

# Marking Moments

Your newsletter from the  
M&S Archive

September – October 2021

In this issue we look at everything sport-related. Read on for Cycling Sam, clothes for golfing, and the M&S Women's Football team...!

- 2-14 **From the Archive** - Images from the last 100 years
- 15-16 **This Month In...** - Interesting events from this month in history
- 17-19 **Have a Go** – Sport-inspired activities for you to try





(1) South Shield's Gymnasts.  
(3) M. & S. v. Woolworth's, Staines.

(2) Bournemouth's Netball Team.  
(4) The Staines M. & S. Ladies' Soccer Team.

## Staff Football Game, 1934

In the 1930s, many M&S stores had their own sports teams and societies. Photographs showing the teams in action often appeared in the staff magazine 'Sparks'. These photographs show gymnasts, a netball team, and two women's football teams.





### East Midland Staff Sports Day, 1949

Stores in the East Midland Division came together at Leicester Stadium for a day of sports. Staff from stores including Lincoln, Chesterfield and Mansfield took part in tug-of-war challenges, running races, as well as an egg and spoon race!



### Bradford Ladies Cricket Team, 1951

Many M&S stores had sport teams – and in 1951 Bradford had a ladies' cricket team. They're pictured here after beating a team from the Yorkshire Electrical Board by 32 to 31 runs.





### Table Tennis, c1957

This table tennis set was sold at M&S around 1957. It includes two bats (or paddles), balls and a net which can be stretched across a table. The box shows a family enjoying a game – the children play while the parents look up from their books to cheer them on.





### Cycling Sam, 1955

Sam Worton was a Warehouseman at M&S in Nottingham. In 1950 he decided he would visit every M&S store in the country on his bike. His journey took all his holidays for five years, in which time he visited 243 stores. See the next page for Sam's map.





### Cycling Sam continued

A page from Sam's notebook shows a map with all the routes he took to visit the stores, a total of 7173 miles. At each store his would ask all the staff to sign his autograph book – as well as stopping for a cup of tea!

The sun shines and soon  
it will be swimsuit time

## NEW LINE for you

Joan Casey, Portsmouth, London Road, shows how she keeps her figure slim and trim for when beach and lido beckon.

**FLYING START.** Stand feet apart, arms hanging down; slowly bring arms back and up. Breathe in as you raise, out as you lower arms.

Joan belongs to a Keep-Fit club and makes exercise a habit—to such good effect, in fact, that she came second in the 1959 'Miss South Britain' competition. (See picture, top right.)

The dumb-bells that Joan is using weigh 5 lbs., and are all the beginner needs for this tip-top way of streamlining waist, hips, and thighs and generally improving the figure outline. In the more advanced exercises, you use a 25 lb. barbell; and, if you're really keen, wear specially weighted boots for leg and ankle exercises.

There's certain to be a Keep-Fit class in your town, so why not join. Maybe you, too, can have a figure like Joan's!

Begin slowly with a few warming up and deep breathing exercises. Ten minutes a day, later increasing to twenty.

**CYCLING.** Bend and stretch each leg alternately, in a cycling movement, 50 times—the thing to trim your tummy muscles.



**SIDEWAYS BEND.** Stretch from side to side, about a dozen times on either tack. A fine waist whittler.



**S-T-R-E-T-C-H** really high. Feel your midriff and arm muscles stretched to their utmost; raise each arm, extended forward, alternately left and right.



Joan with Mr. Universe



**SPRINGS** FOR WOMEN ONLY

**FOR FLEXIBILITY.** Down on your hands and knees; bring one knee forward tucked under as close as you can; then stretch out, as Joan is doing, slowly each leg in turn. Breathe in as you bend up, out as you stretch.

## Keep Fit, Spring 1960

This article shows Sales Assistant Joan Casey, giving her tips to keep fit and healthy.

Joan came second in the 1959 'Miss South Britain' competition, and is pictured on the right with Mr Universe.





TAKE THE PLUNGE



N  
★This swimsuit is made of a two-way stretch Bri-nylon. In this and many other modern styles, 39s. 11d.



M  
★Stretch swimsuit in printed cotton batiste is 49s. 11d.



