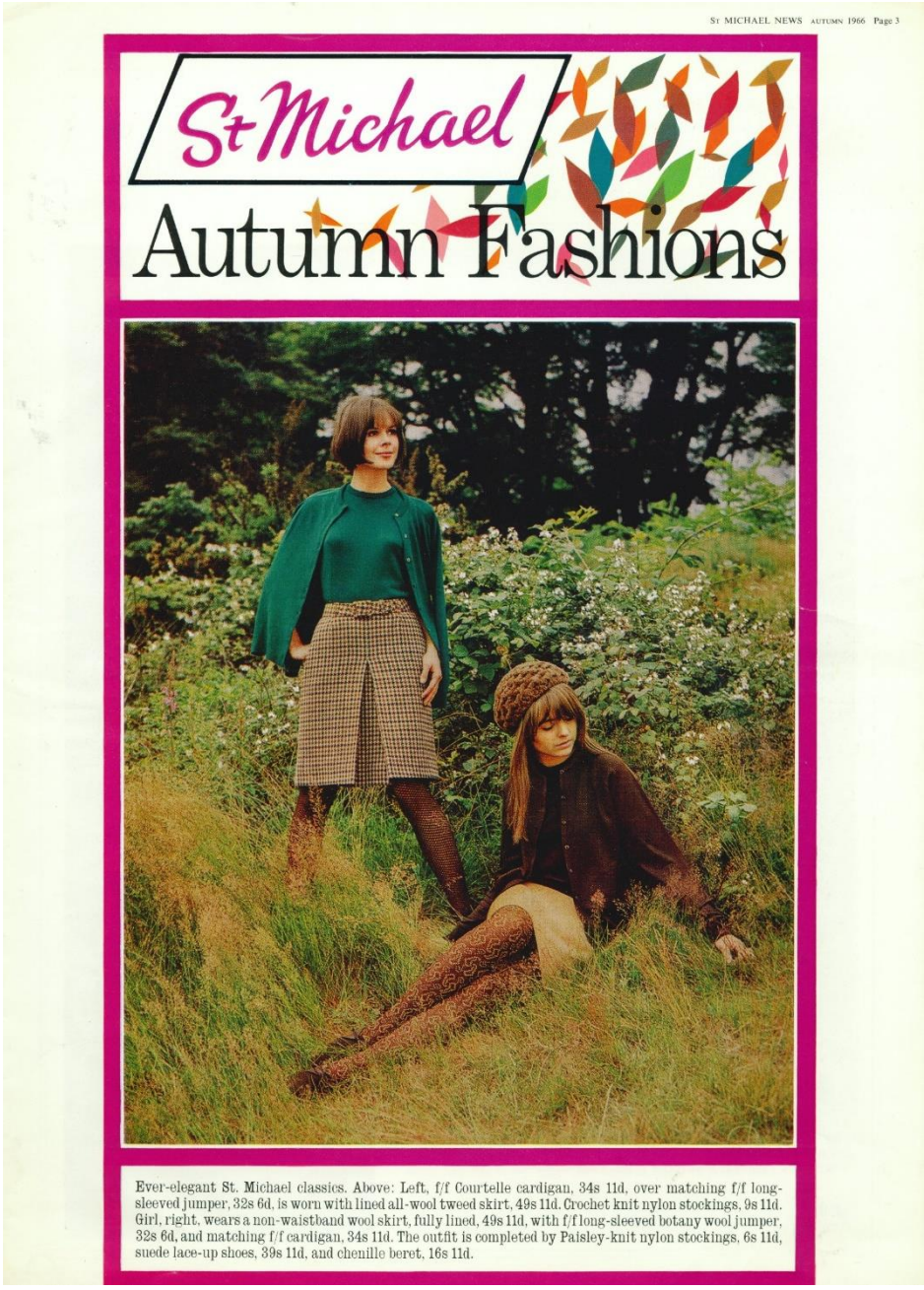
- Do these flying birds remind you of a character in a TV soap? (Hilda Ogden in Coronation Street was well known for the three ducks on her wall!)
- Have you ever worked in a shop?



Scarf advert, 1958

Autumn means it's time to get the hats, gloves and scarves out. This advert promoted scarves as Christmas gifts. M&S scarves were made from fabric like mohair, worsted and lambswool, and lots of our scarves were woven in factories in Scotland. A lambswool scarf would have cost 5s, a tartan mohair stole would have cost 21s.

