

# Marking Moments



Your newsletter from the M&S Archive

June/July 2020

Were you a Noddy fan? Or perhaps you preferred Mickey Mouse? In this issue we look at memories of childhood.

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THE  
**MARKS & SPENCER**  
 FREE KNITTING LEAFLET



**MATERIALS—**

10 ozs. St. Michael 4-ply Pure Botany Wool.  
 For the individual garments the following quantities will be required:—  
 THE SUN SUIT—4 ozs.  
 THE CARDIGAN—6 ozs.  
 2 Knitting Needles, No. 10.  
 2 Knitting Needles, No. 12.  
 8 Buttons to tone with the wool.  
 1 Buckle to tone with the wool.  
 1 Press Stud.

**MEASUREMENTS—**

**THE SUN SUIT—**  
 Side seam from waist to lower edge,  $7\frac{1}{2}$  inches.  
 Length from top of shoulder to waist, 7 inches.  
**THE CARDIGAN—**  
 Width all round at underarm, 23 inches.  
 Length from top of shoulder to lower edge, 15 inches.  
 Length of sleeve at seam, 11 inches.

**TENSION—**

7 stitches to the inch.  
 9 rows to the inch.  
 Particular care must be taken to work exact to the tension given, so as to produce a satisfactory garment

**ABBREVIATIONS—**

K. = knit; P. = purl; st. = stitch; tog. = together;  
 m. = make.

**CHILD'S SUN SUIT & CARDIGAN**  
**AGE 2—4 YEARS.**

**THE SUN SUIT.**

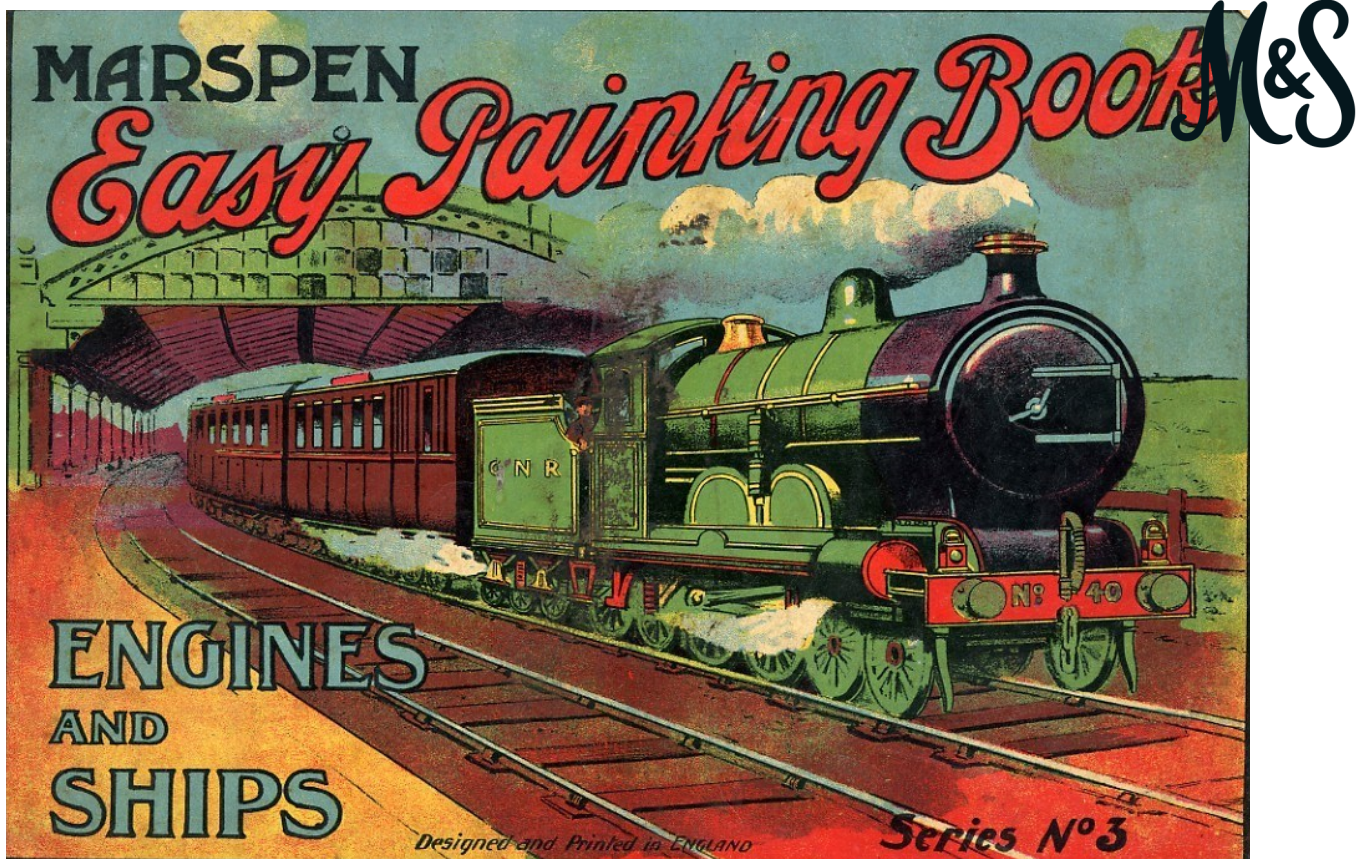
**THE FRONT**

Using No. 10 needles, cast on 25 sts.  
 1ST ROW. P. 1, \* K. 2, P. 1, repeat from \* to end of the row.  
 2ND ROW. K. 1, \* P. 2, K. 1, repeat from \* to end of the row.  
 3RD ROW. P. 1, \* pick up the loop between the sts. and slip on to the right-hand needle, K. 2, pass the loop over the 2 K. sts., P. 1, repeat from \* to end of the row.  
 4TH ROW. As 2nd row.  
 These 4 rows form the pattern.  
