HFR-140

Historic Furnishings Report

BUILDING 40
THE READY-MADE CLOTHING STORE

Harpers Ferry National Historical Park
Harpers Ferry, West Virginia

by

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1850s clothing store despite the fact that the Denver Service Center was restoring the exterior of the building to its 1881 appearance. In order to accomplish this, partitions were installed on the first floor to re-create the three rooms that probably existed there in the 1850s. The design of the partitions incorporates a reveal to indicate that these partitions did not exist in the 1881 structure.

Site specific documentation for the contents of Frankel Bro. & Co., the clothing store that occupied building 40 from 1858-60, consists of four newspaper advertisements that ran in the *Spirit of Jefferson* and the *Virginia Free Press* during that period. These advertisements are reproduced as an appendix to this report. The site specific evidence is supplemented by evidence from other ready-made clothing stores in Harpers Ferry and elsewhere, also included in this report. Although many of the period illustrations are of clothing stores in large cities, this evidence is balanced by pictorial evidence of small town ready-made clothing, dry goods, and tailor shops. Considerable attention has been given to assimilating all of the pictorial and written documentation into an interior appropriate both in time and place for 1850s Harpers Ferry.

Planning documents affecting the use and management of building 40 are:

IDLCS: 00553, Management Category A. The building was added to the National Register of Historic Places on May 20, 1981.

"Development Concept Plan," 1978

"Interpretive Prospectus," 1980

"Historic Structure Report: The William Richards Building, Historical Data Section," 1979

"Historic Structure Report: Building 40," 1983

HISTORICAL DATA

ANALYSIS OF HISTORIC OCCUPANCY

Charles Snell documented the pre-Civil War history of building 40 in the historical data section of his "Historic Structure Report: The William Richards Building, Bldg. No. 40, on Wager Lot No. 49" (October 1979). Therefore, this report will only summarize the pre-Civil War evidence. Building 40's post-Civil War history will be covered in greater detail.

To briefly summarize, building 40 is located on lot 49 of the Wager six-acre reservation. Constructed in 1824, building 40 was occupied prior to the Civil War by a long succession of merchants, mostly dealing in dry goods, groceries, and ready-made clothing. Thomas Hughes purchased the building and land from the Wager family in 1837, but because of financial problems, was forced to sell the property to William Chambers in 1841. Chambers held the property until 1850, when it was sold to William Richards. Between 1862 and 1865 building 40 burned, then stood as an unoccupied ruin for nearly 20 years.

Although Edward Tearney purchased building 40 in 1873, he did not begin renovations until 1881. Tearney raised the building from two to three stories, changed the fenestration, and probably filled in the basement at that time. Evidence indicates that after the renovation, ready-made clothing stores again occupied building 40 until the turn of the century.

Upon his death in 1902, Edward Tearney's children inherited the property, which probably stood vacant for most of the first decade of the twentieth century. William W. Demory purchased the property in 1920. Contemporary maps indicate that various stores operated out of building 40 between 1910 and 1940. W.W. Demory sold the property to Briscoe Smith in 1946. The State of West Virginia purchased

the property from Smith in 1952 and conveyed it to the United States government in 1953 for inclusion in Harpers Ferry National Monument.

* * * * * * *

Building 40 was built in 1824 by Daniel A. Weed, who leased what would become lot 49 of the six-acre reservation from owners Catherine Wager and her son John B. Wager.[4] The provisions of the lease required Weed to build a two-story stone house, 33 feet wide and 35 feet deep. Both floors were to be divided into three rooms, with the first floor fitted for a store, and the upper floor intended for living quarters. In return, Weed obtained the use of the land and building for ten years for a total of slightly more than $250. Weed agreed to convey the house to the Wagers in good repair after the expiration of the lease.[5]

Between 1824 and the Civil War, building 40 was occupied by a long succession of merchants, mostly dealing in dry goods, groceries, and ready-made clothing. Daniel Weed and his partner Otis Dudley operated a dry goods and grocery store in the building between 1824 and 1827. From 1827 to 1831, Isaac Newton Carter sold dry goods, groceries, medicines, and a variety of general merchandise on the first floor and lived in the rooms above. Henry Crampton lived above his dry goods shop in building 40 from 1831 to 1835.[6]

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[4]National Park Service, U.S. Department of Interior. "Historic Structure Report, The William Richards Building, Bldg. No. 40, on Wager Lot No. 49. Historical Data Section," by Charles W. Snell. Final draft, 1979, pp. 6-7.

[5]Ibid., p. 7. Snell quotes the Articles of Agreement, Feb. 5, 1824, Deed Book 12, p. 513. All public records quoted in this report can be found at the Jefferson County Courthouse, Charles Town, West Virginia. Since the author did not re-do Snell's pre-Civil War research, the following conclusions (and therefore footnotes) are taken from Snell's report.

[6]Ibid., pp. 13-14 and p. 25.

In 1835, the Wager six-acre reservation was subdivided into 56 lots. Lot 49, which contained building 40, was assigned to Gerard B. Wager.[7]

From 1835 to 1836, Bushrod S. Pine ran a dry goods store on the first floor of building 40, with William Avis and Joseph Lemox running a boot and shoemaking store on the second floor. Charles Staley purchased Pine's stock in 1836 and operated a dry goods store on the first floor, sharing the space with his wife Martha's millinery and fancy store. Staley and his wife continued to operate their businesses in building 40 until 1837.[8]

On March 1, 1837, Gerard B. Wager and his wife Ellen sold lot 49 and building 40 to Thomas Hughes for $3000.[9] Later that year, Hughes moved his general store into the first floor formerly occupied by Staley. Hughes lived over his store until 1841, when financial troubles forced the sale of the property at public auction, where it was purchased by William Chambers for $2350.

Chambers leased building 40 to ready-made clothing merchants Joseph L. Russell & Company. By 1843, Russell & Company had moved out. From 1843-46, Snell postulates that the building was jointly occupied by Righter Levering, a dry goods merchant and grocer, and by David Koonce, who ran a general store. In 1846, Chambers himself moved into building 40, opening a dry goods and grocery store on the first floor and living in the rooms above.[10]

William Richards purchased lot 49 and building 40 from William and Amelia Chambers in 1850 for $3000.[11] Snell speculates that the occupant for the first few

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[7]Ibid., p. 3.

[8]Ibid., p. 14.

[9]Ibid., p. 4.

[10]Ibid., pp. 15-16.

[11]Ibid., p. 4.

years of Richards' ownership was John G. Ridenour, who sold ready-made clothing, groceries, hardware, and a variety of other goods.[12]

Ready-made clothing merchants occupied building 40 from 1853 until it burned during the Civil War. In 1853, R. Walter and Brother, later joined by Moses Frank and Nisan Frank, operated a "cheap clothing hall" in building 40. The firm continued with various partners and under various names until 1858, when they moved to building 10. Frankel Bros, Levitoch and Hirsh next opened shop in building 40. Their ready-made clothing store lasted until 1860, when the firm dissolved its partnership. Bernhard D. Hirsh continued in the ready-made clothing business in building 40 until 1861.[13]

Building 40 burned between October 1862 and late spring 1865.[14] The building stood as an unoccupied ruin for many years. In 1873, William Richards sold lot 49 and building 40 to Edward Tearney for $800.[15] The low price indicates that the building was still a ruin at the time of the sale. Although Snell contends that Tearney immediately renovated building 40, evidence indicates that the building was not rebuilt until 1881. In September 1881, the *Spirit of Jefferson* stated that:

> Mr. Levi Baker, of this place, is repairing and improving the unoccupied stone building belonging to ex-sheriff Tearney opposite the post-office,

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[12]Ibid., p. 14.

[13]Ibid., pp. 18-20.

[14]Figures 1 and 2 are the principle pieces of evidence supporting this conclusion. Figure 1 is a sketch of Shenandoah Street rendered on October 16, 1862, showing the pre-Civil War appearance of building 40. Figure 2 is a detail of a Matthew Brady photograph taken in May or June 1865, indicating that building 40 was burned between October 1862 and May or June 1865.

[15]Snell, p. 4.

> Shenandoah street, Harpers Ferry--putting on a brick front and raising it to three stories.[16]

Two weeks later, another interesting item appeared:

> With the erection of the large new hotel of Mr. Green, the new buildings of Messrs. Walsh and Beale, the improvement of the building of ex-sheriff Tearney for the occupancy of Mr. G.L. Myers, and the addition being made to Storer College, Harpers Ferry just now is assuming an unusual business air. May the good work of improvement continue, and the old town in the near future assume and exceed the prosperity known there in days of yore, is our earnest wish.[17]

Harpers Ferry obviously did not begin to recover from the devastating effects of the Civil War until the early 1880s. Terrible floods in 1870 and 1877 wiped out whatever businesses struggled to survive.[18] Some Harpers Ferry residents began to build with periodic flooding in mind. James McGraw constructed building 33 in 1882-3 to withstand the elements.

> The door-sills are heavy marble, the foundation walls four feet, and the upper walls two feet thick--so that Mr. McG. evidently don't mean to be washed away by the first little rise in the river at Harpers Ferry.[19]

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[16]*Spirit of Jefferson*, September 6, 1881, page 3, column 1.

[17]Ibid., September 20, 1881, page 2, column 1.

[18]Ibid., October 4, 1870, page 2, column 3; *Spirit of Jefferson*, November 27, 1877, page 3, column 2.

[19]Ibid., August 7, 1883, page 3, column 3.

Thus, many buildings probably stood vacant in Harpers Ferry during the depressed post-war years between 1865 and the early 1880s.

Recent archeological excavations have uncovered a tremendous number of artifacts in the former basement of building 40. These artifacts include utilitarian ceramics (e.g., stoneware crocks and bottles), household ceramics (e.g., white ironstone), glass bottles, bones, shoes, bits of cloth, and many other items. The variety and quantity of objects indicate that building 40 was probably used as a trash site or dumping ground for many years while it stood as a ruin. The earliest objects date from the 1850s while the latest appear to date no later than the 1870s. These findings are consistent with the theory that building 40 stood empty and abandoned for nearly twenty years. Oddly enough, no evidence of charred remains has been found to date. Archeologists postulate that the building may have been swept clean after fire destroyed it.[20] Alternatively, perhaps the floods of 1868, 1870, and 1877 swept away or obliterated the remains of the fire while depositing additional material when the waters receded.

Tearney made several changes to building 40 during the 1881 renovation (see Figures 1, 3, and 4). He tore down the stone second story wall in the front, replaced it with brick, and added a third story in brick as well. Probably at this time the basement was partially filled in and the floor level of the first story lowered several feet, resulting in a much higher first floor, floor to ceiling height. The gable roof was rebuilt perpendicular to its original configuration to align with the roof on building 38. Tearney greatly increased the size of the windows, as well as enlarging the left-hand door on the first floor, and changing it from a single leaf to a double leaf door. The brick second and third story facade was built with a three bay fenestration, unlike the four bay arrangement on the first story. Tearney installed an

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[20]John W. Ravenhorst, personal communication, January 14, 1991.

iron balcony on the second story facade which was removed by the National Park Service in 1954 because of storm damage.[21]

Gabriel L. Myers moved his retail clothing store into building 40 in late 1881 or early 1882.[22] Myers, who was born in Prussia, had been a clothier in Harpers Ferry since at least 1870.[23] Before building 40 was renovated, Myers' store was located in building 38.[24] In 1880, Joseph H. Myers, G.L. Myers' brother, worked as a clerk in his brother's store.[25] G.L. Myers participated extensively in civic life but apparently never advertised. By 1886, G.L. Myers no longer lived in Harpers Ferry.[26] However, in January 1885, J.H. Myers began a long and prolific advertising campaign. These coincidental facts lead to the conclusion that J.H. Myers took over his brother G.L. Myers' clothing business when G.L. moved out of town.

The earliest advertisements for J.H. Myers' clothing store (dating from January and March, 1885) state that "[their] clothing is all of [their] own manufacture."[27] This probably means that J.H. Myers, like most other ready-made clothing merchants, cut the garments on the premises but distributed them to local seamstresses to be sewn. However, by September of 1885, Myers claimed only that "most of [their]

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[21]Snell, p. 11.

[22]*Spirit of Jefferson*, September 20, 1881, page 2, column 1.

[23]Bureau of the Census, Ninth Census of the United States (1870), Town of Harpers Ferry, Jefferson County, West Virginia, pg. 460.

[24]Fig. 2 shows a sign for G.L. Myers painted on the front window of building 38. This photograph was taken between 1865 and 1881.

[25]Bureau of the Census, Tenth Census of the United States (1880), Town of Harpers Ferry, Jefferson County, West Virginia, pg. 1.

[26]*Spirit of Jefferson*, June 22, 1886, Page 2, column 4. James C. Butt is acting as trustee for G.L. Myers indicating that Myers no longer lives in Harpers Ferry.

[27]Ibid., March 31, 1885, page 2, column 5.

clothing is of [their] own make."[28] By February 1886, Myers was traveling to New York City to lay in new stock.[29] In September of the same year, Myers advertised that he was an "agent for the celebrated Pearl Shirt and E.C. Burt shoes."[30] As discussed later in this report, manufacturing ready-made clothing locally was an intermediate step between custom tailoring and simple retailing. By the end of the nineteenth century only clothiers in large cities were still manufacturing their own clothing, and many of them were wholesaling to smaller shops like the one owned by J.H. Myers.

The terrible flood of 1889 caused considerable damage to the buildings along Shenandoah Street, although "the sagacity and activity of Mr. J.H. Myers in the removal of his stock saved him much loss."[31] Three months earlier, Myers had announced to the public that he was planning to change his business the following February,[32] and in January 1890, the *Spirit of Jefferson* reported that Myers had sold his business to V. Kaplon & Bro. and relocated to McKeesport, Pennsylvania.[33]

If the assumption is correct that J.H. Myers assumed his brother's clothing business, then the next tenant of building 40 was V. Kaplon & Bro. The Kaplon brothers began advertising in the *Spirit of Jefferson* in March 1890.[34] The Kaplons also traveled east to purchase clothing for their stores in Harpers Ferry and Brunswick, Maryland.[35] In 1892, the Kaplon brothers announced their decision to dissolve their

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[28]Ibid., September 8, 1885, page 2, column 4.

[29]Ibid., February 16, 1886, page 3, column 1.

[30]Ibid., September 28, 1886, page 2, column 3.

[31]Ibid., June 4, 1889, page 2, column 2.

[32]*Harpers Ferry Sentinel*, March 1, 1889, page 3, column 7.

[33]*Spirit of Jefferson*, January 7, 1890, page 3, column 1.

[34]Ibid., March 4, 1890, page 3, column 1.

[35]Ibid., August 26, 1890, page 3, column 2.

partnership, with each brother assuming the proprietorship of one of the stores.[36] However, it is not clear whether this dissolution took place, since the store in Harpers Ferry continued to be operated under the name V. Kaplon & Bro. for many years.[37]

In 1898, the Kaplons purchased the vacant lot next to building 40 for $600.[38] On May 1, 1900, the *Spirit of Jefferson* reported that the cornerstone had been laid for the new V. Kaplon & Bro. Clothiers building.[39] V. Kaplon & Bro. probably moved into their new building later in 1900 or in early 1901.

After owning lot 49 and building 40 for more than 25 years, Edward Tearney died in 1902, and left "the brick store house and dwelling and lot on Shenandoah Street in Harpers Ferry known as the Myers House" to his children.[40]

The building 40 storeroom probably stood vacant again for several years after V. Kaplon & Bro. moved next door. A 1902 map that lists building 40 as a dwelling may be referring only to the upper floors.[41] The storeroom was definitely unoccupied by 1907, since it is listed as vacant on the Sanborn and Perris insurance map prepared that year.[42]

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[36]Ibid., January 5, 1892, page 3, column 6.

[37]See for example *Spirit of Jefferson*, April 12, 1892, page 3, column 6, and May 1, 1900, page 2, column 2.

[38]*Spirit of Jefferson*, October 4, 1898, page 2, column 6. Apparently the deed was not recorded until 1900. See Deed Book 89, p. 243, Deed of Bargain and Sale, July 16, 1900.

[39]*Spirit of Jefferson*, May 1, 1900, page 2, column 2.

[40]Will of Edward Tearney, Will Book C, pp. 41-43.

[41]Sanborn and Perris Insurance Map, 1902.

[42]Sanborn and Perris Insurance Map, 1907.

On December 28, 1913, a terrible fire broke out in the store of A.R. Miles & Son, which was located on Wager lot 51 at the corner of Shenandoah and High Streets. The fire also spread to buildings 37 and 38. The account of the fire published in *The Farmers' Advocate* on January 3, 1914, gives a tantalizing glimpse into the uses of the buildings standing on the lots near Wager lot 51. Building 38 was occupied by "Aunt" Joe's restaurant. The "Demory Bros. store was broken open by interested friends in their absence and the safe rolled out upon the pavement as a precautionary step."[43] The article does not clearly indicate where the Demory Bros.' store was located, although the context implies that it was either in the western half of building 38 or in building 40. A 1912 insurance map indicates that the western half of building 38 was a dwelling and that building 40 housed a general store, supporting the theory that the Demory Bros.' store was located in building 40 in 1913.[44]

Coincidentally, Edward Tearney's daughter Mary Jane Tearney sold Wager lot 49 and building 40 to William W. Demory in 1920.[45] Although building 40 was vacant in 1922,[46] W. W. Demory opened a grocery and dry goods store in building 40 some time in the 1920s and operated it until 1929, when he moved his business to Purcellville, VA. The store goods and fixtures were sold on April 15, 1929.[47]

In May 1930, Howard C. Mullen leased the storeroom in building 40 from Demory with the intention of opening a furniture store.[48] No evidence exists to indicate that the furniture store ever operated. In April 1931, George Kellison purchased Howard

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[43]*The Farmers' Advocate*, January 3, 1914, page 4, column 5.

[44]Sanborn and Perris Insurance Map, 1912.

[45]Deed Book 119, page 201, Deed of Bargain and Sale, July 1, 1920.

[46]Sanborn and Perris Insurance Map, 1922.

[47]*Spirit of Jefferson*, April 4, 1929, page 8, column 1.

[48]Ibid., May 22, 1930, page 1 column 4.

Mullen's share of the Mullen and Hardy Meat Market,[49] shortly after Mullen purchased a farm in Neersville, VA.[50] George Kellison and Robert Hardy moved the meat market into building 40 sometime after May 1931.[51] By September 1931, the *Spirit of Jefferson* refers to the store as "Kellison's Meat Shop," which may indicate that the Kellison and Hardy partnership had dissolved.[52]

Kellison probably occupied building 40 until at least 1933.[53] W. W. Demory sold Wager lot 49 and building 40 to Briscoe Smith in 1946.[54] Briscoe Smith sold the property to the State of West Virginia in 1952.[55] The United States government acquired the property from the State of West Virginia on December 19, 1953, for inclusion in Harpers Ferry National Monument.[56]

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[49]Ibid., April 22, 1931, page 1, column 2.

[50]Ibid., April 8, 1931, page 1, column 1.

[51]Ibid., May 13, 1931, page 1, column 3. A photograph of Shenandoah Street taken ca. 1932 (Fig. 4) includes a sign for this meat market.

[52]Ibid., September 23, 1931, page 2, column 1.

[53]The Sanborn and Perris Insurance Map, 1933, indicates that building 40 is occupied by a store.

[54]Deed Book 166, page 220, Deed of Bargain and Sale, May 7, 1946.

[55]Deed Book 190, page 289, Deed of Bargain and Sale, November 25, 1952.

[56]Snell, p. 5.

Chronology of Building Use

1824 Catherine Wager and John B. Wager, owners, leased the land that would become Wager lot 49 to Daniel A. Weed. Weed agreed to erect a stone building 33 feet wide by 35 feet deep, 2 stories high, fitted for a store house, with three rooms on each floor. Daniel Weed operated a dry goods and grocery store out of this building.

1827 Isaac Newton Carter operated a dry goods and grocery store.

1831 Henry Crampton operated a dry goods store.

1835 Wager property divided into 56 lots. Lot 49 was awarded to Gerard B. Wager.

Bushrod S. Pine operated a dry goods store on the first floor and William Avis and Joseph Lemox operated a shoemaker's shop on the second floor.

1836 Charles Staley operated a dry goods and clothing store while his wife--Martha A. Staley--ran a millinery and fancy shop.

1837 Thomas Hughes purchased lot 49 with the stone house for $3000. Hughes operated a dry goods, grocery, and ready-made clothing store out of building 40.

1841 Lot 49 and building 40 sold at public auction to William Chambers for $2350.

Joseph L. Russell and Company operated a dry goods and clothing store.

1843 May have functioned as the dry goods and grocery store of Righter Levering.

1844 May have functioned as the dry goods and grocery store of David Koonce.

1846 William Chambers operated a dry goods and grocery store.

1850 William Richards purchased the building and lot for $3000. Richards and his family lived on the second floor until 1861.

May have functioned as the dry goods, grocery, and ready-made clothing store of John G. Ridenour.

1853	R. Walter and Brother (also called Walter, Bro. and Company) operated a ready-made clothing store.
1858	Frankel Bros, Levitoch and Hirsh operated a ready-made clothing store.
1860	Bernhard Hirsh operated a ready-made clothing store.
1862-65	At some point during this period fire destroyed the interior of building 40. The building stood as a vacant ruin until 1881.
1873	Edward Tearney purchased lot 49 and building 40 for $800.
1881	Edward Tearney renovated building 40 by putting on a partial brick front and raising the structure to three stories. He also altered the fenestration of the first and second floors. G.L. Myers operated a ready-made clothing store.
ca. 1885	J.H. Myers, G.L. Myers' brother, probably operated a ready-made clothing store.
1890	Probably occupied by V. Kaplon & Bro. as a clothing store.
1900	V. Kaplon & Bro. probably vacated building 40. Building 40 probably remained vacant until ca. 1912.
1902	Mary Jane Tearney inherited lot 49 and building 40 from her father Edward Tearney.
ca. 1912	Occupied by a general store, probably operated by the Demory Brothers.
1920	William W. Demory purchased the property for $3249.99.
1922	Building 40 vacant.
mid-1920s to 1929	W. W. Demory operated a grocery and dry goods store.
1930	Howard C. Mullen leased the storeroom in building 40 for use as a furniture store. Evidence does not indicate whether the business ever operated.
1931	George Kellison and Robert Hardy operated a meat market.
1946	Briscoe Smith purchased lot 49 and building 40.
1952	The State of West Virginia purchased the property.

1953 The State of West Virginia donated lot 49 and building 40 to the United States Government for inclusion in Harpers Ferry National Monument.

THE READY-MADE MEN'S CLOTHING INDUSTRY IN THE 19TH CENTURY

The organization of the men's clothing industry changed dramatically over the course of the nineteenth century. In the early 1800s, men's clothing was made the way it had been for centuries. The clothing of the lower income male was sewn at home by members of his family, while clothing of upper income males was sewn by tailors who fitted each garment to the customer. By the end of the century, most men, with the exception of the wealthy, were purchasing their clothing ready-made.

The women's ready-made clothing industry lagged behind. Clothing manufacturers were reluctant to compete with inexpensive and convenient local dressmakers in the production of suits and dresses, where a precise fit was demanded by style and fashion. No one attempted a systematic compilation of body measurements for women as the military had done for men during the Civil War.[57] Thus, for most of the nineteenth century, women sewed their own clothes or patronized a dressmaker. The first women's clothes to be manufactured ready-made were loose-fitting, heavy, and hard to sew cloaks and mantillas, available as early as the 1830s.[58] Manufacturers did not begin to produce ready-made suits and dresses for women until the last quarter of the nineteenth century and, even then, many would not guarantee that their clothes would be a good fit.[59]

Industrialization came rather late to the men's ready-made clothing industry. The sewing machine, first patented in the U.S. in 1842,[60] was not used in great numbers until after the Civil War. Prior to the 1860s, most men's garments were laboriously cut out with shears and sewn by hand. The introduction of cutting knives and

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[57]Claudia B. Kidwell and Margaret C. Christman, *Suiting Everyone: The Democratization of Clothing in America* (Washington, D.C.: Smithsonian Institution Press, 1974), p. 108.

[58]Ibid., p. 63.

[59]Ibid., p. 108.

[60]Grace Rogers Cooper, *The Sewing Machine: Its Invention and Development* (Washington, D.C.: Smithsonian Institution Press, 1976), p. 13.

sewing machines enabled a dramatic increase in production that stimulated the demand for ready-made clothing. Men of all classes were better dressed at the end of the century than at the beginning.

Thus, the mid-nineteenth century was a transition period in the manufacturing and distribution of men's clothing. For this reason, in order to understand the ready-made clothing industry at mid-century, one must also understand its antecedent--individually crafted clothing sold by the maker--as well as the final result--factory-made clothing retailed by local merchants.

During the early part of the nineteenth century, custom tailors supplied most men's clothing.[61] However, men who needed clothing in a hurry could purchase garments at "slop shops," stores which sold ready-made clothing to sailors, travelers, and others who were willing to sacrifice a good fit for quick service. The name "slop shop" is indicative of the quality of goods available ready-made in the early nineteenth century.[62] These stores generally clustered on the streets near the waterfront[63] and in or near hotels,[64] convenient to their prospective clientele. W.J. and J.G. Stephens' ready-made clothing store in Harpers Ferry was located in "the Corner Store adjoining the Virginia Hotel,"[65] David Siegel's shop was "one door west of Abell's Hotel,"[66] and John Strauss' was "near Carrell's Hotel."[67]

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[61]Egal Feldman, *Fit for Men: A Study of New York's Clothing Trade* (Washington, D.C.: Public Affairs Press, 1960), p. 74.

[62]Ibid.

[63]Harry A. Cobrin, *The Men's Clothing Industry, Colonial Through Modern Times* (New York: Fairchild Publications, Inc., 1970), p. 19.

[64]Feldman, p. 82.

[65]Advertisement, *Virginia Free Press*, October 27, 1842, page 3, column 2.

[66]Advertisement, Ibid, March 18, 1848, page 3, column 2.

[67]Advertisement, Ibid, January 17, 1856, page 4, column 4.

By mid-century, ready-made clothing stores stocked all ranges of quality, from the cheapest slops to garments as well-made as those sewn by custom tailors.[68] Customers, attracted by the convenience and low prices of ready-made clothing, flocked to the stores, which were able to offer a huge variety and selection. Large volume, the use of semi-skilled women working in their homes, and an increasing emphasis on cash sales enabled clothing store owners to narrow their profit margins and reduce retail prices. Lower prices meant that a wider class of people could afford to dress reasonably well.[69]

Custom tailors responded to these changes in the industry in several ways. Some gave up tailoring altogether, some became retailers of clothing, and some compromised, offering a selection of ready-made clothing along with custom services.[70] In the latter group, advertisements indicate the changing emphasis during the first half of the nineteenth century. Early in the century, tailors mentioned their custom work at the top of their advertisements, adding a line in small print at the bottom indicating the availability of ready-made clothing. By mid-century, the advertisements emphasized the quality and quantity of ready-made clothing, with custom services available for those who were hard to fit.[71] In 1856, Walter, Bro., & Co. of Harpers Ferry advertised "a large, superior, and well selected stock of Men's, Boys' and Youths' Spring and Summer READY-MADE CLOTHING." Near the bottom of the advertisement, the proprietors noted that "persons that cannot be accommodated with our present stock of Clothing, are informed that we are prepared to have Clothing made to order at short notice and a guaranteed FIT at the same low prices."[72]

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[68]Feldman, p. 76.

[69]Ibid., p. 82.

[70]Ibid., p. 78.

[71]Ibid., pp. 76-7.

[72]Advertisement, *Virginia Free Press*, March 27, 1856, page 3, column 2.

Some ready-made clothing merchants in Harpers Ferry were retailers who purchased their stock in eastern cities like New York, Philadelphia, and Baltimore.[73] Some of these merchants also offered custom services. Other retailers were local branches of retailing manufacturers located in large eastern cities. Walter, Bro. & Co. advertised that they were "continually receiving from our manufacturing House in Baltimore, a large . . . and well selected stock of Men's, Boys' and Youths' Fall and Winter READY-MADE CLOTHING."[74] Still other retailers manufactured their own ready-made clothing in Harpers Ferry. In 1856, John Strauss' advertisement "respectfully informs his customers in general that he has just received a large stock of DRY GOODS, which he manufactures in CLOTHING at this place, and which he will sell at the lowest cash prices."[75]

A small ready-made clothing retail store with custom service usually consisted of a salesroom in front, an adjoining cutting room, and a space for storage either above or in the rear.[76] The typical salesroom in Harpers Ferry contained a wide variety of clothing and other merchandise. Coats, overcoats, trousers, shirts, and underwear comprised the principal categories of clothing. In addition, boots and shoes, hats and caps, handkerchiefs, hosiery, suspenders, and gloves were for sale. Some stores stocked a variety of fancy goods like pocket books, combs, brushes, jewelry, and men's perfume.[77] The cutting room contained one or more tables for sponging the fabric (to control shrinkage), cutting the garment, bundling up the pieces to

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[73]Advertisement for George W. Legg, Harpers Ferry, Ibid, October 8, 1857, page 3, column 3.

[74]Advertisement, Ibid, January 1, 1857, page 4, column 4.

[75]Advertisement, Ibid, January 17, 1856, page 4, column 4.

[76]Cobrin, p. 32.

[77]Advertisement, Philip Frankel & Co., *Virginia Free Press*, October 27, 1859, page 3, column 1. Philip Frankel & Co. advertised frequently in the *Virginia Free Press* and the *Spirit of Jefferson* during 1858-60, the period they operated in building 40. Transcriptions of a selection of these advertisements appear in Appendix 1.

distribute to seamstresses, and ironing the final product. A cutter required very few tools to carry out his trade: shears, a tape measure, a square, a straight ruler, chalk, a curve rule, and a scales.[78] Curve rules were devices made of thin wood or paper which helped the tailor to draw the curved parts of a garment, e.g., the armhole, neckhole, etc.[79] Various scales were patented throughout the nineteenth century for use in measuring the body, and were usually combinations of the square and tape measure, occasionally making use of a level or plumb bob.[80]

During the first half of the nineteenth century, many tailors experimented with using "scientific" principles of anatomical proportions to enable them to take one or two of the client's measurements and, from these, to deduce the measurements of the rest of the garment.[81] The tables of proportions developed by these systems had a twofold use: shortening lengthy measuring sessions and generating patterns for use in manufacturing ready-made clothing. Unfortunately, none of these systems was very successful because of the wide differences in body types.[82] In fact, accurate standardized tables of measurements were not available until after the Civil War, which provided the opportunity to record the measurements of millions of soldiers being fitted for uniforms.[83]

These measuring systems were of great interest to proprietors of ready-made clothing stores, who were usually skilled tailors or cutters. Since the primary skill of a tailor involved the measuring, designing, and cutting of the garment, the men who

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[78]Feldman, p. 90.

[79]Kidwell, Claudia B., *Cutting a Fashionable Fit* (Washington, D.C.: Smithsonian Institution Press, 1979), p. 31.

[80]Ibid., p. 9.

[81]Feldman, pp. 91-2.

