



RYDE SOCIAL HERITAGE GROUP

Beyond the Graves

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FROM TOP TO TOE

Work or Play ~ What Shall We Wear Today?

Wearing apparel used to reflect on status and wealth [or otherwise], it could indicate occupation or military service ~ but now-a-days anything goes!

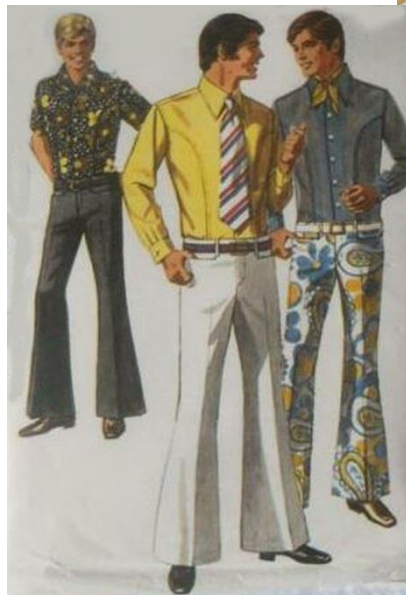


This fashionable lady wore her 'Sunday Best' for a trip to Mr Matthews the Ryde Studio Photographer. What would she have thought of the young lady exposing so much flesh in the advert from 'The Islander' in August 1970.



Beautiful

THE beautiful good looks of a tailored wrap-over dress. The sleeveless dress is contrasted with cord and fastens with triple button fastening on the bodice.



Mr Cox, looks slightly more casual than might be expected for his studio portrait, but, no doubt, he would have been horrified to have to wear the rather fetching floral flares if his wife had been able to make them using this 'Simplicity' pattern.

[Ann Barrett collection]



This engraving of Wheelers, draper & hatter, shop in Ryde High Street, shows ladies out shopping wearing crinolines and bonnets, while the men sport top hats. Wheelers had plenty of competition from other clothing stores in the town.

IW Observer 12 March 1859

T Fairey respectfully solicits an inspection of his choice stock of Furs, in Seal, Sable, Ermine, Mink, Monkey, French Sable, Chinchilla and other Muffs. T Fairey can confidently recommend the above as being the largest and cheapest stock of Muffs in the Island. Furs cleaned, altered and repaired. Victoria House, 61 Union Street,

In the IW Observer, 26 February 1870, Thomas Fairey was able to boast that he had manufactured two frocks of 'Royal Isle of Wight Lace' for the Queen's grand-daughters. She 'highly approved of their exquisite Taste and Beauty' and purchased more items from him.

TAILORED TO FIT



Frederick Whittington outside his shop at 110, High Street, Ryde, and his advert of March 1913. He ran his business until about 1932 and died, aged 81 in 1942 [IW County Press obituary 2 May 1942].

F. G. Whittington,
110 High St. Ryde,
Tailor & Outfitter,
Hatter & Kosier.

CAPS AND TIES
A SPECIALITE.

IW Observer 2 May 1914
Wanted Apprentice for Hosiery and Tailoring. No premium. Pocket money given - Osborne and Son, Union Street, Ryde



A Victorian advert for Charles King, who declared himself bankrupt 2 June 1860 [IW Observer]

C. MORLEY, TAILOR, SCOURER, &c., 40, HIGH STREET, RYDE, having done the Scouring, Pressing, and Repairing the same for Messrs. J. & A. Morgan for the past four years, wishes to submit his List of Charges:

Scouring and Pressing Dress or Frock Coat...	3 0
Ditto Morning Coat	2 6
Ditto Pair of Trowsers	1 0
Ditto Vest	1 0

All Repairs moderate. — Wardrobe Dealer.

IW Observer 2 May 1868

C. Morley advertises his rates for cleaning and repairing your outfits.



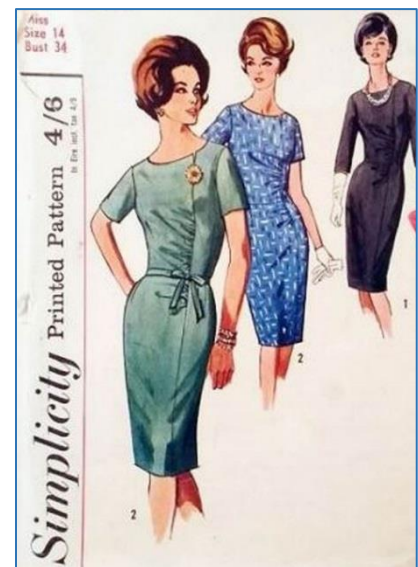
Advert for C & M Butt - Kelly's Directory 1910

J. BUTCHER, (from J. and A. Morgan's), MILITARY TAILOR and HABIT MAKER, 17, Star Street, Ryde. —Ladies' and Gentlemen's Garments of every description at very moderate charges. Liveries, &c.

