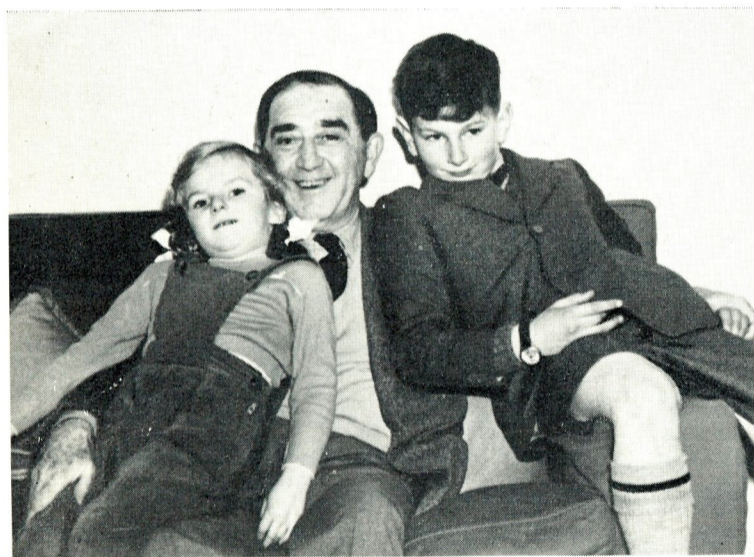


# 'WE CAN NOW MAKE IT BETTER'



Lord Marks relaxing on holiday with his wife, Miriam. This was one of his favourite snaps.



He enjoyed having fun with his adored grandchildren.



In happy mood at Bertram Mills' Circus—two Fellows of the Royal College of Surgeons. Lord Marks (Hon. Fellow) with the late Sir Archibald McIndoe, then Britain's leading plastic surgeon.

*This was the end towards which he strove: to bring ever-higher standards of living to an ever-increasing number of people*

**T**HIS was Lord Marks' philosophy-in-action. This was the ideal to which he dedicated his business life. Nothing excited him more than a new breakthrough in the technique of reducing prices while raising quality. "It's marvellous," he would say, "to be able to give people something they couldn't have before."

Marks & Spencer customers have been getting what "they couldn't have before" for many years now. Quality is what they have been taught to expect. And it was this passion for quality that led our late Chairman to pioneer the development of the quality control techniques that have made the St. Michael name famous throughout the world.

Not surprisingly, such continuing insistence on quality is reflected in the fact that our stores are now patronised by upwards of 10,000,000 shoppers a week.

Simon Marks was born in Leeds on July 9, 1888. His parents, Michael and Hannah (Cohen) Marks, had emigrated from Poland four years earlier.

Michael Marks, who is commemorated in the St. Michael trademark, laid the foundation of the chain store in 1884, when he set up a trestle table in the weekly market at Leeds.

Simon Marks was educated at Manchester Grammar School, and subsequently spent two years in Germany and France, learning French and German and studying business methods. He always made it clear, however, that his business philosophy stemmed from his father's inspiration.

When his father died, Simon Marks was nineteen and had just joined the business. In 1911 he became a director of Marks & Spencer Ltd., and in 1916 he became chairman of the company and joint managing director.

#### Simplicity in Management

Lord Marks made it dramatically clear that he shared his father's enthusiasm for simplicity in management and in record-keeping. "People in Britain," he once said, "will never know what an immense burden of rent has to be paid for the space used to store totally unnecessary records. . . ."

So it was that in 1957 our late Chairman began to free the company from the immense burden of paper work and the multiplication of records and accounts. It was this policy of simplification (it now saves more than 26 million forms a year) that led directly to the "new lower price" campaign, which soon achieved world-wide fame.

Lord Marks was an inspiring leader. He was also his own severest critic. Daily he could be seen in one or other of our stores, discussing with sales girls the needs of the public and their reaction to the merchandise.

#### Sense of Urgency

About Lord Marks there was always a sense of urgency. On his desk stood the motto: "The day is short and the work is great, and the labourers are sluggish and the reward is much and the master of the house is urgent."

For Lord Marks the reward was indeed "much." But his fortune was by no means the greatest part of it. "Money is no satisfaction," he once said. "It comes and goes. It can be taken away."