[82]Ibid., pp. 91-2.

[83]Ibid., p. 97.

performed these tasks, known as the cutters, were generally the best paid.[84] Thus, any system that would increase the productivity of the cutter enabled the ready-made clothing store owner to increase profits or reduce prices (or both). The proprietor generally employed cutters as salesmen because customers preferred to be fitted for ready-made or custom garments by a skilled cutter, who would understand how to alter or cut the clothes to achieve the best fit. Salesmen who were also cutters could also work in the cutting room when customer traffic was slow.[85] John Strauss mentioned that he employed "an experienced cutter" and that goods could be "made up to order in the latest style and warranted to be a fit or no sale."[86]

By the mid-nineteenth century, many clothing stores in the larger cities adopted the "one price" system, that is, each garment in the store would be marked with its price and theoretically there was no bargaining.[87] However, in Harpers Ferry, the practice of negotiating seems to have lingered. David Siegel advertised that he was "determined to offer such inducements in the sale of Men's and Boys' Clothing, as will defy competition."[88] "We are confident that we can undersell any establishment of the kind in this vicinity" boasted Philip Frankel & Co.[89] "Selling CLOTHING at Baltimore prices, CHEAP FOR CASH" claimed H. Mandelbaum & Co.[90] Selling clothing for cash only or discounting for cash was a common way for retailers to cut their operating costs, enabling them to reduce their prices and compete more effectively. "I have adopted the Cash system which will enable me to sell at a small

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[84]Ibid., p. 90.

[85]Ibid., p. 88.

[86]Advertisement, *Virginia Free Press*, January 17, 1856, page 4, column 4.

[87]Feldman, p. 88.

[88]Advertisement, *Virginia Free Press*, March 18, 1848, page 3, column 2.

[89]Advertisement, Ibid., October 27, 1859, page 3, column 1.

[90]Advertisement, Ibid., October 21, 1852, page 3, column 5.

advance above the manufacturing price," stated Nisan Frank, proprietor of the Great Southern Clothing Hall on Shenandoah Street in Harpers Ferry.[91] Four Harpers Ferry businesses specialized in ready-made clothing by 1860, so competition must have been fierce.[92]

Before the introduction of the sewing machine, clothing stores which manufactured their own ready-made clothing or had a custom-made service also cut costs by employing local women to sew the garments. Professional cutters were employed to measure, design, and cut the garments because these are the tasks that require the greatest skill and training. However, manufacturers could save 25 to 50 percent on the cost of sewing by employing women.[93] Bundles containing the pieces of cut fabric, lining, buttons, and trim were distributed to local women who sewed the garments at home, then returned them to the store for inspection.[94] "100 HANDS wanted to make Coats, Pants, and Vests. None but good Seamstresses need apply" advertised John Strauss in 1856.[95]

The introduction of a practical sewing machine in the 1850s resulted in a revolution in the organization of ready-made clothing manufacturing. These changes naturally occurred in larger cities first. The purchase and use of sewing machines by clothing manufacturers brought the sewing function back into the shop,[96] and encouraged the consolidation of the smaller shops into larger establishments which then became

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[91]Advertisement, Ibid., March 3, 1859, page 3, column 1.

[92]The four businesses belonged to John Strauss, William J. Stephens, Nisan Frank, and Philip Frankel & Company. See National Park Service, U.S. Department of the Interior. "Historic Resource Study, The Business Enterprises and Commercial Development of Harpers Ferry's Lower Town Area, 1803-1861," by Charles W. Snell. April 9, 1973, pgs. 43, 61, 77, and 93.

[93]Feldman, p. 93.

[94]Ibid., p. 96.

[95]Advertisement, *Virginia Free Press*, January 17, 1856, page 4, column 4.

[96]Feldman, p. 89.

primarily wholesalers.[97] However, in smaller towns the system of employing seamstresses in their homes lingered until many years after the Civil War.[98] When the price of sewing machines decreased dramatically in the late 1850s,[99] many women purchased them for use at home. The possession of a sewing machine gave these women a distinct advantage in terms of the amount of work that they could accomplish, although any increase in wages was usually offset by the cost of purchasing the machine.[100]

The sewing machine enabled ready-made clothing manufacturers to meet the need for uniforms during the Civil War. After the war, returning soldiers created a huge demand for ready-made clothing, while New York clothing houses were persuading "persons of taste" to overcome their prejudice against "slop" clothing. The nation-wide financial panic of 1873 stimulated interest in less expensive ready-made clothing. Improvements in manufacturing combined with this increasing demand for better quality goods led to a great advance in the quality of goods manufactured.[101]

The post-Civil War years were marked by the rise of the department store and the mail order catalog. These innovations brought affordable clothing within the physical and economic reach of the large majority of Americans. Ready-made clothing became available in all styles, tastes, and price ranges, and no longer labeled the wearer as someone unconcerned with fit or fashion. In fact, by the end of the nineteenth century, one ready-made clothing manufacturer estimated that nine-tenths of the men and boys in the United States wore ready-made clothing.[102]

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[97]Ibid., p. 109.

[98]Ibid., p. 102.

[99]Ibid., p. 109.

[100]Ibid., p. 110-11.

[101]Chauncey M. Depew, *One Hundred Years of American Commerce, Vol. II* (New York: D.O. Haynes & Co., 1895), pp. 563-564.

[102]Ibid., pp. 563-564.

Although this estimate may be exaggerated, undoubtedly the role of the custom tailor had greatly diminished by the end of the nineteenth century. The availability of affordable, well-made clothing to the majority of American men meant that only the very rich and the very poor could be singled out. The average man could purchase, ready-made, more clothing of better quality than ever before.

FURNISHINGS PLAN

THE FURNISHINGS FOR BUILDING 40--AN OVERVIEW

From April 1858 through January 1860, the ready-made clothing store of Philip Frankel & Co. occupied building 40. Newspaper advertisements indicate that Philip Frankel & Co. sold a wide variety of men's and boys' clothing, shirts, underwear, boots and shoes, hats and caps, handkerchiefs, hosiery, suspenders, and gloves. Frankel also stocked a variety of fancy goods like pocket books, combs, brushes, jewelry, and men's perfume. (See Appendix 1, Part 1.)

The 1824 lease agreement indicates that building 40 was constructed with three rooms on the ground floor.[103] A small retail ready-made clothing store with custom service usually consisted of a salesroom in front, an adjoining cutting room, and a space for storage either above or in the rear. A typical cutting room contained one or more tables for sponging the fabric (to control shrinkage), cutting the garment, bundling up the pieces to distribute to seamstresses, and ironing the final product. Professional cutters, employed to measure, design, and cut the garments, required very few tools to carry out their trade: shears, a tape measure, a square, a straight ruler, chalk, and a curve rule. Ready-made clothing stores reduced manufacturing costs by employing local women to sew the garments for a fraction of the wage that tailors earned. Bundles containing the pieces of cut fabric, lining, buttons, and trim were distributed to local women who sewed the garments at home, then returned them to the store for inspection.

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[103]Articles of Agreement, Feb. 5, 1824. Deed Book 12, p. 513.

SOURCES

The following sources provide historical documentation for the Historic Furnishings Plan:

1. **Primary resources directly related to building 40 and Wager lot 49, including deeds, wills, census records, newspaper accounts, insurance maps, advertisements, and photographs.** Property and census records, as well as accounts published in local newspapers like the *Spirit of Jefferson*, the *Virginia Free Press*, the *Harpers Ferry Sentinel*, and *The Farmers' Advocate*, yield information concerning the occupants of building 40. Exterior photographs illustrate the changes made to the building when it was reconstructed in 1881.

2. **Primary resources directly related to the clothing stores that occupied building 40 in the 1850s.** Advertisements in the *Spirit of Jefferson* and the *Virginia Free Press* list many of the items sold in the ready-made clothing stores that operated in building 40 during the nineteenth century.

3. **Primary resources related to other ready-made clothing stores located in Harpers Ferry and elsewhere, including advertising material, trade cards, illustrations in books and periodicals, letterheads, and photographs.** Newspaper advertisements in the *Spirit of Jefferson* and the *Virginia Free Press* document the items sold in other ready-made clothing stores in Harpers Ferry. More than two dozen illustrations spanning the period from the 1810s through the early part of the twentieth century depict the interiors of ready-made clothing stores in eastern cities and towns, although no interior illustration of a Harpers Ferry clothing store was located. These illustrations were obtained largely from collections at the Winterthur and Hagley Museums, the Library of Congress, and the Smithsonian Institution, particularly the Warshaw Collection housed in the Smithsonian Archives Center. Basic interior arrangement, types of store fittings, and inventory display techniques are consistent enough to enable the preparation of a furnishings plan that depicts with reasonable accuracy the interior of a ready-made

clothing store in a small town. Nearly two dozen additional illustrations portray the types of window displays used by clothing stores in the nineteenth century. Although many of these illustrations show stores in large cities, the furnishings plan relies most heavily on the illustrations of small town dry goods and clothing stores (e.g., Double Thread, Great American, and Prang, among others).

4. **Primary and secondary resources dealing with tailoring, dressmaking, and the clothing industry in general.** Since many mid-nineteenth century ready-made clothing merchants began their careers as tailors and continued to offer custom tailored clothing as a sideline to the ready-made business, contemporary tailoring and dressmaking manuals were used to prepare the furnishings plan for the workroom.

5. **Primary and secondary resources related to dry goods and general stores.** Many dry goods and general stores also sold ready-made clothing, especially in smaller towns. These illustrations provide valuable information concerning the interiors of small retail establishments.

INTERPRETIVE OBJECTIVES AND OPERATING PLAN

The effects of the industrial revolution can be seen in subtle ways in Frankel's ready-made clothing store. Although today everyone buys clothing "off the rack," buying ready-made clothing in the nineteenth century was as revolutionary a concept as manufacturing guns with interchangeable parts. Even traditional tailor's work like custom sewing was distributed as outwork to save labor costs, a practice which became notorious in the immigrant sweat shops of late nineteenth century New York City. The Civil War provided statistics on body measurements for millions of soldiers. These became the basis for the first reliable system of standardized sizes. After the war, returning soldiers created a huge demand for quality clothing and encouraged the popular acceptance of ready-made garments. The availability of affordable, well-made clothing to the majority of American men blurred class distinctions and enabled newly arrived immigrants to blend visually into American society.

Building 40 is intended to function both as a staffed exhibit during peak visitation hours and as an unstaffed exhibit at other times. For this reason, this furnishings plan recommends a movable barrier, to be designed by the Park architect, that can be installed when the building is unstaffed. This barrier, as implied in the drawings that are a part of this report, would allow the visitor to step inside building 40 and view the salesroom. Movable interpretive panels will be located in front of the barrier and will explain briefly what the visitor is viewing. The text for these panels can be found after the List of Furnishings. During unstaffed periods the door to the rear room should be closed, since the visitor will not be able to see this room from the front door.

When the building is staffed, the visitor will enter through the front door and stand in the center of the room while being addressed by the interpreter, who would normally be standing behind one of the tables. Clothing store salesmen invariably dressed in the latest fashions since they functioned as walking advertisements for the merchandise. For this reason, male interpreters should be dressed in the best

quality, most fashionable reproduction clothes possible, since the visitor will assume that the interpreter represents the sales clerk. Since women never sold or fitted garments in a men's ready-made clothing store, the use of costumed female interpreters in this building is historically inaccurate. If the use of female interpreters is unavoidable because of staffing arrangements, the women should be dressed in a National Park Service staff or VIP uniform. When the building is staffed, a waist high barrier should be placed across the doorway to the rear room to allow a clear view of the room but prevent access.

THE PLAN

Key to Abbreviations used in the Furnishings Plan

Fig. No.	Abbreviation	Source
1-5	None used	See each illustration.
6	Atwood, 1868	Advertisement, Wm. O. Atwood & Co., No. 6 Waverly House, Charlestown, MA, in the *Charlestown Directory, containing the City Record....* Harpers Ferry Center Trade Catalog Collection.
7	Arts et Metiers, 1769	Engraving, Tailor, *Description des Arts et Metiers*, 1769. Illustrated in Claudia Kidwell and Margaret C. Christman, *Suiting Everyone: The Democratization of Clothing in America.* Washington, D.C.: Smithsonian Institution Press, 1974, p. 26.
8	Beck, 1855-75	Advertisement, James Beck & Co., No. 355 Broadway, New York, NY, 1855-75. Smithsonian Institution.
9	Booth, 1846	Advertisement, J.C. Booth & Co., Tailors, No. 187 Broadway, New York, NY, 1846. Smithsonian Institution, #CBA-111.
10	Boots, 1873	Advertisement, Boots & Shoes One Price Cash Shoe Store, Poster No. 5, 1873. Library of Congress, LC-USZ62-8885.
11	Bulpin, 1845-55	Advertisement, Paris Mantilla Emporium and Foreign Shawl Warehouse, George Bulpin, Importer & Manufacturer, 361 Broadway, New York, NY, 1845-55. Smithsonian Institution.
12	Central, 1854-9	Woodcut, Great Central Clothing Depot, South West Corner of 7th and Market Streets, Philadelphia, PA, 1854-59. Library of Congress.

Fig. No.	Abbreviation	Source
13	Changed Man, 1880	Lithograph, "A Changed Man," pub. by Currier & Ives, 115 Nassau St., New York, NY, 1880. Library of Congress, LC-USZ62-655.
14	Chestnut Hill, 1874	Lithograph, Chestnut Hill White Shirts, 1874. Library of Congress, LC-USZ62-12433.
15	Circumference, 1845-65	Trade card, "Circumference," 1845-65. Smithsonian Institution, #90-31.
16	Congers, 1890-1910	Trade card, "Buy Shoes and Clothing at Congers', Groton, N.Y.," 1890-1910. Smithsonian Institution.
17	Cutter, 1890-1910	Trade card, "Our Artist Cutter," 1890-1910. Smithsonian Institution, #90-30.
18	Dixon's, 1870-90	Trade Card, Dixon's Reliable Merchant Tailoring and Readymade Clothing, 712 Chestnut St., Philadelphia, PA, 1870-90. Smithsonian Institution.
19	Double Thread, 1877	Lithograph, "All goods sewed by the Double Thread Sewing Co.'s patent process must bear their stamp," John H. Bufford's Sons, lith., copyright by the Double Thread Sewing Co., 1877. Library of Congress.
20	Dress goods, 1860-70	Trade card, "Dress goods are up now, Madam," 1860-70. Smithsonian Institution.
21	Driggs, 1852	Engraving, L.S. Drigg's Lace and Bonnet Store, No.'s 24 and 26 Hanover Street, Boston, Mass., in *Gleason's Pictorial Drawing-Room Companion*, 3:244, 1852. Library of Congress, LC-USZ62-2635.
22	Diderot, 1771	Engraving, Tailor, plate 1, "Recueil de planches, sur les sciences, les arts liberaux, et les arts mechaniques ...." *Encyclopedia*...9th volume. Paris: Denis Diderot, 1771.

Fig. No.	Abbreviation	Source
23	Foster, 1880-1900	Engraving, Foster & Co., 1880-1900. Smithsonian Institution.
24	Great American, 1880-1900	Trade card, Great American Tailor, 1880-1900. Smithsonian Institution, #13030.
25	Hazen, 1836	Woodcut, "Tailor," Edward Hazen, *The Panorama of Professions and Trades*, 1836, vol. 1, p. 96.
26	Hill, 1852	Engraving, Interior of Hill, Lincoln & Geer's dry goods warehouse, corner of Washington and West Streets, Boston, Mass., in *Gleason's Pictorial Drawing-Room Companion*, 3:164, 1852. Library of Congress, LC-USZ62-2634.
27	Klous, 1852	Engraving, Interior of S. Klous & Company's hat, cap and fur store, No.'s 29 and 31 Court Street, Boston, Mass., in *Gleason's Pictorial Drawing-Room Companion*, 3:236, 1852. Library of Congress, LC-USZ62-2610.
28	Mansfield, 1870-90	Trade card, Perley B. Mansfield, Dealer in Hats, Caps, Furs, Gloves and Umbrellas, No. 89 Munroe St., Lynn, 1870-90. Joseph Downs Collection, The Winterthur Library.
29	Maryland Show Case, post-1879	Trade catalog, Illustrated Catalogue of Richard Sauer's Maryland Steam Show Case and Store Fixture Works, post-1879. Harpers Ferry Center Trade Catalog Collection.
30	Metropolitan, 1853-54	Advertisement, Metropolitan Clothing Warehouse New York, NY. From Charles R. Rode, *Rode's New York Business Directory*, 1853-54, p.12. Smithsonian Institute, #CBA-179.
31	Moberg, 1870-90	Advertisement, Moberg the Tailor, Anoka Minn., 1870-90. Smithsonian Institution, #90-36.
32	Oakford, 1854	Trade catalog, Great Hat, Cap and Fur Emporium of Charles Oakford, No. 158 Chestnut St., Philadelphia, PA, 1854. Hagley Museum and Library.

Fig. No.	Abbreviation	Source
33	Oak Hall, 1854	Advertisement, Oak Hall Clothing House, Boston, MA, The Unrivaled Emporium for Gentlemen's, Youths' & Little Children's Ready-Made Clothing, Furnishing Goods, Hats, Caps, &c. Smithsonian Institution, #CBA-3. The identical picture appears in an advertising brochure, *Oak Hall Pictorial*, published in 1854 by George W. Simmons, located in the Joseph Downs Collection, The Winterthur Library.
34	Pair, 1872	Lithograph, "A Beautiful Pair," pub. by Currier & Ives, 152 Nassau St., New York, NY, 1872. Library of Congress.
35	Pollard, 1852	Advertisement, A.W. Pollard, Merchant Tailor, Costume and Regalia Manufacturer, No. 6 Court Street, Boston, in the *Boston Directory for the Year 1852....* Harpers Ferry Center Trade Catalog Collection.
36	Prang, 1874	Lithograph, "Tailor," from the lithographic series *Prang's Aids for Object Teaching*, L. Prang & Co., 1874. Library of Congress, LC-USZ62-674.
37	Rankin, 1852	Advertisement, A. Rankin & Co., New York, NY, Importers & Manufacturers of Hosiery, Under Garments, Gloves, &c., 1852(?). Smithsonian Institution, #90-24.
38	Shelton, 1847	Advertisement, Shelton & Co., Wholesale and Retail Dealers in Ready Made Clothing, 1847. Smithsonian Institution, #82-10234.
39	Siegel, 1883	Trade card, Siegel Bro's. Leading Clothiers, Gents Furnishers and Hatters, Port Chester N.Y., 1883. Joseph Downs Collection, The Winterthur Library.
40	Snyder, 1883	Trade card, Jacob Snyder, Merchant Tailor, 1112 Twelfth Street, Altoona, Pa., 1883. Smithsonian Institution.

Fig. No.	Abbreviation	Source
41	Stokes, 1864	Trade Catalog, Charles Stokes & Co.'s Illustrated Almanac of Fashion, 824 Chestnut St., Philadelphia, Pa., 1864. Hagley Museum and Library.
42	Teal, 1850-60	Advertisement, George McKendree Teal's Merchant Tailoring Establishment, No. 50, N.E. Corner Baltimore and Frederick Sts., 1850-60. Smithsonian Institution, #CBA-2.
43	Thin man, 1890-1910	Trade card, name of firm unknown, showing tailor measuring very thin man, 1890-1910. Smithsonian Institution, #90-32.
44	Trinity Bldg, 1865-85	Advertisement for gentlemen's furnishings store, "Custom Department," name of firm unknown, located in Trinity Building, 111 Broadway, New York, NY, 1865-85. Smithsonian Institution, #90-25.
45	U.S. Depot, 1844	Advertisement, United States Furnishings Depot, 38 Washington Street, Boston, MA, from *Stimpson's Boston Directory*, 1844. Smithsonian Institution, #75-7297.
46	Woodward, 1890-1910	Trade card, J.H. Woodward & Co., 336 Fulton St., Brooklyn, NY, 1890-1910. Joseph Downs Collection, The Winterthur Library.

Working Drawings


PHILIP FRANKEL
FRANKEL BROS
VITOSH & HIRSH
HATS
CAPS
BOOTS SHOES
N

List of Furnishings

LIST OF FURNISHINGS

Exterior of Building

Object Name	Room Location	Documentation	Source
Sign, P. Frankel & Co.	Exterior of building, attached to balcony railing.	Newspaper advertisements for Philip Frankel & Co., 1858-60.	Reproduce.
Lettering on windows	On shop windows, to read "Frankel Bros., Levitoch & Hirsh/Boots Shoes" on front window, west end, and "Frankel Bros., Levitoch & Hirsh/Hats Caps" on front window, east end.	Similar lettering appears in Fig. 3, photograph of G.L. Myers Ready-made Clothing store in Bldg. 38, 1865-81.	Lettering currently exists on shop windows. Clean windows and touch up lettering as required.

Storeroom Furnishings

Object Name	Room Location	Documentation	Source
Cabinet, with shelves	Twelve feet of cabinets will be located along northeast wall. Twelve feet of cabinets will be located along southwest wall. The cabinets will be composed of 3 foot sections. Each section will have 3 dummy drawers at the bottom and a 18" counter with 12" deep shelves above.	Hazen, 1836. Rankin, 1852. Metropolitan, 1853-4. Oak Hall, 1854. Prang, 1874. Double thread, 1877. Great American, 1880-1900. Figs. 25, 37, 30, 33, 36, 19, 24.	Reproduce.
Tables, 4	Two tables in front of built-in cabinets along northeast wall, and two in front of built-in cabinets along southwest wall. Each table will be 6' x 30".	Oak Hall, 1854. Trinity Building, 1865-80. Dixon's, 1870-90. Double Thread, 1877. Figs. 33, 44, 18, 19.	Reproduce.
Showcase	On table, northeast side of room, near front of building.	Oak Hall, 1854. Driggs, 1852. Maryland Show Case, post-1879. Figs. 33, 21, 29.	Acquire period piece or reproduce.

Object Name	Room Location	Documentation	Source
Dressing booth	West corner of room.	Trinity Building, 1865-85. Bulpin, 1845-65. Stokes, 1864. Figs. 44, 11, 41.	Reproduce.
Stool	In corner of dressing booth.	Stokes, 1864, Double Thread, 1877, and Pair, 1872 show stools in use in retail stores of the mid to late nineteenth century. Figs. 41, 19, 34.	Acquire period piece.
Hooks, for clothing, 2	On northwest and southwest walls in dressing booth.	Stokes, 1864, show hooks for clothing in use in a retail store. Fig. 41.	Acquire period pieces.
Mirror, floor	South corner of room near window.	Teal, 1850-60. Stokes, 1864. Circumference, 1845-65. Great American, 1880-1900. Figs. 42, 41, 15, 24.	Acquire period piece.
Stool, low	South corner of room in front of mirror.	Moberg, 1870-90. Congers', 1890-1910. Figs. 31, 16.	Acquire period piece.

Object Name	Room Location	Documentation	Source
Desk, tabletop	On counter near south corner.	Thin man, 1890-1910, shows a tabletop desk. Beck, 1855-75, Hazen, 1836, and Moberg, 1870-90, show tall floor desks. Figs. 43, 8, 25, 31.	Acquire period piece.
Stools, high, 2	One behind tabletop desk near south corner; one behind tables along northeast side.	Stokes, 1864, Rankin, 1852, Double Thread, 1877, and Siegel, 1883, show stools in use in retail establishments. Figs. 41, 37, 19, 39.	Acquire period pieces.
Fashion plates, 12, framed	Northwest wall, six on either side of doorway to workroom.	Moberg, 1870-90. Double Thread, 1877. Figs. 31, 19.	Reproduce.
Spittoons, 4	On the floor in front of each table.	Stokes, 1864. Snyder, 1883. Fig. 41.	Acquire period pieces.
Umbrella stand	Northwest wall near end of table.	Mansfield, 1870-90. Thin man, 1890-1910. Figs. 28, 43.	Acquire period piece.

Object Name	Room Location	Documentation	Source
Lamps, hanging, 4	One suspended over each table.	Oak Hall, 1854. Metropolitan, 1853-4. Stokes, 1864. Trinity Building, 1865-85. Rankin, 1852. Bulpin, 1845-55. Hill, 1852. Klous, 1852. Figs. 33, 30, 41, 44, 37, 11, 26, 27.	Reproduce.
Wall sconces, 2	One in each shop window.	Stokes, 1864. Klous, 1852. Great American, 1880-1900. Figs. 41, 27, 24.	Acquire reproductions.
Boxes, assorted sizes	Shirt, handkerchief, hosiery, glove, underwear, and notions boxes located on shelves on northeast wall.	Oak Hall, 1854. Rankin, 1852. Driggs, 1852. Prang, 1874. Chestnut Hill, 1874. Dress goods, 1860-70. Figs. 33, 37, 21, 36, 14, 20.	Acquire reproductions.
Tape measure	Hanging over floor mirror.	The inch tape measure was available by 1820 (Kidwell and Christman, p. 41). Circumference, 1845-65. Moberg, 1870-90. Prang, 1874. Figs. 15, 31, 36.	Acquire period piece.

Object Name	Room Location	Documentation	Source
Coats, frock, tail, sack	On shelves and on one table along southwest wall and in window display.	Oak Hall, 1854. Metropolitan, 1853-4. Teal, 1850-60. Stokes, 1864. Booth, 1846. Changed Man, 1880. Central, 1854-59. Shelton, 1847. Figs. 33, 30, 42, 41, 9, 13, 12, 38. Newspaper advertisements for Frankel, Bro., Levitoch & Bernhard Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Trousers	On shelves and table along southwest wall and in window display.	Stokes, 1864. Oak Hall, 1854. Metropolitan, 1853-4. Teal, 1850-60. Booth, 1846. Changed Man, 1880. Central, 1854-59, Shelton, 1847. Figs. 41, 33, 30, 42, 9, 13, 12, 38. Newspaper advertisements for Frankel, Bro., Levitoch & Bernhard Hirsh and for Bernhard Hirsh, 1858-1860.	Acquire reproductions.

Object Name	Room Location	Documentation	Source
Paper, writing	On desk.	Congers, 1890-1910. Thin man, 1890-1910. Moberg, 1870-90. Hazen, 1836. Figs. 16, 43, 31, 25.	Acquire reproduction.
Pen	On inkstand.	Congers, 1890-1910. Thin man, 1890-1910. Moberg, 1870-90. Hazen, 1836. Figs. 16, 43, 31, 25.	Acquire period piece.
Inkstand	On desk.	Moberg, 1870-90. Fig. 31.	Acquire period piece.
Stools, rectangular, 2	One behind each pair of tables.	Stools were commonly used in ready-made clothing stores and would be required to reach the upper shelves. Stokes, 1864. Fig. 41.	Acquire period pieces.
Chair	At end of tables on northeast side, near front of building.	Stokes, 1864. Trinity Building, 1865-85. Figs. 41, 44.	Acquire period piece.

Object Name	Room Location	Documentation	Source
Vests	On shelves and table along southwest wall and in window display.	Oak Hall, 1854. Metropolitan, 1853-4. Teal, 1850-60. Booth, 1846. Changed Man, 1880. Central, 1854-59, Shelton, 1847. Figs. 33, 30, 42, 9, 13, 12, 38. Newspaper advertisements for Frankel, Bro., Levitoch & Bernhard Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Shirts	On one table along northeast wall and in window display.	Booth, 1846. U.S. Depot, 1844. Figs. 9, 45. Newspaper advertisements for Frankel, Bro., Levitoch & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.

Object Name	Room Location	Documentation	Source
Gloves	In window display.	U.S. Depot, 1844. Rankin, 1852. Figs. 45, 37. Newspaper advertisements for Frankel, Bro., Levitoch & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Socks	In window display.	Booth, 1846. Rankin, 1852. Pollard, 1852. Foster, 1880-1900. Figs. 9, 37, 35, 23. Newspaper advertisements for Frankel, Bro., Levitoch & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Boots and shoes	On shelves and hanging on string along northeast wall and in window display.	Atwood, 1868. Foster, 1880-1900. Boots, 1873. Figs. 6, 23, 10. Newspaper advertisements for Frankel, Bro., Levitoch & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.

Object Name	Room Location	Documentation	Source
Hats	On shelves along northeast wall and in window display.	Changed Man, 1880. Foster, 1880-1900. Klous, 1852. Mansfield, 1870-90. Siegel, 1883. Oakford, 1854. Figs. 13, 23, 27, 28, 39, 32. Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Caps	On shelves along northeast wall and in window display.	Klous, 1852. Mansfield, 1870-90. Oakford, 1854. Foster, 1880-1900. Figs. 27, 28, 32, 23. Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Overalls	On shelves along southwest wall.	Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.

Object Name	Room Location	Documentation	Source
Cloth, bolts	Bolts of wool, cotton, linen, and silk cloth located on shelves along southwest wall.	Teal, 1850-60. Trinity Bldg., 1865-85. Figs. 42, 44. Advertisements for Walter, Bro., & Co., 1853-58.	Acquire bolts of reproduction cloth.
Handkerchiefs	On table along northeast wall.	Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions.
Umbrellas, 10 and canes, 10	In umbrella stand and window display.	Woodward, 1890-1910. Mansfield, 1870-90. Foster, 1880-1900. Thin man, 1890-1910. Figs. 46, 28, 23, 43. Newspaper advertisements for Walter, Bro., & Co., 1856-7.	Acquire reproductions.
Pen knives, 5 and razor strops, 3	In display case.	Newspaper advertisements for Walter, Bro. & Co., 1856-7.	Acquire period pieces.
Pocketbooks, 3, combs, hard rubber, 6, and brushes, 4	In display case.	Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60.	Acquire reproductions or period pieces.

Object Name	Room Location	Documentation	Source
Stick pins, 6, cufflinks, 4 pr., buttons, shirt, 24, watch chains, 6, and watch fobs, 6	In display case.	Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60, mention the availability of "a great variety of jewelry."	Acquire period pieces.
Rings, gold, 4	In display case.	Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60, mention the availability of "a great variety of jewelry." Henry Strauss of Harpers Ferry advertised the sale of gold rings in his ready-made clothing store in 1860.	Acquire period pieces.
Pomade, jars, 3, and toilet water bottles, 4	In display case.	Newspaper advertisements for Frankel, Bro., Levitoch, & Hirsh and for Bernhard Hirsh, 1858-60, mention the availability of "a great variety of . . . Perfumery."	Acquire reproductions or period pieces.
Stove, with stovepipe	North corner.	Stoves were commonly used to heat store rooms in the winter. Central, 1854-59. Fig. 12.	Acquire period piece.

Object Name	Room Location	Documentation	Source
Stove tools	Near stove.	Stove tools are required for operation of a stove.	Acquire period pieces.
Clock, wall	On northwest wall near stove.	Trinity Bldg., 1865-85. Fig. 44.	Acquire period piece.
String-holder, with string	On table near paper.	String was required to tie customers' packages. Boots, 1873. Fig. 10.	Acquire period piece.
Paper, wrapping, sheets	On display table.	Paper was traditionally used to wrap packages in clothing stores. Boots, 1873. Fig. 10.	Acquire reproductions.
Window shades, 5	One in each display window, one in transom, and one for each door.	Photographs of other stores show that window shades were commonly used in Harpers Ferry.	Acquire reproductions.

