# M&S Company Archive: Store History

### Barrow in Furness

191/193-197 Dalton Road

There was a Penny Bazaar in Barrow from April 1911. It opened at 191 Dalton Road. The store had half windows at the front protecting the goods and the sales assistants inside. It was still an open fronted store and simple household goods were displayed in front of the half windows. On the corner of the store larger windows displayed goods stacked in pyramids with the sign "Originators of Penny Bazaars" above. The store sold a range of items including sewing equipment, biscuits, toys, and sheet music. M&S Penny Bazaars sold almost everything for one penny, apart from a few luxury items which had a slightly higher price. The open displays of items on tables and the "Admission Free" sign outside encouraged people to browse, which was different from most shops at the time where customers had to ask the shopkeeper for goods stored behind the counter.

M&S first began selling clothes and food in the late 1920s. While many other companies at the time were struggling, M&S had such loyal customers that in the late 1920s and early 1930s the Company was able to expand and develop. Clearly, bigger premises were required to meet the needs of the people of Barrow in Furness. As a result, the store was closed in 1932, and a new M&S "Superstore" opened at 193/197 Dalton Road on 4 March 1932. The store was a large red brick building with window displays depicting clothes and homewares that could be found on sale inside.

The store was extended in the 1930s and a new entrance from Buccleuch Street was added on 20 May 1938.

1962 - The two central window displays were removed, making way for four sets of double doors and two single doors, creating a bright open shopping space.

1964 - Goods were displayed down the centre and around the edges of the store, so customers could walk around in an open, well- lit and well-organised space.

March 1967 - An extension was added to the front of the store.

2 June 1967 – The back of the store was extended again.

In 1976 the store raised funds to support the Miss Sparks charity, Action for Research into Multiple Sclerosis:

1984 - Employees raised £1,500, plus a £6,000 donation from the Company, to buy a piece of specialist eye equipment for a local hospital. The store held a centenary dance, raffles, a bring and buy sale and a charity concert.

The fundraising didn’t stop and the store raised a further £440 which was divided between a number of local charities, and the Ethiopian famine appeal. More fundraising came from a town-wide egg and spoon race. The team of M&S sales assistants won on the finish line and raised £120 towards equipment for a disability housing society.

Sales assistant Kath Haig completed the London Marathon in 1986 in four hours and 35 minutes.

In 1987 a team from the store won the quiz competition held for local stores. The evening raised £236.66 for a local day care centre. In the same year a team from the store completed the Keswick to Barrow marathon walk raising £242, and completing the route in 10 hours.

The store was extended in 1988, doubling its size and making more space for selling foods.

In 1993 employees paraded in the town's carnival dressed as items of clothing to raise money for the hospital.

July 2002 - The store was revamped as part of M&S's programme of store renewal with new signage and lighting.