 Now work in pattern, but increase 1 st. at each end of every row until there are 85 sts. on the needle, then continue until the shortest side measures 6 inches.  
 Change to No. 12 needles and work in rib of K. 1, P. 1 for 12 rows.

Change to No. 10 needles and proceed as follows:—  
 1ST ROW. K. 6 in rib, K. 2 tog., K. in pattern to the last 8 sts., K. 2 tog., K. 6 in rib.  
 2ND ROW. K. 6 in rib, K. in pattern to the last 6 sts., K. 6 in rib.  
 3RD ROW. As 2nd row.  
 4TH ROW. As 2nd row.  
 Repeat the last 4 rows (1st to 4th inclusive) until 63 sts. remain.  
 Change to No. 12 needles and work in rib of K. 1, P. 1 for 12 rows.  
 13TH ROW. K. 14 in rib, cast off 35 sts. in rib, K. in rib to end of the row.  
 Continue in rib on the last 14 sts. for 9 inches.  
 Cast off.  
 Join on the wool and work the other 14 sts. in the same manner.

Marks & Spencer sold knitting wool and patterns in the 1920s and 30s. This pattern is for a child's sun-suit, but adults' swimwear at this time was also generally made of wool. Not a very practical fabric for the beach!





These books were sold at M&S in the 1920s. The books included bright, colourful pictures to illustrate the stories. Other popular titles were 'Robinson Crusoe', 'Babes in the Wood' and 'The Adventures of Tom Thumb'.





This display was in the window of M&S in Marble Arch, London, in the 1930s. It includes cricket bats and stumps, rubber balls and sailing boats. What time of year do you think this was?



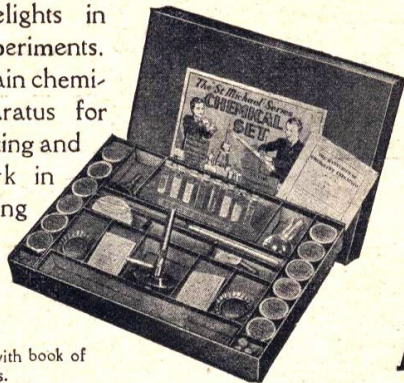
# A PAGE OF WONDERFUL GIFTS

## The ST. MICHAEL CHEMICAL SETS

Every boy delights in chemistry experiments. These sets contain chemicals and apparatus for hours of interesting and instructive work in this fascinating science.

