

Early Ready-to-Wear Innovators

L. Hyam and Co., *The Gentleman's Illustrated Album of Fashion for 1850* (London: John K. Chapman and Co., 1850).

This booklet represents an important and rare example of that little-known category: mail-order clothing catalogues from the mid-nineteenth century. As it states on its front cover it was 'Entered at Stationers' Hall', in other words copyrighted, suggesting that the firm was worried that it might be imitated or appropriated by rivals.

The firm of Hyam was founded by a pawnbroker, Hyam Hyam, of Colchester in Essex, who started selling clothing around 1819.¹ In the late 1830s, he moved into manufacturing and set up a network of shops, with each branch of the business run by one of his children. Lawrence took over the London shop, his brother Benjamin ran the Manchester and Liverpool branches and Samuel the Birmingham branch;² while Moses and Simon maintained the family's manufacturing operations in Essex.³ Their first London shop was the Universal Hall of Commerce, Threadneedle Street, set up by Hyam Hyam,⁴ but by 1844 they had moved to 36 Gracechurch Street in London, under the management of Lawrence Hyam.⁵

Very few of Hyam's catalogues, illustrated or not, survive. Although their booklets were copyrighted at Stationers' Hall, this archive only preserved the front covers of 'books commercial' such as catalogues.⁶ A poster by Hyam from 1844, in the Museum of London, lists seven categories of male clothing, each of them illustrated: greatcoats for heavy weather, waterproof coats for 'sportsmen, anglers and pedestrians', dress and riding coats; trousers; an 'immense stock of waistcoats', and clothing for boys and for working men.⁷ A catalogue, also from 1844, gives the name of their London base as the Pantechneca; however this name seems to have been dropped as it does not feature in catalogues from 1847 onwards.⁸ Another catalogue, the *Quarterly Mirror*, suggests through its title that revised catalogues were issued every three months. If so, it is all the more frustrating that so few survive today.⁹ By the 1860s Hyam and Co. were concentrating on newspaper advertisements, not standalone booklets.¹⁰ By 1900 they had developed a range of ladies' and girls' clothing, advertised on a large poster

in the Stationers' Hall Archive.¹¹ They were still trading under their own name in the 1920s, after which they appear to have been bought up by another firm.¹²

This catalogue makes claims about the high quality of the goods it represents in several ways. It starts with an address to the client that presents this commercial document as a gift, analogous to an album or a magazine for leisure reading.¹³ This analogy is upheld by the illustrations which not only indicate the cut and trimming of the garments, but also show the ease and grace of their fashionable wearers. This would help to reassure customers anxious about the fit or construction of ready-to-wear garments. The garments are described in superlatives: 'of the most elaborate and beautiful workmanship ... unrivalled taste ... materials of surpassing beauty ... cut and made with the most unerring taste and skill'. The inclusion of several different price points for the main styles (up to eleven for waistcoats and trousers) invites the customer to choose a higher quality garment for a higher price. The money-back guarantee offered on p. 13 for both ready-made and bespoke garments is unusual for this period, and underlines the reliability of their goods. Hyam and Co. also emphasize (in block capitals on p. 12) that they pay first-rate wages for first-rate work. There are several explanations for this denial of the charges laid against them by the Colchester tailors in 1844: one is that the low wages may now have become general across the trade, so that nothing better could be expected. It is also possible that a few workers were paid at top rates for skilled tasks like cutting.