Back Room Furnishings

Object Name	Room Location	Documentation	Source
Lamps, hanging, 2	One located over each table.	Oak Hall 1854, Metropolitan, 1853-4. Stokes, 1864. Trinity Bldg., 1860-80. Rankin, 1852. Bulpin, 1845-55. Hill, 1852. Klous, 1852. Figs. 33, 30, 41, 44, 37, 10, 26, 27.	Acquire reproductions.
Table, cutting	West side of room away from walls.	Prang, 1874. Arts et Metiers, 1769. Figs. 36, 7.	Acquire reproduction.
Stove, with stovepipe	In front of fireplace.	Prang, 1874. Fig. 36.	Acquire period piece.
Irons, 4	On top of stove.	Prang, 1874. Fig. 36.	Acquire period pieces.
Trousers, 1 pr.	On piece of paper on sponging/bundling table.	Prang, 1874, Feldman, p. 96. Fig. 36.	Acquire reproduction.

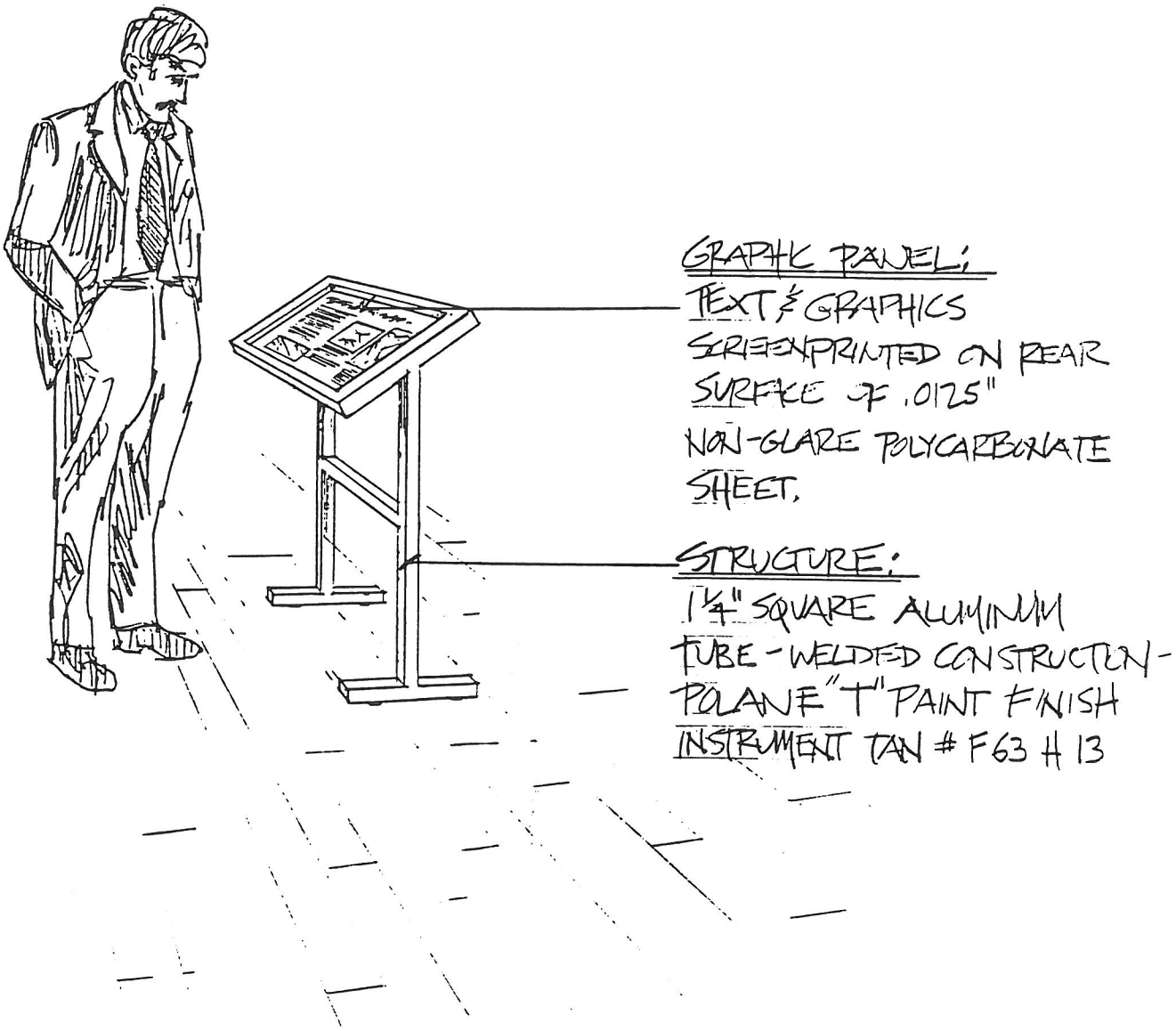
Object Name	Room Location	Documentation	Source
Coal scuttle, with coal	Near stove.	Prang. 1874. Fig. 36.	Acquire period piece.
Stove tools	Near stove.	Stove tools are required for operation of a stove.	Acquire period pieces.
Scissors, 2 pr.	Large pair of tailor's shears on cutting table. Small pair of scissors on sponging/bundling table.	Prang, 1874. Arts et Metiers, 1769. Diderot, 1771. Feldman, p. 90. Figs. 36, 7, 22.	Acquire period pieces.
Sponging/ bundling table	East side of room, away from walls.	Feldman, p. 96.	Acquire reproduction.
Chalk	On cutting table.	Feldman, p. 90.	Acquire reproduction.
Straight ruler	On cutting table.	Prang, 1874. Feldman, p. 90. Fig. 36.	Acquire period piece.
Patterns, paper	Paper patterns for coat and trousers tacked to southwest wall near cutting table.	Arts et Metiers, 1769. Fig. 7.	Acquire reproductions.

Object Name	Room Location	Documentation	Source
Cloth, bolt	On cutting table.	Diderot, 1771. Arts et Metiers, 1769. Figs. 22, 7.	Acquire reproduction.
Fabric, with chalk markings	On cutting table.	Prang, 1874. Fig. 36.	Acquire reproduction.
Square	On cutting table.	Prang, 1874. Eades, The Tailor's Division System, 1849, p. 1, quoted in Feldman, p. 90. Fig. 36.	Acquire period piece.
Scales	On cutting table.	Eades, The Tailor's Division System, 1849, p.1., quoted in Feldman, p. 90.	Acquire period piece.
Curve rule	On cutting table.	Cutter, 1890-1910. Eades, The Tailor's Division System, 1849, p. 1, quoted in Feldman, p. 90. Fig. 17.	Acquire period piece.
Paper, scrap, with measurements	On cutting table.	Hazen, 1836. Moberg, 1870-90. Figs. 25, 31.	Acquire reproduction.

Object Name	Room Location	Documentation	Source
String	On sponging/bundling table.	Paper parcels were traditionally tied with string. Boots, 1873. Fig. 10.	Acquire reproduction.
Bundle, paper	On sponging/bundling table.	Bundles of cut fabric and trim were given to seamstresses. Boots, 1873. Feldman, p. 96. Fig. 10.	Acquire reproduction.
Pattern pieces, fabric and lining	On piece of paper on sponging/bundling table.	Freedley, Philadelphia and its Manufactures, pp. 221-22, quoted in Feldman, p. 96.	Acquire reproductions.
Buttons and thread, on spool	On paper on sponging/bundling table.	Freedly, Philadelphia and its Manufactures, pp. 221-22, quoted in Feldman, p. 96.	Acquire period pieces.
Buckram	On paper on sponging/bundling table.	Freedley, Philadelphia and its Manufactures, pp. 221-22, quoted in Feldman, p. 96, mentions that all of the supplies required to sew a garment were bundled together and given to the seamstress. Buckram is required to stiffen the waistband of trousers.	Acquire reproduction.

Object Name	Room Location	Documentation	Source
Paper, sheets	Two pieces on sponging/bundling table.	Cut fabric and trims were bundled together to give to seamstresses. Feldman, p. 96. Paper is a traditional medium for making up parcels. Boots, 1873. Fig. 10.	Acquire reproduction.
Book, Tailor's guide	On cutting table.	Feldman, p. 91-2.	Acquire period piece.

Interpretive Panels



PERSPECTIVE SKETCH

TYPICAL EXHIBIT PANEL STRUCTURE

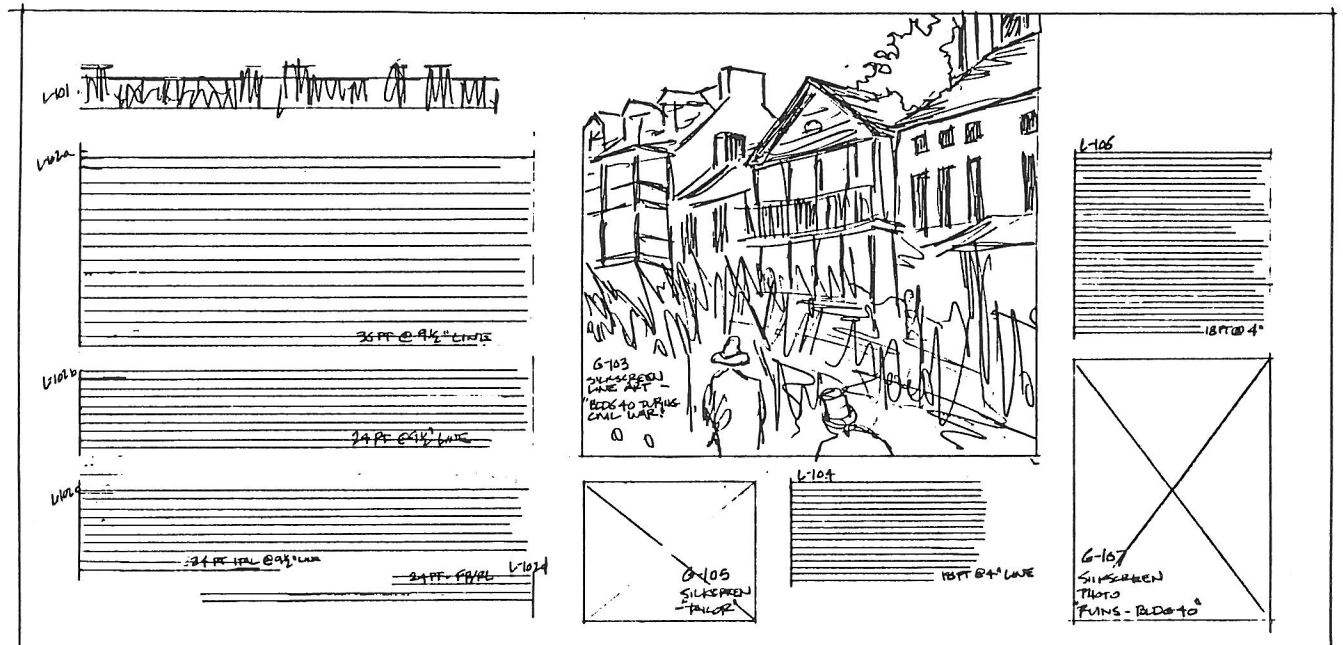
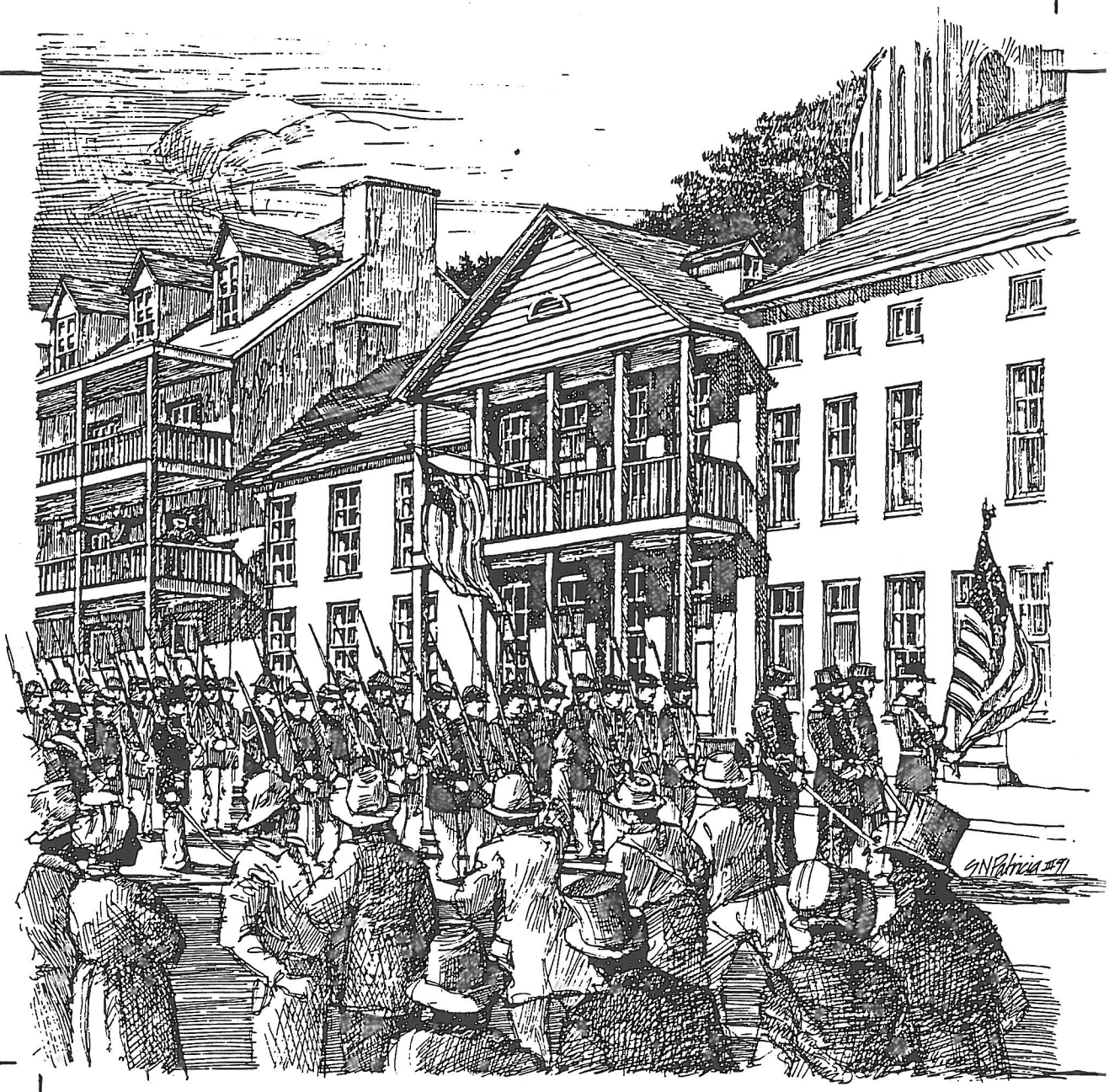


EXHIBIT #1 - GRAPHIC LAYOUT REVISED 2/91

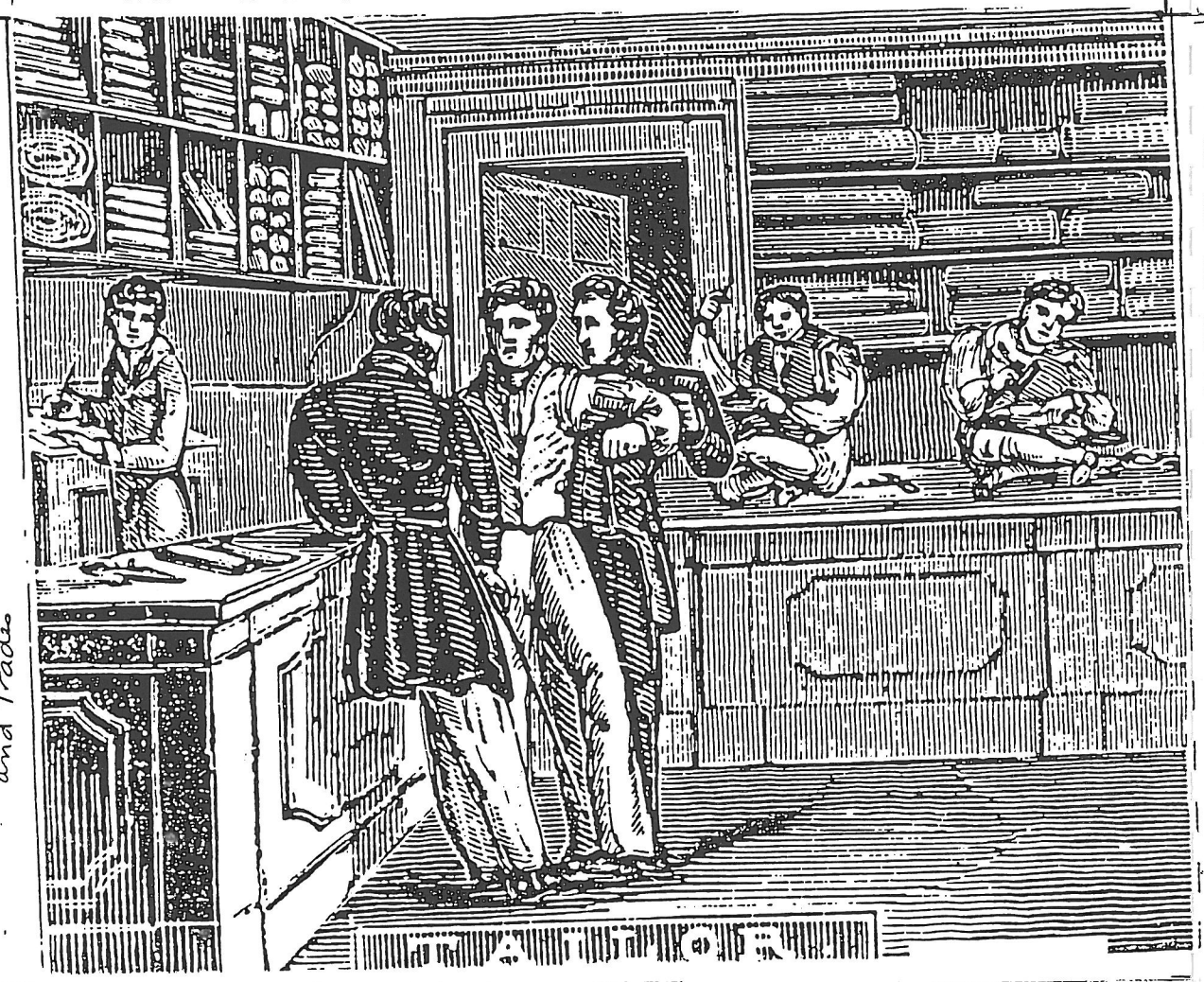
3" = 1'0"

Exhibit No. 1

HF-L-101	Frankel, Bro. & Co.	Title
HF-L-102a	From 1858-1860, Frankel, Bro. & Co. sold ready-made clothing and accessories for men and boys. This exhibit is furnished to look like their 1850s storeroom.	Key Label
102b	As the middle class grew during the 19th century, the ready-made clothing industry produced more garments in a wider range of sizes, prices, and quality. Since more men could afford to buy stylish clothes, it became harder to distinquish social classes by outward appearance.	
102c	"We have provided not alone abundant clothing at a moderate cost for all classes of citizens, but we have given them at the same time that style and character in dress that is essential to the self-respect of a free, democratic people."	
102d	--William C. Browning, One Hundred Years of American Commerce, 1895	
HF-G-103	Line art: Building 40 during the Civil War	L-106
HF-L-104	Prior to the advent of ready-made clothing, "respectable" men bought their clothing custom-made from a tailor. Poorer classes made their own garments or bought used clothing.	Text G-105
HF-G-105	B&W photo: "Tailor", from *Hazen's Panorama of Trades*	L-104
HF-L-106	This building, originally a two-story stone structure with a Greek Revival portico, burned during the Civil War and remained a gutted skeleton for almost 20 years. During a business revival in the early 1880s, the building was remodeled to its present exterior appearance.	Text G-103 G-107
HF-G-107	B&W photo: Ruins of Building 40	L-106

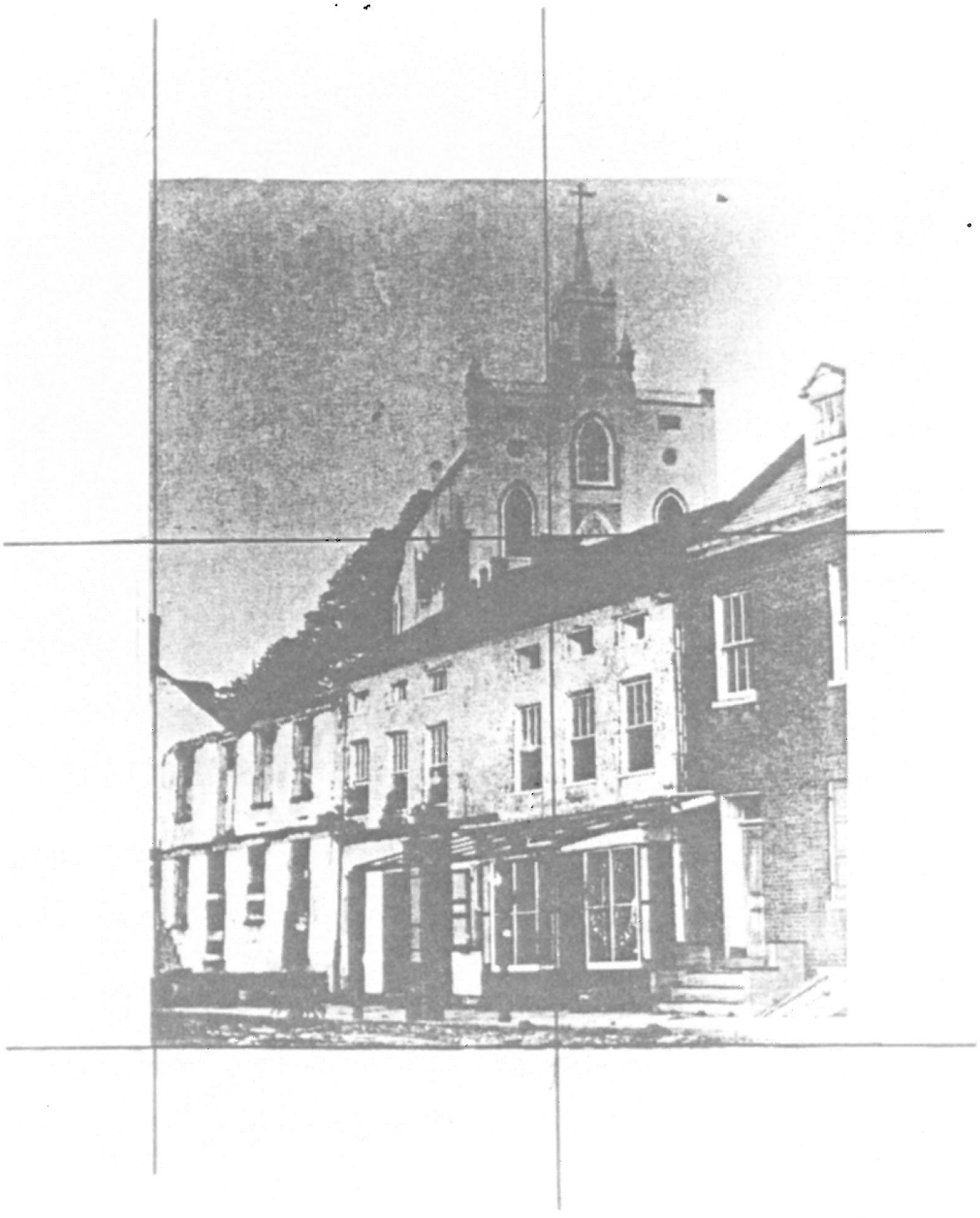


HF-G-103



1836 The Pleasures of Professions and Trades

HF-G-105



HF-G-107

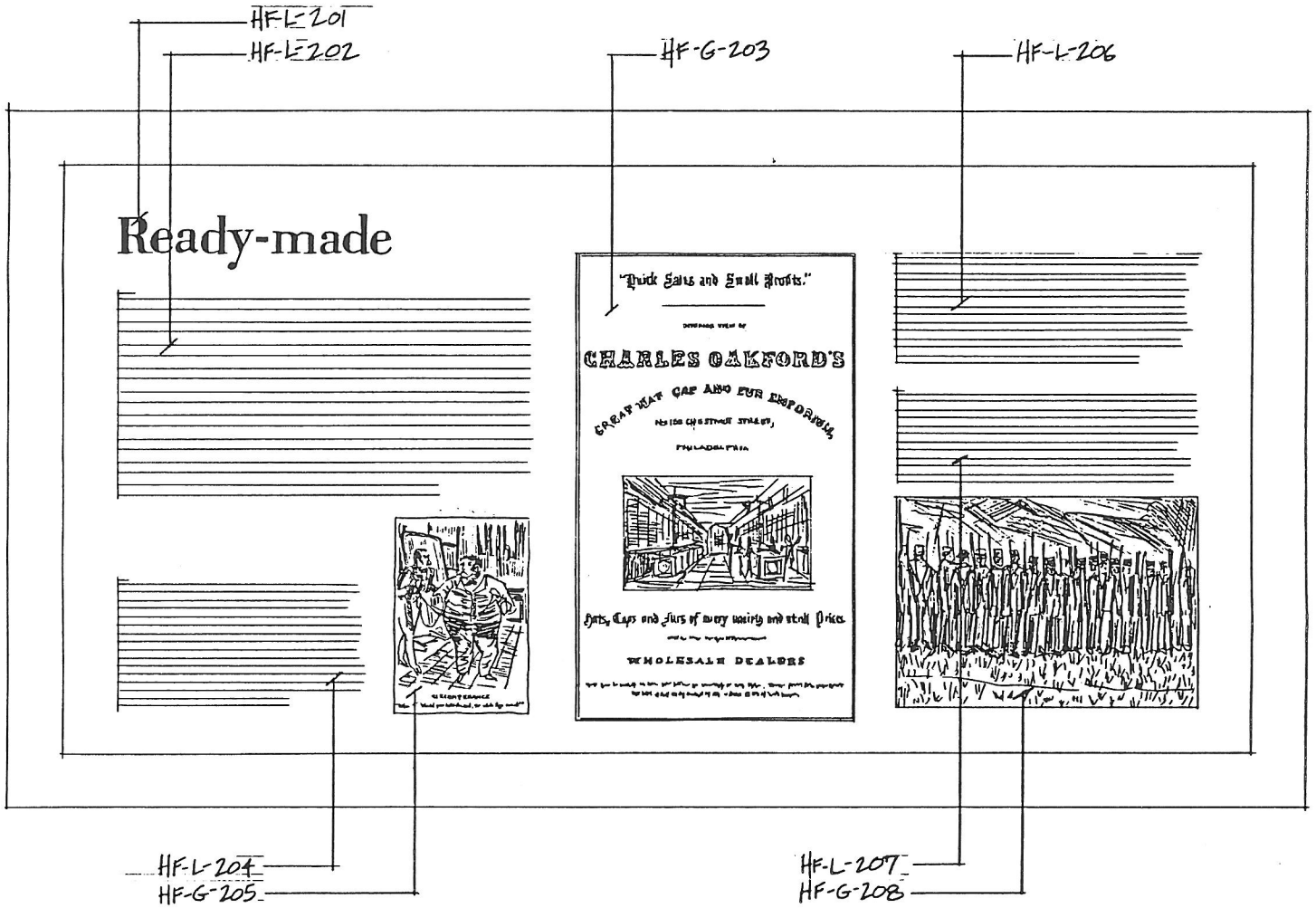


EXHIBIT #2 - GRAPHIC LAYOUT

3" = 1'0"

Exhibit No. 2

HF-L-201	Ready-made	Title
HF-L-202	Buying clothing "off the rack" in the 19th century was as revolutionary as interchangeable parts. The fledgling ready-made clothing industry typifies the rise of the modern economy--factory products distributed through a wholesaler and delivered to local outlets by a national transportation system.	Key Label
HF-G-203	B&W photo: Oakford advertisement	L-206
HF-L-204	For those who were hard to fit, ready-made clothing stores often retained a tailor to measure and cut garments. Local women were hired at much lower wages to do the actual sewing.	Text G-205
HF-G-205	B&W photo: "Circumference" trade card	L-204
HF-L-206	Manufactured clothing, purchased at discount prices in large eastern cities and shipped here via railroad, competed against the expensive, custom-fit garments produced by the tailor. By 1860, four Harpers Ferry businesses specialized in ready-made clothing.	Text G-203
HF-L-207	Customers described early 19th century ready-made clothing as "slops" because it fit so poorly and was made so cheaply. The Civil War provided statistics on body measurements for millions of soldiers, which became the basis for the first reliable system of standardized sizes.	Text G-208
HF-G-208	B&W photo: Civil War soldiers	L-207

"Quick Sales and Small Profits."

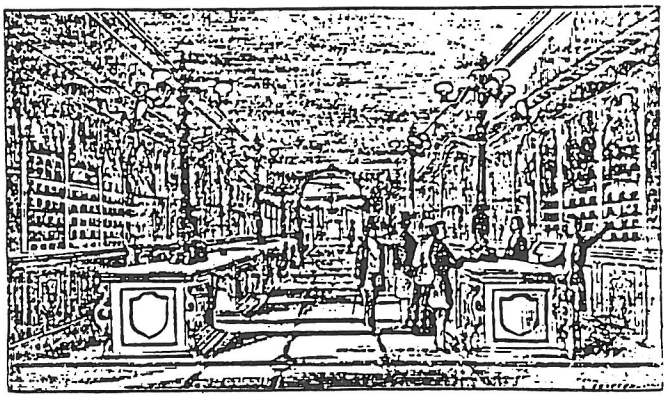
INTERIOR VIEW OF

CHARLES OAKFORD'S

GREAT HAT, CAP AND FUR EMPORIUM,

No. 158 CHESTNUT STREET,

PHILADELPHIA.



Hats, Caps and Furs of every variety and at all Prices

Will be found in this Establishment.

WHOLESALE DEALERS

Will find it greatly to their advantage to purchase at this house, as they can rely upon having the best goods to be found in the market at the lowest prices.