- No. 1 2/6
- No. 2 5/-

Each set is complete with book of instructions.

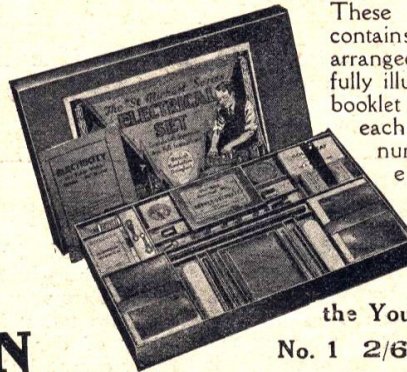


## The ST. MICHAEL ELECTRICAL SETS

These attractive outfits contain sets of parts cleverly arranged by experts. A fully illustrated instruction booklet is included with each set giving numerous absorbing experiments in electricity and magnetism.

A Splendid Gift for the Young Electrician.

- No. 1 2/6
- No. 2 5/-



AN

# ALL-BRITISH CHRISTMAS THIS YEAR



All the articles illustrated on this page are **BRITISH MADE THROUGHOUT**

They are specially manufactured by a firm with a high reputation and you are confident of satisfaction in purchasing any one of them.

Note the Value and Attractive Packing.



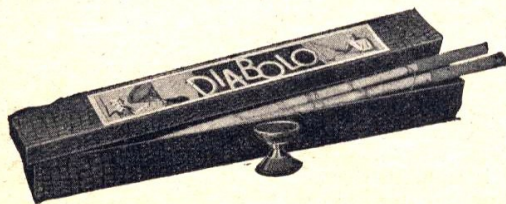
## The ST. MICHAEL TABLE TENNIS SETS

A first-class set of equipment for this most popular table game. All components, including netting and balls are British made. Price 2/6 set.

## The ST. MICHAEL CONJURING SETS

Contain a wonderful selection of mystifying illusions for amateur and expert. Complete with instruction book. No. 1 2/6 set. No. 2 5/- set.

## DIABOLO



A high quality set of this popular game, beautifully boxed with first-class components, rubber cone, etc.

Price 1/6 each

## The ACTOR'S OUTFIT

Here is an outfit to delight the heart of everyone. Grease paints, lining pencil, hair, moustaches, etc., all expensive items to buy separately are here supplied in a compact set together with book of instructions fully illustrated.



Price 2/6 set

**ALL THE ABOVE ARE OBTAINABLE AT MARKS & SPENCER'S.**

This advert appeared in 'The M&S Magazine', a customer magazine published in 1932. Customers could buy magic trick sets or chemical sets starting at just 1s 6d!





This M&S store display, c1955, includes woollen children's coats, some are belted and some have velvet-trimmed collars. On the wall is a display of hand-smocked dresses - these would have been available in a range of pretty pastel colours.





This M&S magazine from 1954 advertised school uniform and gabardine coats. These double-breasted, belted coats were made from wool or cotton gabardine, the fabric was tested to be fast against sun, rain and air. The coats were often lined with tartan fabric.



# A page of **St Michael** toys

M&S



Baker's van, Percy the Pelican. Both 5s 11d.



Bambi and kitten puppets — both at 6s 11d.  
Other puppets available



Water colours — 6s 11d.



Stencils — 6s 11d.

Donald Duck's Acroball — 7s 11d.



Two of many soft dolls at 9s 11d.



Nursery letters and clock — 7s 11d.

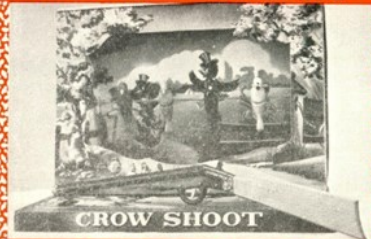
Snoozie — the TV seal — 9s 11d.



Cat and dog — 9s 11d.