O  
★Pretty cotton bikini with scalloped top is 21s.



P  
★A striking Bri-nylon two-piece at 37s. 6d.

in a

**St Michael**  
SINCE 1890

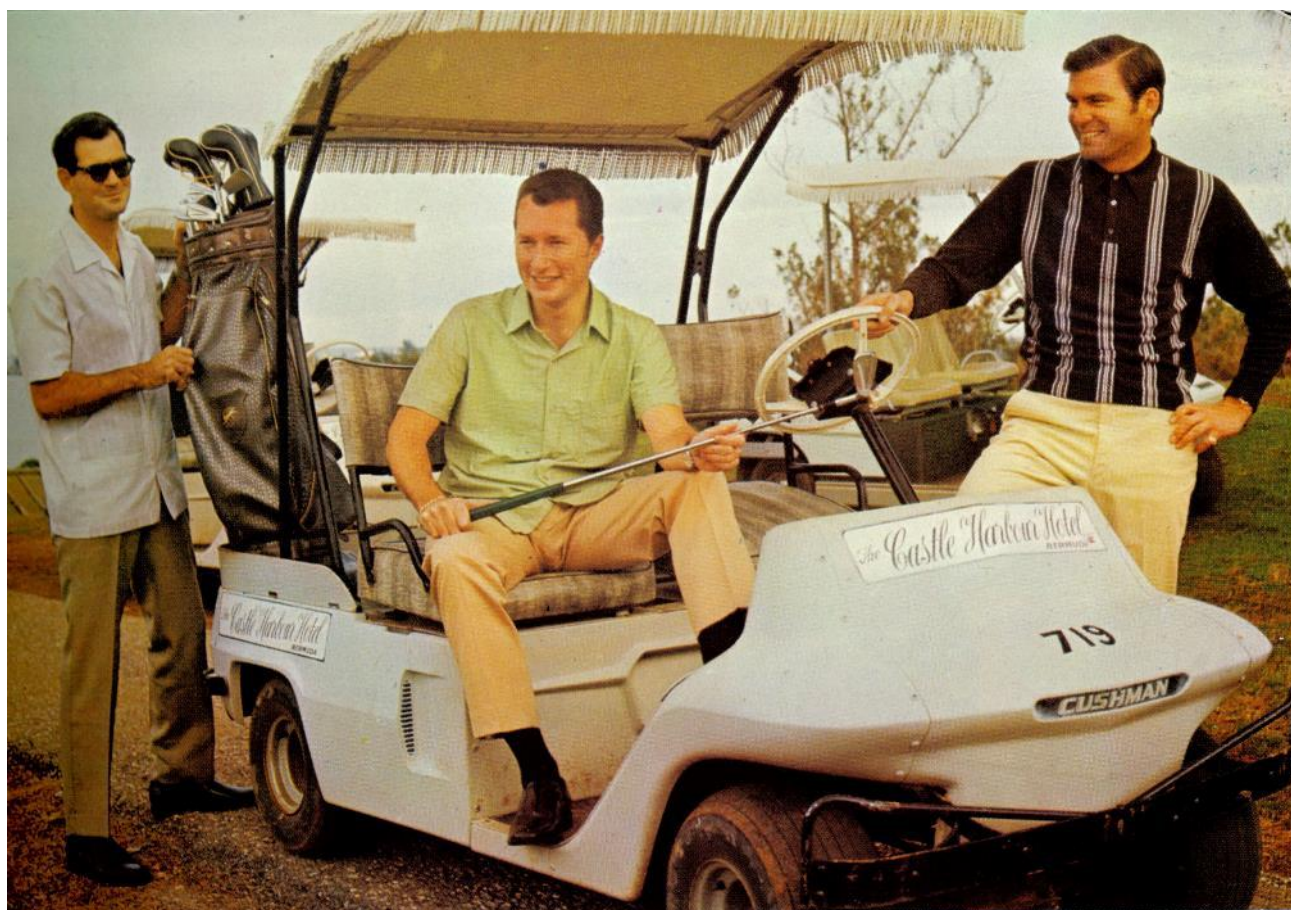
swimsuit

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Swimwear, Spring 1963

M&S first started selling swimwear in the 1920s – knitted woollen swimsuits that wouldn't have been very practical for swimming!