- Do you enjoy Christmas shopping?
- Which is your favourite season?



Autumn Fashions, 1966

The model on the left of this advert wears a cardigan made from Botany wool (another name for Merino). Botany was used for everything from socks and jumpers to suits and baby clothes. The model on the right wears a twinset in Courtelle – an acrylic fabric popular in the 1960s and 1970s. She's also wearing paisley patterned stockings that cost 6s 11d.

- Tweed and woolen fabrics are always popular when the weather changes – do you have a favourite item of clothing for colder weather?
- This advert mentions Botany wool and Courtelle – can you think of any more fabrics popular in the 1960s and 1970s?



Womenswear, 1967

The models in this advert wear mix 'n' match cardigans and skirts in Courtelle. The showerproof coat on the right was a popular garment – not too warm but handy for keeping dry. It was made from Terylene and cost 125s.

- Do you remember the first item of clothing you bought for yourself?
- Do you like to wear bright colours, or do you prefer more muted shades?



Menswear, 1967

This collection of autumnal menswear includes Terylene trousers and lambswool cardigans. The pyjamas are made from winceyette – a warm, breathable cotton. The clothes all have the St Michael label – the brand name was introduced in 1928 and was named after the founder of M&S, Michael Marks. St Michael was in use until 2000.

- Do you ever wear a shirt and tie?
- Do you prefer the slim trousers of the 1960s, or the flares of the 1970s?





Autumn fashions, 1961

This photoshoot took place at the Beaulieu Motor Museum, where models posed with vintage cars to promote the new autumn ranges. The women's skirts are made from Acrilan, and are reversible!

- What make do you think these cars are?
- What is your favourite museum?





Autumn fashions, 1982

These outfits were modelled at an M&S press show in 1982. Press shows are held throughout the year and give journalists and fashion writers a chance to get a first look at the upcoming styles.

- What fabrics do you think were used in this range?
- On what occasion might you wear each of these outfits?



Autumn menswear, 2023

This photograph shows menswear that was sold at M&S in autumn 2023. The models stand on a cobbled street in Manchester. Two of the men wear t-shirts with heavy overshirts – layering up for the cooler weather.

- What do you think about these outfits?
- If you were planning a fashion photoshoot – what location would you choose?



Fruit Pudding, 1996

This tasty looking pudding has a sponge base, topped with autumnal fruits like apples and blackberries, perfect with custard! M&S has sold food since the very early days of the business – sweets and puddings have always been popular!

- What is your favourite pudding? Do you enjoy baking?
- Have you ever grown your own fruit?





Autumn food, 2014 and 1997

Autumn is definitely a time for eating pies. As well as favourites like corned beef and chicken & leek pies, M&S have sold some more interesting variations over the years. The top photo shows the fish & chip pie, and below you can see the Yorkshire pudding pie – filled with steak and gravy!

- What's your favourite type of pie, and what would you eat with it?
- Would you try the fish & chip pie?

Have a Go… Create an autumnal collage

Collect leaves from the garden or the park. Arrange them on paper and use glue to stick them once you're happy with your design. Here are some ideas:

- Use the leaves as the bodies of hedgehogs or fish, or any other creature! Draw legs and eyes, or use stickers to add detail.
- You could create a wintery bonfire scene, using the leaves for flames.
- Stick the leaves in a circle and cut out to create a seasonal wreath.
- Find matching pairs of leaves to create butterfly wings
- Cover the paper with a random abstract pattern, see how many different colours are on the page.

If you can't find any leaves, turn the page to find leaf-prints from the archive, and blank templates for you to colour and cut out.