Wagon of cubes — 9s 11d.



Traditional — Crow-Shoot — 9s 11d.



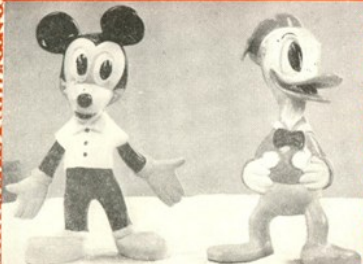
Pull along Noddy car and Sooty's Jeep — 9s 11d.



Teddy and a Bunny — 9s 11d.



Tip-up lorry — 19s 11d.



Mickey and Donald in rubber — 9s 11d.  
Noddy also available. All squeak.



Breakdown lorry with crane — 19s 11d.



Jeanette and Cuddles — 19s 11d.

ALL **St Michael** TOYS ARE 100% BRITISH MADE



Big Teddy — 19s 11d.



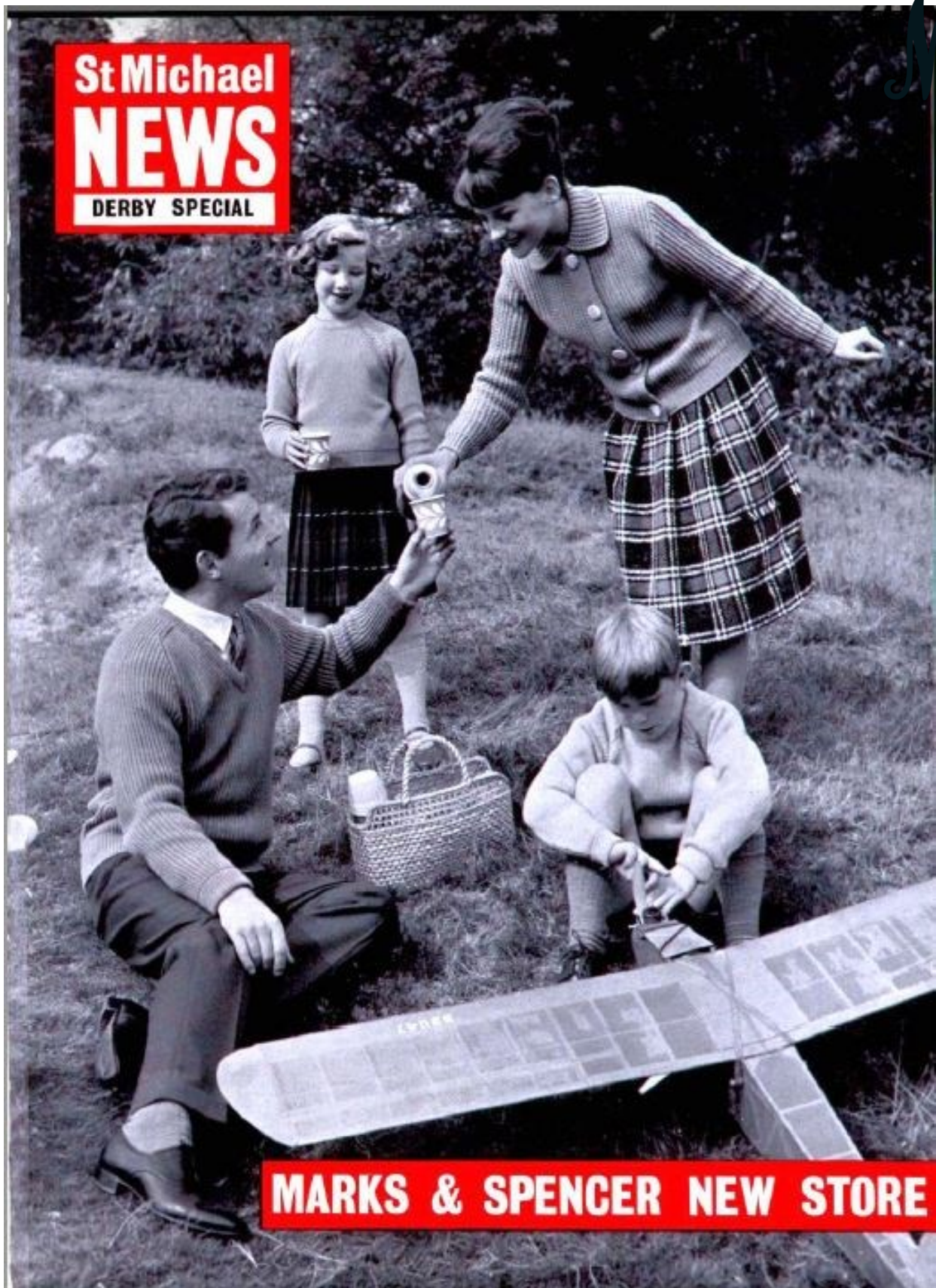
Cuddly Panda, dog and Koala bear — all at 19s 11d.