By the 1960s new fabrics including Bri-Nylon and terylene were used to improve the swimwear ranges.

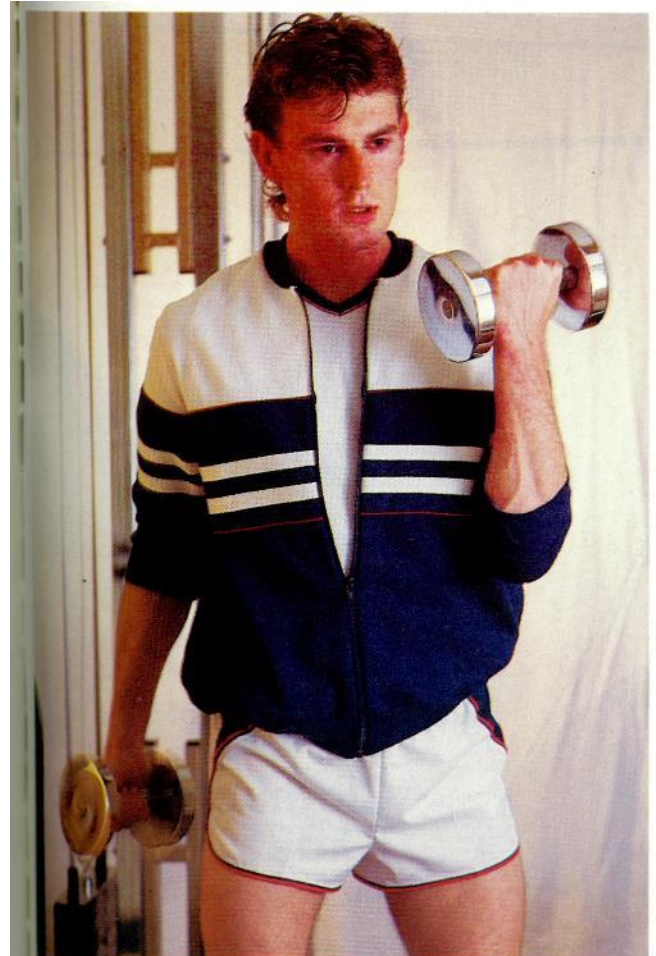
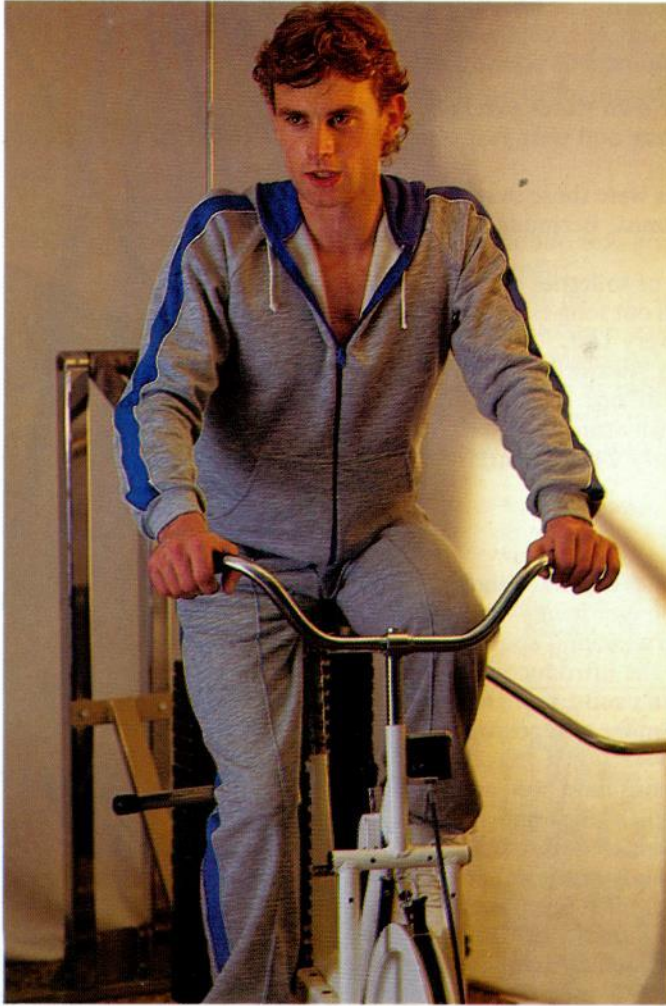