Have a Go… Create an autumnal collage



Have a Go... Create an autumnal collage



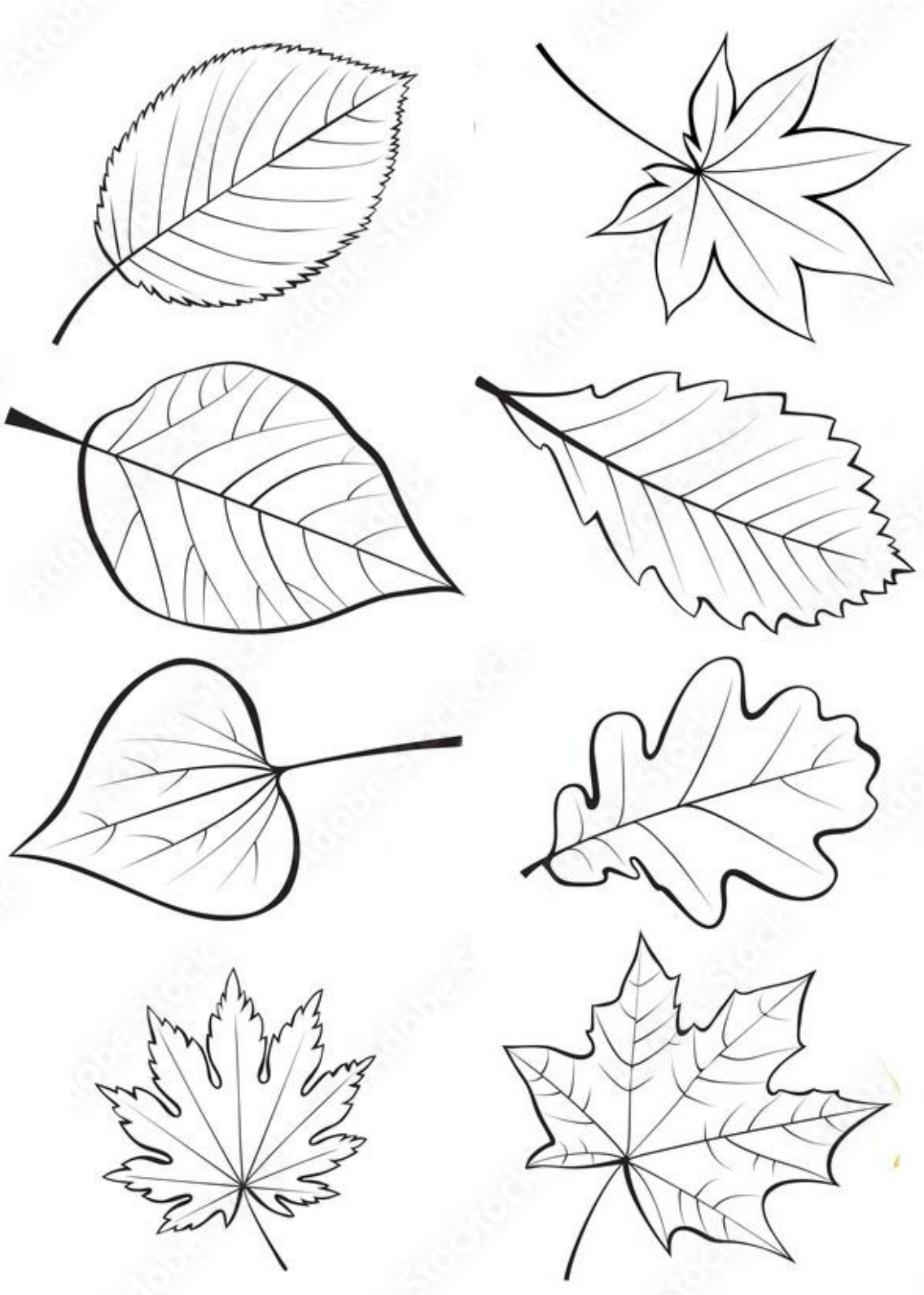
Have a Go... Create an autumnal collage



Have a Go... Create an autumnal collage



Have a Go... Create an autumnal collage



Have a Go... Wordsearch

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

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

Apples
Autumnal
Breezy
Chestnuts
Chilly
Cobweb
Conkers
Frosty
Leaves
Pumpkin
Sycamore
Wellingtons
Windy

Have a Go... Quiz

Find the answers to these autumn themed questions on the next page

1. In September 1958, Britain's heaviest ever what was recorded? It weighed 6.5 ounces.
2. What is the missing word in the saying 'Dry your ..... in October, or you'll always be sober'?
3. Hedgehogs begin hibernation at this time of year, what is a baby hedgehog called?
4. Which bright red berry gets its name from an old German word meaning 'to redden'?
5. In autumn, what do you do to your clocks?
6. The leaves of which type of tree change colour, deciduous or coniferous?
7. Which English poet wrote the poem 'To Autumn', which describes the season as a time of 'mellow fruitfulness'?
8. Which novelist and poet, known for her book 'Wuthering Heights' wrote a poem containing the lines 'Every leaf speaks bliss to me, fluttering from the autumn tree'?
9. Swallows head south at this time of year. Which continent do most British swallows migrate to?
10. Blackberries grow on plants with thorny stems, what is the name of this plant?