IW Times Advert for Butcher's Military Tailor

Excerpt from an article in the IW Observer, 17 December 1910

Women are rapidly developing mannish figures owing to a craze for athletics and outdoor sports ... the modern girl is better dressed than the girl of the Victorian period ... There was a time when men wore silk stockings, wigs, beaver hats, and spent more on their dress than did their wives ... Now-a-days men spend their time whenever possible in a lounge suit ... as Women grow more mannish they will become equally careless about their dress.



Less and less bespoke tailoring was done, especially when easy patterns such as this 'Simplicity' example became available to make up on a home sewing machine. An example shown below in an advert from a Commodore Programme,



IW Times
4 February 1960
Advert for Holmes & Sons offers 'All Wool Worsted, Terylene or Fine Tweed' materials.



IW Observer 13 August 1859

Miss Greenaway (from Madame Virginia's) Parisian Corset Maker, Bedford House, Cross Street, Ryde. Respectfully announces to the Ladies resident and visitors of the Island, she always has on hand a large assortment of French Corsettes, Bodices &c. of the best kind.

UNDER-PINNINGS & ACCESSORIES

IW Observer 6 December 1856

Hat Emporium 51 Union Street, Ryde. Samuel Young has just received his Spring stock of Hats and Caps, consisting of ... New Shapes in Paris Hats, Black, Drab, and Brown Superior Soft Felts in New Shapes. White, Brown, and Drab Straw Hats and Covered Hats. Caps - Navy regulation, the American Navy Cap, Black Cloth in Plain and Fancy Shapes. Tweed Caps of Superior Quality.

The last year's Stock Selling off at very Reduced Prices. 8s 6d. Paris Hats reduced to 5s.

Perhaps Samuel Young overstretched himself as the IW Observer 28 May 1864 noted his bankruptcy.

.. Important to Ladies. .

The Celebrated

C.B. CORSETS

Are beyond ALL comparison, the BEST the World produces.

C.B. Corsets have the Largest Sale in the World.

They ensure an Elegant and Symmetrical Figure.

Great comfort in wear and durability is claimed for C.B. Corsets.

THE importance of the Corset has been universally in the estimation of every lady desiring to dress to the greatest advantage, and bearing this fact in mind, we have studied a very complete range of the Celebrated C.B. CORSETS in style to suit every type of figure.

Of perfect shape, beautifully made, and most comfortable in wear, they are offered at prices so moderate as to be within everybody's reach, and it will be found well to be so far as Corsets are concerned, they are not equal to perfection and at a minimum expenditure.

Dresses worn over C.B. Corsets FIT to Perfection.

For Moderation in Price C.B. Corsets stand Unrivalled.

Perfection of Shape, Beauty of Form, Excellence of Manufacture.

A stock of the above Beautiful Corsets kept to suit every type of figure, at Popular Prices, 2s.11d., 3s.11d., 4s.11d., 5s.11d., 6s.11d. to 10s.11d.

Cottrell Bros. advert for CB Corsets in the 'Vectis' Magazine, 15 March 1899



IW Observer 2 August 1913
Dress – At a meeting in Ryde it referred to the “disgraceful way” in which many women were dressing today. It was agreed that the fashions adopted by the lovely sex today are strange.

This lady of 1917 has a new-found freedom due to the Great War.

In their issue of 22 December 1906 the IW Observer said the latest thing in hat pins was those with twisted leather heads, being strong they appealed to women playing golf or hockey. Cream, blue and cherry colours were ‘charmingly pretty’ and could match leather motor coats.

IW Observer 1 May 1915 – Sunshades are to be very much in this summer, as the small hat provides little or no protection from the sun. One lady at the Garden Party at Mead Lawn Tennis & Croquet Club, 8 June 1907, seems to be ahead of the trend, while gentlemen wear panamas.

[Paul Kingswell Broderick Collection]



Fashion detail IW Times
1 October 1914



Seamstresses could extend their skills to millinery with this Vogue pattern.

“Della”

High Class Milliner

Has an attractive display of Evening Flowers and Feather Hats suitable for Cocktail Parties and Special Occasions

Only address:
20 UNION STREET,
RYDE, I.O.W.

Agent for “SCOTT CLASSIC SPORT-FELTS”

‘This Island’ 1948
advertised ‘Lizbeth’s’
Hat Shop in Cross
Street.

IW County Press
1 December 1951
advertised ‘Della’,
High Class Milliner in
Union Street.

The days of never
being seen outdoors
without a hat were,
however, coming to
an end.

LIZBETH

HAT SHOP
CROSS STREET

RYDE

★
A fine display of
Early Summer
Models

by
Aaage Thaarup
Mary Seton

and
other leading West End houses

★
RYDE 2173

MENS WEAR



IW Times 5 December 1963 - Woodnutt
Advert [right]
The Union Street shop, 1980's [above]

Get yourself a new man
for
Christmas

give
him
a
TERN shirt
by *Consulate*
and make a new man of him!