SILKSCREEN

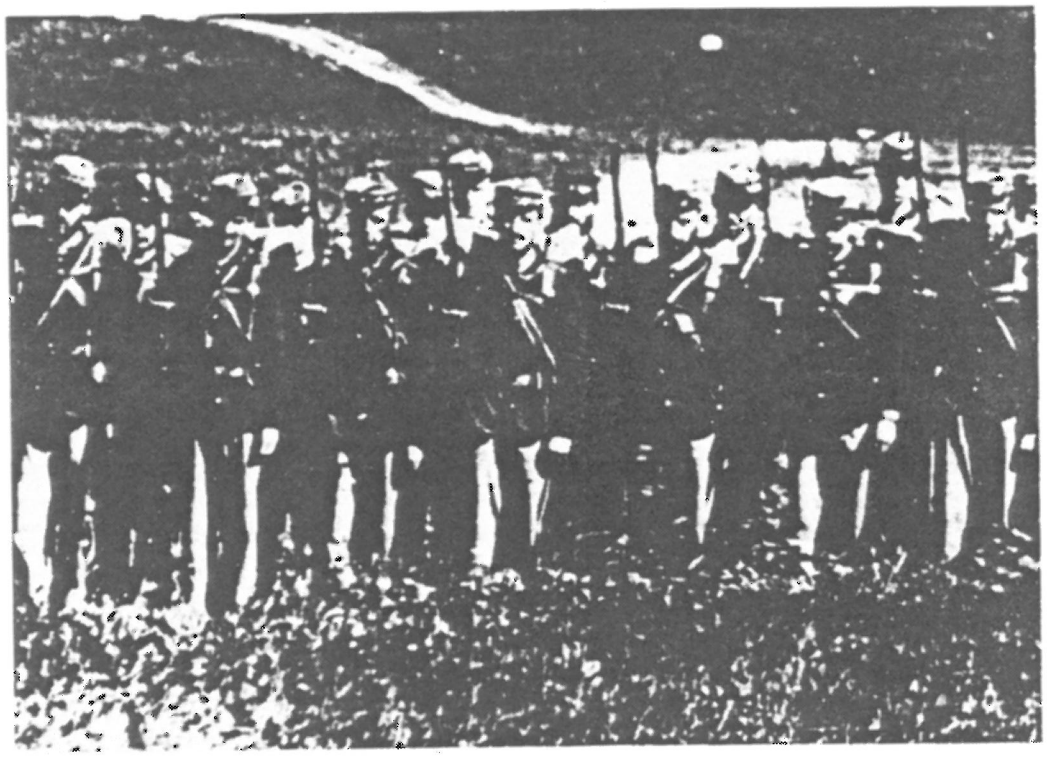
HF-G-203



CIRCUMFERENCE.

Tailor.—"Would you hold the end, sir, while I go round?"

HF-G-205



B&W PHOTO

HF-G-208

BIBLIOGRAPHY

A discussion of the following references can be found in the chapter on Sources.

PUBLIC RECORDS

Wills, property records, and census records for Jefferson County can be found on microfilm at Harpers Ferry NHP and at the Jefferson County Courthouse, Charles Town, WV.

PHOTOGRAPHS AND ILLUSTRATIONS

The photographs and illustrations used in this report are located in photograph and manuscript collections in the following institutions:

Hagley Museum and Library
Library of Congress
National Archives
Smithsonian Institution, Warshaw Collection
Winterthur Museum and Library

A complete citation for each can be found in the Key to Abbreviations.

NEWSPAPERS

The *Spirit of Jefferson* and the *Virginia Free Press* are available on microfilm at Harpers Ferry NHP. *The Farmers' Advocate* is available at the Martinsburg Public Library.

MAPS

Sanborn and Perris Insurance maps (1894, 1902, 1907, 1912, 1922, and 1933) are available at Harpers Ferry NHP.

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Kidwell, Claudia B. *Cutting A Fashionable Fit.* Washington, D.C.: Smithsonian Institution Press, 1979.

ILLUSTRATIONS

Figure 1. Sketch, Main Street, Harpers Ferry, Va. Drawn by Edwin Forbes on October 16, 1862. Appeared in *Frank Leslie's Illustrated Newspaper* on November 8, 1862.

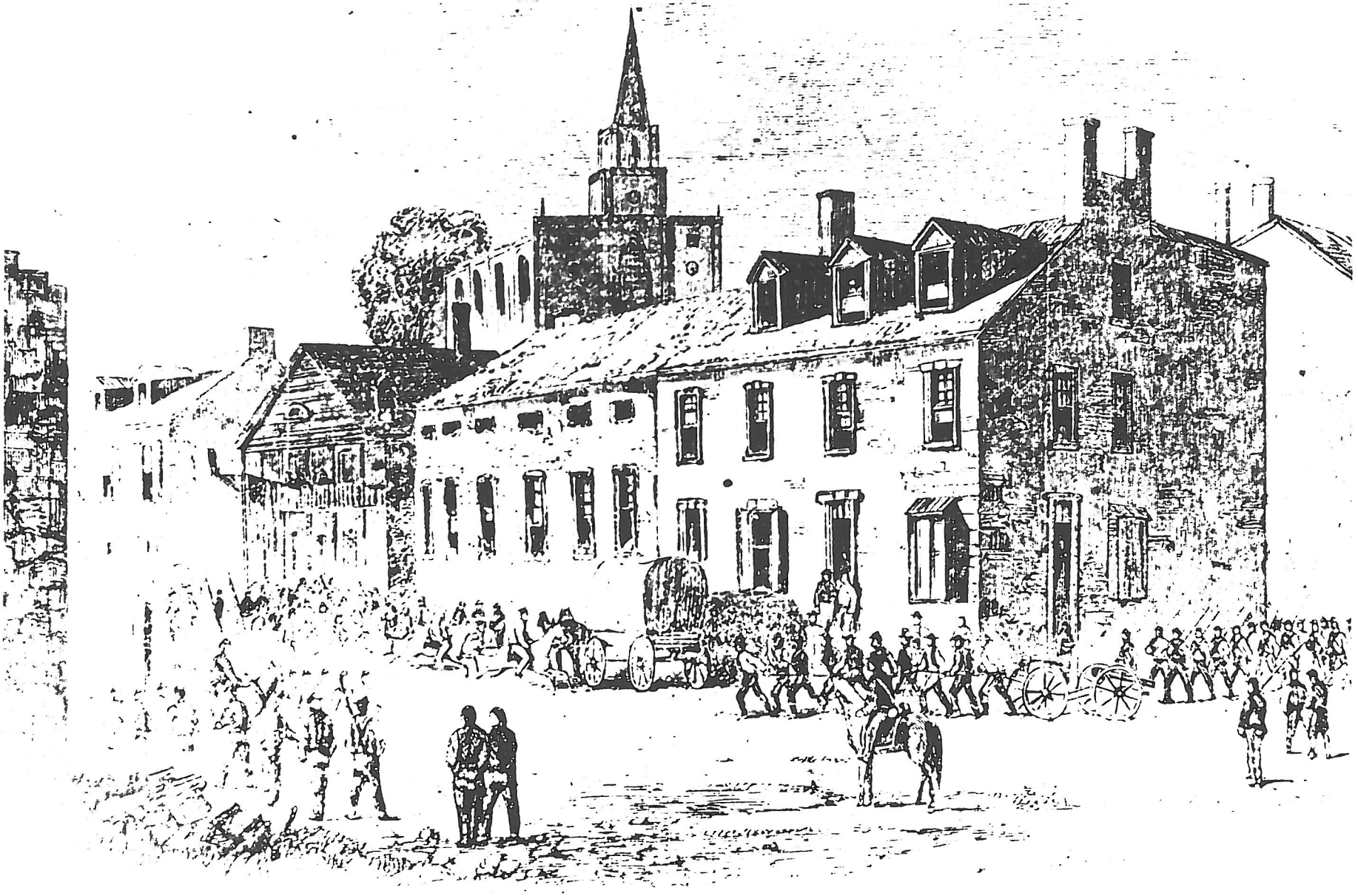


Figure 2. Photograph, enlargement of HAFE Neg. 40, "Harpers Ferry and Potomac Bridge from base of Maryland Heights below the bridge," taken by Matthew Brady in May or June, 1865. HAFE Neg. 377.



Figure 3. Photograph, Shenandoah Street, Harpers Ferry, WV, 1865-81. HAFE Neg. 35.



Figure 4. Photograph, Building 40, Shenandoah Street, Harpers Ferry, WV, 1983. Photograph 10 in "Historic Structure Report, Building 40," Denver, CO: Denver Service Center, 1983, p. 61.



PHOTOGRAPH 10 (1983)

Southeast elevation - note deteriorated parging on either side of storefront.

Figure 5. Photograph, Shenandoah Street, Harpers Ferry, WV, 1932. HAFE Neg. 304.


BLUE RIDGE
LUNCH ROOM
AMOCO

Figure 6. Advertisement, Wm. O. Atwood & Co., No. 6 Waverly House, Charlestown, MA, in the *Charlestown Directory, containing the City Record....* Courtesy, Harpers Ferry Center Trade Catalog Collection.

WM. O. ATWOOD & CO.,

No. 6 Waverley House,

CHARLESTOWN,

Have on hand the finest assortment of

BOOTS, SHOES,

AND RUBBERS,

TO BE FOUND IN THIS CITY.

The most fashionable goods at the *lowest prices.*

Those who do not trade with ATWOOD are decidedly behind the times.

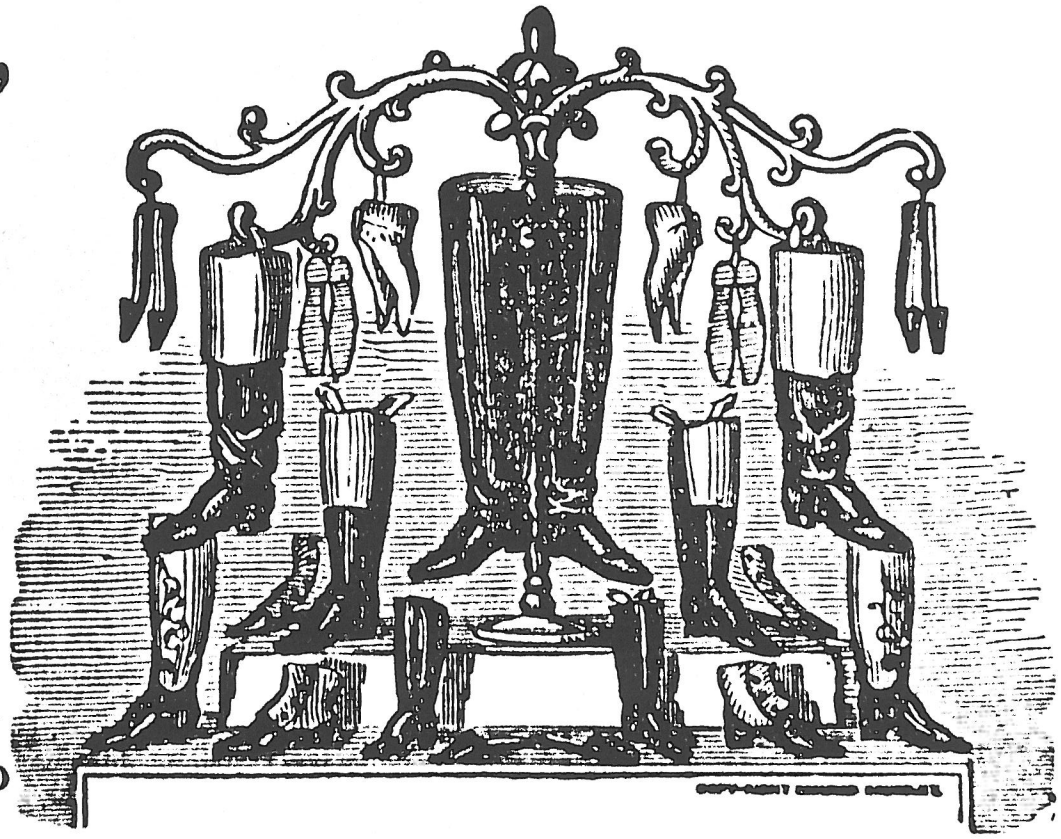
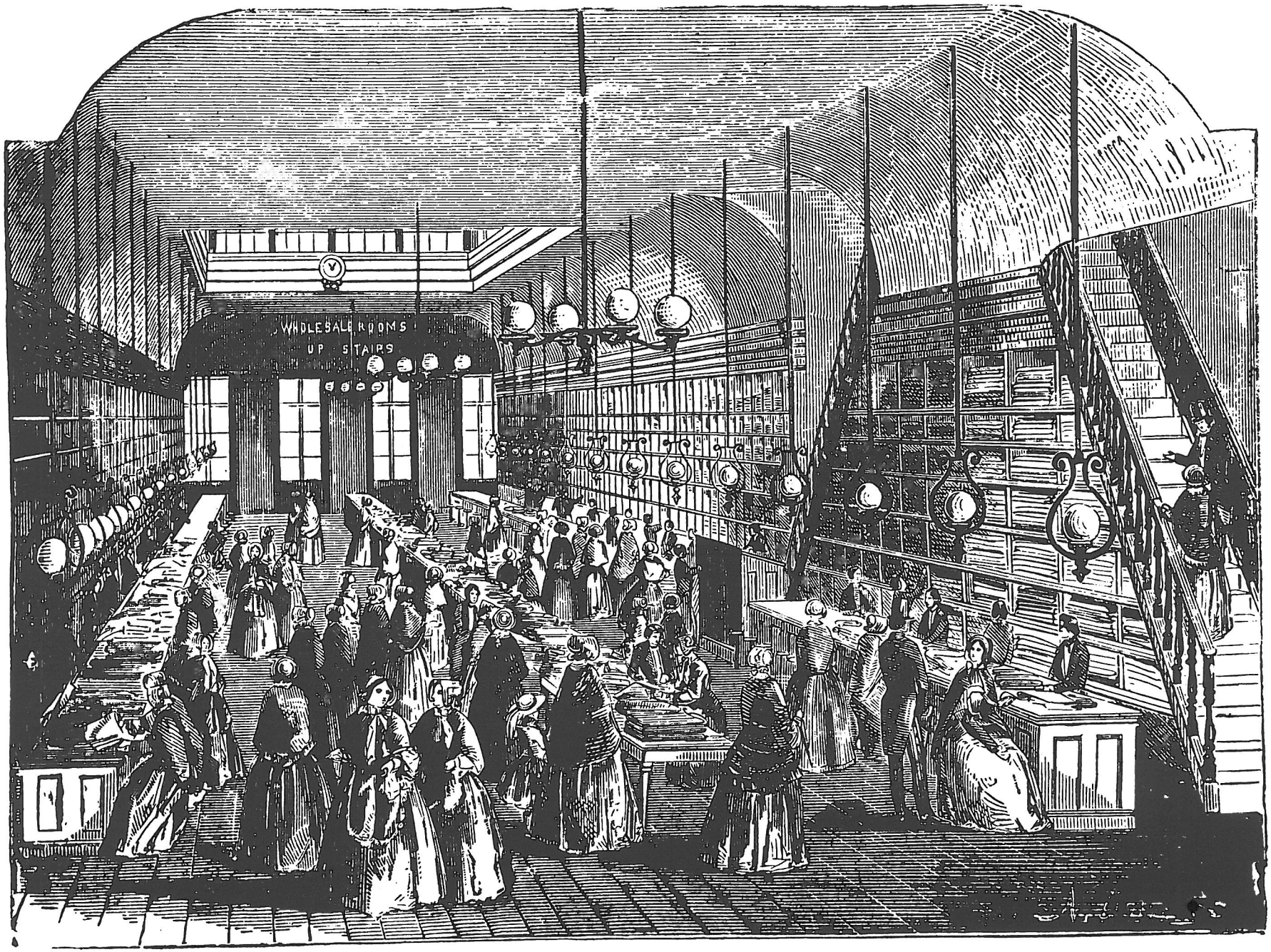


Figure 7. Engraving, Tailor, *Description des Arts et Metiers*, 1769. Illustrated in Claudia Kidwell and Margaret C. Christman, *Suiting Everyone: The Democratization of Clothing in America*, Washington, D.C.: Smithsonian Institution Press, 1974, p. 26.



Figure 8. Advertisement, James Beck & Co., No. 355 Broadway, New York, NY, 1855-75. Courtesy, Smithsonian Institution.



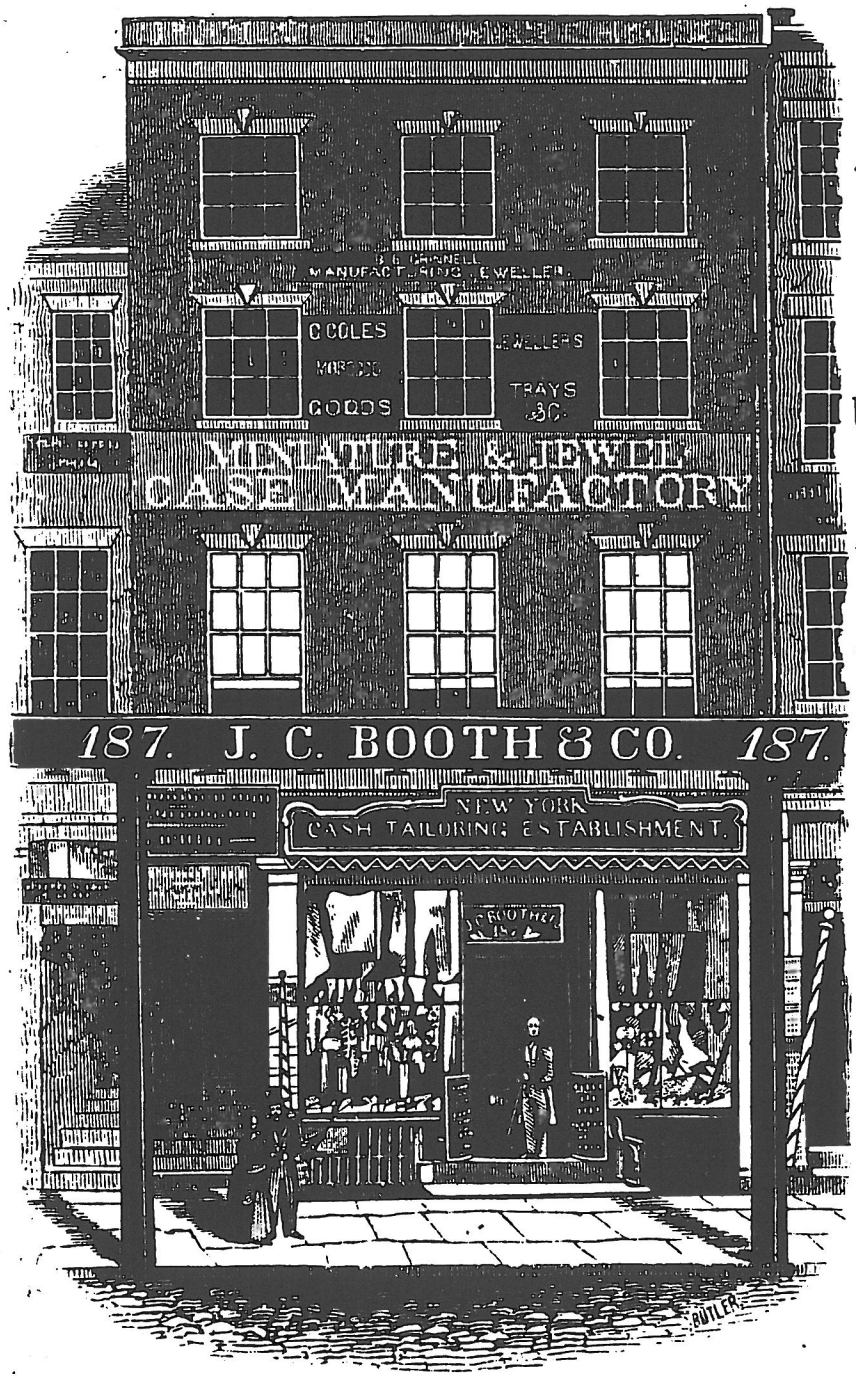
INTERIOR OF A DRY GOODS HOUSE.

Figure 9. Advertisement, J.C. Booth & Co., Tailors, No. 187 Broadway, New York, NY, 1846. Courtesy, Smithsonian Institution, #CBA-111.

Nº. 187 BROADWAY,

Three Doors below the Franklin House.

DRESS,
FROCK,
PELTO,
SACK
AND
OFFICE
COATS,
Over-Coats,
AND
CLOAKS,
Pantaloons
AND
VESTS,
In every variety
OF
FIGURE
AND
FASHION.

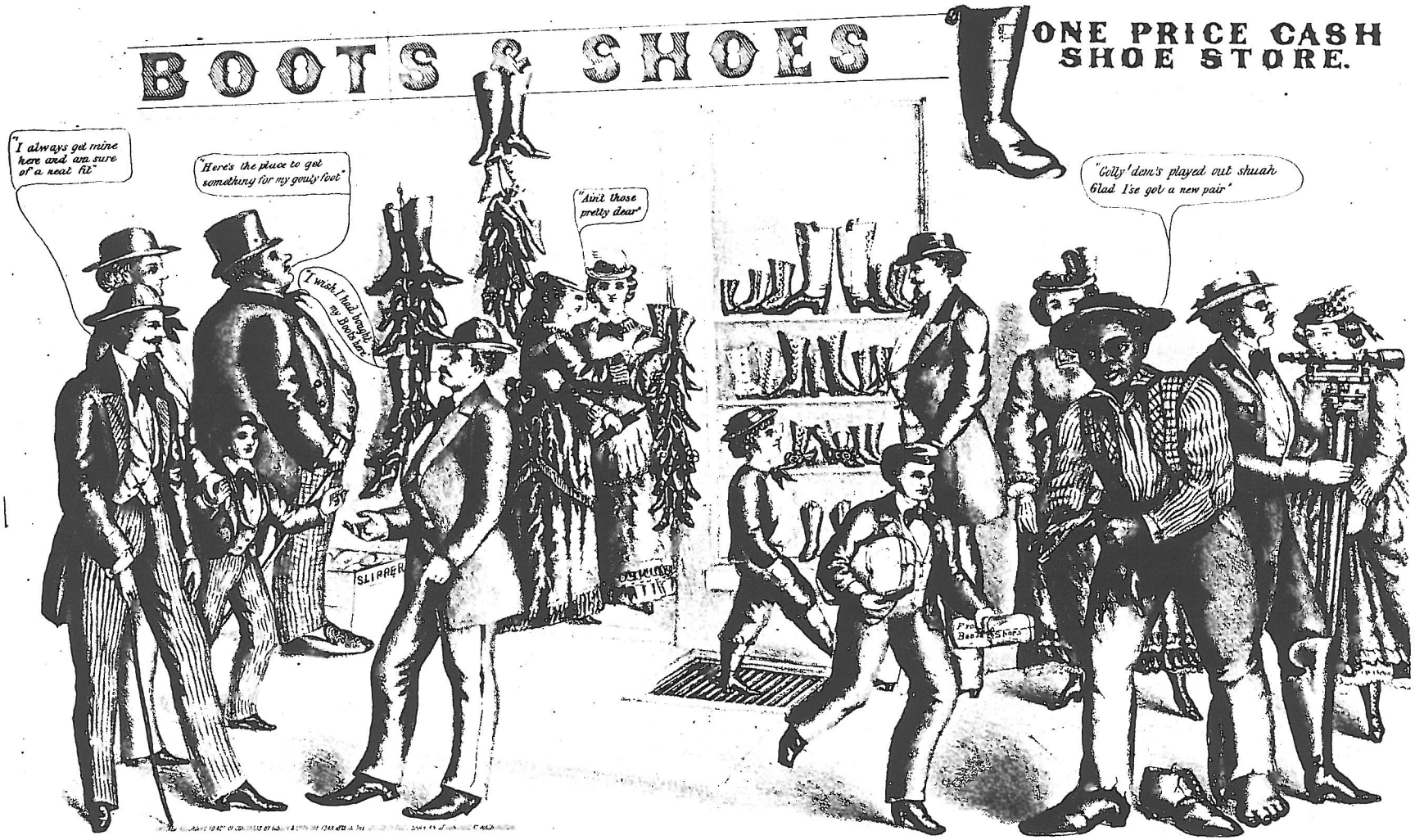


Linen,
Muslin and figured
SHIRTS,
Silk Merino,
and Cotton Net
UNDER-SHIRTS,
Silk, Merino,
Linen and Muslin
Drawers,
HOSIERY,
GLOVES,
Suspenders,
Pocket and Neck
Hdkfs.
STOCKS,
Bathing Caps,
UMBRELLAS,
Collars,
Bosoms, &c.

J. C. BOOTH & CO.

TAILORS:

Figure 10. Advertisement, Boots & Shoes One Price Cash Shoe Store, Poster No. 5, 1873. Courtesy, Library of Congress, LC-USZ62-8885.


BOOTS & SHOES
ONE PRICE CASH SHOE STORE.
"I always get mine here and am sure of a neat fit"
"Here's the place to get something for my gouty foot"
"I wish I had bought my boots here"
"Ain't those pretty dear"
"Golly! dem's played out shuah Glad I'se got a new pair"
SLIPPER

POSTER No. 5.

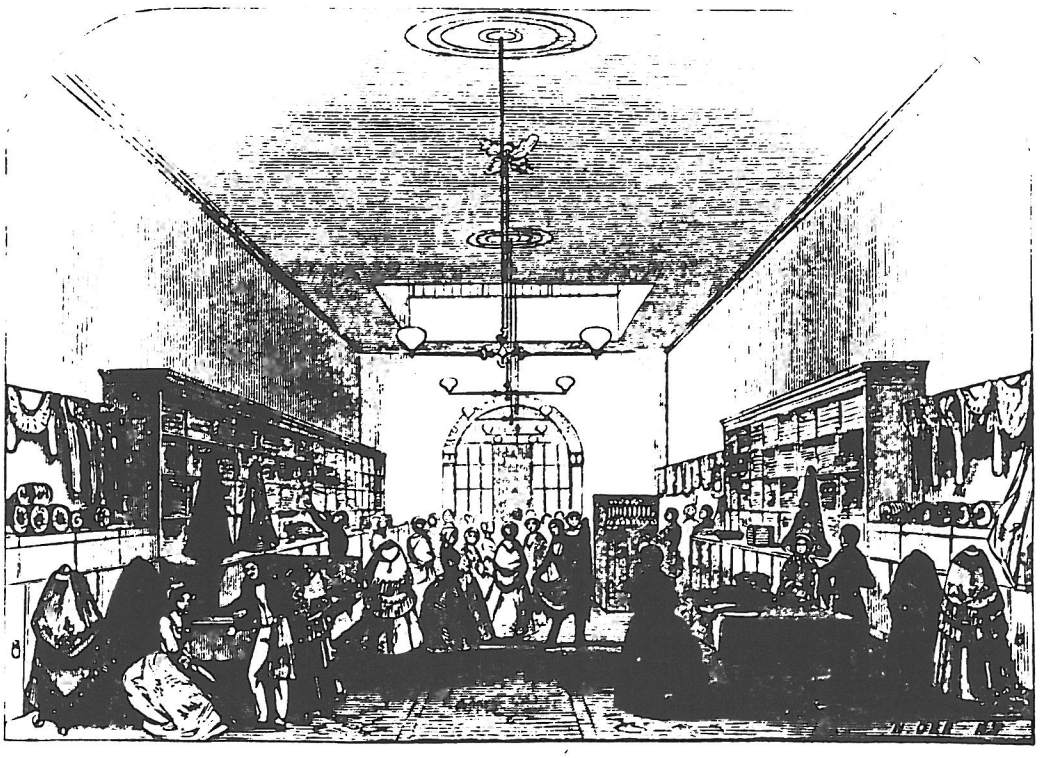
Figure 11. Advertisement, Paris Mantilla Emporium and Foreign Shawl Warehouse, George Bulpin, Importer & Manufacturer, 361 Broadway, New York, NY, 1845-55. Courtesy, Smithsonian Institution.

Paris Mantilla Emporium

AND

FURNISH SHAWL WAREHOUSE,

361 BROADWAY, New York.



GEO. BULPIN,

IMPORTER & MANUFACTURER,

ALSO OF

Ladies' Fancy Furs.

POSITIVELY THE LARGEST STOCK IN THE UNITED STATES.

WHOLESALE AND RETAIL.

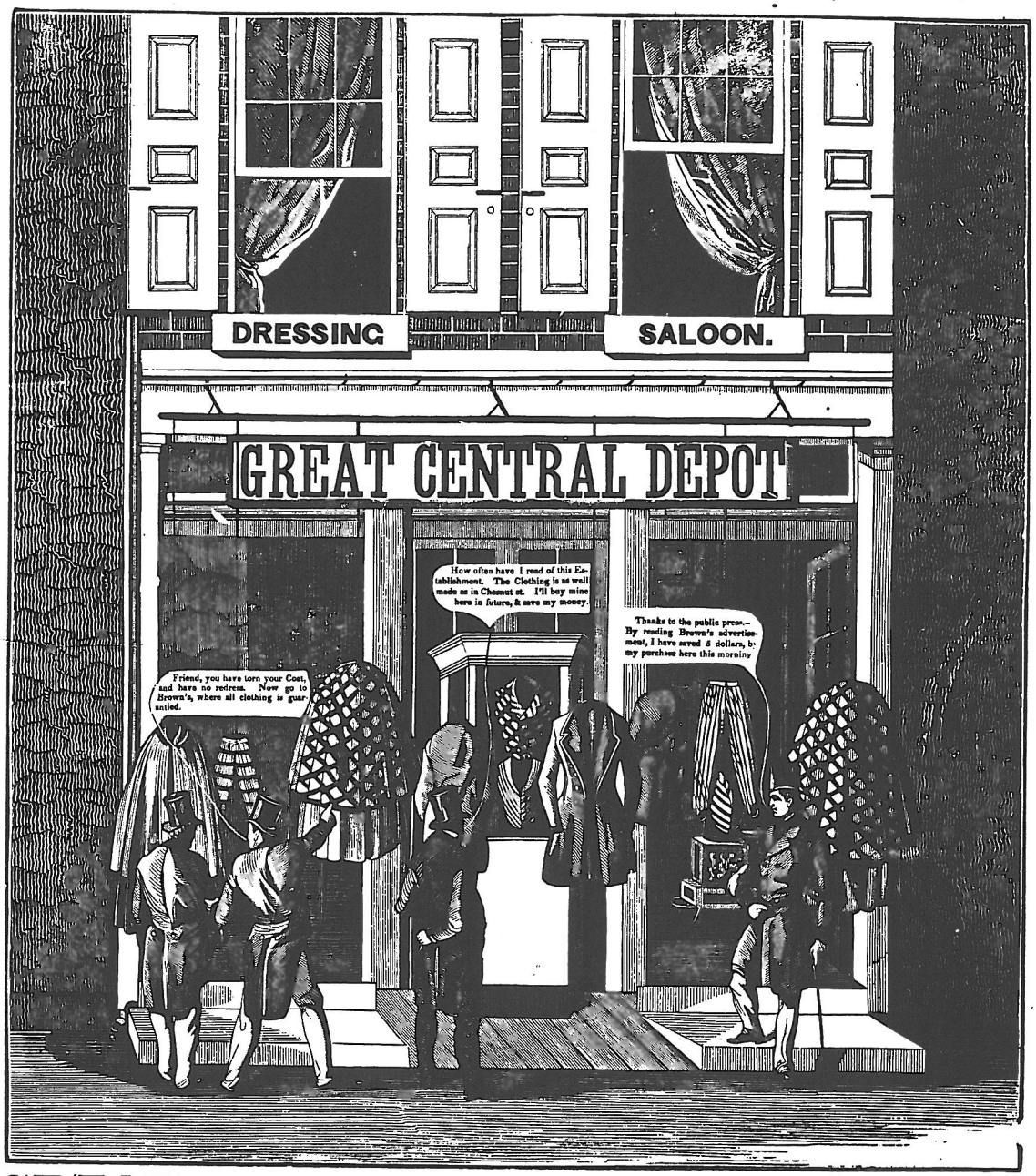
The subscriber invites the attention of Ladies generally, as well as Merchants from every section of the Union, to his unrivaled assortment of the above-named articles.

His connection with several of the leading French houses, and his personal visits to Paris twice every year, enable him to present to the public a richer, more varied, and, he thinks, cheaper collection of novelties, in this line, than can be found at any other establishment.

☞ *Please observe—Mantillas, Shawls and Furs only.* ☜

GEO. BULPIN, 361 BROADWAY.

Figure 12. Woodcut, Great Central Clothing Depot, South West Corner of 7th and Market Streets, Philadelphia, PA, 1854-59. Courtesy, Library of Congress.



GREAT CENTRAL CLOTHING DEPOT,

South West Corner of 7th and Market Streets,

Offers Inducements to Dealers in and Consumers of Clothing unequalled in the Trade, either by the Dozen or Single Garment. Under the circumstances of this particular case, and in these days of humbug, it becomes necessary to state that **15** years' experience, and an ample cash capital, to make selections and purchases, will carry us out in what we assert. The style and workmanship is well known by the Public, and the very low prices is every day becoming more notorious. Our shelves are now filled with the choicest collection of **Fashionable Ready made Clothing**, consisting of

CLOAKS, OVERSACKS, SACK COATS, MONKEY JACKETS,

Business Sacks, Frock Sacks, Catalonia Cloaks, Dress and Frock Coats, Pantaloons and Vests.

We would also remind the Public that those of the smaller growth have provision made for their convenience, that they may be fitted in the same good style and comfort as those of the larger growth, embracing the same variety for all ages from five years upwards. —— A choice collection of American, French and British Goods in the piece, which will be made to order in our usual good style.

Dealers in Clothing, wholesale or retail, will find it greatly to their advantage to call at the **Great Central** (before making their purchases) where we do business at a small profit, for Cash only, and sustain the house by the immense amount of business done.

Now we will leave our readers, and repair to our Manufactory, that we may be ready to supply all demands.

WILLIAM HICKS. **Wm. BROWN, Proprietor.**

Figure 13. Lithograph, "A Changed Man," pub. by Currier & Ives, 115 Nassau St., New York, NY, 1880. Courtesy, Library of Congress, LC-USZ62-655.



PUBLISHED BY CURRIER & IVES

COPYRIGHT 1880, BY CURRIER & IVES, N.Y.

115 NASSAU ST. NEW YORK.

A CHANGED MAN.

This Man by his Wife's advice,
Bought one of our Suits so nice,
Reader his advice to you,
Is "Walk in and do so too."

Figure 14. Lithograph, Chestnut Hill White Shirts, 1874. Courtesy, Library of Congress, LC-USZ62-12433.


CHESTNUT HILL
CHESTNUT HILL
SHIRTS
WHITE SHIRTS.

Figure 15. Trade card, "Circumference," 1845-65. Courtesy, Smithsonian Institution, #90-31.



CIRCUMFERENCE.

Tailor.—"Would you hold the end, sir, while I go round?"

Figure 16. Trade card, "'Buy Shoes and Clothing at Congers', Groton, N.Y.," 1890-1910. Courtesy, Smithsonian Institution.

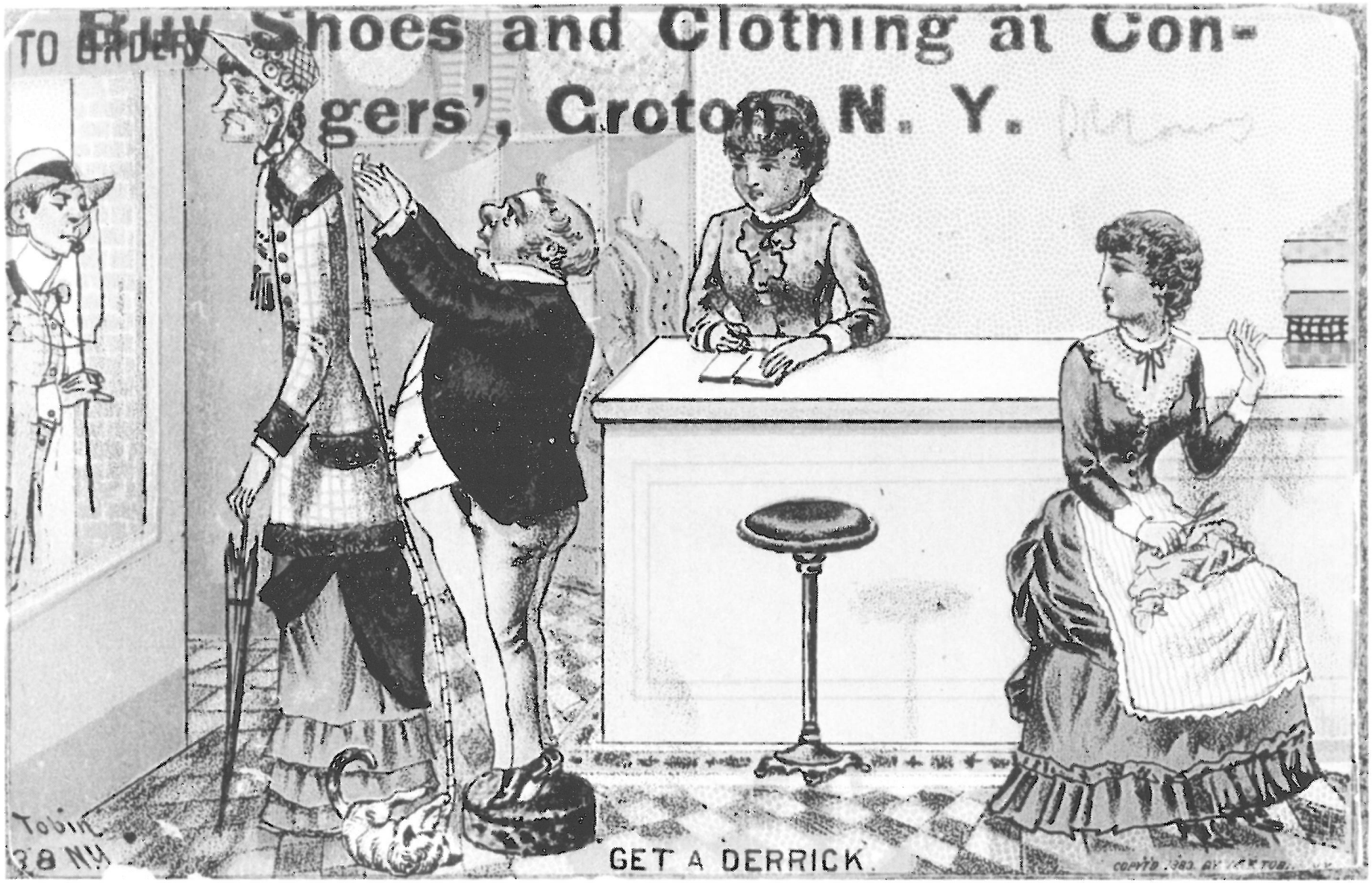

TO ORDER
Buy Shoes and Clothing at Con-
gers', Groton, N. Y.
Tobin
38 NY
GET A DERRICK

Figure 17. Trade card, "Our Artist Cutter," 1890-1910. Courtesy, Smithsonian Institution, #90-30.



OUR ARTIST CUTTER.

Figure 18. Trade Card, Dixon's Reliable Merchant Tailoring and Readymade Clothing, 712 Chestnut St., Philadelphia, PA, 1870-90. Courtesy, Smithsonian Institution.

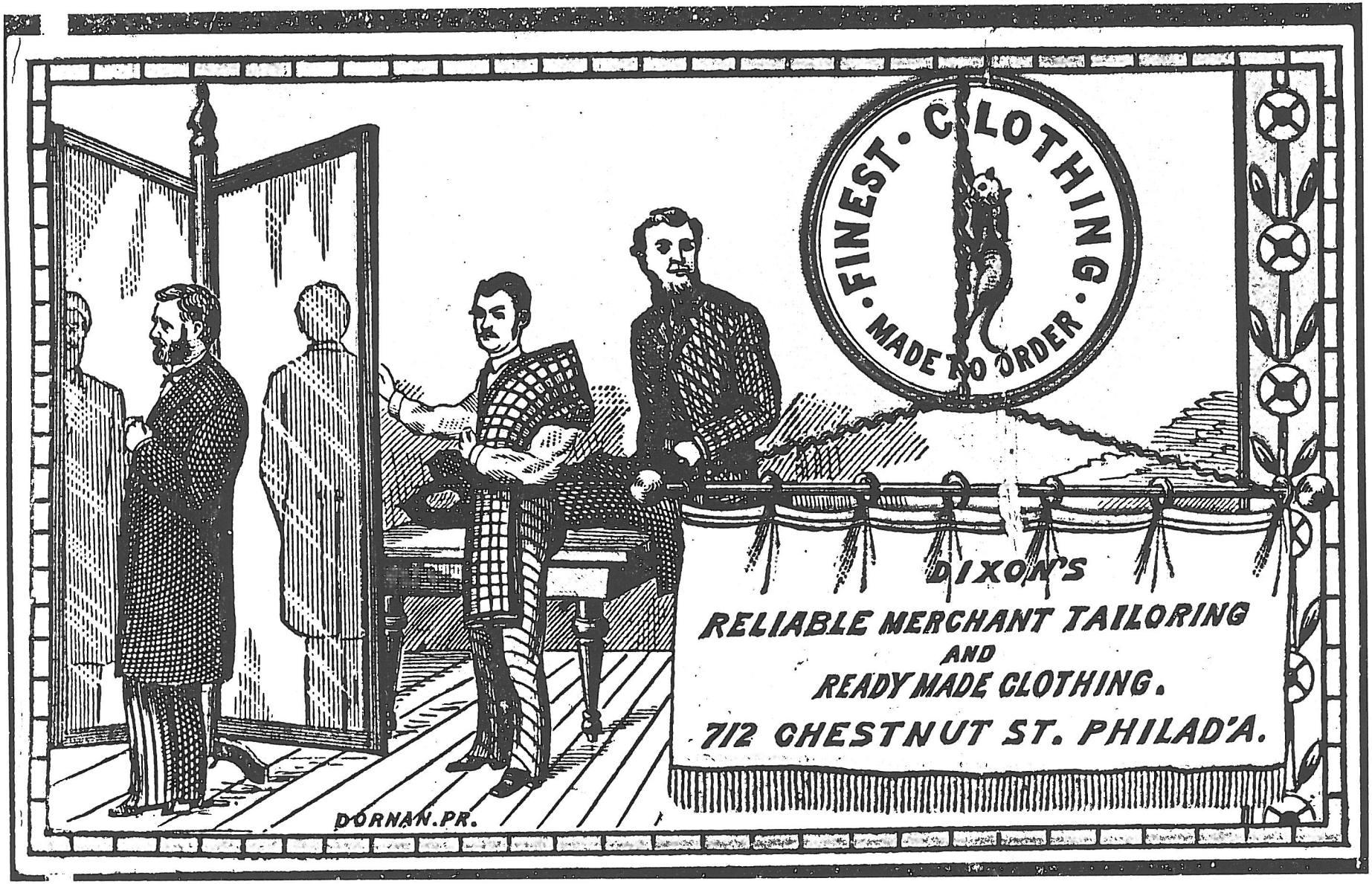
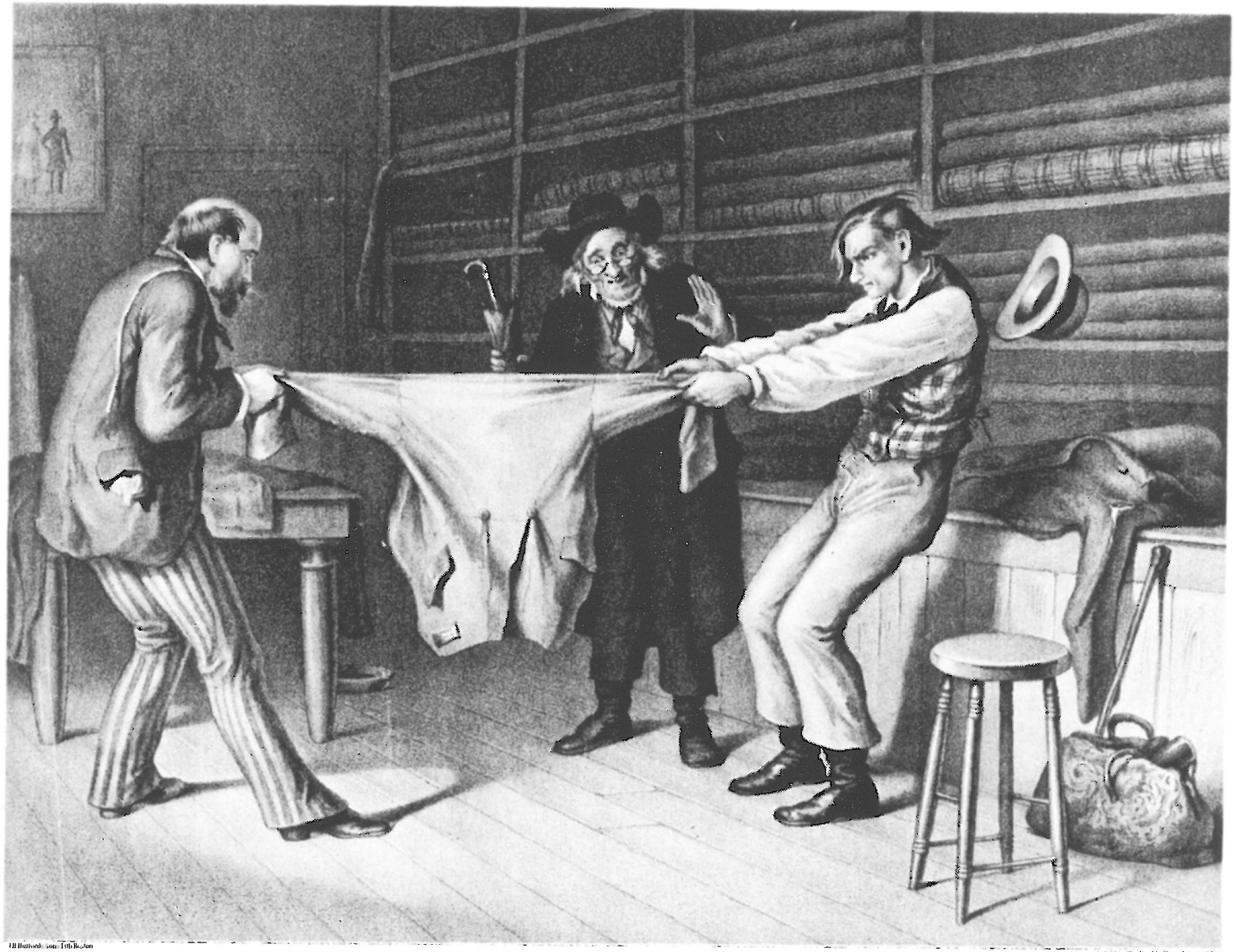

FINEST · CLOTHING · MADE TO ORDER · G
DIXON'S
RELIABLE MERCHANT TAILORING
AND
READY MADE CLOTHING.
712 CHESTNUT ST. PHILAD'A.
DORNAN. PR.

Figure 19. Lithograph, "All goods sewed by the Double Thread Sewing Co.'s patent process must bear their stamp," John H. Bufford's Sons, lith., copyright by the Double Thread Sewing Co., 1877. Courtesy, Library of Congress.

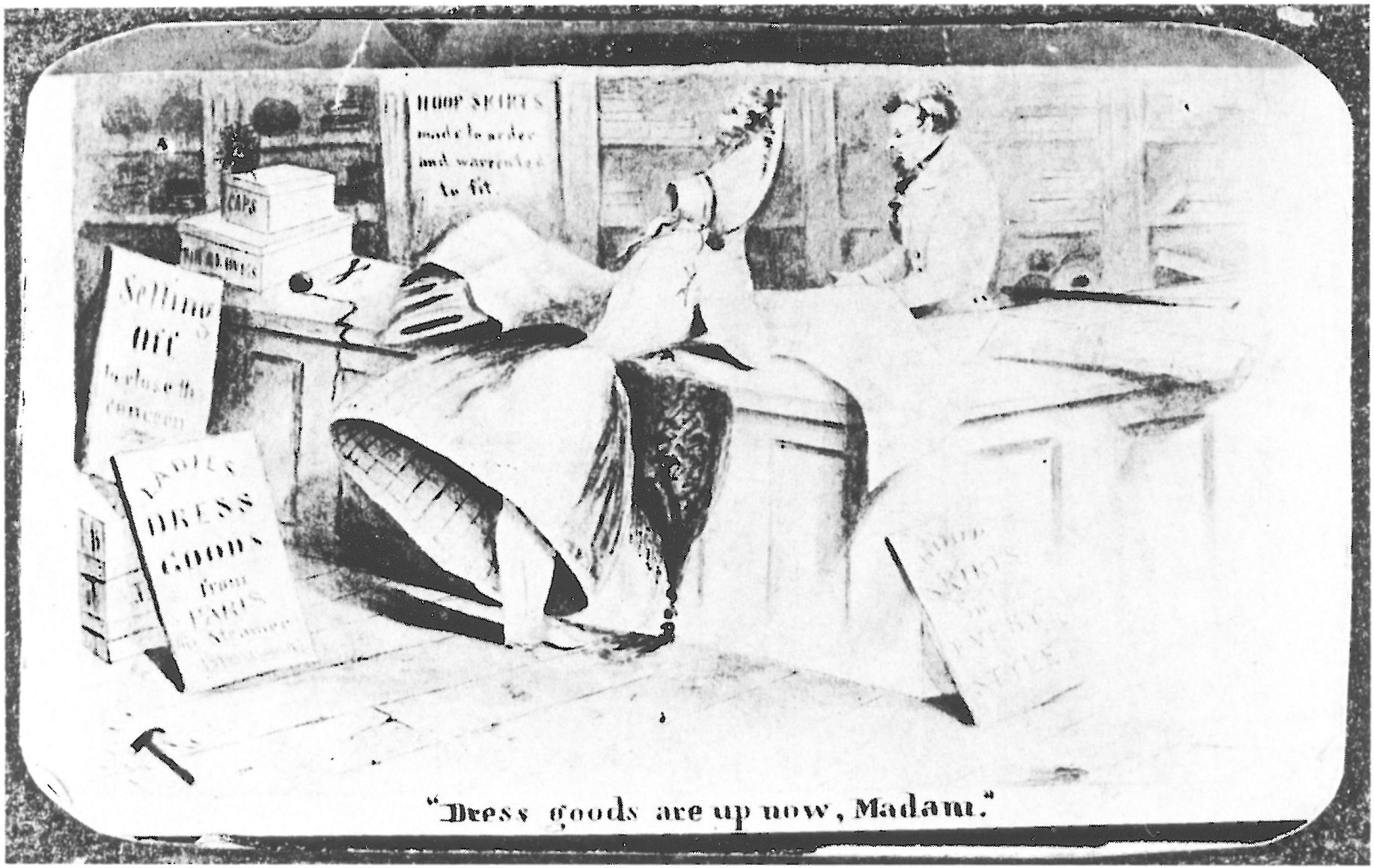


Copyright [illegible] by The Double Thread Sewing Co.

All goods sewed by
THE DOUBLE THREAD SEWING CO'S PATENT PROCESS,
must bear their Stamp.
Office 105 Summer St Boston



Figure 20. Trade card, "Dress goods are up now, Madam," 1860-70. Courtesy, Smithsonian Institution.



"Dress goods are up now, Madam."

Figure 21. Wood engraving, L.S. Driggs's Lace and Bonnet Store, No.'s 24 and 26 Hanover Street, Boston, Mass., in *Gleason's Pictorial Drawing-Room Companion*, 3:244, 1852. Courtesy, Library of Congress, LC-USZ62-2635.



INTERIOR VIEW OF L S. DRIGGS'S LACE AND BONNET STORE, NO.'S 24 AND 26 HANOVER STREET, BOSTON.

be separated from
up her abode in the
She was a sweet,
expression of mel-

DRIGGS'S LACE AND BONNET STORE.

Above we give the reader an interior view of one of our large and elegant dry goods establishments situated at Nos. 24 and 26 Hanover

SUCCESS IN LIFE.

In no department of life do men rise to eminence who have not undergone a long and diligent preparation; for whatever be the difference

mark the channel
exports consist of
other farm produc

Figure 22. Engraving, Tailor, plate 1, "Recueil de planches, sur les sciences, les arts liberaux, et les arts mechaniques..." *Encyclopedia*.... 9th volume. Paris: Denis Diderot, 1771.

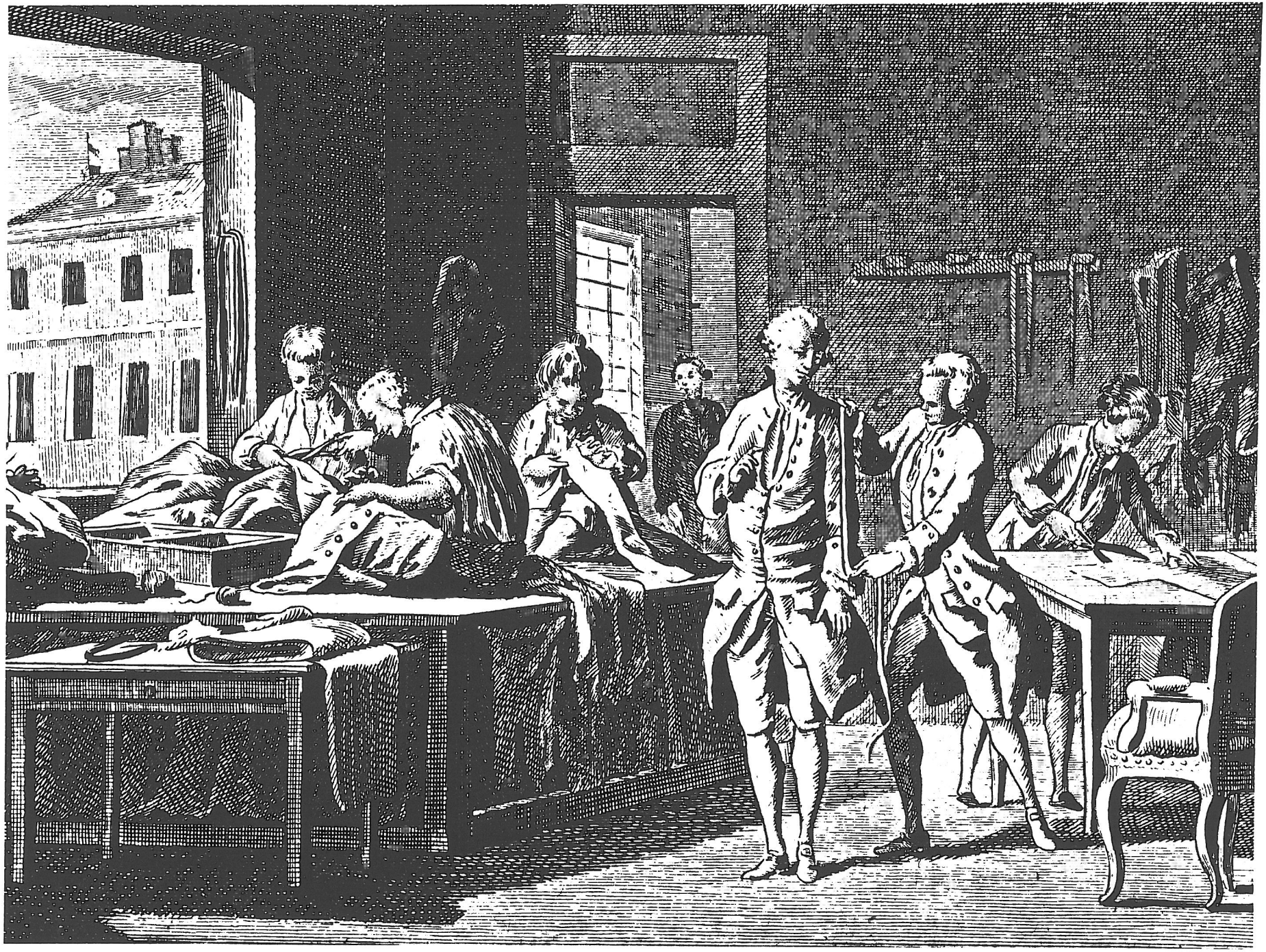


Figure 23. Engraving, Foster & Co., 1880-1900. Courtesy, Smithsonian Institution.

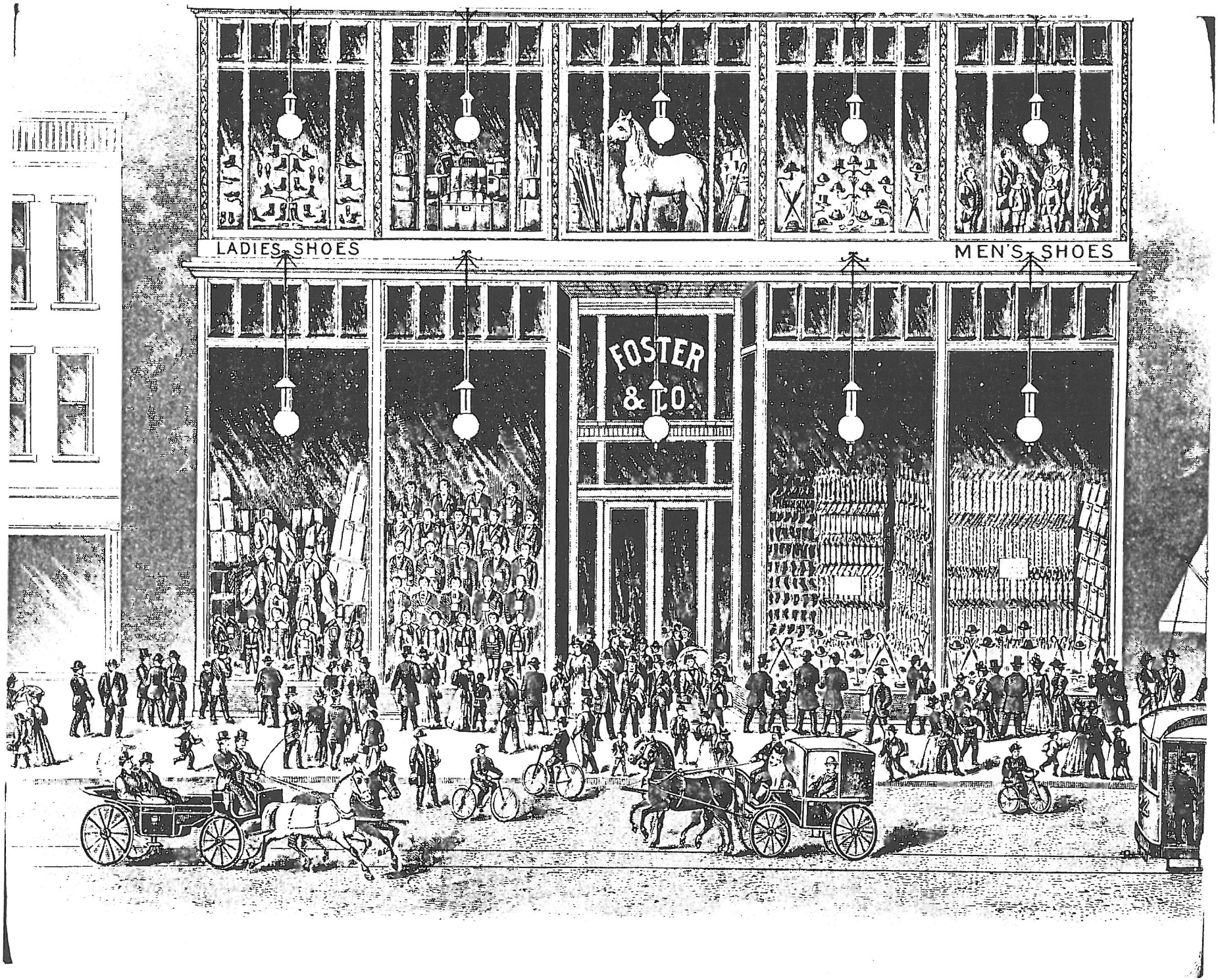

LADIES SHOES
MEN'S SHOES
FOSTER
& CO.

Figure 24. Trade card, Great American Tailor, 1880-1900. Courtesy, Smithsonian Institution, #13030.


ONE PRICE
NO TRUST
"Mein Frend! dot fits you, shust like de paper on de Vall?"

Figure 25. Woodcut, "Tailor," Edward Hazen, *The Panorama of Professions and Trades*, 1836, vol. 1, p. 96.

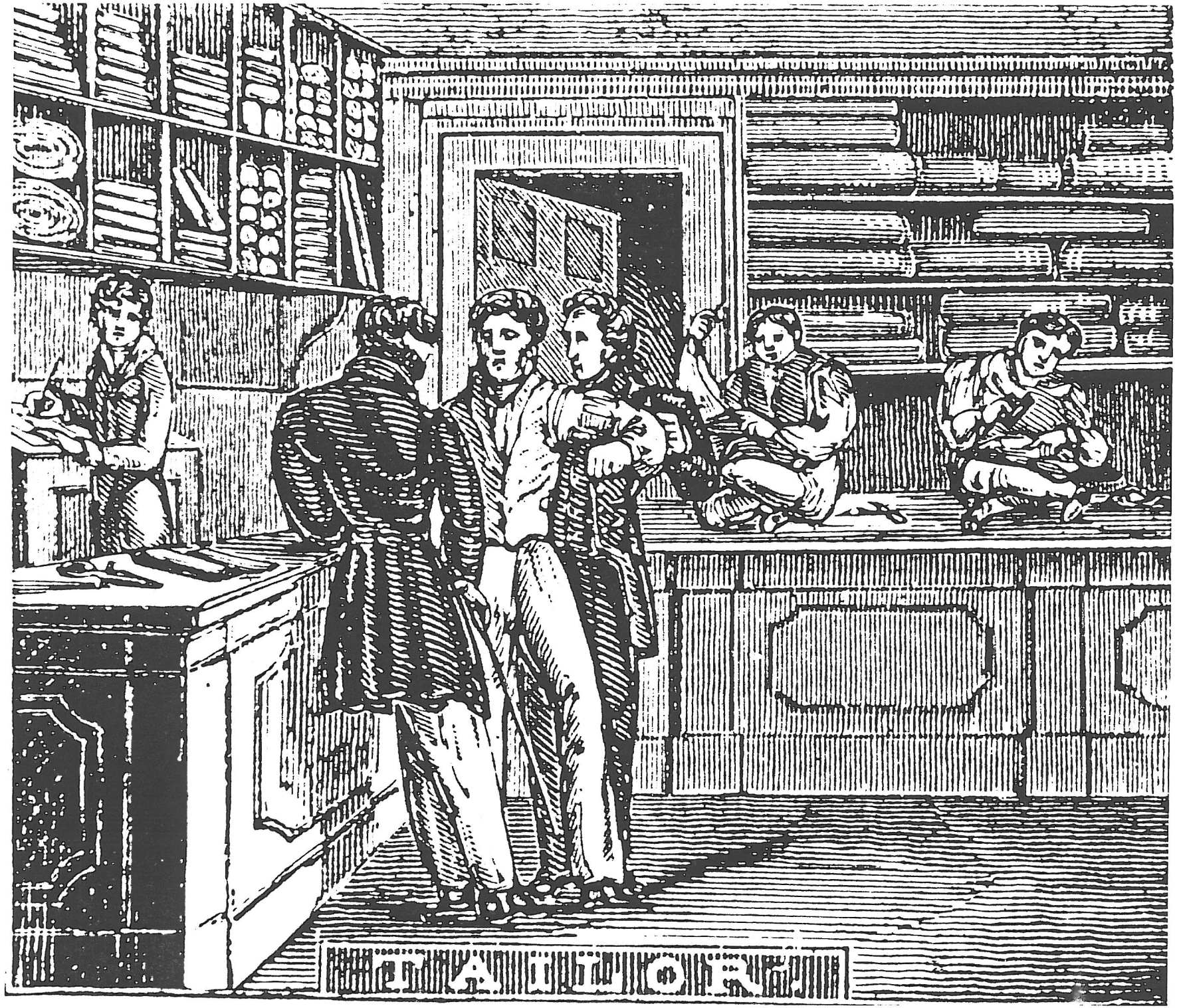


Figure 26. Engraving, Interior of Hill, Lincoln & Geer's dry goods warehouse, corner of Washington and West Streets, Boston, Mass., in *Gleason's Pictorial Drawing-Room Companion*, 3:164, 1852. Courtesy, Library of Congress, LC-USZ62-2634.

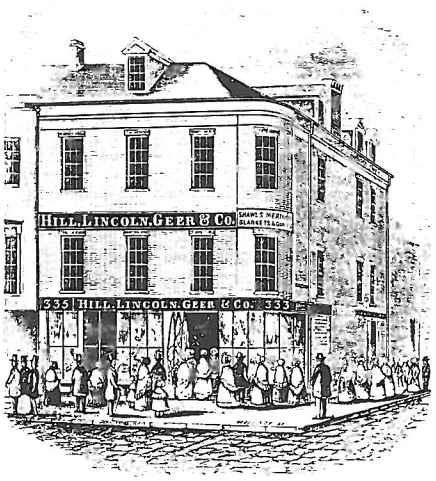
DRY GOODS BAZAAR.

We present our readers on this page a series of views showing the exterior and interior of the celebrated dry goods warehouse of Messrs. Hill, Lincoln & Geer. It is situated on the corner of Washington and West Streets, Nos. 333 and 335, and is one of the most popular establishments of the kind in the city. Their business is conducted upon the cash system, and consequently they are enabled to sell their goods at such prices as to satisfy the masses; and almost every article in the dry goods line may be obtained—from the richest India shawl to the most common goods of domestic manufacture. They employ in their two spacious sales rooms about forty salesmen. The third and fourth stories of the building are also occupied by them for the manufacture of cloaks, visites, mantillas, embroidery and dress-making, in which they employ from seventy-five to one hundred female operatives. They employ the most experienced artists to superintend each separate branch, and ladies cannot fail to be suited in these departments. The several partners composing this firm—whose names we here annex—will readily be recognized, and have been known to the community for many years.

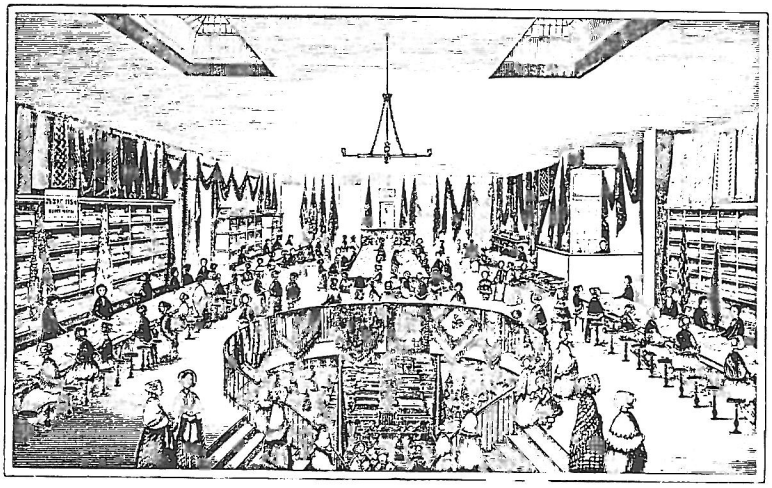
WALTER E. HILL, JOHN M. LINCOLN,
CHARLES H. GEER, EDWARD J. LONG,
JAMES W. HARRIS.

The lowest interior view is of the first floor. In this room may be found linen sheetings and shirtings of every grade; linen damasks and napkins, table covers, towelling and housekeeping goods of every description; hosiery, gloves, domestic goods, articles for children's wear, furniture chintz, flannels, blankets, quilts, Thibet cloths, French merinos, French all wool de laines, challies, barege de laines, cotton and wool de laines of all prices, French and English muslins and white goods, French, English and American prints and ginghams, together with many other articles which our limits will not allow us to enumerate, and to form a just estimate of which our readers must call and examine for themselves.

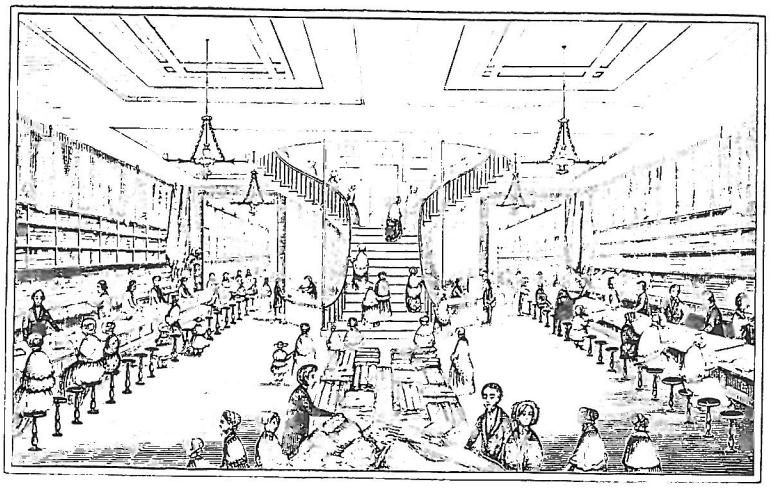
The second view is the second floor; where may be found silks of every variety, varying in price from thirty-seven and a half cents to six dollars per yard; high lustered black silks from the most celebrated manufacturers, silk velvets, shawls of every design, cloaks, sacks, visites and mantillas in great variety, manufactured from the most approved Parisian styles. There is also a department appropriated for mourning goods, and is worthy the attention of those who are in pursuit of such articles. The business in this establishment is conducted upon correct principles, and the public will find accomplished and attentive salesmen to serve them at all times. Altogether the establishment is one that reflects credit upon our city mercantile character, and gives evidence of that steady and fortunate improvement in a pecuniary point of view, which industry and a strict regard for honorable dealing always induces. There is some difference between the aspect presented by Washington Street of today and the little narrow "cow path" which marked its "winding way," not many years ago. Now its entire length is adorned with large and brilliantly furnished stores, devoted to every branch of trade, but more particularly to that of dry goods. From this department of merchandize, therefore, we have selected one example, which we give at this time. One thing our readers may be assured of, that whatever establishments we select for representation in these pages, they will be only the best ones in the line to which we refer. Thus it is our "end and aim" to give only such notable objects as are also reputable, and which will convey not only pleasure to the eye but satisfaction to the critical mind. The exterior and interior views given on this page are of this description, and refer to one of our dry goods palaces.



DRY GOODS WAREHOUSE OF HILL, LINCOLN & GEER.



INTERIOR VIEW OF THE SECOND FLOOR.



INTERIOR VIEW OF THE FIRST FLOOR.

GAY, THE POET.

Gay had the strange contradiction of a manly mind, and fastidious and somewhat effeminate manners. His birth and habits were of the city, and yet his imagination was all rural. He never was engaged in rural sports; nor does it appear that he was ever on horseback. He amused himself in the fields, with flowers and plants, and butterflies and insects. His *library* supplied him with the habits of country people. He loved to contemplate the snowy whirlwind, the April shower, the summer morn, and the fading lights of evening, as the golden tints recede into twilight and darkness. His manner in society was that of a *petit-maitre*. His solitary thoughts were never frivolous. He was serious, gentle, benevolent and conscientious. Perhaps he was too delicate for the rude tempests of the world. He was like a tender plant, which could not bear the rough air, and tempests and frosts—a sort of sensitive plant, keenly alive to the slightest touch of rudeness.—*Anthon*.

KNOWLEDGE IS POWER.

Man aspires after perfection; civilized nations grow up in the wilds of Australia and America, regions unknown to the ancients. Man now extends his empire over nature, more widely than ever at any former period; while the savage with difficulty guides his frail skiff over the waves, the European launches his lofty ships, like a giant, into the sea, and steers his floating castles, with their hundred thundering mouths, over the illimitable ocean. Rocks are rent by a little powder; forests are felled; the great deep is fettered by artificial moles; the air is traversed by the daring aeronaut; the abysses of the sea are opened to human labors, by the aid of the diving bell; the bowels of the globe are searched by the miner, lamp in hand, for gold and gems; and the wide reach of enterprise and curiosity informs us daily of the events that take place in other hemispheres; these wonders announce the high dignity of our race. It is science that gives man this universality, this vast power. It is by means of industry, enlightened and guided by science, that the wealthy citizen of London, or Paris, reposing on a seat of Indian wood, sips the infusion of a Chinese leaf, or an Arabian bean mixed in a Japanese cup with the sugar of the Antilles, from a spoon of Mexican or Peruvian metal, which the labors of some descendant of Montezuma, or Marco Capac, have wrung from the mines of the Andes. The child plays with an ivory ball, or a strip of bone, which has been procured by the slaughter of a gigantic quadruped, in the unknown regions of burning Africa, or of a still more colossal monster amidst the eternal ice of the pole. Thousands of negroes, like so many human bees transported into another hemisphere, press a sweet juice from the stalk of a grass that has itself been propagated by human skill in regions distant from its native plains, to feed the poorest peasant of Europe. Is it not a wonderful sight, thus to see man subject all nature, animate and inanimate, by industry and knowledge? Is it not glorious to behold a simple individual at the desk of his counting-house, commanding the extremities of the earth? A few light marks, traced upon a scrap of material made from cast-away rags, carry life or death to another hemisphere, light up the torch of war, hurl princes from their thrones, or bring back brilliants of rarest beauty, to adorn the palaces that rise on the banks of the Thames, the Seine, or the Danube. It is sometimes true that a learned man arrays himself against the progress of knowledge; as for example: Polydore Virgil, who wrote in the time of Henry VIII., of England, 1500, was so alarmed at the growing propensity to encourage navigation, from the dangers which he thought must attend it, and the folly of attempts to render it very useful, that he compared the rashness of men in exposing themselves to the ocean, to the attempt of Daedalus, who undertook to fly; and he said: "men now inhabit the sea, and build ships as large as houses, and fight battles on the ocean as on the dry land." He was a learned scholar; but for useful improvements, the world must look to more enterprising and resolute men, who battle with actual life.—*Mechanics' Magazine*.

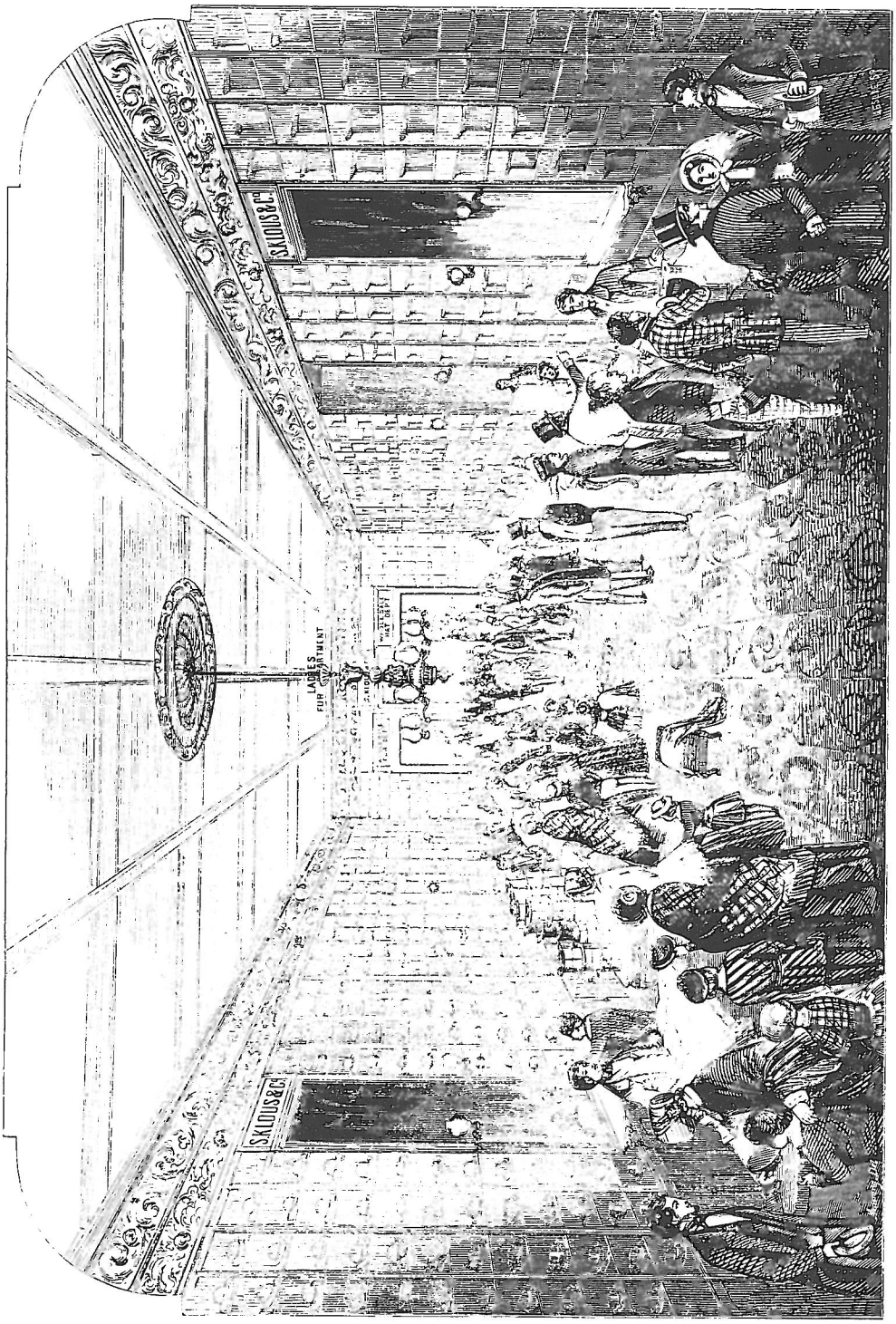
POLYPI.

Most naturalists give the name of *polypus* to certain gelatinous animals, generally shaped like little bags, the borders of which are provided with filaments, causing them to resemble those polyps, which the ancients called *polypi*. Those which inhabit fresh water are the best known. Destitute of interior organs, without eyes, lungs, or brain, without nerves, or even intestines, these animals subsist entirely by absorption. They are wholly stomach, and throw off the surplus of digestion through the mouth. When cut into a number of pieces, and even divided into particles, each separate fragment becomes a new and complete animal. They may be turned inside outward, like a glove, without their vital functions being at all impeded by the operation. Two polypi, or two portions of the same polypus, may be grafted together, and the united mass will continue to live, as before. They are often connected together in greater or less numbers, and possess one common vitality diffused among them all; for the food, taken by each, contributes to the nourishment of the whole community; and yet each individual polypus acts for itself, seeking its own sustenance, and fighting for it with the other polypi to which it is joined. They subsist on shell aquatic animals, which they seize with their feelers, and introduce into the pouch which serves them for a stomach. Sometimes their prey is bigger than themselves. During the hot weather, they multiply by suckers, like vegetables, with great rapidity; but on the approach of winter, they fall to the bottom of the water, where, it is said, they are protected from the cold, till the return of the spring.—*Translated from the Magazine Universel*.

Figure 27. Engraving, Interior of S. Klous & Company's hat, cap and fur store, No.'s 29 and 31 Court Street, Boston, Mass., in *Gleason's Pictorial Drawing-Room Companion*, 3:236, 1852. Courtesy, Library of Congress, LC-USZ62-2610.

S. KLOUS & CO.'S Hat, Cap and Fur Store.

We present herewith a very fine interior view of the Hat, Cap and Fur Store of S. KLOUS & Co., 29 and 31 Court Street, Boston. It is by our artist, Mr. Manning, and forms a very accurate and striking picture. This is the largest retail hat establishment in New England. It is 33 feet wide on Court Street, and 100 feet deep on Franklin Avenue, occupying nearly all of two three-story buildings. The front room, as herewith represented, is the largest sales room of the kind in the State, and is occupied as a retail department, the second room as a hat, cap and fur saloon, and the basement for the wholesale hat trade, employing about 13 salesmen. S. Klous & Co. manufacture hats, caps and furs in the buildings, employing in the hat manufactory about 50 workmen of the first class; and in the cap manufactory they employ, di- -y and indi- -, from 250 to 300 girls. Their furs are received directly from Europe; and, having artists of long experience, they manufacture some of the best furs offered for sale in the metropolis. Their manufacturing arrangements are such, having introduced new and extensive machinery, and employing at the same time a corps of mechanics unsurpassed, that they are enabled to offer their customers a splendid article of hats that is excelled by none. They do not propose to confine each customer to precisely the same pattern hat, and their styles will be found to differ from that of any other establishment, but while observing the general features of the prevailing styles, to adapt minor peculiarities to the stature, physiognomy or taste of the individual. After a personal examination of this establishment, we do not hesitate to say that this house offer the most elegantly finished and perfect articles in this line that can be found in Boston, or any other city in the Union. We may as well mention in this place that those gentlemen who have formed a taste—and very justly, too—for Leary & Co.'s excellent hats, of New York, can obtain them here, Messrs. Klous & Co. having the Boston agency for the house. A man's hat is certainly one of the most important portions of his external appearance; and those who desire to be fitted to a charm with an article of the most artistic character, and best suited to their own style of features, manner, general bearing, etc., should call on this house, who have earned the title of artists in their calling. We enjoy the chronicling of these merchant palaces; they evince most indisputably the growing wealth and commercial success of our city—they manifest a spirit of generous liberality, and free outlay, that does good—as good can in no other way so well be accomplished. It diffuses money to artists, laborers, clerks, men of ability, mentally, and men who are classed as among the "hewers of wood and drawers of water." It puts money in circulation to rear and sustain such elaborate and well found manufactories, besides supplying all concerned with the ample means of producing a better and more desirable article of wear in the line of the business engaged in. In illustrating so fine a store as that of Klous & Co., we do our readers and the public a benefit.

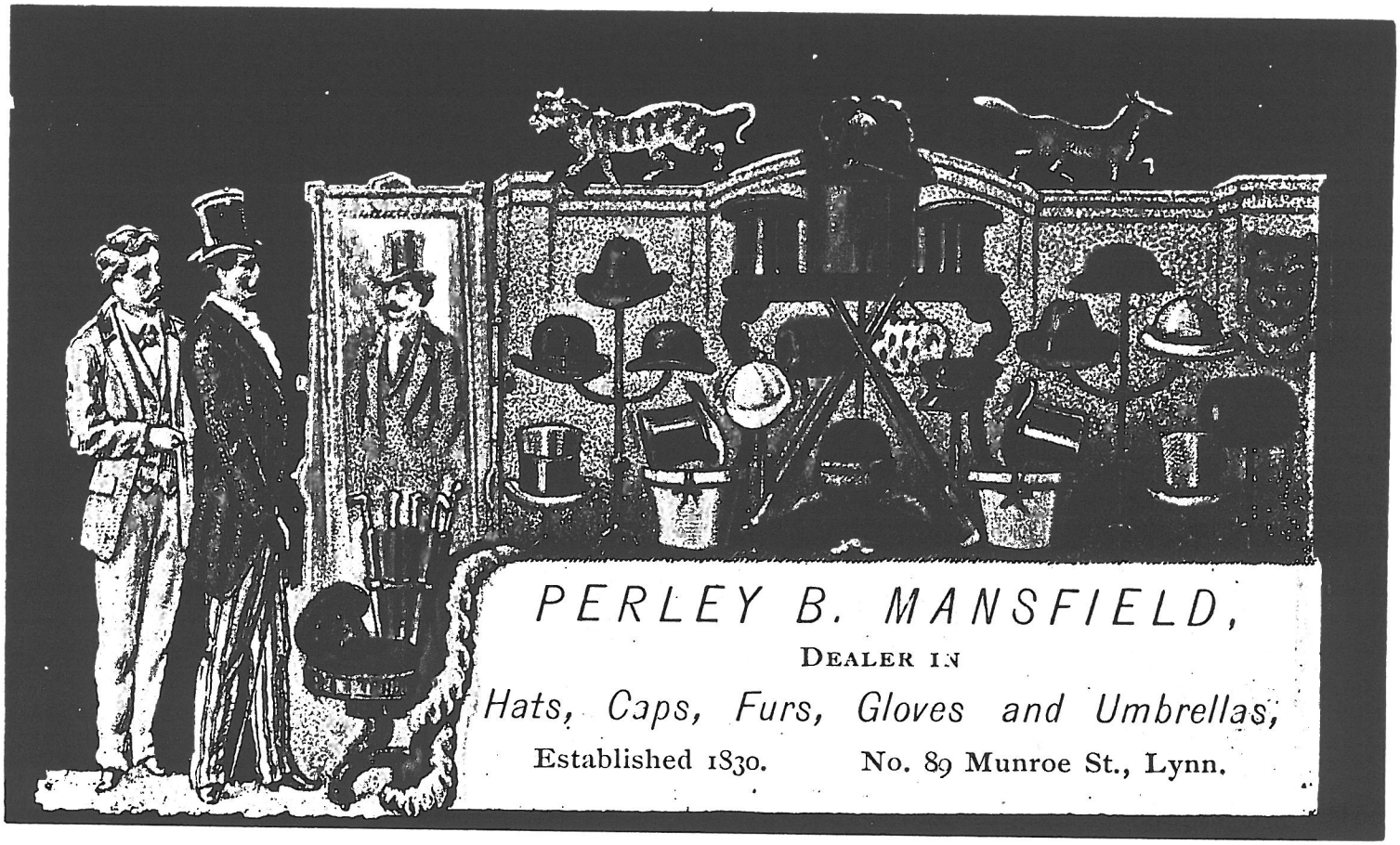


INTERIOR VIEW OF S. KLOUS & CO.'S HAT, CAP AND FUR STORE, NO.'S 29 AND 31 COURT STREET, BOSTON.

THE LIPS.

For the consolation of those who have thin lips and are not shrews or niggards, I must give here, as my firm opinion, founded on what I have observed, that lips become more or less contracted in the course of years, in proportion as they are accustomed to express good humor and generosity, or peevishness and a contracted mind. Remark the effect which a moment of ill-temper or grudgingness has upon the lips, and judge what may be expected from an habitual series of such moments. Remark the reverse, and make a similar judgement. The mouth is the frankest part of the face; it can the least conceal its sensations. We can hide neither ill-temper with it, nor good; we may effect what we please, but affectation will not help us. In a wrong cause, it will only make our observers resent the endeavor to impose upon them. The mouth is the seat of one class of emotions, as the eyes are of another; or rather, it expresses the same emotions but in greater detail, and with a more irrepressible tendency to be in motion. It is the region of smiles and dimples, and of a trembling tenderness; of a sharp sorrow, of a full breathing joy, of candor, of reserve, or a carking care, of a liberal sympathy. The mouth, out of its many sensibilities, may be fancied throwing up one great expression in the eyes—as many lights in a city reflect a broad lustre into the heavens. On the other hand, the eyes may be supposed the chief movers, influencing the smaller details of their companion, as heaven influences earth. The first cause in both is internal and deep-seated, and wonderfully effective.—*Leigh Hunt.*

Figure 28. Trade card, Perley B. Mansfield, Dealer in Hats, Caps, Furs, Gloves and Umbrellas, Established 1830, No. 89 Munroe St., Lynn, 1870-90. Courtesy, The Winterthur Library: Joseph Downs Collection of Manuscripts & Printed Ephemera.



PERLEY B. MANSFIELD,

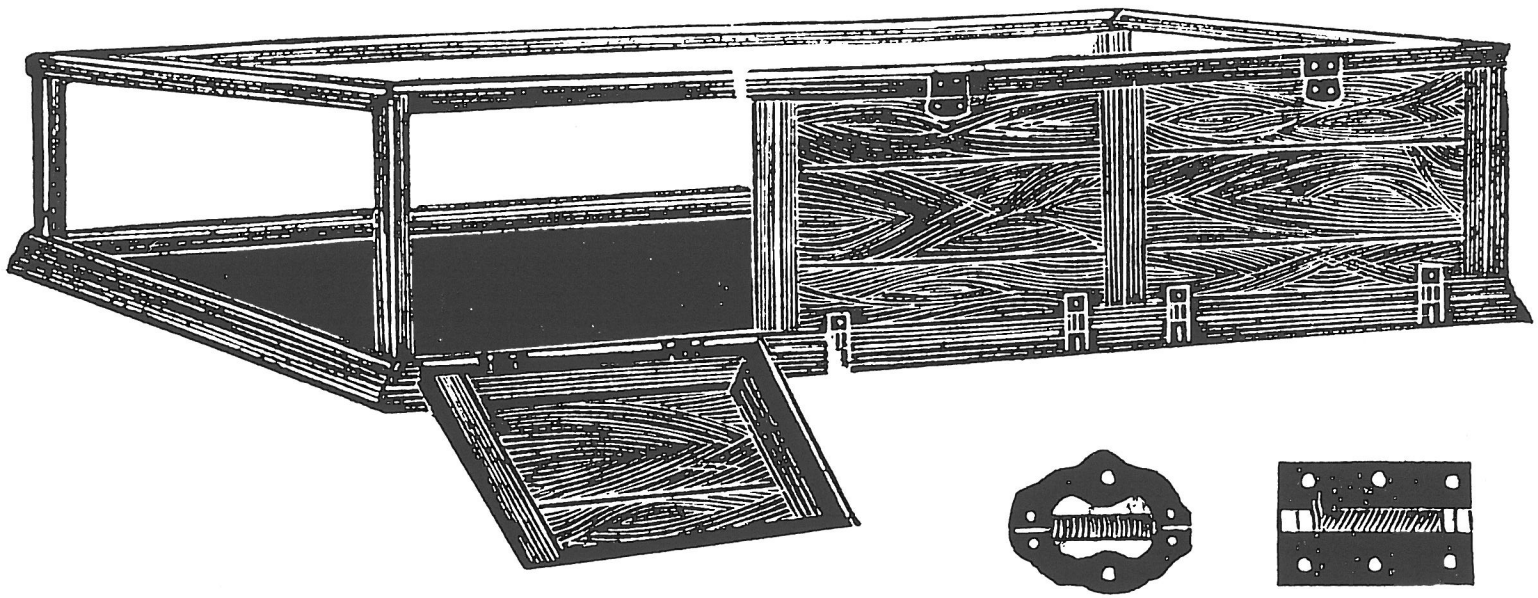
DEALER IN

Hats, Caps, Furs, Gloves and Umbrellas,

Established 1830. No. 89 Munroe St., Lynn.

Figure 29. Trade catalog, Illustrated Catalogue of Richard Sauer's Maryland Steam Show Case and Store Fixture Works, post 1879. Courtesy, Smithsonian Institution.

No. 170.



This cut represents the back view of a Show Case with my Patent Spring Hinges, of which there are also two different designs annexed.

These Hinges are a great improvement; preventing the doors and mirrors from falling down, cracking and splitting. The doors of the case will always shut by a slight motion of the hand and will not fall back. They never will get out of order and never will break.

Figure 30. Advertisement, Metropolitan Clothing Warehouse, New York, NY. From Charles R. Rode, *Rode's New York Business Directory*, 1853-54, p. 12. Courtesy, Smithsonian Institution, #CBA-179.

METROPOLITAN

CLOTHING



WAREHOUSE

116 *FULTON STREET,*

(Between Nassau and Dutch St.) NEW-YORK.

TILTON & WALLING,

CLOTHIERS AND MERCHANT TAILORS,

KEEP CONSTANTLY ON HAND A

LARGE & SPLENDID STOCK

OF

READY MADE CLOTHING,

Embracing every style and quality of Goods of

FOREIGN & DOMESTIC MANUFACTURE,

made up in the latest style of Fashion, and in the most durable manner. It is the purpose of the proprietors of this

POPULAR CLOTHING ESTABLISHMENT,

to always Manufacture their Stock from the best materials and with the best artistic skill, and not be undersold by any House in the trade. Our business policy is the largest **Possible** Sales with the **Smallest Living profits**, thus securing to every customer entire satisfaction.

Figure 31. Advertisement, Moberg the Tailor, Anoka, Minn., 1870-90. Courtesy, Smithsonian Institution, #90-36.

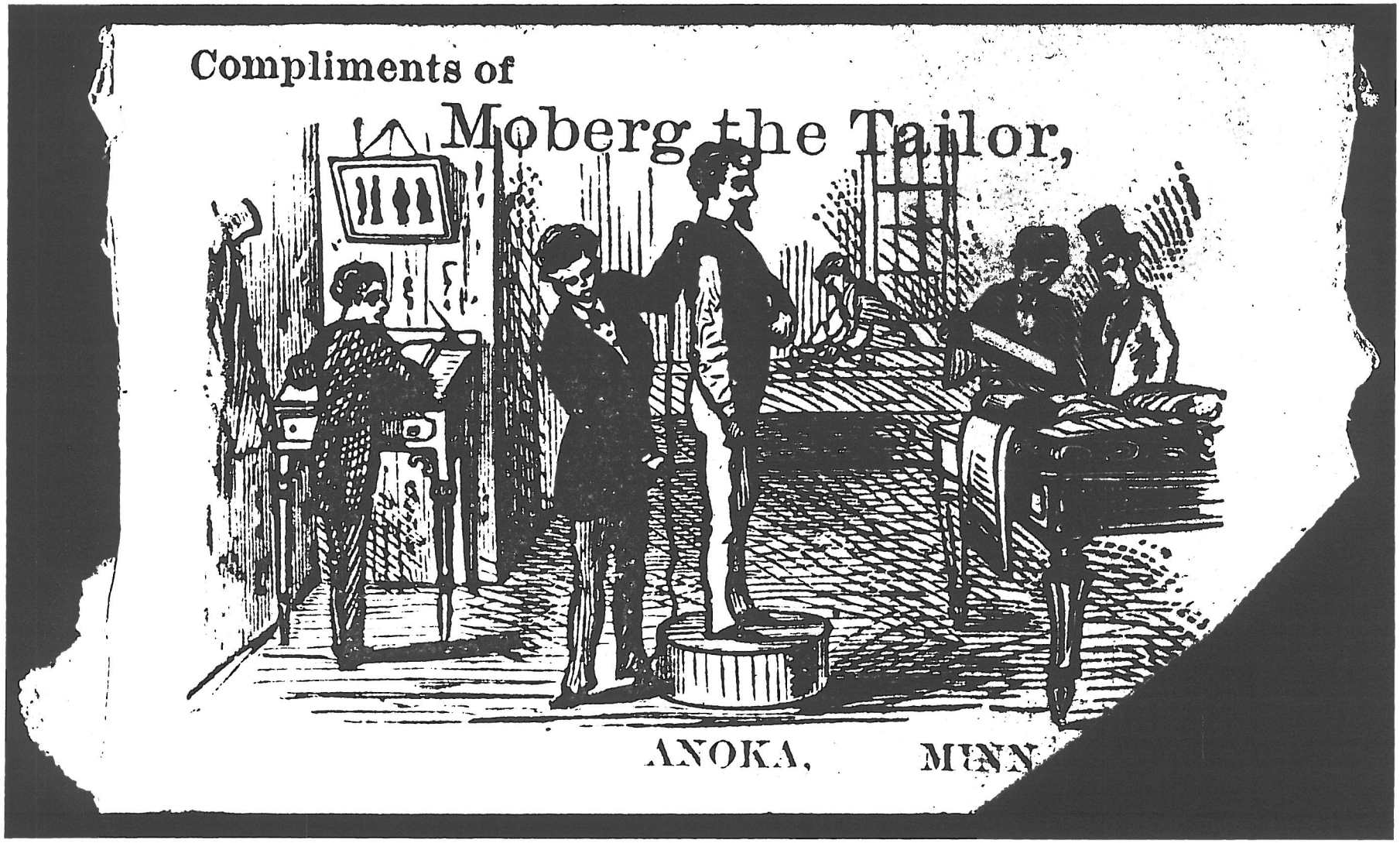

Compliments of
Moberg the Tailor,
ANOKA, MINN

Figure 32. Trade catalog, Great Hat, Cap and Fur Emporium of Charles Oakford, No. 158 Chestnut Street, below Seventh, Philadelphia, PA, 1854. Courtesy, Hagley Museum and Library.

"Quick Sales and Small Profits."

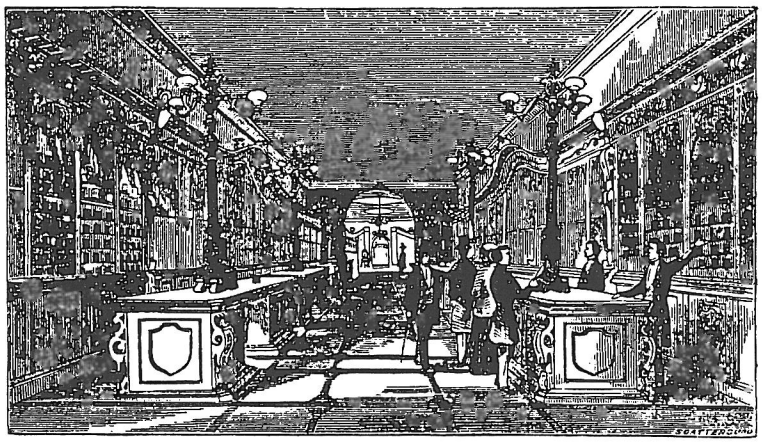
INTERIOR VIEW OF

CHARLES OAKFORD'S

GREAT HAT, CAP AND FUR EMPORIUM,

No. 158 CHESTNUT STREET,

PHILADELPHIA.



Hats, Caps and Furs of every variety and at all Prices,

Will be found in this Establishment.

WHOLESALE DEALERS

Will find it greatly to their advantage to purchase at this house, as they can rely upon having the best goods to be found in the market at the lowest prices.

Figure 33. Advertisement, Oak Hall Clothing House, Boston, MA, The Unrivaled Emporium for Gentlemen's, Youths' & Little Children's Ready-Made Clothing, Furnishing Goods, Hats, Caps, &c. Courtesy, Smithsonian Institution, #CBA-3. The identical picture appears in an advertising brochure, *Oak Hall Pictorial*, published in 1854 by George W. Simmons, located in the Joseph Downs Collection, The Winterthur Library.



OAK HALL CLOTHING HOUSE,

The Unrivaled Emporium for

GENTLEMEN'S, YOUTHS' & LITTLE CHILDREN'S

Ready-Made Clothing, Furnishing Goods, Hats, Caps, &c.

WHOLESALE AND RETAIL.

AN EXTENSIVE AND DESIRABLE ASSORTMENT OF

RICH CLOTHS, DOESKINS, CASSIMERES, VESTINGS, &c.

Always to be found in the Custom Department, with unusual facilities for the prompt and faithful execution of all orders for GENTEEL CLOTHING.

MILITARY AND NAVAL OFFICER'S DRESSES, MILITARY AND FIREMEN'S UNIFORMS,

Furnished at the shortest notice, and all garments warranted to give perfect satisfaction.

GEO. W. SIMMONS,

OAK HALL,—32, 34, 36 & 38 NORTH STREET,

BOSTON, MASS.

1852

Figure 34. Lithograph, "A Beautiful Pair," pub. by Currier & Ives, 152 Nassau St., New York, NY, 1872. Courtesy, Library of Congress.



PUBLISHED BY CURRIER & IVES

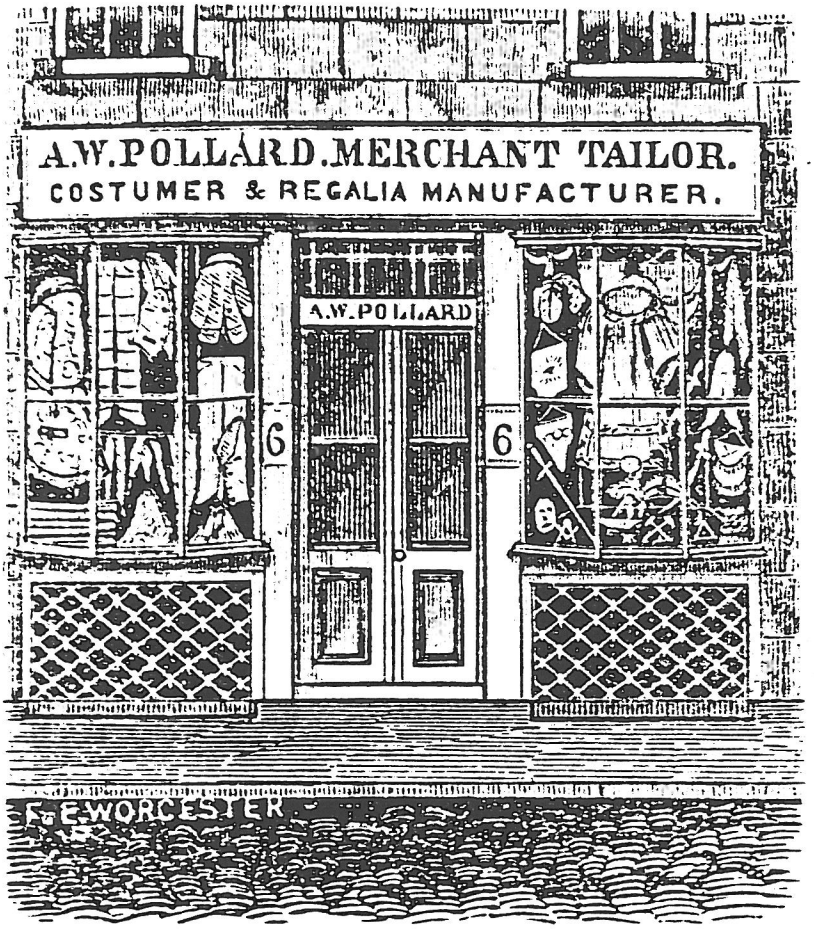
ENTERED ACCORDING TO ACT OF CONGRESS IN THE YEAR 1872 BY CURRIER & IVES IN THE OFFICE OF THE LIBRARIAN OF CONGRESS AT WASHINGTON

152 NASSAU ST NEW YORK

A BEAUTIFUL PAIR.

Figure 35. Advertisement, A.W. Pollard, Merchant Tailor, Costume and Regalia Manufacturer, No. 6 Court Street, Boston, in *The Boston Directory for the Year 1852....* Courtesy, Harpers Ferry Center Trade Catalog Collection.

A. W. POLLARD,



MERCHANT TAILOR,

COSTUME AND REGALIA

MANUFACTURER,

No. 6 Court Street, Boston.

CLOTHS, CASSIMERES & VESTINGS,

Of the latest styles kept constantly on hand for sale.

MR. EDWIN BARNES, well known to the citizens of Boston, will attend to the Tailoring Department. Orders will be executed in the most perfect manner, and all garments warranted to fit.

Figure 36. Lithograph, "Tailor," from the lithographic series *Prang's Aids for Object Teaching*, L. Prang & Co., 1874. Courtesy, Library of Congress, LC-USZ62-674.



PUBLISHED BY L. PRANG & Cº BOSTON.

COPYRIGHT 1874 BY L. PRANG & Cº

TAILOR

Figure 37. Advertisement, A. Rankin & Co., New York, NY, Importers & Manufacturers of Hosiery, Under Garments, Gloves, &c., 1852(?). Courtesy, Smithsonian Institution, #90-24.

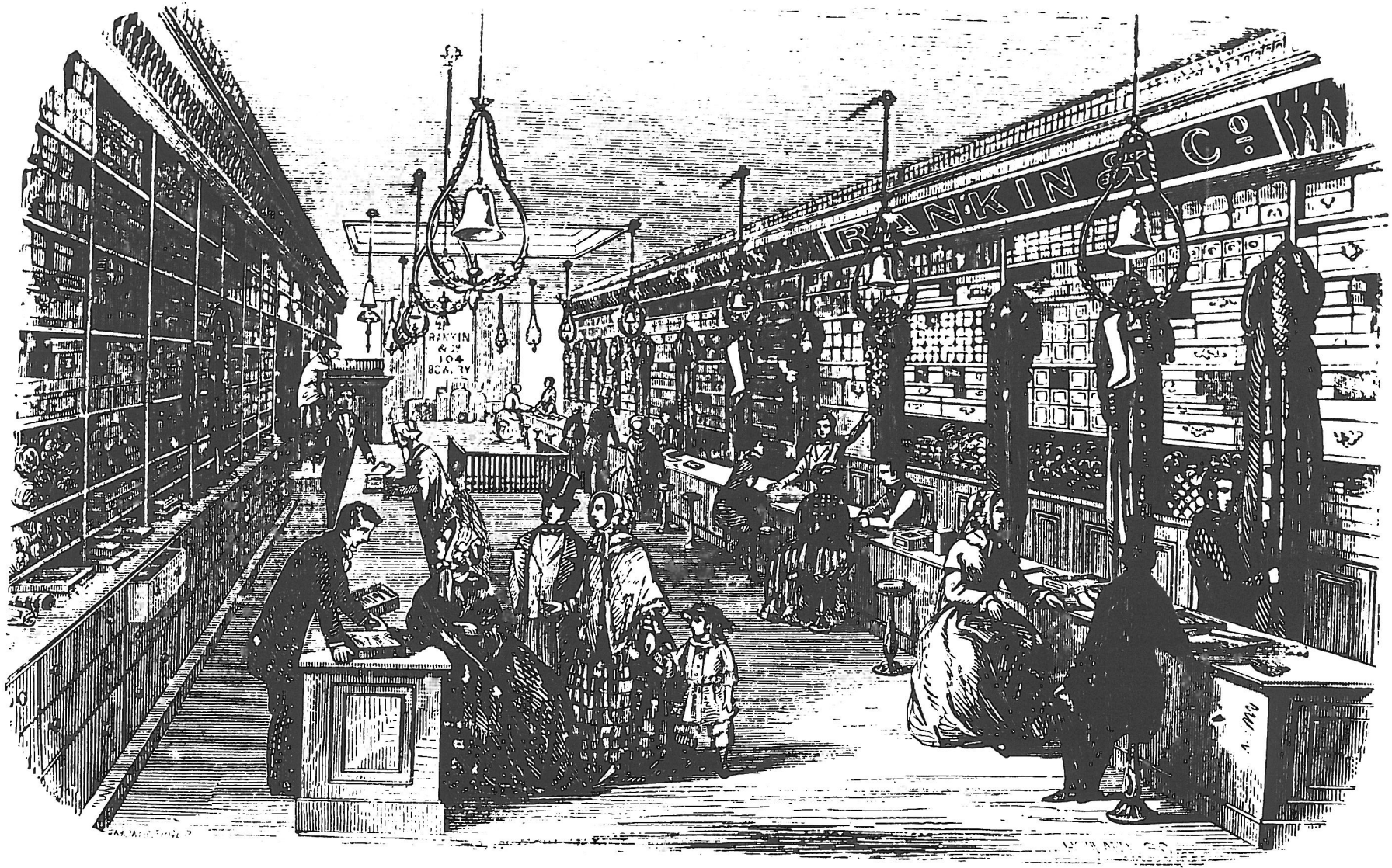

RANKIN & Co.

Figure 38. Advertisement, Shelton & Co., Wholesale and Retail Dealers in Ready Made Clothing, 1847. Courtesy, Smithsonian Institution, #82-10234.

1847

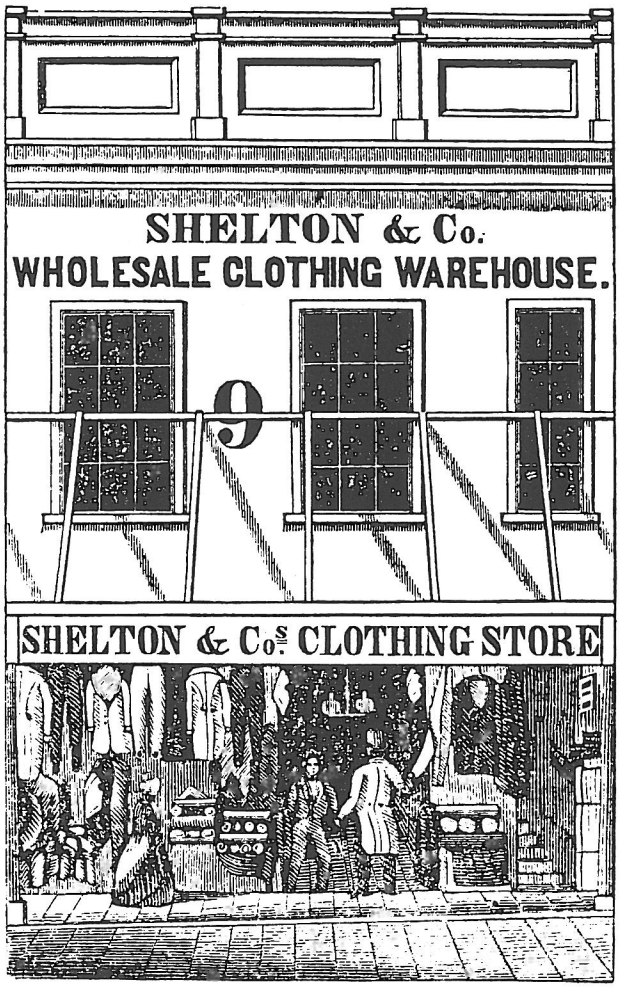
SHELTON & CO.,

WHOLESALE AND RETAIL DEALERS IN

READY MADE CLOTHING,

Largest Establishment in the State, and none Cheaper!

All the Garments in this Establishment are manufactured in this City, by good and experienced hands—the Proprietors being responsible for all damages their Patrons may sustain in bad workmanship.



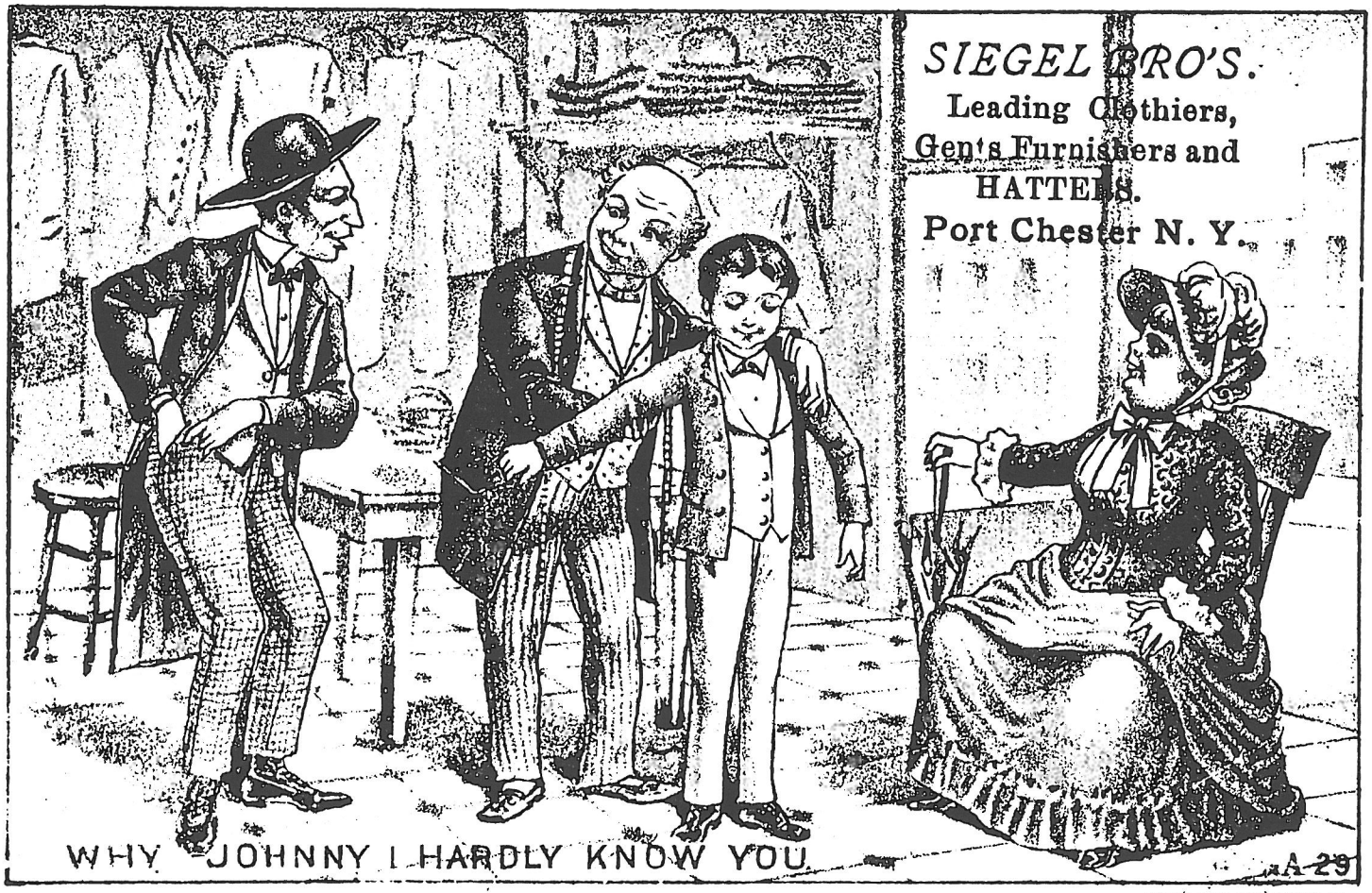
GOODS MADE TO ORDER in the best and most approved style, and Latest Fashion—Fashionable Goods for this purpose arriving almost every day from New York, as the new styles are brought out.

THEY have on hand at all times, Goods in the above line, at wholesale or retail, to suit the state of the weather and season of the year.

Every description of GENTLEMEN'S APPAREL may be found in this Store, of every quality, to suit every pocket.

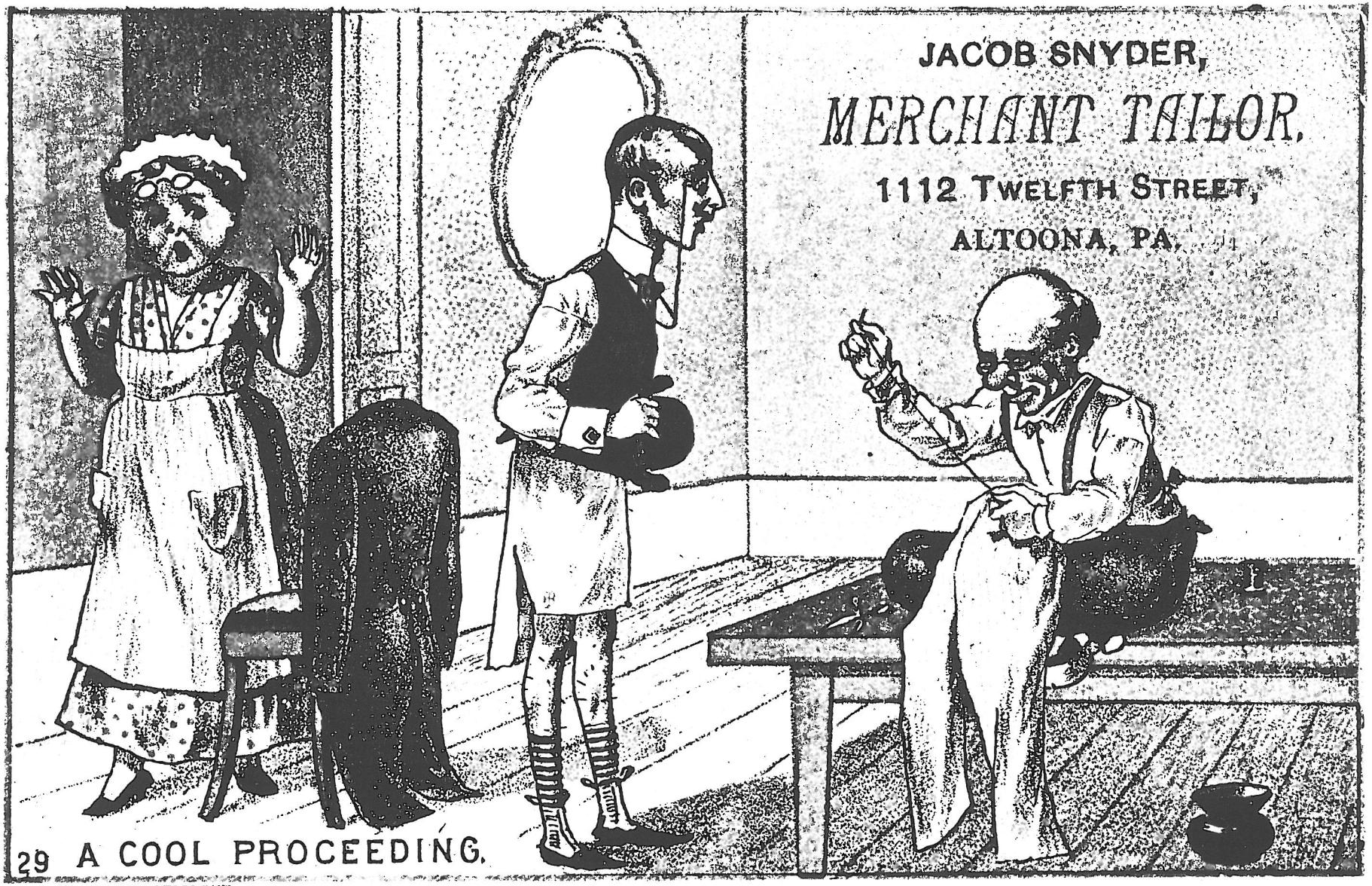
REMEMBER THE NUMBER, 9 & 10 ON THE BRIDGE.

Figure 39. Trade card, Siegel Bro's. Leading Clothiers, Gents Furnishers and Hatters, Port Chester N.Y., 1883. Courtesy, The Winterthur Library: Joseph Downs Collection of Manuscripts and Printed Ephemera.



COPYRIGHTED, 1893, BY M. F. TOBIN, N.Y.

Figure 40. Trade card, Jacob Snyder, Merchant Tailor, 1112 Twelfth Street, Altoona, Pa., 1883. Courtesy, Smithsonian Institution.

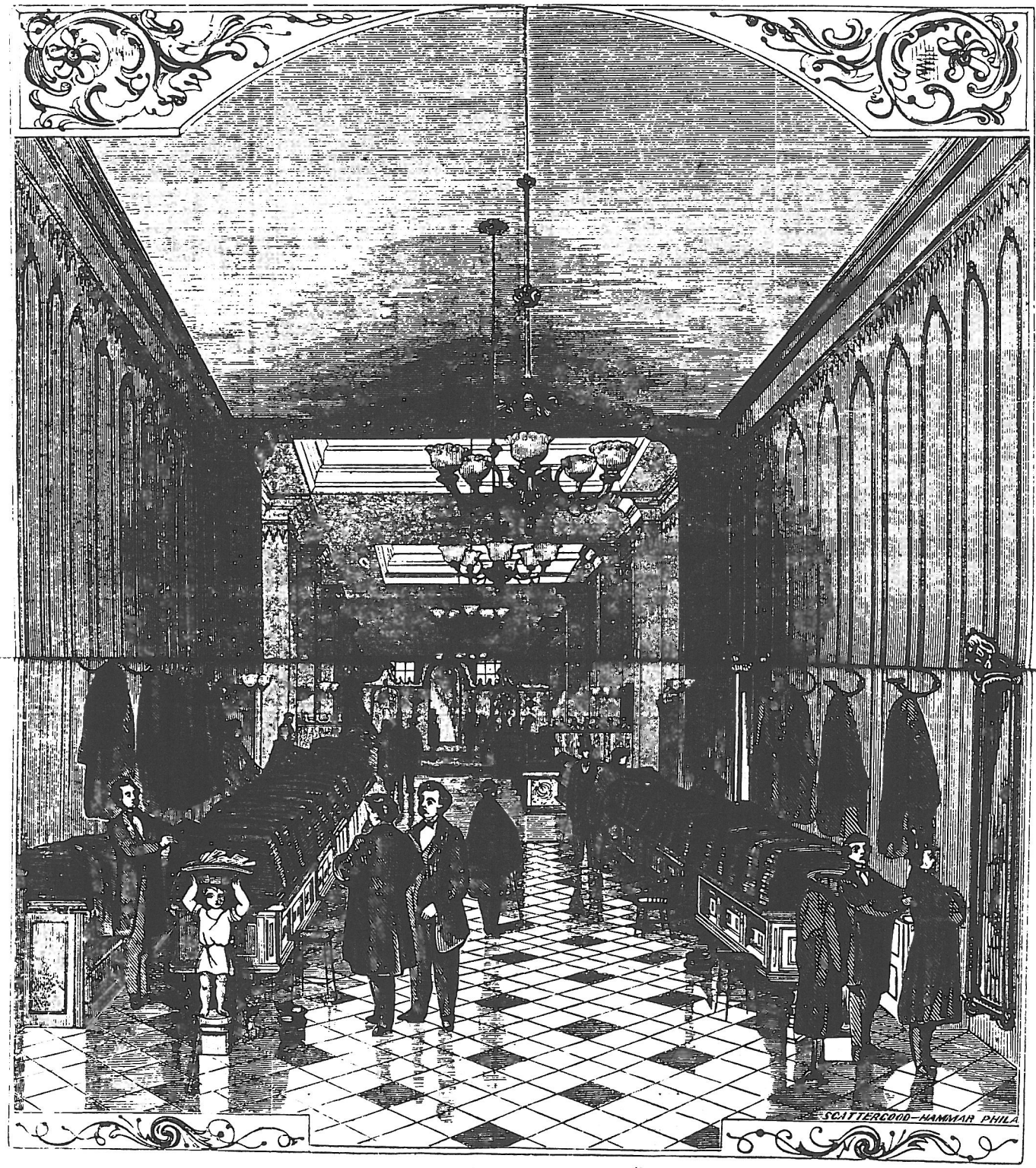


29 A COOL PROCEEDING.

COPYT D. 1893. BY N. F. TOBIN, N.Y.

Figure 41. Trade Catalog, Charles Stokes & Co.'s Illustrated Almanac of Fashion, 824 Chestnut St., Philadelphia, PA, 1864. Courtesy, Hagley Museum and Library.

C. Oakford & Sons, Hats, Caps, Furs, Military Goods, Gentlem Furnishing Goods, Embroideries, &c., &c., Continental Hotel.



INTERIOR OF CHAS. STOKES & CO.'S ONE PRICE CLOTHING STORE,

No. 824 Chestnut St., under the Continental Hotel, Philadelphia.

Kind reader, open wide your eyes,
(An easy thing to do,)
And take of Stokes' One Price Store
A fine interior view.

Behold the picture true to life,
By David cut on wood,—
Not David who Goliah slew,
But David Scattergood.

From Stokes' store o'er all the world,
Good clothing we would *scatter;*
We therefore got a *Scatter-good*
To aid us in the matter.

Figure 42. Advertisement, George McKendree Teal's Merchant Tailoring Establishment, No. 50, N.E. Corner Baltimore and Frederick Sts., 1850-60. Courtesy, Smithsonian Institution, #CBA-2.

FASHIONABLE CLOTHING.

GEO. McKENDREE TEAL'S



MERCHANT TAILORING

ESTABLISHMENT,

No. 50,

N. E. COR. BALTIMORE AND FREDERICK-STS.

Where may be found a General Assortment of

READY-MADE CLOTHING

OF THE MOST FASHIONABLE STYLES.

☞ Also, a large assortment of CLOTHS, CASSIMERES and VESTINGS, which will be made to order in the latest and best manner.

Figure 43. Trade card, name of firm unknown, showing tailor measuring very thin man, 1890-1910. Courtesy, Smithsonian Institution, #90-32.