Dollie Walker — 42s 6d.

This advert shows toys that were available to buy for Christmas 1957. A fluffy toy cat is featured with a matching dog as well as hand puppets, Noddy and Sooty, Snoozie the Seal, and painting sets.





This 1961 catalogue advertises clothes for all the family. The mother and daughter wear matching kilts. It looks like the family have taken a picnic on a countryside walk - though the father's shoes don't look very practical!



# Growing up with St Michael

childrenswear from  
Marks & Spencer



Jane wears a rib knitted dress in Orlon/antron, from 42s 6d, with stretch nylon knee socks, from 3s 11d and bar shoes, from 25s 6d.

For Christopher – a stretch nylon suit, the hooded jacket lined with Terylene quilting, 69s 11d and leather shoes, from 26s 11d. Sandra teams her Crimplene pinafore dress, 69s 11d, with a fully-fashioned Courtelle polo-neck jumper, from 23s 11d, 40 denier micromesh tights, 6s 6d and vinyl patent shoes, 29s 11d.

John wears a heavyweight all wool pullover, from 39s 11d, with cotton needlecord trousers, from 50s and leather shoes, from 26s 11d.

M&S made clothing for all ages, as shown in this 1969 catalogue. The two older children wear versions of adult clothing – the boy's cable-knit jumper and shiny brown boots would have been very fashionable in 1969.



# This Month in.. June



The coronation of Elizabeth II took place on the 2nd June 1953 at Westminster Abbey. This photograph shows the gold State Coach passing M&S in Marble Arch. The State Coach was part of the coronation procession which made its way around London and ended at Westminster Abbey. Can you see the people