*Left: a short sleeved shirt-jacket in cotton, 39s 11d. Terylene and worsted with mohair trousers, including a leather belt, 85s. Centre: short sleeved nylon sports shirt, 27s 11d worn with machine washable slub weave Terylene and cotton trousers, leather belt, 79s 11d. Right: long sleeved knitted nylon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

## Golfwear, November 1969

These models pose on a golf buggy with their golf clubs. The clothes they wear weren't specifically designed for playing golf, but the advert shows how practical the garments were. The advert gives prices and fabric information for each item of clothing.

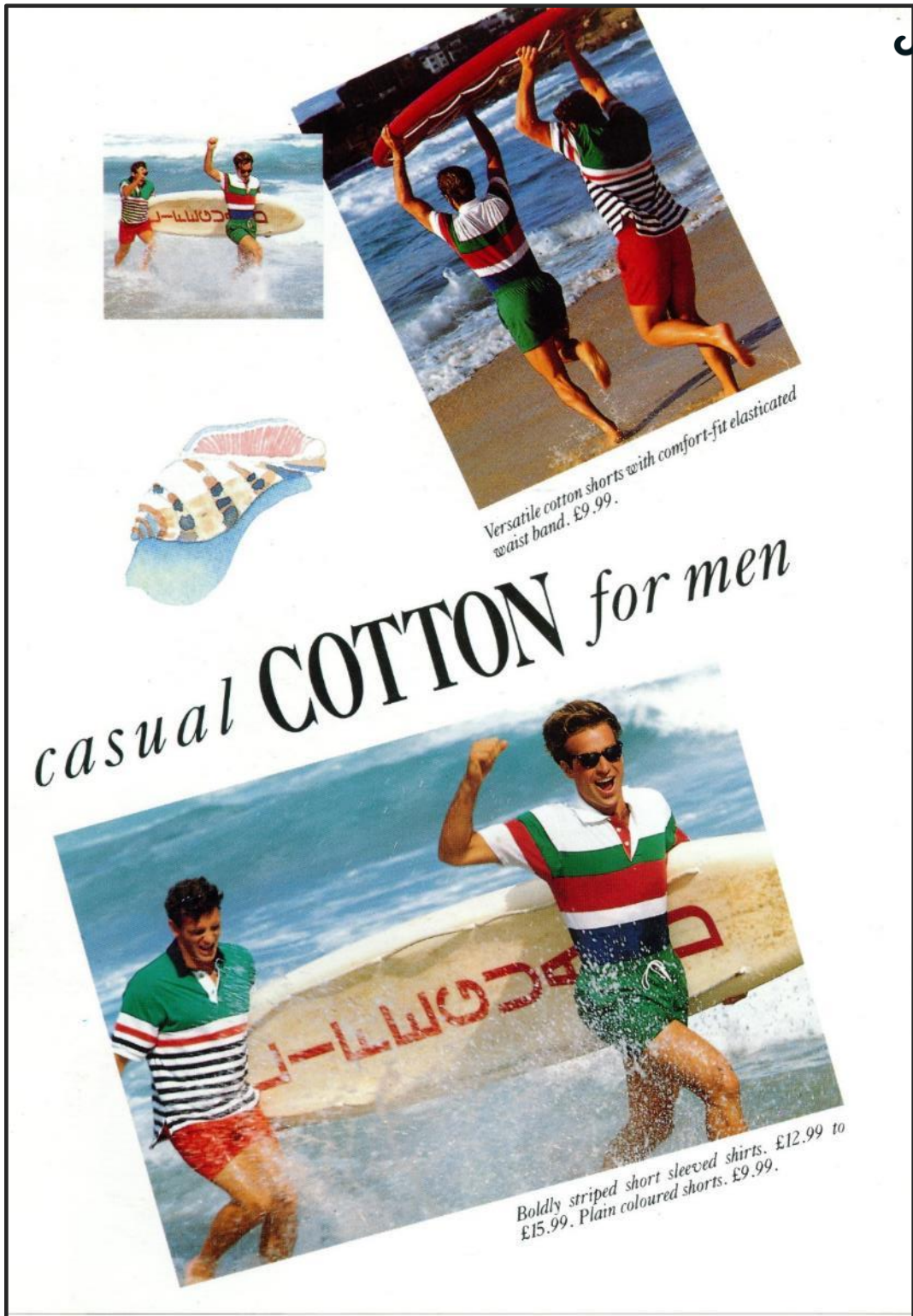




An example of the co-ordinated sportswear that will be featured in the pack this month.

## Clothes for Exercising, 1984

The 1980s saw an increase in popularity of home-gyms and exercise classes for both men and women. M&S sold everything you could need for a workout, including tracksuits, trainers and even tennis rackets!



Versatile cotton shorts with comfort-fit elasticated waist band. £9.99.

*casual* **COTTON** for men

Boldly striped short sleeved shirts. £12.99 to £15.99. Plain coloured shorts. £9.99.

## Surfing, 1989

This advert for cotton summer clothes shows the models running on the beach carrying a surfboard. Cotton is a perfect fabric for summer, it's cool and comfortable to wear, though probably not practical for surfing!





## Ski-wear, 1985 and 1987

In the 1980s, as more customers were going on skiing holidays, M&S started to sell ski-wear. By 1985 customers could buy jackets, salopettes, ski jumpers and even accessories such as goggles, gloves and ski boots.



### Gareth Southgate's Waistcoat, 2018

M&S have been Official Tailor to the England men's football team since 2007. In 2018 the team and manager, Gareth Southgate, wore M&S suits to the World Cup. As the England team progressed through the competition, Southgate's waistcoat became known as his 'lucky waistcoat'.