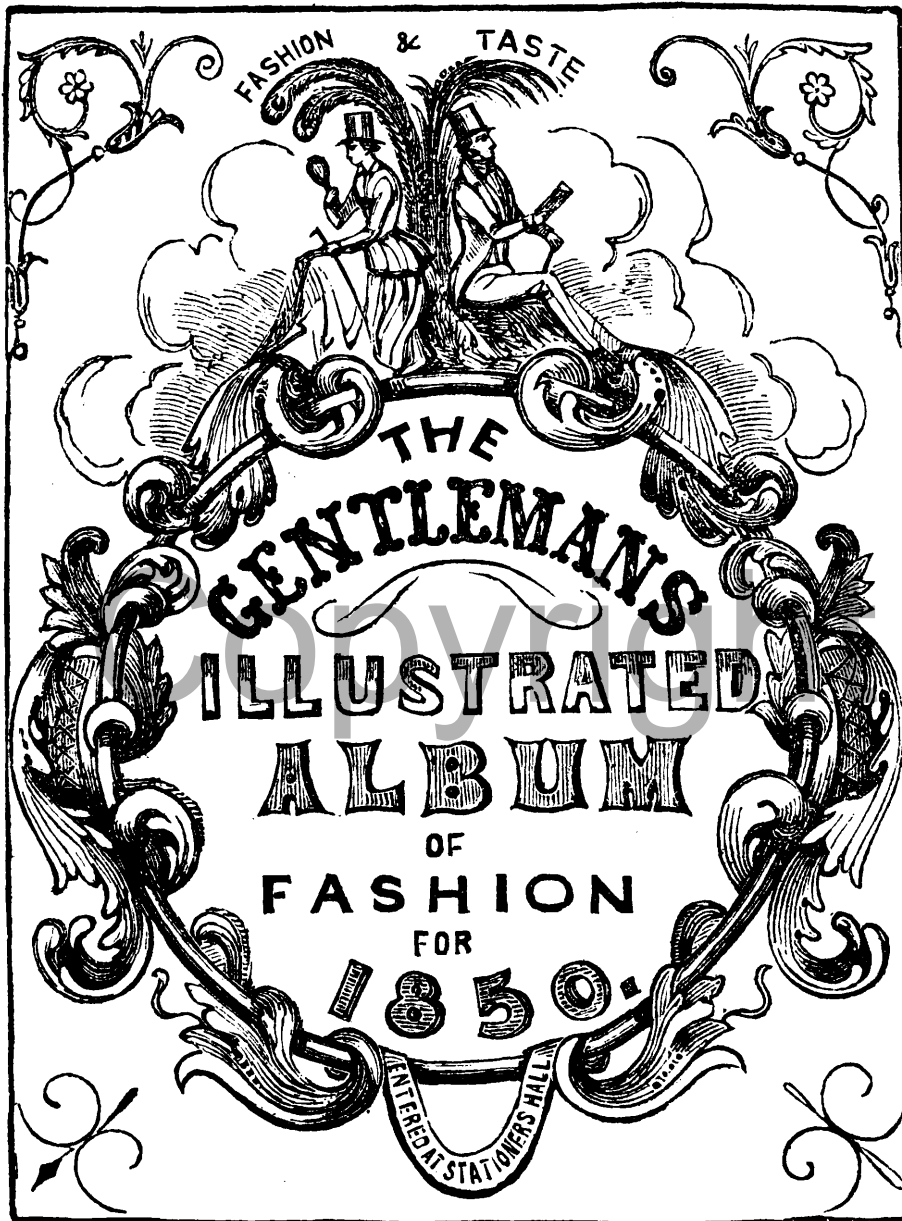
The prices given in the catalogue do seem to be lower than those of Doudney (see pp. 25–38), although some of them match, such as trousers starting at 6s., or footmen's liveries at 63s. (three guineas). In some cases, like ladies' riding habits, Hyam matches Doudney's prices and then offers a cheaper alternative as well. In this case the difference in the cost probably reflects a difference in the quality of the fabric, as a riding habit with a side-saddle skirt would require up to ten yards of wool cloth. The detailed drawings of different styles for boys, including a curious kilt hybrid, the 'musketeer', are of particular interest. Around 1850 middle-class boys would progress through four completely separate types of clothing between babyhood and adolescence, from loose tunics worn over white drawers, through kilts or blouses with short trousers, to trouser suits with short jackets and fanciful trimming, to suits with jackets cut like men's, but shorter and tighter. This progression, and the tendency of boys to grow out of garments before they were worn out, presented a major opportunity for ready-to-wear retailers. We see here the beginning of boys' clothing as a specialist area of retailing; the catalogues from Lynes (pp. 51–72) and from Baker & Co. (pp. 97–127) show how it developed later.

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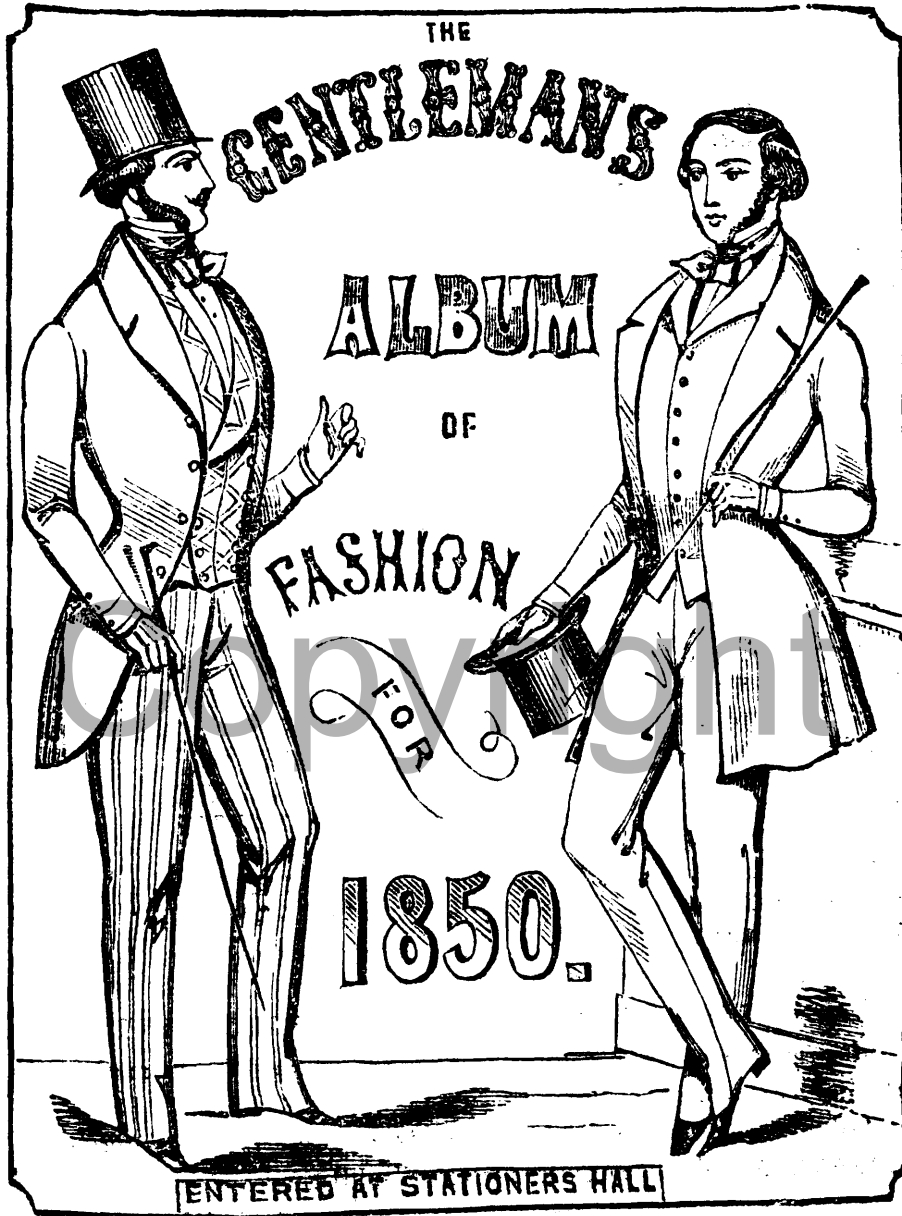
NOTES:

1. Brown, 'The Jews of Essex before 1900', p. 129; Sharpe, 'Cheapness and Economy', pp. 203–5.
2. Hyam's Liverpool branch was established by 1839 when David Lewis, later the founder of the department store Lewis's of Liverpool, started an apprenticeship there. A. Briggs, *Friends of the People, The Centenary History of Lewis's* (London: B. T. Batsford, 1956), pp. 28–9.
3. Sharpe, 'Cheapness and Economy', pp. 204–5.
4. Hyam Hyams, *Account of the New Universal Hall of Commerce, in Threadneedle Street ... with a Full Exposition of the Plan of Mr. Hyams, etc.* (London, 1843), 1391.f.24.(10.), British Library.
5. L. Hyam & Co., *The Pantechneca, Tailoring and Outfitting Establishments* (London 1844), 32°. 786.a.44.(2.), The British Library.
6. Catalogues by Lynes (see pp. 51–72 in this volume) were registered in this archive in the 1870s, but only front covers survive.
7. Ehrman, 'Clothing a World City', fig. 31 on p. 32.
8. L. Hyam and Co., *The Pantechneca, Tailoring and Outfitting Establishments* (London, 1844), British Library 786.a.44.(2). Apparently the building where the Birmingham shop was sited before 1840 was known as the 'Pantechneca'; after the London bazaar with the same name. E. Edwards, 'First Impressions of Birmingham', *Personal Recollections of Birmingham and Birmingham Men, Fifteen sketches from the Birmingham Daily Mail in 1877* (Teddington: Echo Library, 2007).
9. L. Hyam and Co., *The Quarterly Mirror. no. 1, 2. Spring quarter, Autumn season* (London, 1852), British Library P.421/117.
10. See Hyam & Co. advertisement, *Every Boy's Magazine (Prospectus)*(1864), Prospectuses of Journals 21 (22a), John Johnson Collection, The Bodleian Library, p. 2.
11. 'Hyam and Co., Ltd, Tailors and Outfitters, Ladies' and Girls' Habit Makers', Copy 1 974/18528 (1900), The National Archive. The provision of girls' ready-to-wear is very unusual at this date.
12. Hyam's Leeds premises were offered for sale, with fixtures and stock, in 1925, so presumably this branch was closing down; *The Times*, Monday, 6 April 1925, p. 26.
13. For the elision between retailers' mail-order catalogues and gift books see A. Keller, 'Disseminations of Modernity', p. 157.

Copyright



John K. Chapman & Co., 5, Shoe-lane, & Peterborough-court, Fleet-street.



L. HYAM & COMPANY,
Pantechuethera,
86, OXFORD STREET, LONDON.
City Establishment,
36, GRACECHURCH STREET.

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**BRANCH ESTABLISHMENTS**

*In England and Scotland:*

|                       |   |   |   |   |   |             |
|-----------------------|---|---|---|---|---|-------------|
| 23, New Street, -     | - | - | - | - | - | BIRMINGHAM. |
| 6, King Street, .     | . | . | . | . | . | MANCHESTER. |
| 26, Market Street,    | . | . | . | . | . | MANCHESTER. |
| 63 & 65, Lord Street, | . | . | . | . | . | LIVERPOOL.  |
| 42, Briggate,         | . | . | . | . | . | LEEDS.      |
| 42, Wine Street,      | . | . | . | . | . | BRISTOL.    |
| 6, Union Street, -    | . | . | . | . | . | BRISTOL.    |
| 17, Market Place,     | . | . | . | . | . | HULL.       |
| 193, High Street,     | . | . | . | . | . | EXETER.     |
| 48, Argyle Street,    | . | . | . | . | . | GLASGOW.    |
| 30, Dame Street,      | . | . | . | . | . | DUBLIN.     |

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THE REGULATIONS OF THESE ESTABLISHMENTS.

Abatements are never made. The lowest selling Price is marked on every article in plain figures.

Saturday.—On this day no business is transacted at these Establishments until dusk, when it is resumed until Eleven o'clock.



The Presentation of a gift, however small, is generally looked upon as a mark of favour. Gifts, however insignificant in themselves, yet acquire additional value when they fall into the hands of those who can appreciate the motives which induced the presentation; even the gift of a Book small as this may not only beguile a few leisure moments, but it may achieve much more important results—it may prove a very advantageous and useful gift in the hands of those who ponder o'er its pages. Listen to its detail—and act upon its suggestions! Should but the slightest advantage accrue to the intelligent reader by the publication of the following pages, it will afford the most unfeigned satisfaction to the

THE AUTHOR.

L. HYAM and Co., 86, Oxford Street.

INTRODUCTION.

A BOOK, however diminutive, carries with it on its surface characters which all can refer to,—it is there in black and white. There is something tangible in it, and whatever it states the public have an unquestionable right to expect that it be fulfilled; therefore, if a tradesman wishes to expound his capabilities, and prove his claim to public favour, we cannot conceive a more satisfactory way than in publishing a TRUTHFUL BOOK, and presenting it as a useful gift.

Such has been our object in producing the present one, and if we can only claim your kind attention for a short time, it is our wish to develop the great resources and important capabilities of

L. HYAM & CO.,

MERCHANT TAILORS, CLOTHIERS, AND OUTFITTERS.

86, OXFORD STREET, LONDON.

The name of L. HYAM and Co., coupled as it has been for years with all that is original, durable, fashionable, and economical in clothing, has been too long before the public not to be extensively known; but as every season produces in their vast Establishments a thorough change, it becomes imperatively necessary to make these transformations known, and to portray the improvements they are continually making in every description of Gentlemen's and Youths' Attire.

L. HYAM and Co., 86, Oxford Street.

*If we look at the multiplicity of people around us, if we take into consideration their requirements, and the diversity of their apparel, we shall then be able to form some idea of the experience it requires, the talent it demands, and the labour and capital it involves to sustain the high position which L. HYAM and Co. have so long held, as the *best*, the *cheapest*, and *most extensive* Clothiers in the world. How they have achieved so much fame is no secret to the majority of our readers. It has simply been from their indomitable perseverance in upsetting the standard of monopoly, and bringing about a change of Dress that may, without exaggeration, be termed marvellous.*

The Establishments amalgamated with 86, Oxford Street, London, must certainly be looked upon as

COMMERCIAL WONDERS,

even in this century, when art and science are progressing with giant strides, yet these branches must show at one glance the superior resources and immense capabilities of the Proprietors.

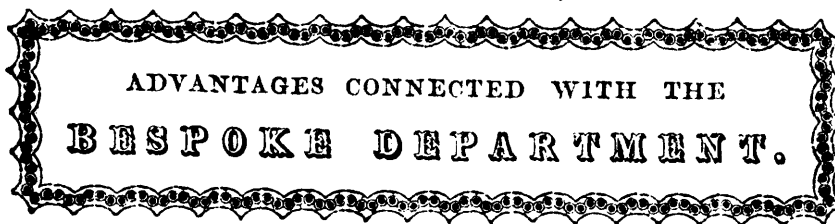
At these Establishments the invariable practice is to purchase from the first manufacturers of the Home and Continental markets, and thus save all intermediate profits—to employ first-rate talent, both Native and Foreign—and to select the most experienced workmen,—thus by the most effective organisation of capital and labour, achieve all that can possibly be desired in Dress—viz., perfection.

THE SPRING AND SUMMER COSTUMES embrace every novelty of the past and present season; indeed, such a concentration of fashionable Gentlemen's and Youths' attire is totally unpre-

L. HYAM and Co., 86, Oxford Street.

cedented, and will richly repay a visit to all who may honour the establishment of

**L. HYAM & CO.,
86, OXFORD STREET, LONDON.**



Exquisite Fabrics from the first Manufacturers will always be found. Cutters of acknowledged ability and great experience are retained by L. HYAM and COMPANY, so that all may rely with confidence upon having their Clothing produced in the first style of art. The most superior workmanship is always guaranteed, **FIRST-RATE WAGES BEING PAID TO THE WORKMEN** who are employed on spacious workshops, so as to procure first-rate workmanship.

THE DEPARTMENTS OF CLOTHING
READY FOR IMMEDIATE WEAR

Comprise within themselves every description of GENTLEMEN'S AND CHILDREN'S DRESS that can possibly be required, which is manufactured on scientific principles, and the workmanship will be found quite equal to that of ordered goods.

L. HYAM and Co., 86, Oxford Street.

TO THE READER.

In comparing our prices with those of other houses, we beg that it may be borne in mind that our lists are framed more as *guides* to the selection of articles than as a *mere exhibition* of low prices, and it cannot be too much impressed on the public mind that *price* irrespective of quality is no *fair criterion* of cheapness; the success which we have always experienced is a sufficient proof that both *our system* of business and the *quality of our goods* are fully appreciated,—*both will therefore remain unchanged*. Our object years since was *not to obtain a mere moment's popularity*, but to gain the confidence and support of the public at large; the result has enabled us to regard the *past with satisfaction*, and to anticipate the future with confidence.

MARK THE FOLLOWING.

The immense trade done at the different establishments of L. Hyam and Co., enables them to offer garments of first-rate material and fashion at prices considerably under those of any other house. The workmanship is guaranteed, good prices being paid to the work-people. All garments exchanged, whether made to order or selected for immediate wear. L. HYAM and Co. beg distinctly to state that they appoint no agents, and that goods made by them can only be obtained at their places of business, 36, Gracechurch-street, and 86, Oxford-street, and at their various branch establishments in the following towns:—Birmingham, Manchester, Liverpool, Leeds, Glasgow, Hull, Dublin, Bristol, and Exeter.

EXPEDITION IN MAKING GARMENTS TO ORDER.

L. HYAM and Co. MAKE TO ORDER every description of clothing, from the newest fabrics and in the most prevailing styles, at the shortest possible notice.

L. HYAM and Co., 86, Oxford Street.



**SPRING AND SUMMER
DRESS, SURFOOT, HUNTING, AND
MORNING COATS**

Of the most elaborate and beautiful Workmanship, Fabrics,
and Unrivalled Taste, can be had Ready for Immediate
Wear, or made to Order, at the following prices:

13s. 6d.; 21s.; 26s.; 32s.; 33s.; 45s.; 50s.; 55s.; 65s.

L. HYAM and Co., 86, Oxford Street.

**SPRING AND SUMMER
OVER COATS AND PALETOTS,**
In a multiplicity of New and Beautiful Inventions, Executed
in the first Style, can now be had Ready for Immediate
Wear, or made to Order, at the following Prices :
10s. 6d. ; 14s. 6d. ; 21s. ; 30s. ; 36s. ; 42s.



L. HYAM and Co., 86, Oxford Street.

**SPRING AND SUMMER
TROUSERS,**

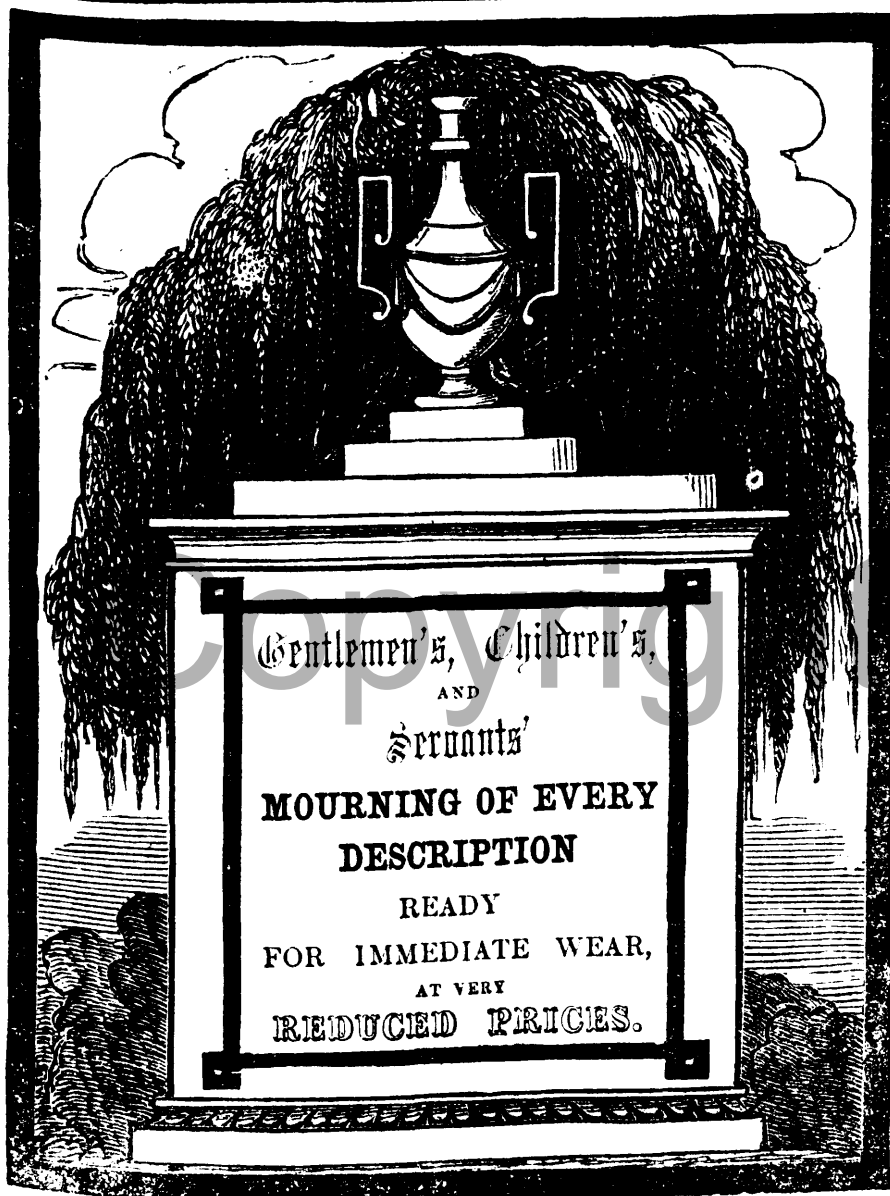


Cut in the French, German, and English Fashion, by a talented professor, from materials of surpassing beauty,

Can now be had ready for immediate wear, or made to order at the following Prices:

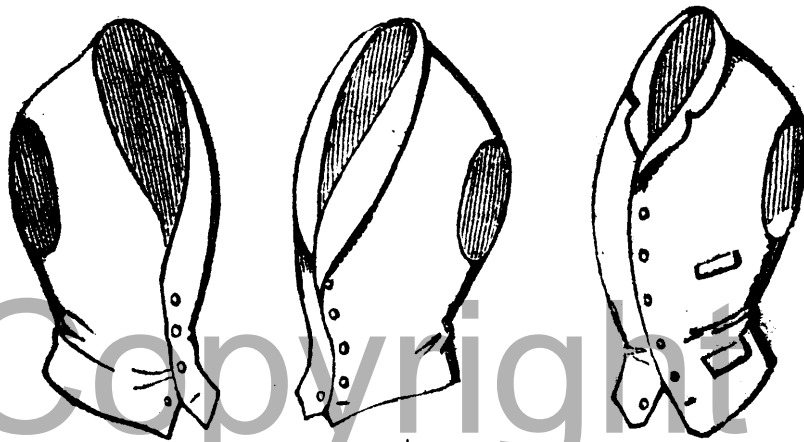
6s. ; 7s. 6d. ; 9s. 6d. ; 12s. 6d. ; 14s. 6d. ; 16s. 6d. ; 18s. 6d. ;
22s. ; 25s.

L. HYAM and Co., 86, Oxford Street.



L. HYAM and Co., 86, Oxford Street.

**DOUBLE BREASTED,
ROLL COLLAR, AND DRESS
WAISTCOATS,**



COMPRISING

Velvets, Satins, Silks, brocaded and embroidered Cloths, Cashmerettes, Marcellas, and embroidered Quiltings, &c., &c., of the most beautiful textures and choicest designs can now be had.

*Ready for immediate wear or made to order,
at the following Prices:*

2s. 6d.; 3s. 6d.; 5s.; 6s. 6d.; 8s. 6d.; 10s. 6d.; 13s.;
15s. 6d.; 18s. 6d.; 21s.; 25s.

L. HYAM and Co., 86, Oxford Street.

**SPRING AND SUMMER JACKETS,
FISHING, EQUESTRIAN, AND LOUNGING COATS.**



Of the best Scottish and West of England
Materials, and in Styles thoroughly adapted for
the above purposes, can now be had ready for immediate wear, or
made to order at the following Prices :—
9s. 6d.; 12s. 6d.; 15s. 6d.; 18s. 6d.; 22s.; 27s.; 32s.; 35s.

L. HYAM and Co., 86, Oxford Street.

YOUTHS' & CHILDREN'S CLOTHING.

Anxious as L. HYAM and Co. have always been to produce the very best description of Juvenile clothing, yet this Season in particular they have amassed such **A Choice Collection of Fashionable Juvenile Attire** as has never been equalled, and which can certainly never be excelled. The engravings on the next page will enable parents and guardians of children to form some idea of the Novelties in question, the prices of which are of the most moderate description.

PRICES OF YOUTHS' CLOTHING,

Ready for immediate wear, or made to order,

COMPRISING

HUSSAR SUITS, TUNIC, FRENCH, POLONAISE, & HABIT SUITS,

Prices, 12s. 6d., 18s. 6d., 22s., 26s., 32s., 38s., 45s.

**TUNIC COATS, POLONAISE, HABIT, AND HUSSAR
JACKETS,**

8s. 6d., 11s., 13s. 6d., 16s. 6d., 21s.

SPRING AND SUMMER TROUSERS,

3s., 4s. 6d., 6s. 6d., 9s., 12s. 6d., 14s. 6d.

SPRING AND SUMMER WAISTCOATS,

Double-Breasted, Roll-Collar, or for Dress purposes,

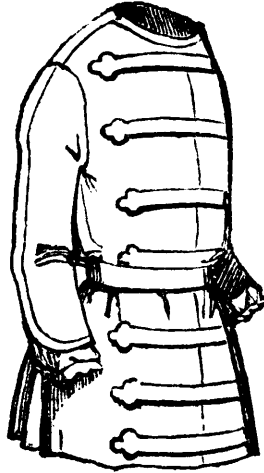
1s. 6d., 2s. 6d., 4s., 5s. 6d., 7s. 6d., 10s. 6d.

L. HYAM and Co., 86, Oxford Street.

Suit à la Marinère.



Tunic Suit.



Hussar Suit.



Masketeer Suit.



Poénaise Suit.



Polka Suit.

L. HYAM and Co., 86, Oxford Street.



LADIES
RIDING HABITS

THE
RIDING HABITS
of L. HYAM and Co. are cut and made with the most unerring taste and skill. Ladies residing in the town or country can be splendidly fitted, without the trouble of being measured, by sending the body of a well-fitting Dress.

PRICES:
50s.; 65s.; 80s.; 100s.

L. HYAM and Co., 86, Oxford Street, London.

SERVANTS LIVERIES.

PRICES:

Pages' Suits,
30s.; 35s.; 40s.

Footmen's, Grooms', and
Coachmen's Suits,
63s.; 73s.; 80s.

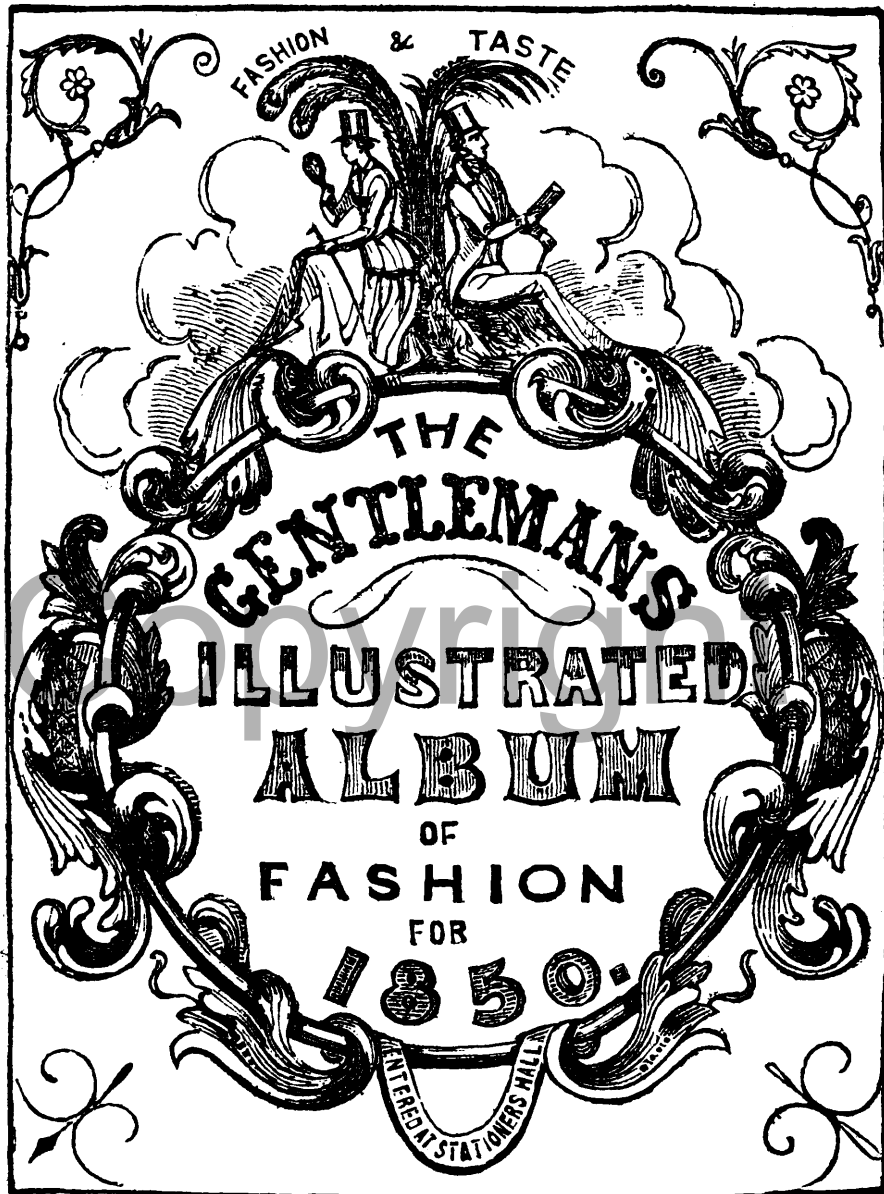
Postillions' Suits,
35s.; 45s.; 60s.

