

Havant and District Directory 1937

I came across a 1939 Coronation issue of the 'Havant and District Directory' that was printed and published by the Hants and Sussex County Press. The Directory was produced at their offices at 12/14 North Street, Emsworth, and its undertaking was to list in its pages every business and residential property in the surrounding area.

The publication was 'sponsored' by local businesses that were trading in the area by placing adverts in the Directory. With a particular interest in the businesses and pubs in Emsworth in the 1930s I include below an extract from the Directory listings. The advert has been copied with a degree of 'artistic licence' in the fonts that have been used and software limitations have restricted replicating some of the finer detail, however the layout and the wording has been recorded accurately.

All Emsworth's main thoroughfares were listed in the Directory: North Street (west side), North Street (east side), High Street (west side), High Street (east side), West Street (south side), South Street (west side), King Street, Havant Road (North), Queen Street (south side), Queen Street (north side), Havant Road (south), and Southleigh Road.

Highlighting as an example the advertisement of just one, that of HR Fogden at No. 11 High Street (west side):

<p style="text-align: center;">** ST MARGARET'S HOSIERY AND UNDERWEAR ** H.R.FOGDEN General & Fancy Draper 11 High Street ** Emsworth Ladies' Outfitting — Millinery and Baby Linen — Paton and Baldwin's Knitting Wools — Agent for Perth Dye Works</p>
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The Fogdens' advert interestingly refers to St Margarets hosiery and underwear, a brand that survived until recent times. Nathaniel Corah (1777-1833) started the company in Leicestershire where he produced garments on a knitting frame. By the 1830s his company was established in Leicester and the company was renamed N Corah & Sons Ltd.

The Corah, St Margaret's trademark, first used in 1866 and registered in 1875, is the oldest surviving hosiery trademark. In 1926 the company began supplying their St Margaret knitwear directly to Marks & Spencers and continued to do so until the year 2000.

Paton & Baldwin, also referred to in the Fogden's advert will be a familiar name to countless knitters who will have used the patterns and the wool produced by this company. The business began as two separate companies, founded in the late 1770s by James Baldwin of Halifax, Yorks, and about 1811 by John Paton of Alloa, Scotland. The companies merged in 1920 and diversified into producing wool for home knitters as well as publishing knitting patterns under the 'Patons Rose' and 'Baldwins Beehive' trademarks. The company was merged with J & P Coats Ltd in 1961. The Patons trademark continues in use today.

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