Have a Go... Quiz

Answers

1. A hailstone – it was heavier than a cricket ball!
2. Barley – if you didn't dry it in October you wouldn't be able to make your beer.
3. Hoglet
4. Rowan berry
5. Turn them back an hour
6. Deciduous
7. John Keats
8. Emily Bronte – from her poem 'Fall, Leaves, Fall'
9. Africa
10. Bramble – do you have any other names for it? The scientific name is Rubus fruticosus

Have a Go... Spot the difference

Print out this page and the next. Can you find six differences between the pictures?

The answers are on page 25 – no peeking!



Have a Go... Spot the difference



Have a Go... Spot the difference Answers

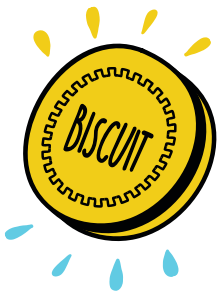


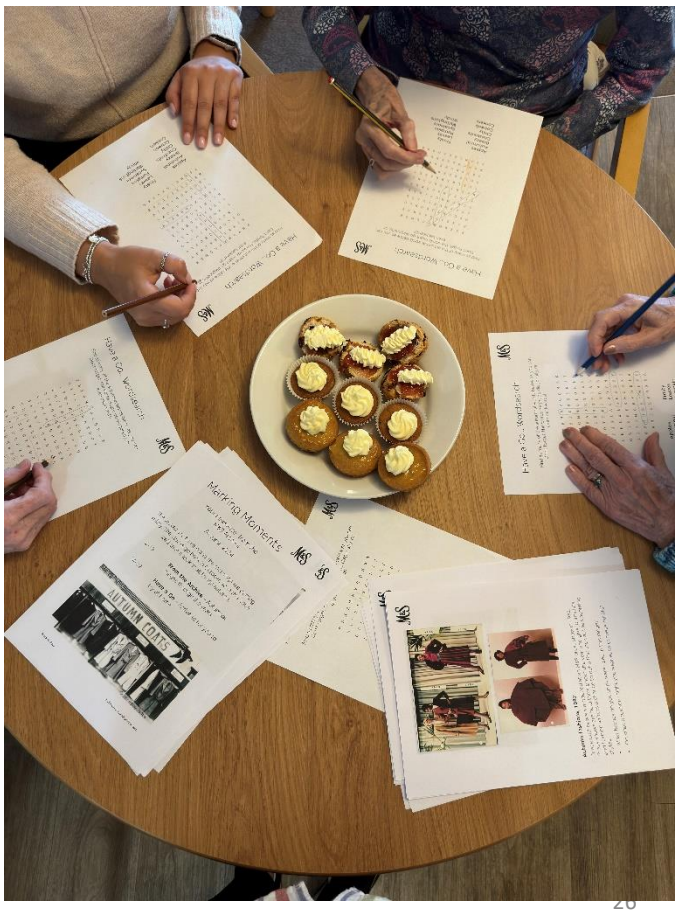
Your Marking Moments

Show us how you've used this newsletter – share your photos to be featured in the next issue!



Residents at Horsell Lodge used leaves to decorate paper gift bags.







Time for cake and a wordsearch!

Your Marking Moments

Show us how you've used this newsletter – share your photos to be featured in the next issue!



Ladies at Horsell Lodge getting crafty with leaves and vintage M&S prints

To appear in the next issue of Marking Moments, send your photographs to archive@marksandspencer.com, ensuring you've completed a photo release form for each person in the photographs – see next page.

To appear in the next issue of Marking Moments, send your photographs to archive@marksandspencer.com, ensuring you've completed the form below for each person in the photographs

PHOTOGRAPHIC CONSENT FORM

Background

From time to time the M&S Archive (the "Archive") takes photographs and film to promote its collections for commercial or non-commercial purposes (the "Images").

In order for the Archive to use the Images as required, all persons over 18 can give their consent by signing this Photographic Consent Form (the "Agreement") for themselves.

Consent

This Agreement covers Marks & Spencer's use of the Images by the Archive. By signing this Agreement to be photographed for the Archive, I give consent to the full use of the Images by the Archive. I do not object to the Archive storing my details on its database.

I agree the Images may be combined with other images, text and graphics, and cropped, altered or edited and that the copyright and/or any other intellectual property rights in the Images shall be owned by the Archive and where necessary, I hereby assign any such rights to the Archive.

Date images taken:

Images taken by (print name):

Subject of image (print name):

Subject's signature: