

Knitting Needle Brands and Company Names New Zealand

Name	Brand Names, Company Names, Other Relationships	Type	Owner	Contributor Notes
New Zealand Brand Knitting Patterns				
ANI	<i>*Knit Your Own!</i> Art Needlework Industries 89a Cashel Street, Christchurch Commonly known as ANI	leaflet		*at least five issues
Aotea	<i>Produced for the Roslyn Mills (a division of Mosgiel Woollens Ltd) by and copyright to Llama Productions Ltd</i> <i>Box 1172 Dunedin</i> ^Alliance Textiles (N.Z.) Ltd; Llama Productions Ltd; Mosgiel Woollen Factory Company; Roslyn Worsted and Woollen Mills; Ross and Glendining Ltd	leaflet	ET	^1960 - 1989 blue logo ca 1970 Yarn: own brand
Ascot	^Llama Productions Ltd :[Ascot knitting patterns]. <i>Produced for Gollin & Co Ltd ...</i> <i>Produced for McKendrick Spinning Mills Ltd. by ... and copyright to Llama Productions Ltd, Box 1172 Dunedin. Dunedin Print Ltd</i>		ET	^1960 - 1970s
Bing Harris	^Llama Productions Ltd :[New Era knitting patterns]. <i>Produced for Bing Harris & Co. Ltd and copyright to Llama Productions Ltd, Box 1172 Dunedin.</i>			^1960 - 1970s +
Charm	<i>Publishers and Sole Distributors: N.Z. Transfer Company Wellington and Dunedin</i> *1940	book# leaflet	ET	

Crucci	<p><i>^Crucci Wools Ltd Maidstone Mills, P O Box 40565 Upper Hutt also Crucci Australia Ltd P O Box 47 Arnecliffe, Sydney NSW 2205 *1978 -1989 later © Thorobred Yarns PO Box 43002, Wainuiomata also Private Bag 44, Bayswater 3153, Victoria, Aus</i></p>	book# leaflet	ET	<p><i>^1980 - 1990s Yarns: Crucci range, Woolly range</i></p> <p>logo when © Thorobred Yarns</p>
Family	<p><i>Family Knitting Books distributed by Paragon Art Needlecraft Limited 395 Princes Street Dunedin</i></p>			<p><i>listed in Paragon advertisement in Fontana No. 85</i></p>
Fontana	<p><i>Paragon Art Needlecraft Limited Wellington and Dunedin Also in Australia and South Africa (Many reprints of some issues so branding does not indicate age unless it is first print) C101+ Colour editions Paragon Alliance Paragon Alliance Limited Bank Street, Timaru later Dunedin, Wellington and Auckland also in Australia and South Africa *Alliance Textiles (N.Z.) Ltd 1961</i></p>	book# leaflet	ET	<p><i>*1950 - 1970s, start No.51, 1/- ^1950 - 1999 Series sold in Aus as Paragon, same contents and cover layout, just branding changed. *Baby Books 1960, about 12 Yarns: Aotea, Bulkie, Clipper, Fleknit, Kaiapoi, Miladi-Anne, Oliver Twist, Poppy, Super Quick *1958> only Fontana (see Paragon notes)</i></p> <p>This logo Alliance Textiles (N.Z.) Ltd, Oamaru 15c 1967></p> <p>Printed by John McIndoe Ltd Dunedin</p>
Ineeda	<p><i>*Ineeda Knitting Book No. 1 Whitcombe & Tombs Ltd for the proprietors of 'Ineeda' Knitting Book, Box 881, Wellington</i></p>			<p><i>*early 1930s No known other issues Yarns - featured at least one recipe for every major brand of yarn sold in Nz at that time, local or imported: Wendy, Aotea, Paton's, Baldwin's, Sirdar, Kaiapoi, Jaegar, Viyella and Petone.</i></p>



Kaiapoi	<i>Kaiapoi Woollen Manufacturing Co Ltd</i>		ET	^1960 - 1999 Yarns: own brand Blue strip logo ca late 1960s ca 1970
Knit	<i>Knit: a Magazine for Knitters</i>	book		*Book One were there any more?
Llama	<i>Llama Productions Ltd</i> <i>Box 1172 Dunedin</i> <i>also at: Christchurch</i> <i>Box 2570 Wellington</i> <i>Auckland and</i> <i>Box 1501 N Melbourne</i> Incorporated Jul 1964 - Aug 1989, Oamaru *briefly Jarvis Productions 1964	leaflet	ET	B&W printed by the <i>Otago Daily Times</i> red logo versions printed by Dunedin Print Ltd ^also Rogan Print ^1960-1979 *printed most leaflets not produced by Paragon *recipes purchased from London Yarns are generic e.g 4 ply
Lorna Rose	<i>Lorna Rose Knit Designs</i> Art Needlework Industries 89a Cashel Street, Christchurch			*1940s
Manuka	<i>The Manuka Knitting Book</i> <i>Patons</i>			*1930s The Rose Knitting Book and Manuka Knitting Book published for NZ customers
Maxknit	* <i>Babywear</i>			1940s
Mayfair	<i>published and distributed by Paragon Art</i> <i>Needlecraft Limited Wellington and Dunedin also</i> <i>in South Africa and Australia</i>	book#	ET	*Import restrictions of 1950s meant less and less UK brands except in Mayfair which focused on English styles
Modella	<i>Modella Knitting Book</i> <i>Paragon Alliance Limited</i> <i>Dunedin Timaru Wellington Auckland</i> <i>also in Australia and South Africa</i>	book#	ET	*1949, start No 501, 1/9d Yarns: Fontana Adv for Fontana in No. 520 says distributed by Paragon Alliance Ltd, so this is 1961>

Naturally	Naturally Handknit Yarns Int'l Limited Incorporated Aug 1998 - Aug 2013	leaflet	ET	Yarns: Naturally, Tussock, <i>Karen M</i> Guernsey, <i>Karen M</i> Luxury Double Knitting, Coromandel, Mainlander
New Era	<i>Copyright Llama Productions</i> see above	book#	ET	Dunedin Print Ltd
Oamaru	*Published by Paragon Art Needlecraft Limited for	book#		*1958 (at time bought into Paragon one third share) Yarn: own brand
Paragon	<i>Published and distributed by N.Z. Transfer Co</i> <i>Wellington, Dunedin and Auckland</i> *1940 *end of 1940s changed to <i>Paragon Art Needlecraft Limited</i> <i>(Box 1164) Wellington and Dunedin</i> <i>also Australia and South Africa</i> *office shifted to Dunedin 1958 when Timaru and Oamaru bought one third share each *1961 Alliance Textiles bought last one third and now Paragon Alliance Ltd	book# leaflet	ET	*largest NZ printer and publisher of knitting books and patterns 1940 Blue logo * with No.101 series renamed <i>A 'Paragon' Knitted</i> <i>Paragon Knitting Book</i> 50+ issues, No. 20 introduced Paragon's anodised knitting needles * <i>Modella</i> 1949 Paragon Baby Book No 2: advertised in <i>Stitch</i> April 1952, Fontana oblique logo advertised in Paragon (black logo) Yarns: Aotea, Clipper, Fontana, Kaiapoi, Miladi, Miladi-Anne, Oliver Twist, Poppy *Import restrictions of 1950s meant less and less UK brands except in <i>Mayfair</i> which focused on English styles *1958> only Fontana + advertisement on file
Petone	<i>^Produced for Kaiapoi Petone Group Textiles Ltd.,</i> <i>by and copyright to M W Jarvis Productions Ltd.</i> <i>Dunedin Print Ltd</i>	leaflet	ET	<i>^ca 1965</i> Yarn: Petone DK

Regent	<i>Regent Knitting Books</i> distributed by Paragon Art Needlecraft Limited 395 Princes Street Dunedin			listed in Paragon advertisement in Fontana No. 85
Rose	<i>The Rose Knitting Book</i> <i>Patons</i>			*1930s The Rose Knitting Book and Manuka Knitting Book published for NZ customers
Shepherd	<i>Shepherd Wools Limited</i> <i>Rosebank Road</i> <i>Avondale</i> <i>Auckland</i> Incorporated Aug 1962 - Nov 1991 later © Coats Spencer Crafts Private Bag 50032 Mosgiel New Zealand (last logo on right)	leaflet	ET	^1980 - 1989 Yarns: own brand Zephyr, Jumbo (The Mosgiel Woollen Factory Co Ltd)
Silkwood	<i>Silkwood Designer Yarns</i> Westdale Road <i>RD 1, Richmond, Nelson 7001</i> established 1986	leaflet	ET	example © up to 1994 (to date) Yarns: own brand +
Souths	* <i>South's Simple Fair Isle</i> South's Book Depot, Willis Street, Wellington	book		*1946 NZ written

Te Awa	Te Awa Wools, Natural Wools P O Box 1140, Hamilton, New Zealand Telephone (071) 295-737	leaflet	ET	
Thorobred	Thorobred Yarns Ltd *1976 ^Feltex Handcrafts PO Box 19045 Avondale, Auckland then Thorobred Wools PO Box 52-028, Kingsland Later known as Thorobred Scheepjeswol, at same address Thorobred Yarns, Waiau Street, Po Box 43002 Wainuiomata, Wellington - *1996	leaflet	ET	^1970s - 1980s Yarns: own brand
Tiki Timaru	<i>*Wee Gloves for Wee Hands</i> <i>Published by Paragon Art Needlecraft Limited for</i> <i>The Timaru Worsted & Woollen Co Ltd</i> Incorporated Aug 1936 and changed to Alliance Textiles (N.Z.) Limited Aug 1960	leaflet book#	ET	*1940s *1958 (at time bought into Paragon one third share) *Timaru taken over by Oamaru 1924 Yarn: own brand
Willie Weavers	55 Shops throughout NZ	12p booklet	ET	Yarn: Aotea, Kaiapoi, Shepherd these brand logos look late 1970s
Wool City	Wool City International, Private Bag Takapuna, also P.O. Box K432, NSW 2000 Incorporated under this name Mar 1986 - Feb	book calendar	ET	^1990 Calendar, spiral bound, pattern per month +

Overseas Brand Knitting Patterns reprinted in New Zealand				
Knitwell	<i>Wholesale Distributor Gordon & Gotch Ltd</i>	leaflet	ET	Teacosies. <i>NZ advertisement</i> Snowflakes for woollen, silks and fine fabrics: Manufactured by McLeod Bros Ltd, Dunedin Yarn: Aotea Knitwell: UK (Bradford) brand since 1949 - a NZ print? on recycled paper
Lux	Lever Brothers (New Zealand) Ltd	book	X	^Illustrated knitting instruction books contain patterns for jumpers, scarves, underwear, hats, children's and baby wear. Advertisement for Lux toilet soap products in each issue. *The first Lux Book was printed in Wellington but after then all were printed in Sydney Copies were available free with the purchase of two large packets of Lux. 1932, 1933 - 1942, 1950,1951 ^plus an 8-page supplement in 1941 containing patterns for garments to send to New Zealand servicemen overseas, including socks, mittens, a shaped scarf, service mittens, heavy service pullover and balaclava helmet. Pages in each issue varied from 28 - 62 with 48-60 pages being common. *also published in Canada (different covers) until 1960s +

Patons	*Patons & Baldwin's (New Zealand) Ltd 1925 - 1964	book# leaflet	ET	^The earlier patterns 1940> are published by Patons and Baldwins, Great Britain or Australia.
	^Coats Patons (NZ) Ltd Most recent patterns are printed by Stredder Print Limited.			<u>PUBLISHED BY PATONS & BALDWINS LIMITED</u> <i>Reprinted in New Zealand by John Milne Ltd., 166 Cuba St., Wellington</i> Patterns published in New Zealand by Coats Patons from about 1970s (estimated from styles).
Sirdar	^Alltex International NZ John McIndoe Ltd later MacEwan Enterprises Ltd	book# leaflet		^1980 - 1989 Yet to find my own copy with NZ ref, mostly UK

Knitting Patterns as regular features in New Zealand Magazines and Newspapers

Lorna Rose	Art Needlework Industries 89a Cashel Street, Christchurch	magazine	ET	*late 1940s shortlived general needlework magazine
Motoring World	*Automobile Associations of New Zealand	magazine		*1930s knitting craze 1931 - 1991
News	*All major daily and weekly newspapers	news papers		*1930s knitting craze
NZ Dairy	*NZ Dairy Exporter and Tui's Annual			*1930s knitting craze
NZ Farmer	*NZ Farmer Stock and Station Journal	magazine		*1930s knitting craze
NZ Home Journal	*Dominion Publications Ltd, Christchurch published for the proprietors by D.N. Adams Ltd, Tattersall's Lane Christchurch	magazine		*monthly 1934, over 16,000 subscribers by end 1935
NZ Truth	*Truth N.Z. Ltd, Wellington	news paper		weekly *1930s, unexpected as this publication focused on crime, scandal, politics and horse racing
NZ Woman's Weekly	*Woman's Weekly Publishing Co Ltd 702 Colonial Mutual Buildings Queen St, Auckland	magazine	ET	*8 December 1932 over 2,500 knitting recipes, some by NZers

Stitch

*Paragon (adv Fontana No. 87 Second edition)

magazine ET



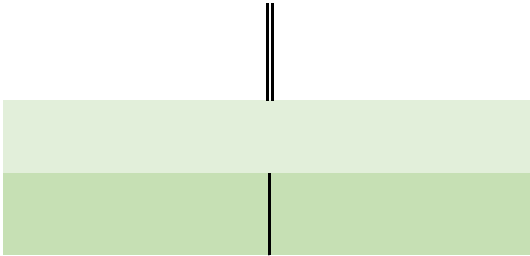
*Needlecraft and home feature magazine
New Zealand Woman's Home and Fashion Magazine
New Zealand Woman incorporating Stitch Woman: New Zealand Woman and Stitch
Oct 1948 -1974

*Heather Nicholson in *The Loving Stitch*

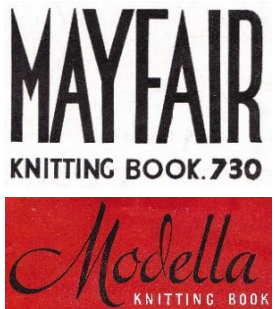
^*National Library* Ref: <https://natlib.govt.nz>

Book in title but format is usually a 16-page booklet

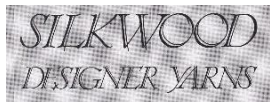
A Word file contains more research +

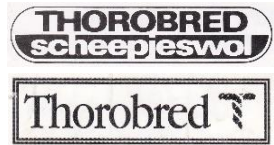
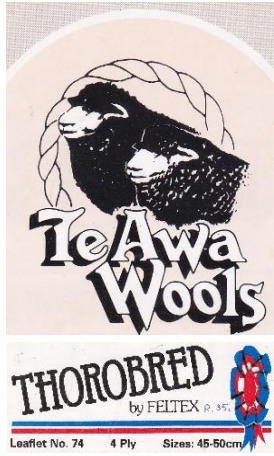














Knitwell