# This Month in.... 1974



**“TERRIFIC!”**  
**— PRINCESS ANNE AT**  
**M & S FASHION SHOW**

## Princess Anne's Visit, 1974

HRH The Princess Royal was guest of honour at a St Michael Fashion Show held at London's historic Guildhall. She stayed behind after the show to meet the models, all Sales Assistants from stores across the country, including Cathy Alexis from Wembley store.

This Month in.... 1968

## ***ALARM CALL AT BURNLEY STORE***



Visitor to Burnley Store, Autumn 1968

Shoppers in Burnley store were shocked to bump into a llama browsing the Hosiery counter! Sales Assistants Maureen and Nellie could do nothing but laugh when the animal wandered in, until the Store Manager herded the llama out to join the rest of the animals in the circus parade that was passing through town.



# Have a Go... Quiz

Find the answers on the next page

1. How many balls are in total are there on the table at the start of a game of snooker?
2. Who is England's most capped football player?
3. What sport has been played by Eve Muirhead and David Murdoch?
4. Frankie Dettori won seven races out of seven at which UK horse racing course in 1995?
5. Which famous football manager once said: "I wouldn't say I was the best manager in the business. But I was in the top one"?
6. The first FIFA World Cup was held in which year? (Bonus point for the host nation)
7. Which cricket club plays at The Oval?
8. The Fosbury Flop is a technique used in which sport?
9. What is Muhammad Ali's real name?
10. Who was the first person to run under the four-minute mile?
11. Where is the World Darts Championship famously held every year?
12. Before Andy Murray, who was the last British tennis player to win a men's singles Grand Slam tournament?

# Have a Go... Quiz

## Answers

1. 22
2. Peter Shilton with a record of 125 caps
3. Curling
4. Ascot
5. Brian Clough
6. 1930 (Uruguay)
7. Surrey County Cricket Club
8. High Jump
9. Cassius Clay
10. Sir Roger Bannister (in 1954)
11. Alexandra Palace in London
12. Fred Perry (in 1936)



# Have a Go... Wordsearch

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

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

Archery  
Badminton  
Baseball  
Dartboard  
Dressage  
Exercise

Field  
Football  
Olympics  
Penalty  
Racquet  
Referee

Sailing  
Stumps  
Teamwork  
Tournament  
Track  
Velodrome