

TRANSCRIPT

Article from St Michael News 1968

St Michael

CLOTHES FOR SCHOOL AND PLAY

1968

Hardwearing, classic St Michael schoolwear is designed to stand up to the energy and high spirits of the lively school-aged child. Every size in every garment is designed to an individual specification and a quality check is built into every stage in manufacture.

From fabrics to buttons and thread, every component which goes into a St Michael garment must first undergo intensive laboratory tests. The St Michael label is your guarantee of fit and performance.

St Michael schoolwear is made in Britain.

Available only from Marks & Spencer

St Michael schoolwear is designed to stand up to the knocks and rubs of an active life.

St Michael 99% British made

Image captions from left

Machine washable drip-dry nylon blouses. Washable Terylene and worsted and Courtelle and worsted waistband school skirts with side seam pockets. F/f wool/nylon pullover, stretch nylon socks.

Left: Drip-dry white nylon shirt, washable Terylene and worsted trousers. *Right:* F/f wool/nylon school pullover, cotton shirt and washable Terylene and worsted shorts. Stretch socks and leather shoes.

A fresh approach to school pinafore dresses. New designs in washable Terylene and worsted. Semi-fitted style has permanently pleated skirt. School blouses and stretch nylon socks.

Left: Combed cotton vest; briefs in stretch nylon. White briefs available. *Right:* Vest and matching briefs in fancy-knit machine washable botany wool/nylon.

Left: Briefs and vest in botany wool/nylon. *Right:* briefs and vest in stretch nylon; combed cotton available. All boys briefs are in the new modern shape.

From left: FLARE-FREE nightdress in cosy brushed nylon. Winceyette pyjamas. FLARE-FREE washable quilted dressing gown, with FLARE-FREE brushed nylon pyjamas and lined nylon slippers.



Pyjamas in striped nylon and supersoft cotton winceyette, in a new range of size fittings. Lined nylon slippers.

St Michael CLOTHES FOR SCHOOL - AND PLAY

For as long as one can remember St Michael clothes have been worn by British boys and girls. Mothers who themselves wore St Michael when they were at school now dress their own children in clothes from Marks & Spencer. There are even some very young grandmothers who remember their first day at school, dressed in the pleated skirt and school blouse – they were cotton in those days – bought at Marks & Spencer. The durability and simple styling of St Michael clothes make them doubly popular today.

So often is St Michael the first choice for schoolwear that the head of a school on the south coast wrote in a letter to parents: “Please mark your child’s name on his school clothes. Don’t rely on the name ‘St Michael’ as a means of identification. We have hundreds of little Saints in this school.”