CONTENTS

General Introduction	vii
Note on Currency	xvii
Glossary	xix
Bibliography	xxvii
Introduction	liii
Early Ready-to-Wear Innovators	1
L. Hyam & Co., The Gentleman's Illustrated Album of Fashion for	
<i>1850</i> (1850)	5
Set of Flyers for Doudney and Son, London, 1830s-40s	25
Reform Your Tailors' Bills (1838)	27
How to Get a Good Dressing (1840)	31
Facts are Stubborn Things ([c. 1845])	33
By Special Appointment (1846)	35
Advertising in Verse	39
Andrew Kelly, Oakham, Wholesale and Retail (1829)	41
Noah's Ark Shoe Shop, Parody on Kelvin Grove ([c. 1840])	43
Mrs E. Williams, Linen Draper, Nottingham House ([c. 1850])	45
J. and C. Winter, Tailors, The March of Puff (1889)	49
Developments in Mail-Order Retailing	
Arthur Lynes, Merriment and Modes (1876)	51
John Noble, Noble's Novelties (1895)	73
C. Baker & Co., The A.B.C. Guide to London (1900)	97
Pryce Jones Ltd, The Fashion Review (1908)	129
Dressmaking Parterns	141
Marie Schild, Brighton Courier of Fashion (1871)	145
Marie Schild, Madame Schild's Shilling Dress Patterns (1880), excerpts	149
The Business of Selling	163
Massers, Spring and Summer 1892 (1892)	167
Wesley Perry, Caralogue Pages for Southcort of Hull and Logan of	
Learnington Spa (Leeds, 1900)	171

Wesley Petty and Julian Green, Advertising Novelties (1894–5)	173
Harris and Sheldon, Catalogue (1911)	191
Tailors and their Customers	203
W. D. F. Vincent, The Cutter's Practical Guide (1893), excerpt	206
J. P. Thornton, The Sectional System of Ladies' Garment	
Cutting (excerpts)	211
C. S. Jones, 'When Buying a Cheap Suit', Modern Man (1910)	221
The National Tailoring Co., The Secret of a Well-Dressed Man (1911)	223
Notes	233