See our wide selection of **TERN NEVER-IRON SHIRTS** in all the latest
plain colours, checks and stripes. The perfect gift for him - collar
"a" cut perfect! FROM **39/6**

WOODNUTT of RYDE
FOR MEN'S WEAR
65 Union Street Phone: Ryde 3508

KERVILL'S
THE MAN'S SHOP

'McCaul'
KNITWEAR
FOR MEN

All Wool Shetland Type V or Crew Neck PULLOVERS	37/6
Fisherman's Knit All-Wool CLUB-COATS	59/6
Fine Knit All Wool Roll- collar PULLOVERS	50/-

49 HIGH STREET, RYDE - Tel. 2867

IW Times 12 September 1968 advert for Kervill's. In 1963 they were advertising 'Flanelette shirts, with a spare collar'. No make-do-and-mend by turning the collar when it frayed, if you could afford 23/11.

**14 DAYS
ANNUAL
SALE
NOW
ON**

Reductions
2/6 TO 10/- IN £1
ON OUR
ENTIRE STOCK
OF
Knitted Goods
Wools & Hosiery

OVER 350 BRANCHES
LADIES' HOSE, From **1/6** per pair
MEN'S HALF-HOUSE, From **1/1** per pair
**SPECIAL BARGAINS
AT HALF-PRICE**

28 HIGH STREET, RYDE.
District Branches - NEWPORT, L.Y. 25 High St. SHIRLEY, 413 Shirley Road; SOUTHAMPTON, 181
High Street, 105 Portland Street; SOUTHSEA, 192 Commercial Road; TIDMOUTH, 143 Pratten
Road near Arundel Street; GREENOCK, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 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2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141

UNIFORMS

IW Observer 10 June 1865

Our postmen have at length been allowed their official clothing, and made their appearance accordingly this week. We are glad to see Ryde in this respect allowed the same privilege which has so long been accorded to larger and more commercial localities.

In more modern times Post Office Staff pose in Union Lane, when Frederick Blow was an Inspector. [Heather Driver Collection]



IW Observer 25 August 1900

A revised edition of 'Dress Regulations for the Officers of the Army' was available. If any soldier was 'discovered in possession of an article of uniform that deviates by a jot or tittle from the authorized pattern things will be made unpleasant for that person's commanding officer'.

Photograph of an unknown man, hopefully correctly attired for his position. [Photo Ann Barrett]



In days gone by a striped apron signified the trade of a butcher or a fishmonger.

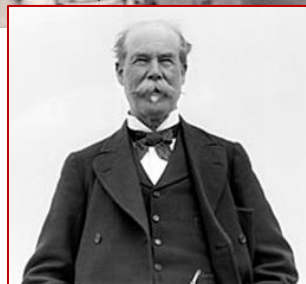
Thomas Lipton founded his business in 1871 and eventually the shops were in most towns. Insert Thomas Lipton dressed as a typical businessman [Wikipedia]. His 'girls' were smartly dressed in their distinctive uniform here photographed behind the counter in Ryde [1950's/60's]. [Photo Dave Bushell]

During the 20th century fashion changed rapidly, partly due to the development of easy-care fabrics, such as 'Courtelle' as advertised in the IW County Press, 19 March 1966. Jeans used to be considered as work clothes, but now they are very much part of the fashion scene. Social changes meant greater freedom for young people to wear what they wanted, rather than looking like their elders. Even so 'Teddy Boys' dressed in fashions reminiscent of Edwardian days. Boutiques appeared on the High Street, a totally different shopping experience from Victorian days.



About Courtelle . . .

Courtelle is an acrylic fibre, the result of research and development in Courtauld's own laboratories. Courtelle is a man-made fibre, formed by a polymeric combination of acrylonitrile and minor proportions of other constituents. Courtelle is warm, soft and light — yet completely washable. New ease-of-care quality.



IW Times 9 November 1964 advert for Lady Katie
IW County Press 26 July 1975 advert for Top Gear

Autumn Fashions
Lady Katie
Fashion Boutique
7 UNION STREET, RYDE 2065
Coats - Suits - Dresses
Cocktail Wear - Etc.
Personal Attention
ALL AGE GROUPS CATERED FOR from 34 to 44 hips

Top Gear Boutique
Ladies' and Children's Fashions
24 CROSS STREET, RYDE, I.W. Tel. 3172
SALE
AUGUST 1st
GREAT REDUCTIONS
IN BOTH DEPARTMENTS

For 1966 **Pack & Culliford**
star Courtelle in their
Spring and Summer FASHION SHOW
AT THE
OASIS BALLROOM, RYDE
WEDNESDAY MARCH 23rd
at 3 p.m. and 7 p.m.
THURSDAY MARCH 24th
at 3 p.m. and 7 p.m.
Admission by ticket only — available from the Fashion Dept., 1st floor, Ryde

IW County Press 19 March 1966 advert for Pack & Culliford Fashion Show. If Their prices were too expensive then enterprising ladies would go to the local jumble sales to pick up bargains.