Grooms' Moleskin
Stable Suits,
17s. 6d.; 25s.

Footmen's and Butlers'
Waiting Jackets,
6s. 6d.; 8s. 6d.; 10s. 6d.

Servants' Great and
Over Coats,
42s.; 50s.; 55s.; 65s.





John K. Chapman, & Co., 5, Shoe-lane, & Peterborough-court, Fleet-street.

NOTES

Hyam, *The Gentleman's Illustrated Album of Fashion for 1850*

- p. 5, *Illustration, front cover*: The engraved title is similar to those used for magazines such as *Punch*. At the top is an elegantly dressed couple, the woman wearing a riding habit and admiring herself in a hand mirror, the man in a smart day suit and perusing a book – or this catalogue.
- p. 6, l. 1, *Directions for Self-Measurement*: these appear to be for bespoke clothing. The measurements from shoulder to elbow, and across the shoulder blades, are needed to give the correct close fit. The width of the trousers can be specified by the client; as today, this was one of the main variables in the cut of men's clothing.
- p. 7: *Illustration*: The artist for this page has used texture carefully to suggest the different qualities of the two suits. The gentleman on the left is dressed in a slightly brash high-fashion outfit, with striped trousers, and a double-breasted waistcoat in a large check with a shawl collar. This would increase the apparent width of the chest, and corresponds to the wide skirts and large patterns coming into fashion for women around 1850. The coat is similar to those described as 'dress coats' in Coutts's *A Practical Guide*, Plate III and p. 59. The figure on the right wears a coat in a cut described by Coutts as a 'surtout' (*Practical Guide*, plate IV and p. 68), with a high-buttoned waistcoat and plain trousers; this would be more appropriate for businesswear. Both wear leather gloves and carry canes and top hats.
- p. 8: *Addresses*: Hyam's branches are in central locations in major British cities, in streets that are still important for shopping. The premises in Glasgow and Birmingham are very near major railway terminals, which would attract customers and also provide facilities for shipping orders to clients by rail.
- p. 8, l. 20: *Abatements*: Hyam finds it necessary to state explicitly that there is to be no haggling or discounting from the marked price, in contradiction to earlier practice.
- p. 8, l. 22: *Saturdays*: Hyam closes on Saturday for Jewish Sabbath, but not on Friday evening; nor does he mention closing for major Jewish holidays as did Moses and Son at this period; see E. Moses & Son, *The Minion of the Million* (London, 1849), Men's Clothes 2(13), John Johnson Collection, Bodleian Library.
- p. 9, l. 1: *A useful gift*: this replicates the dedications placed at the start of contemporary literature.
- p. 10, l. 18: *as every season ... a thorough change*: Hyam is reminding customers that his stock is fashion-led, and different every season, so should not be judged on price alone.
- p. 11, l. 6: *so long held ... most extensive*: similar claims were made by E. Moses & Son.
- p. 11, l. 9: *standard of monopoly*: the practices of bespoke tailors.