Happily our late Chairman could point to sources of satisfaction deeper and more enduring—like the happiness of his staff, the enthusiasm of his customers and the success of the company's suppliers.

To Lord Marks of Broughton these were the important things.



A great family man, loved by all who knew him.

## 'RICH MEN MUST LEARN TO GIVE'

**T**O Lord Marks it was a creed. A doctrine he would never tire of preaching. And one that he himself constantly practised—with that generosity for which he was famous.

"What's the use of being rich," he would say, "unless you can do something with your money. . . . Rich men must learn to give. For some it is the hardest lesson of all, and some of them never learn it."

Lord Marks learned the lesson early in life. As a philanthropist, he was both generous and discriminating. And, modest, too.

#### Widespread Benefactions

He was far removed from the type of man who looks on money-making as a *raison d'être*. As one American journalist recently commented, "He was not only successful at getting rich, he made a success of being rich."

Just how great Lord Marks was as a philanthropist can be gauged from both the character and extent of his many widespread benefactions. These included donations to the Royal College of Surgeons, to the R.A.F. Benevolent Fund and to Manchester Grammar School—his old school—for new science laboratories. And another beneficiary in the educational sphere was University College, London.

In addition, of course, Lord Marks contributed generously to the Jewish cause—and, in particular, to the development and welfare of Israel.

# 'IT IS PEOPLE WHO MATTER'

**His staff, his suppliers, his customers—their well-being was his paramount concern**

**I**N a recent interview, Israel Sieff, the new Chairman of Marks & Spencer, declared that Lord Marks “infected us with the feeling that, as long as you put people — human beings — first, you couldn't go wrong.”

In fact, this is how the whole St. Michael formula started—with *people*. Both Lord Marks and his brother-in-law, the present Chairman, felt that “making people happy” was the great thing in life.

“We discovered,” said Mr. Sieff, “that some of the girls were going without lunch when they were broke or busy. So we put



At staff parties Lord Marks thoroughly entered into the festive spirit. Always jovial, his warmth and gaiety gave an extra fillip to all informal staff functions.

## AND HERE ARE SOME OF THE MANY TRIBUTES FROM THOSE WHO KNEW HIM PERSONALLY — AND FROM THOSE WHO FELT THEY DID

### from a CUSTOMER

“I cannot imagine there is another store proprietor whose loss would be so keenly felt by so many who have never even seen him. I suppose there are some millions of us, his completely satisfied customers, who had absolute trust in him and his doings. By any reckoning, he was a good man.”

*Patsy Eccles, Balderston Lodge, Near Blackburn.*

### from a SUPPLIER

“We are shocked and distressed to hear of the Chairman's death. All of us held him in the greatest esteem and affection. For many of us it has been our life's task to support him in his policies. His encouragement has been wholly rewarding and we have derived pleasure and excitement in resolving the many challenging problems with which he confronted us. He will never die in our memory and for all of us at Corah, and for those to come, his enduring memorial lies not only in the buildings that his inspiration caused us to create, but in the spirit of liveliness, enterprise, and above all, quality of purpose that he would wish us to preserve for always.”

*R. L. Wessel, N. Corah (St. Margaret Ltd.), Leicester.*

### from our local POST OFFICE

“THE POST OFFICE STAFF OF BAKER ST., W.1. WISH TO EXTEND THEIR DEEPEST SYMPATHY AND CONDOLENCES ON THE DEATH OF LORD MARKS, WHO WAS LOVED AND WILL BE MISSED IN ST. MARYLEBONE.”

*Telegram from the Staff of Baker Street Post Office.*

### from a DOCTOR

“I was discussing the *Daily Telegraph* obituary notice of Lord Marks with a general practitioner of wide experience, Dr. Fitzgerald of Teddington. We both agreed that he had done as much for public health in this country as any law or enactment.

“By his insistence on clean shops, careful wrapping of food and no smoking in his stores . . . a very big step forward in public hygiene, for which we should all be grateful, was made. It would

be of benefit to the public if many other shops followed his example.

“From the personal point of view, I agree completely with all you said about his ability, humanity, wisdom and charm.”