# This Month in... June



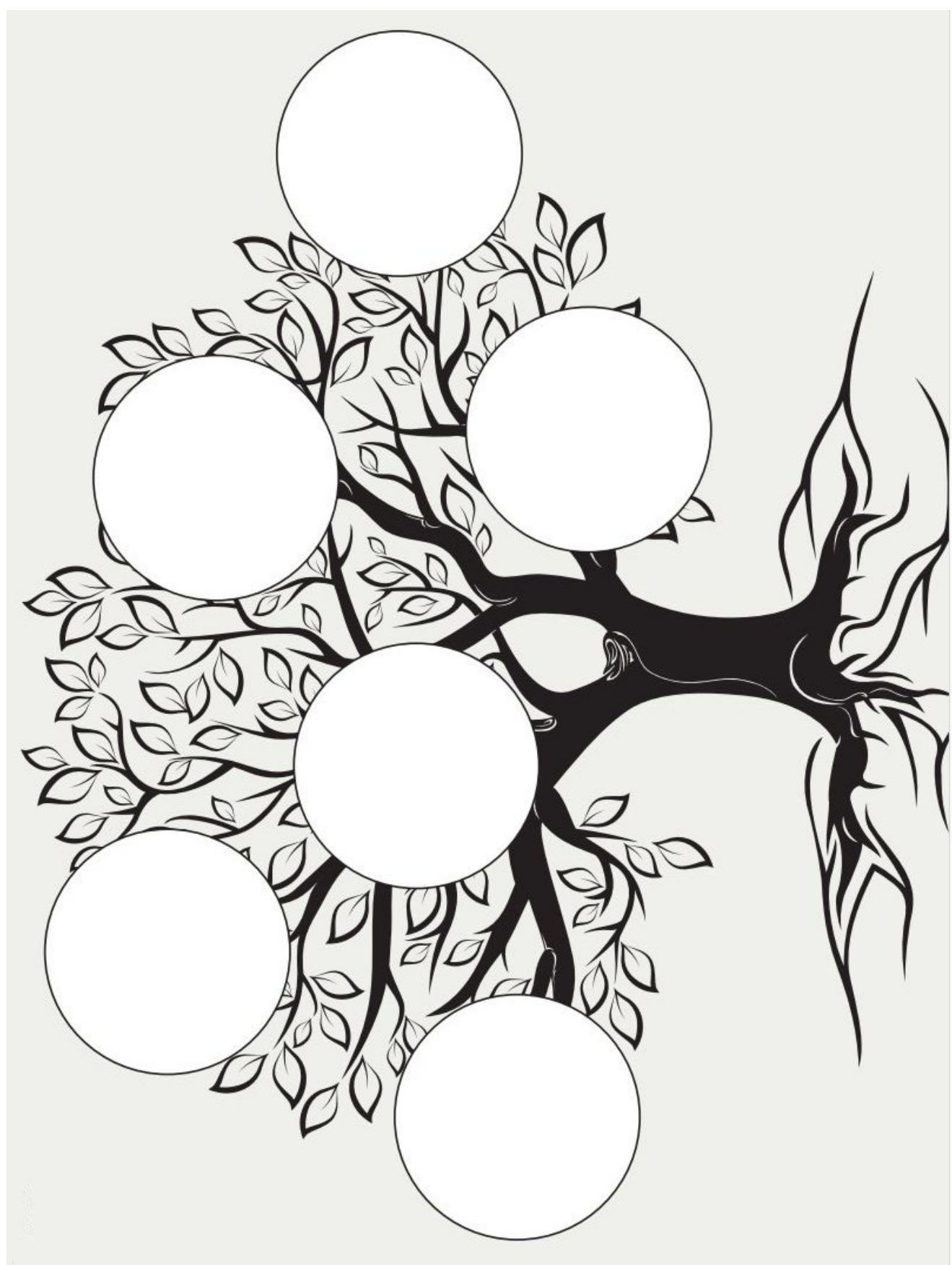
June 1982 saw the end of the Falklands War, fought by Argentina and the United Kingdom over territories in the South Atlantic. M&S staff helped those involved in the conflict where they could. Staff at Wigan store sent food parcels to HMS Plymouth, one of the first Royal Navy ships to arrive at the Falklands. This photo shows sailor Bill Rowley visiting Wigan store to thank staff for their gifts.

Sales Assistants from Woolwich store 'adopted' eight soldiers on their return to Britain. They visited them in hospital and provided them with gifts like chocolate and soap.



# Have a Go

Create your family tree. Write your name at the bottom, and add the names of your family to the tree.





# Have a Go

M&S

Use coloured pens, pencils or paints to colour this picture



**"PUT THAT ONE ON AGAIN."**

A remark you always hear whenever Imperial and Broadcast Records are played. Star Artistes and wonderful reproduction have made them the most popular Records in the world. Make your choice at any Marks & Spencer store . . . . .