- p. 11, l. 14: *commercial wonders*: Hyam claims that his shops are an essential part of modern progress.
- p. 11, l. 19: *manufacturers*: probably fabric manufacturers, as the clothing would be made up in Hyam's own workshops.
- p. 12, l. 8: *cutters of acknowledged ability*: this aims to reassure clients that Hyam's staff is as skilled as a conventional tailor's.
- p. 12, l. 11: *The most superior workmanship is always guaranteed ... immediate wear*: the offer of a money-back guarantee, and the stress on the longevity of the firm, are attempts to distance Hyam from purveyors of cheap 'slops'.
- p. 14, l. 2: *Dress, surtout, hunting and morning coats*: the styles illustrated are the dress, surtout and morning coats. The morning coat was cut slightly looser in the waist and shorter in the skirts for casual wear. Hunting coats would be of two kinds; formally tailored from broadcloth for hunting on horseback, and loosely cut in rough tweed for hunting on foot.
- p. 5, l. 2: *Overcoats and paletots*: the paletot can be seen on the right; more loosely cut than a frock coat, it became the standard shape in the 1860s.
- p. 16, l. 3: *Cut in the French, German and English Fashion*: this refers to the degree of flare at the ankle, with French trousers more flared than English; Coutts, *Practical Guide*, Diagram plate 6.
- p. 17, l. 4: *Mourning of every description*: On the death of a close relative, each member of a middle-class family would require a complete wardrobe of mourning clothes for at least a year, as would servants, especially those in public view such as maids and footmen. Close friends of the deceased, and the clergy and undertakers' men officiating at the funeral, might be given mourning scarves, gloves and hatbands. At one funeral in 1843 the cost of these accessories came to over £47; see P. Jalland, *Death in the Victorian Family* (Oxford: Oxford University Press, 2000), p. 196. For the arguments for mourning reform, see Volume 2, pp. 377–85.
- p. 18, l. 1: *Double breasted, roll collar and dress waistcoats*: Waistcoats were the major focus for male sartorial display, and were often made of luxurious and decorative fabrics such as velvet, or embroidered. Marcella and quiltings were both cotton fabrics woven with a quilted texture.
- p. 19, l. 1: *Spring and summer jackets ... lounging coats*: the styles illustrated seem to be for semi-formal wear, rather than for country pursuits like fishing or riding; the back view on the left shows the tightly waisted fit created by sloping back seams.
- p. 19, l. 3: *Scottish and west of England materials*: these would be wool cloths, with Scotland noted for loosely woven tweed and the West of England for finely finished broadcloth.
- p. 20, l. 12: *Hussar suits, tunic, french, polonaise and habit suits*: some of these terms are clarified by the drawings on the opposite page. The 'habit suit' may have been one with breeches for horse riding. Selling trousers and jacket separately allowed families to replace only garments that were needed; it also allowed them to choose whether young boys wore transitional garments like tunics over petticoats or trousers. See Coutts, *Practical Guide* Plate I and pp. 11–12.
- p. 21, l. 1: *First illustration: Suit a la Marinier*: a naval styled suit; the name literally translates 'in the style of a female sailor' (French). It has a shaped button-back cuff, like those found on naval officers' uniforms.
- p. 21, *illustrations: Tunic ... hussar ... polonaise ... polka*: the 'hussar' suit introduced in the 1760s had strips of braid across the front like military hussars' uniforms. Here this trimming is transferred to the tunic and polonaise jackets, and the hussar is now a short fitted jacket with no trimming.

- p. 21, l. 2: *First illustration, second l.: Musketeer*: it is not clear why this kilt variant was given this name. It may have been thought to resemble the wide breeches worn in the late seventeenth century, or named after Alexander Dumas's popular novel *The Three Musketeers* (1844).
- p. 21, l. 2: *Third illustration, second l.: Polka suit*: a polka was a women's informal jacket with flared skirts, often knitted and highly decorative, popular from the late 1840s. Probably called after the dance, popular after 1835; see Levitt, *Victorians Unbuttoned*, p. 121.
- p. 22, l. 1: *Ladies riding habits*: these were worn only by middle-class women who could afford to keep their own riding horses, and were able to ride side-saddle. The skirt was cut twenty inches longer than the legs in order to cover the feet when riding, and might contain ten yards of fabric. It is interesting that Hyam offers to fit the jacket by copying an existing garment; Coutts recommends cutting the jacket lining first in order to get the fit right (*Practical Guide* plate XV and pp. 155–6). The plates show two variants, one with a tabbed skirt and shawl collar, the other with a rounded 'polka' skirt and high collar. The rider on the left has a veil draped round her hat; these were used to keep sun and flies off the face while riding.
- p. 23, l. 1: *Servants' liveries*: male servants were taxed at a rate of £3 and upwards a year, so they were a mark of status even for middle-class households. They would be provided with matching sets of uniform clothes or liveries to wear when on duty in public and practical garments to work in. These often included archaic features such as knee-breeches and grey wigs or powdered hair, and were made with distinctive colour combinations or trimmings. The coachman, footmen and postilions would need overcoats when riding outside a carriage in bad weather. See D. De Marly, *Working Dress, a History of Occupational Clothing* (London: B. T. Batsford, 1986), pp. 133–6. The image on the left shows a footman in outdoor livery, holding a top-hat, and the figure on the right is a groom or coachman, with sturdy leather boots. The economic importance of livery clothes to the working tailor is suggested by the fact that Coutts's *Practical Guide* devotes ten plates to them; plates XVIII–XXVII.

Reform Your Tailors' Bills

1. *double-milled Cassimere*: milling would pre-shrink the cloth and make it stronger.
2. *Dresses*: dress is used here and elsewhere in the sense of 'outfit' or clothing, not a skirted garment.
3. *gratis*: free.
4. *EXORBITANT CHARGES ... ARMY AND NAVY*: army and navy officers' uniforms were made to measure for them, and would include regular, dress and field versions. Dress uniforms might incorporate metal thread embroidery or other trimmings that needed specialist attention, and specialist tailors.
5. *STATE LIVERIES SPLENDIDLY MADE*: State liveries would be provided for wearing on formal occasions, for example by footmen riding behind the master's carriage.

How to get a Good Dressing

1. *rust*: light-coloured patches, either from the dye fading or from the top surface of the fabric wearing off.
2. *Toggery*: a facetious word for clothing.