*Gerald Slot, Harley Street, London, W.1, in a letter to the DAILY TELEGRAPH.*



from VERA WEIZMANN (above) widow of the late President of Israel

“Simon is dead, but only physically. His moral values, his approach to humanitarian problems, his intuition were unique, and his charity was always constructive. He will remain as a great self-made man in the history of England and the State of Israel. I am profoundly grieved and can hardly find words to equal his magnanimity.”

### from THE MAYOR OF WESTMINSTER

“I would ask you to accept my deepest sympathy in the great loss which you have suffered through Lord Marks' untimely death. It is given to few men to combine such success in business with so many benefactions, both of which will be long remembered by people in many walks of our Nation's life.”

*Councillor B. Fitzgerald-Moore, Mayor's Parlour, Westminster City Hall.*

### from a VETERAN STAFF MEMBER

“ . . . I looked upon him as my ideal leader, and I'm sure this applied to all who came in contact with him. He always instilled such confidence in us, and spoke only of the future and of the

big developments yet to come, and had shown, by his example, what leadership really meant. I can truthfully say that all the members of our staff will continue to carry out the ideals which he so solidly instilled into us all.”

*Willie Jacobson, Building Division, 47 Baker Street, W.1.*

### from a SUPPLIER

“I was saddened when I was in London earlier in the week to read of the death of Lord Marks. . . . We stand with millions of others in grateful thanks for his life. Of him it can be truly said, ‘If you would see his monument — look around.’”

*Lloyd Owen, The Cocoa Works, York.*

### from the ISRAELI AMBASSADOR

“It is for others to record what Simon Marks has meant to Britain. For Jewry and for Israel, his loss is irreparable. Today, Simon Marks is a part of Zionist history. Those who knew him will mourn a warm-hearted, unaffected and unforgettable human being. For the people of Israel, his name will be forever honoured as one of the builders of Zion.”

*Arthur Lourie.*

### from LORD MARKS' SECRETARY

“It was my honour and privilege to have been a secretary to the Lord Marks of Broughton for twelve years. One of my first and lasting impressions of him was as a ‘Family Man’—his deep love and affection for all members of his personal family and his thought and care for the welfare of the staff in Head Office, Stores and the Pensioners whom he always liked to think of as the ‘Marks & Spencer Family.’ He was a man of great integrity and genius—in short, a giant among men.”

*M. Berry, 57 Baker Street, W.1.*

### from a SHAREHOLDER

“I was more than sorry to hear of the death of Lord Marks, who was such a marvellous character and a good man to everyone. *Good People are Very Scarce* in this world of ours. . . . I'm sure the business will still go on to perfection. I have shares and am very proud of the firm.”

*E. Pitt, 51 South Street, London, W.1.*



Recognition of staff loyalties was always made personally. And consideration for his staff continued long after their retirement.

in lunch rooms and saw to it that they got time off to eat the meal. From seeing them happy, it was just a step towards wanting customers to be happy.” Which meant setting standards with Marks & Spencer manufacturers—and making them happy, too.

It's hardly surprising that Lord Marks liked to think of his staff as the “Marks & Spencer Family.” It's also not surprising that Mr. Sieff and his colleagues continue to take the same view. And will do so always, *however large this “family business” may grow.*

“It is people who matter,” said Lord Marks.

A fitting epitaph.

## 'Practical Humanitarian'

—Vice-Chancellor of Leeds University

**I**T was only last year that our late Chairman was presented with an Honorary Degree of Doctor of Laws at the University of Leeds.

In his presentation address, Professor A. J. Brown referred to Lord Marks as an employer “with a remarkably good record of industrial relations.” Added Professor Brown: “As a supporter of many good causes, Lord Marks has further shown himself to be a practical humanitarian. In sum, he has a claim, of a kind far from universal among materially successful men, to be counted on the side of the angels—quite apart from his close association with St. Michael. It is fitting that we in Leeds should add our tribute to the many that have been paid to him.”



Last year—in his robes as Hon. Doctor of Laws, Leeds University.

At the time of this presentation Lord Marks already had been honoured by the conferment of other honorary degrees. These included a D.Sc.(Hon.) of the University of London, a Hon. Fellow of the Royal College of Surgeons, a Hon. Fellow of University College, London, and a LL.D.(Hons.) of Manchester University.