*The most Popular  
Records in the world*

**BROADCAST** 10 INCH  $\frac{1}{6}$  EACH

**IMPERIAL** 10 INCH  $\frac{1}{3}$  EACH

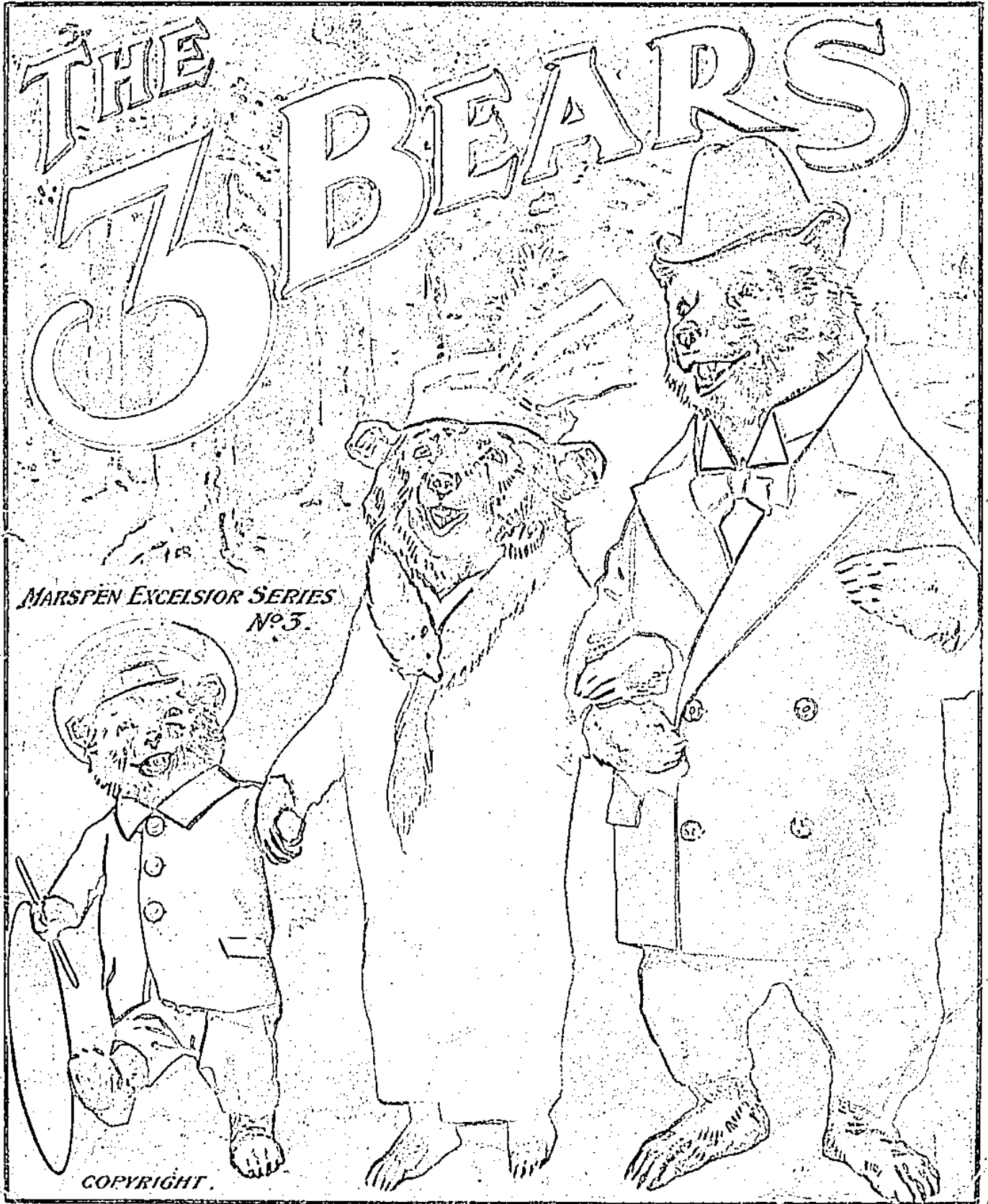
**BROADCAST** 9 INCH  $\frac{1}{-}$  EACH

CRYSTALATE GRAMOPHONE RECORD MFG.  
60/62 CITY ROAD, LONDON, E.C.



# Have a Go

Use coloured pens, pencils or paints to colour this picture





# Have a Go

Find the family words in this grid - don't forget some go diagonally, and some run backwards!

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

AUNTIE  
 BABY  
 BROTHER  
 COLOURING  
 FATHER  
 GAMES  
 GRANDPARENT  
 HOLIDAYS  
 HOME

KIDS  
 MOTHER  
 PLAYTIME  
 SCHOOL  
 SISTER  
 TEENAGER  
 TODDLER  
 UNCLE