PUT YOUR BEST FOOT FORWARD

50 Times a day
We hear, in here:
"Comfort at Last"
Why?



Comfort Shoes from 15/-

Because!
We "fit" on the assumption that if you have a wide joint you want a wide shoe, and you want it at a reasonable price.

W.B. SAVAGE
Comfort Shoemakers
185 & 186 High St., RYDE
Branches at Fouthsea.

In Black Glace
Brown Glace
1 Pair Shoes
at Oxford

IW County Press
15 October 1927
advert for W.B. Savage

Bishop Bros. with a fine display of footwear outside their premises



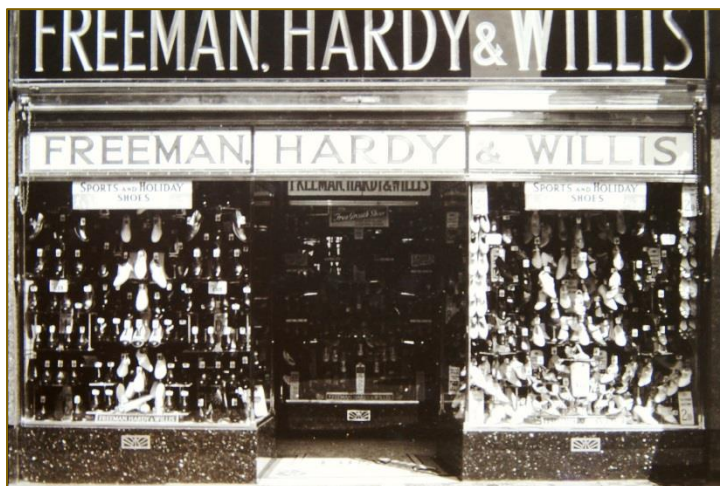
IW Observer 17 July 1915

Closing Up – The old established boot and shoe firm of Coleman and Sons are giving up their business in Union Street at the end of next month, and in the meantime the stock will be cleared at bargain prices. Mr Berry, who for nearly 20 years has been the manager, is to take up a similar position with a firm of bootmakers at Brighton.

Colman & Sons,
FOOTWEAR SPECIALISTS.
59, Union Street, Ryde, I.W.
ANNUAL
STOCK-TAKING
CLEARANCE
SALE,
BOOTS AND SHOES
FOR CASH ONLY,
MONDAY, NOV. 11th, 1912.
FEW DAYS ONLY.

IW Observer 9 November 1912
Colman & Son advert

Freeman, Hardy & Willis
in Ryde High Street



<p>'G. O.'</p> <p>LADIES</p> <p>This stands for Quality.</p> <p>CALL and SEE all the latest Shapes & Styles in Walking, Field and Golf Footwear.</p> <p>SHOES that sell.</p> <p>Children's 'Nature Form' Boots & Shoes in Black and Tan leathers.</p> <p>Freedom for the Feet.</p>	<p>'Always' WEAR 'Always'</p> <p>Geo. Oliver's Boots & Shoes CHEAPEST & BEST</p> <p>"ALWAYS" MODERN Footwear DAINTY Footwear BEST Footwear</p> <p>Local Addresses:— 37 HIGH ST. 146 HIGH ST. RYDE</p> <p>Boots and Shoes made to measure to suit Customers' requirements.</p> <p>REPAIRS. BEST LEATHER. MODERATE CHARGES.</p>	<p>'G. O.'</p> <p>GENTLEMEN—</p> <p>Are you looking for SMART Footwear?</p> <p>We have it—Quality Right Prices The Lowest.</p> <p>Boots for Field Golf and Walking.</p> <p>BOOTS that wear.</p> <p>Boys' and Girls' School Boots, wear resisting at lowest prices cannot be equalled.</p> <p>Territorial and Yeomanry Boots.</p>
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Peach Bloom 1d. 2d. & 4d. tins. **THE NEWEST AND BEST BOOT POLISH** Peach Bloom 1d. 2d. & 4d. tins.

An advert for Oliver's Shoe Shop, with two Ryde High Street shops. March 1913

IW County Press 30 March 2001

The Island's best-known quality shoe shop was to close, blaming the lowering in the quality of shops in Ryde. Russell and Bromley said it was to close its Union Street shop, with the loss of 12 full and part-time jobs. The store had been in Union Street since before the war.

Russell & Bromley's premises [now a betting shop] was once Sheridans Hotel [inset] traces of that building can still be seen today along the side walls.