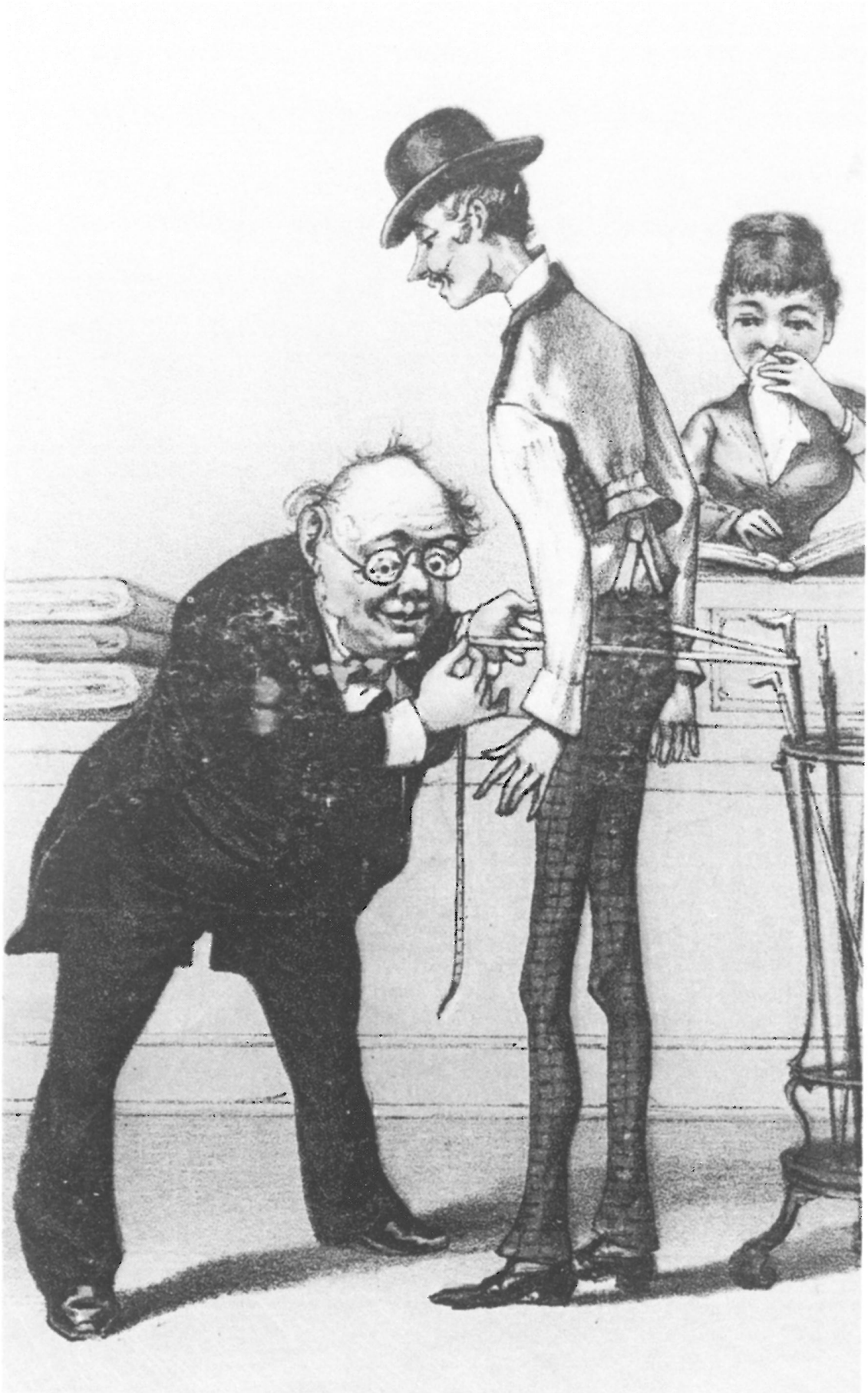
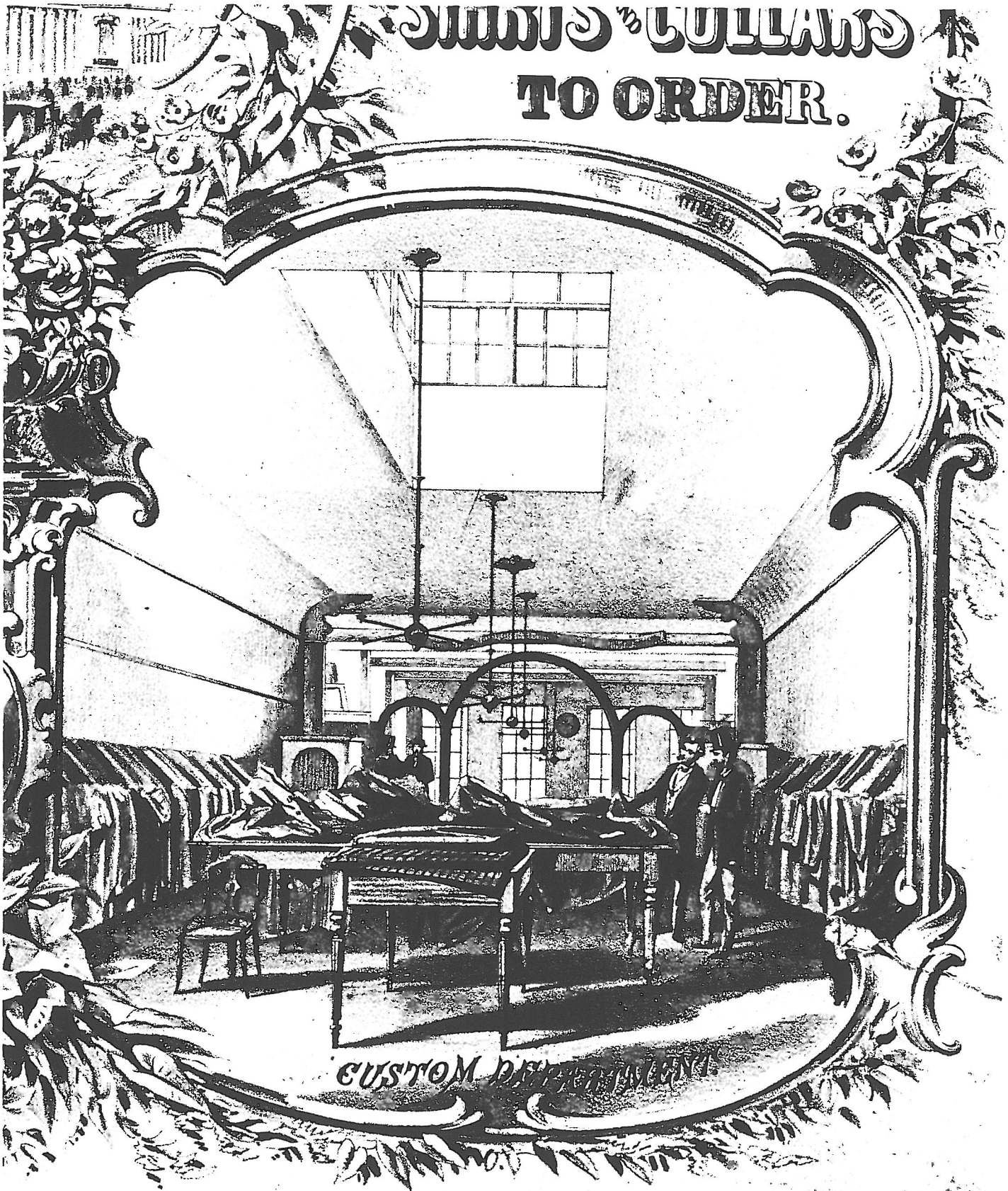


Figure 44. Advertisement for gentlemen's furnishings store, "Custom Department," name of firm unknown, located in Trinity Building, 111 Broadway, New York, NY, 1865-85. Courtesy, Smithsonian Institution, #90-25.



N.Y.

Figure 45. Advertisement, United States Furnishing Depot, 38 Washington Street, Boston, MA, from *Stimpson's Boston Directory*, 1844. Courtesy, Smithsonian Institution, #75-7297.

UNITED STATES
FURNISHING DEPOT,
38 WASHINGTON STREET.

GREAT SALES.



SMALL PROFITS.

The Public will remember that this is the OLDEST, the BEST FURNISHED, and the CHEAPEST CASH STORE for GENTLEMEN'S FURNISHING GOODS to be found in the United States.

Gentlemen travelling will find here every variety and quality of goods they want.

Merchants and Traders, either from the Country or in the City, are particularly requested to call and look at the very great assortment of goods to be found here.

Those who visit the City to buy articles for their own use, will find it *very economical* to buy at this store.

Gentlemen accustomed to patronize this establishment—and they live in nearly all the States—have found this place decidedly

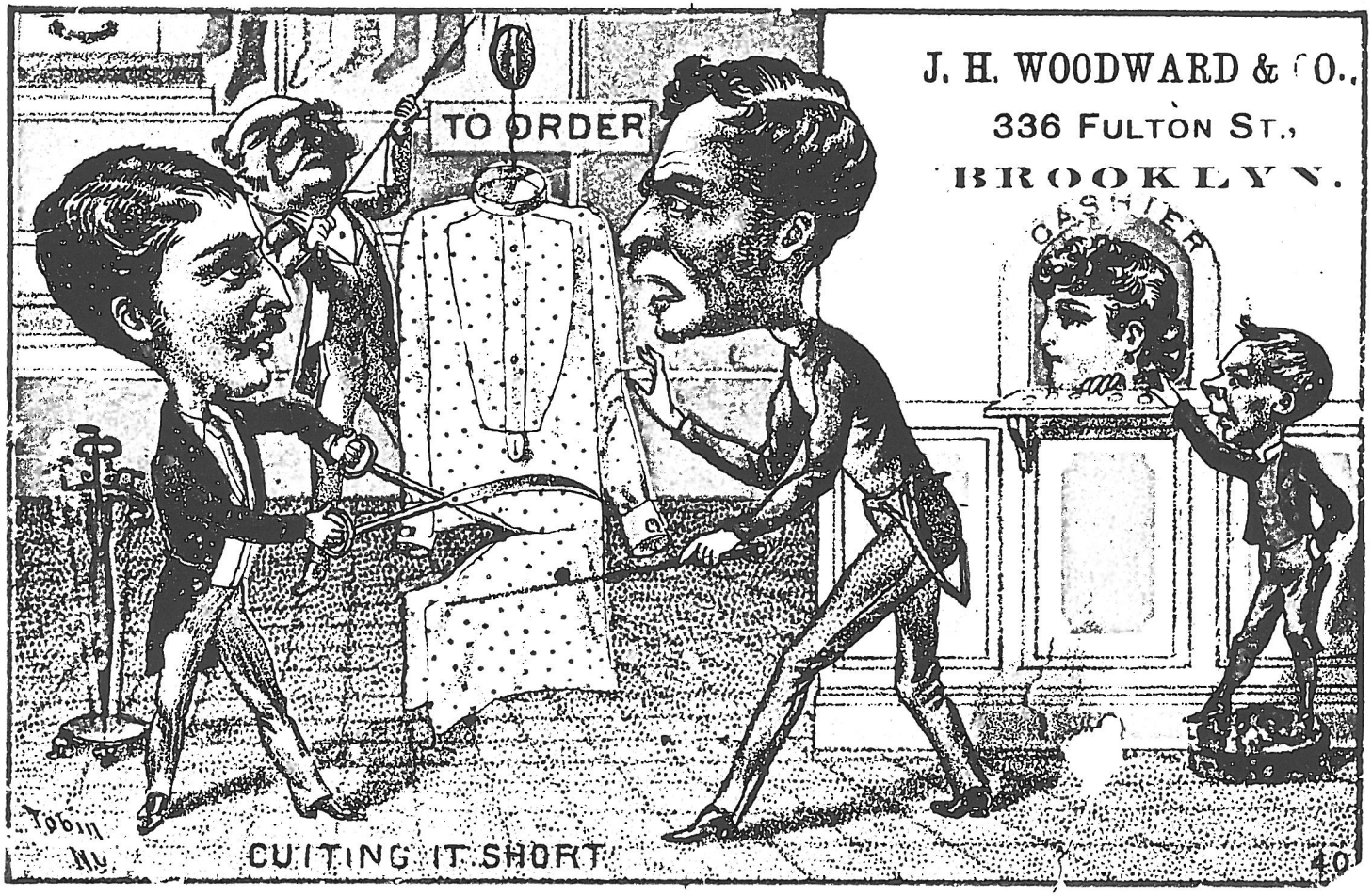
"THE CHEAP FURNISHING STORE."

The following list comprises some of the Goods sold here: Neck Scarfs; Cravats; Suspenders; Neck Stocks; Shirts, Bosoms, Collars; Handkerchiefs; Gloves; Hosiery; Under Shirts and Drawers; Umbrellas; Clothes and Hair Brushes; Razor Strops; Purses, Wallets; Suspender Ends; Straps; Riding Belts; Shoulder Braces; Cologne; all kinds of Stock Materials; Smoking Caps; Night Caps; Tailor's Tapes, &c. &c.

The above Goods will be sold at the lowest possible advance from prices paid for them at auction.

☞ Do not forget to call at HAWLEY'S, 38 Washington street.

Figure 46. Trade card, J.H. Woodward & Co., 336 Fulton St., Brooklyn, NY, 1890-1910. Courtesy, The Winterthur Library: Joseph Downs Collection of Manuscripts & Printed Ephemera.


TO ORDER
J. H. WOODWARD & CO.,
336 FULTON ST.,
BROOKLYN.
CASHIER
CUTTING IT SHORT
40

APPENDIXES

APPENDIX 1

Transcripts of advertisements for ready-made clothing stores in Harpers Ferry and surrounding communities, 1852-60

PART 1. Ready-made clothing stores located in Building 40, 1856-60.

***Virginia Free Press*, March 27, 1856, page 3, column 2.**

WALTER, BRO. & CO.

Spring and Summer for 1856

Baltimore Branch Clothing Emporium

We are continually receiving from our manufacturing House in Baltimore, a large, superior, and well selected stock of Men's, Boys' and Youths' Spring and Summer READY-MADE CLOTHING, for the present spring and summer trade, where purchasers can be accommodated with the following assortment of Ready-Made Clothing, viz: Coats, Pants, Vests, all prices, qualities and sizes, Rough & Ready Hats, Slouch and Wide-Awakes, do., ? Silk and Fur do., all kinds of Men's and Boys' caps, all of which will be sold on reasonable terms, and prices that cannot fail to please. Also, a lot of Silk, Cotton and Gingham Pocket and Neck Handkerchiefs, Cravats, Gloves, Socks, Suspenders, Umbrellas, Canes, Pen Knives, Razor Strops &c., &c

TRUNKS, VALICES & CARPET-BAGS

This being the largest stock of Ready-Made Clothing ever offered in this place, they ask a call from all purchasers desirous of being served on reasonable terms, either wholesale or retail.

N.B. Persons that cannot be accommodated with our present stock of Clothing, are informed that we are prepared to have Clothing made to order at short notice and a guaranteed FIT at the same low prices.

We return our sincere thanks to the citizens of this place and vicinity for the very liberal patronage we have received, and respectfully solicit a continuance of the same, as we pledge ourselves there shall be nothing wanting on our part to render satisfaction, both to Goods and Prices.

Come one, come all. Come to Walter, Bro. & Co.'s cheap Clothing Hall, where you will get the worth of your money.

WALTER, BRO. & CO., Shenandoah Street, Harpers Ferry, March 27, 1856

***Virginia Free Press*, April 29, 1858, page 2, column 6.**

FRANKEL BROS., LEVITOCH AND HIRSH

NEW STORE!

NEW GOODS! NEW PRICES!

Frankel Bros., Levitoch and Hirsh Respectfully inform the public that they have just opened a splendid stock of New and Fashonable Spring and Summer

READY MADE CLOTHING

on Shenandoah Street, in the store room formerly occupied by Walter, Brother & Co., opposite the old Pay Office.

In addition to their large and well-assorted stock of Ready-Made Clothing, they offer also a large stock of
HATS, CAPS, BOOTS, SHOES, AND GENTLEMEN'S FURNISHING GOODS

Such as Fine White Linen and fancy Marseilles Shirts, Undershirts and Drawers, Overalls, Neck and Pocket Handkerchiefs, Hosiery, Suspenders, Gloves, with a wide variety of Fancy Goods such as Pocket Books, Combs, Brushes, etc.

Having selected our goods with particular pains, and expressly for this market, by one of the partners, (Philip Frankel) who formerly resided in this place, we are confident that we can undersell any other establishment here or in the vicinity. Purchasers would therefore find it greatly to their advantage to call upon us and examine our stock, which we are willing and ready to show at any time, before purchasing elsewhere.

N. B. Mr. Hirsh, (now a partner in the above firm) who kept store in Bolivar, especially informs his friends and customers of his removal, and promises them in the future the best bargains they ever had.

***Spirit of Jefferson*, September 9, 1858, page 3, column 1.**

PHILIP FRANKEL & CO.

NEW CLOTHING STORE!

New Goods and New Prices!!

Philip Frankel & Co.,

Respectfully informs his friends and the public generally, that they have lately opened a New Store, with a splendid and well selected stock of THE LATEST STYLES FALL AND WINTER Ready-Made Clothing, on Shenandoah Street, in the Store Room formerly occupied by John Walter & Brother opposite the new Government Buildings, HARPERS FERRY, VA.

In addition to their large and well assorted stock of Man and Boy's Clothing, they offer also a large stock of latest styles Hats, Caps, Boots, Shoes, & GENTLEMEN'S FURNISHING GOODS. Such as fine white Linen and Fancy Marseiles Shirts, Under Shirts and Drawers, Overalls, Neck and Pocket Handkerchiefs, Hosiery, Suspenders, Gloves, with a great variety of Jewelry and Perfumery--also a great variety of Fancy Goods such as Pocket Books, Combs, Brushes &c.

N.B. - My friends and buyers would find it to their benefit to give us a call and examine our stock before purchasing elsewhere, as we are confident that we can undersell any establishment of this kind in this vicinity.

Don't overlook the Store Sign,

PHILIP FRANKEL & CO.

Frankel, Bro. Levitoch & Co.

Sept. 9, '58

Virginia Free Press, April 12, 1860, page 3, column 2.

B.D. HIRSH

LOOK OUT FOR BARGAINS! New Goods and NEW PRICES! B.D. HIRSH, formerly of the firm of Frankel Bro. & Co. The present proprietor informs his friends and buyers that he has just returned from the East, and is willing to furnish his customers with a fresh lot of Spring and Summer Ready-made Clothing on Shenandoah Street opposite the New Government Buildings, HARPERS FERRY VA.

In addition to this large and well assorted stock of Mens' and Boys' Clothing he offers a large stock of the latest styles HATS AND CAPS, BOOTS, SHOES, AND GENTLEMEN'S FURNISHING GOODS, such as Fine White Linen and Fancy Marsailes [?] Shirts, Under Shirts and Drawers, Overalls, Neck and Pocket Handkerchiefs, Hosiery, Suspenders, Gloves, with a great variety of Fancy Goods, such as Pocket Books, Combs, Brushes, &c., &c.

N.B. My friends and buyers would find it to their benefit to give me a call and examine my stock before purchasing elsewhere, as I am confident that I can undersell any establishment of the kind in the vicinity.
Don't overlook the Store Sign

B.D. HIRSH
April 5, 1860

***PART* 2. Ready-made clothing stores located in Harpers Ferry, but not in Building 40, 1852-60.**

Spirit of Jefferson, September 7, 1852, page 3, column 7.

WM. J. STEPHENS

In order to reduce my Stock of Ready-Made CLOTHING, I will sell Coats, Pants, Vests, Cravats, Pocket Handkerchiefs, Stocks, Collars, Bosoms, Linen Bosom and other Shirts, Silk and Cotton Under-Shirts, Suspenders, Drawers and Socks, at cost prices, (for cash,) and many articles of Clothing at less than cost. The stock is large and must be reduced. A call from the public is requested.

WM. J. STEPHENS.
Harpers Ferry, July 20, 1852.

***Virginia Free Press*, January 17, 1856, page 4, column 4.**

JOHN STRAUSS

Ho! For Purchasers!

Late arrival of Fall and Winter Clothing.

JOHN STRAUSS

Respectfully informs his customers in general that he has just received a large stock of DRY GOODS, which he manufactures in CLOTHING at this place, and which he will sell at the lowest cash prices. Having been manufacturing Fall and Winter Clothing for the last 4 months, I can only say people in want of any goods in my line will do well by looking at my stock before purchasing elsewhere, as it is one of the largest and best made assortment of Clothing in Jefferson or Loudoun County. Goods will be made up to order at the shortest notice and lowest prices, from the common to the best quality--Having an experienced cutter, Goods will be made up to order in the latest style and warranted to be a fit or no sale. I have also received a large assortment of Boots, Shoes, Hats, Caps, Trunks, Carpet-Bags, Socks, Silk and Gingham Handkerchiefs, Silk and Gingham Umbrellas, Gloves of all kinds, &c.

100 HANDS wanted to make Coats, Pants, and Vests. None but good Seamstresses need apply.

Purchasers will look out for my name.

JOHN STRAUSS, near Carrell's Hotel, Harpers-Ferry, Virginia.

Oct. 18, 1855

***Virginia Free Press*, February 14, 1856, page 3, column 2.**

JOHN STRAUSS

Selling off at Cost

6000 GENTLEMEN wanted to purchase for six thousand dollars worth of Ready-Made Clothing at Cost. The undersigned, intending to go to Europe next Spring, has determined to sell his entire stock of Clothing and all other Articles at the Best Cost, consisting of Overcoats, fine and common Black Cloth Frock Coats, Pants, Vests, Shirts, Socks, Boots, Shoes, umbrellas, Trunks, Hats, Caps, Carpet bags, Neck and Pocket Handkerchiefs, Stocks, Collars, Watches, Knives, Pocket Books, &c. &c Purchasers will do well by coming here and buy Clothing, as I have got one of the largest and best made Stock of Ready Made Clothing on hand from the smallest to the very largest Size. I request my customers and the Public in general to give me a call as they can get great Bargains. JOHN STRAUSS.

Near the United States Hotel, Harpers Ferry.

P.S. After I am gone my Brother will carry on at the same stand. He will keep a large and good ? of Clothing which he will manufacture at this place.

February 7, 1856.

***Virginia Free Press*, May 14, 1857, page 3, column 5.**

MOORE & BOTELER

NEW STORE!

The subscribers having recently purchased the STOCK OF GOODS of the late A.S. STEPHENS have replenished their stock from the city market with a New and Fashionable assortment of BOOTS, SHOES, HATS, CAPS, TRUNKS, CARPET BAGS, VALISES, UMBRELLAS, &c., &c.

With every assurance of being able to please, they invite the citizens of Harpers Ferry, Bolivar and the public generally to call and see them before purchasing elsewhere.

MOORE & BOTELER.
Harpers Ferry, April 9, 1857.

Virginia Free Press, October 8, 1857, page 3, column 3.

GEORGE W. LEGG

New Fall and Winter GOODS! at GEORGE W. LEGG'S CHEAP STORE!

The subscriber [?] to call the attention of his friends and customers, and the public generally to his large and varied Stock of Fall and Winter Goods, Which he is now receiving, being the most desirable Goods in market. Making his purchases in New York, Philadelphia, and Baltimore, for CASH, he has therefore great facilities in buying Goods, and being desirous of realizing a large Trade, his motto is "Quick Sales and Small Profits." The Stock of Goods Now receiving is extremely large and complete of the following articles: Mouslin & Laine, French and English Merinos, Solid Colored Muslin, Plain and Figured Black Alpaca, Fancy and Black Silks, Jaconets, Cambrics and Checked Muslin, Ginghams, Calico, Merino and Blanket Shawls, Plain, Embroidered and Dotted Swiss, Plain and Embroidered Handkerchiefs, Sleeves, Collars, Chemimetta [?], Cotton and Worsted Hosiery, and a great variety of FANCY GOODS too numerous to mention. Also, a complete Stock of DOMESTIC GOODS! Bleached and Brown Sheeting and Shirting, white and Red Flannels, Lindseys, Fulled Cloth, [?], Tweeds, Kentucky Jenes [?], Kerseys, Bed Ticking, Checks, Bed and Servant's (Baskets or Blankets) in great variety. Also, Boots, Shoes, Hats, and Caps, Trunks, Valises, Carpet Bags, Umbrellas, &c., &c

Groceries, Glass, Earthenware, and all such Goods as are generally kept in Establishments of this kind.

He is prepared with a SPLENDID STOCK, comprising every variety of the latest and most approved style, from the most common to the finest article belonging in Gentlemen's apparel, all of which he is prepared to sell Low for CASH. Persons wishing to buy Goods are respectfully invited to call and examine his Stock before purchasing elsewhere as he is prepared to sell lower than any other house in town.

N.B.--Ladies are requested to examine his Stock of DRESS GOODS, TRIMMINGS, RIBBONS, &c., of the latest style, at extremely LOW PRICES.

Come one, come all to the CHEAP STORE of GEORGE W. LEGG.
Harpers Ferry, Oct. 1, 1857.

***Spirit of Jefferson*, July 22, 1858, page 4, column 3.**

WALTER, BROTHER & FRANK

GREAT SOUTHERN CLOTHING HALL!

Shenandoah Street,
Opposite the U.S. Arsenal

HARPERS FERRY, VA.

Walter, Brother & Frank

Where the people, whatever they may desire in the department of GENTLEMEN'S, BOYS' or YOUTH'S CLOTHING are respectfully solicited to call and examine for themselves. Having leased for a number of years, the commodious Storeroom above named lately occupied by Philip Coons, they are now receiving one of the largest and most complete assorted stocks of Ready-Made Clothing of all kinds. Boots, Shoes, Hats, Caps, Trunks, Carpet Bags, &c., &c., ever witnessed in this section of Virginia, which they will dispose of Wholesale to Dealers, or retail to customers on the most flattering terms known in the Trade. Goods made to order to the best style and on the shortest notice, to suit all tastes, all fancies, all circumstances.

A cordial invitation is given to all to investigate the truth of the above, it costs us nothing but pleasure to exhibit our goods.

WALTER, BROTHER & FRANK
Harpers-Ferry, April 4, 1858

***Virginia Free Press*, April 5, 1860, page 3, column 1.**

HENRY STRAUSS

NEW SPRING AND SUMMER CLOTHING

I inform my customers and public in general, that I have just returned from the East with a very large and well selected stock of Spring and Summer clothing, made up in the best and latest styles. I will also inform my customers and all persons who wish to purchase BOOTS, SHOES, HATS, CAPS, Cravats, Shirts, Handkerchiefs, Umbrellas, Canes, Gloves, Pocket Books, Gold Rings, Combs &c., &c. to call and examine my stock. As I bought a very large assortment of these named articles and I am determined to undersell any other establishment in Jefferson or any other County in Clothing and Furnishing Goods.

All I ask from the public is to call and convice themselves, as my motto is cash sales and small prices [profits?].

HENRY STRAUSS
March 29, 1860, Near the Wager House.

***PART* 3. Ready-made clothing stores located in surrounding communities, 1853-60.**

***Spirit of Jefferson*, April 26, 1853, page 3, column 3.**

ISAAC ROSE, prob. Charles Town

Received at the Cheap Store From Philadelphia,

1000 Cloth, Green Cloth, Cashmerett, Plush, Tweed, Silk and Linen Coats, made in fashionable styles.
1800 Cassimere, Cloth, Doe Skin, Gambroon, Linen and Cotton Pair of Pants, Plain and Fancy colored.
1000 Silk, Satin, Marseille and German Vests, some French Embroidered, very costly.
1500 Silk, Kossuth and Straw Hats. Also Caps. Handkerchiefs, Stocks, Shirts, Drawers and Socks.
These Goods will be sold cheaper, and are superior to any ever brought to this county.

April 26, 1853. ISSAC ROSE.

***Virginia Free Press*, April 2, 1857, page 3, column 4.**

HARPER & BALDWIN, Alexandria, VA

Harper & Baldwin

Wholesale dealers in BOOTS, SHOES, HATS, CAPS, and STRAW GOODS, Prince Street Wharf, Alexandria, Va., are now in receipt of their SPRING STOCK, comprising a great variety of new and seasonable goods, all of which were purchased direct of the manufacturers in New England upon the most advantageous terms.

Merchants and other dealers are particularly invited to examine our stock before purchasing elsewhere, as it is our determination to make it their interest to purchase their supplies in this market.
March 13 [?], 1857.

Virginia Free Press, May 7, 1857, page 3, column 3.

JOHN STRAUSS, Charles Town and Harpers Ferry

NEW CLOTHING STORE AT CHARLESTOWN, JEFFERSON COUNTY, VIRGINIA
I respectfully inform my Customers and the Public generally that I have just opened a New Clothing Store at Charlestown, Virginia, opposite the Courthouse, where I intend to keep a full assortment of Ready-Made Men's and Boys' Clothing, made up in the best Style. I will also keep a Large Stock of Gentlemen's furnishing goods, such as HATS AND CAPS, SHIRTS, SHOES, BOOTS, COLLARS, HANDKERCHIEFS, &c., &c.

Gentlemen in want of CLOTHING, or any of the above named articles, would do well to examine my Stock before purchasing elsewhere as I intend to undersell every other establishment in Jefferson County. My Motto is--"Quick Sales and Small Profits." Come all and convince yourselves!

John Strauss

I would also inform my friends that my Brother, A. STRAUSS, is still carrying on in Harpers Ferry, Va., at the old stand, next to the United States Hotel, where he always keeps on hand one of the largest and best stocks of Ready-Made Clothing, And Gentlemen's Furnishing Articles too numerous to mention. He has just received his new Stock of Spring and Summer Clothing and any in want of Spring Clothing would do well by calling on him.

In conclusion, I would say, if any of my friends should visit Baltimore city, wanting to buy any CLOTHING, just call at 129 West Pratt Street, Where you can find one of the largest and best made Stocks of READY-MADE CLOTHING in the city.

John Strauss
April 9, 1857.

Virginia Free Press, October 21, 1858, page 3, column 2.

JAMES H. FRAZIER, Charles Town

$60,000 WORTH OF GOODS.

Mr. Tipping has been in New York City for two weeks, and has purchased already Goods to the amount of $60,000, which have [has?] to be sold or slaughtered in this County within Thirty days. We name in part, BLACK AND BLUE CLOTHS, Black and Fancy Cassimeres; Cassinets [?]; Tweeds; Satinets; Jeans; Ladie's Dress Goods of all descriptions; a large assortment of Fancy Hair Balls. Also the largest stock of Notions and Jewelry ever offered in the county. BOOTS AND SHOES, HATS AND CAPS. Over 7000 Pair of BOOTS and SHOES. Consisting of Men's Fine and Coarse BOOTS; Heavy Brogans; Ladies' Clacs[?] and Fancy Gaiters; Ladies' Moroco Boots; Boys [?] Boots and Shoes, Misses and Children's a very large assortment.

The Locomotive Auction Car will remain in this place until the 25th of this month. The Branch Auction Store will be in Smithfield, commencing Wednesday, October 13th, and continue for one week only. All persons in want of Bargains will do well to give us a call before purchasing elsewhere. We will sell fifty per cent. cheaper than any retail house in the county, and for less money than can be bought in Baltimore on six months credit. By order of the Proprietors.

JAMES H. FRAZIER
Agent and Auctioneer, Charlestown

ALSO an invoice of goods of 855 dollars worth of FALL AND WINTER GOODS, to be sold at auction, without reserve, for whom it may concern, for cash, to be sold in front of Court House during Superior Court.

October 14, 1858

***Virginia Free Press*, March 10, 1859, page 3, column 1.**

E.V. KERCHEVAL, Berryville, VA

E.V. KERCHEVAL, MERCHANT TAILOR, BERRYVILLE, VA, has just returned from New York with his Spring supply of CLOTHS, CASSIMERES AND VESTINGS, consisting in part of--Super Black French Cloths; do do German do; do do English do; do do American do; do Blue French do; do Green French do; do Fancy do Cassimeres; do Doeskin do; do do Scotch do; do do English do; do do Harris' make do; Vestings of every style and fabric; Velvets cut and plain; Silks in great variety--some of entirely new design and fabric.

FURNISHING GOODS

Marseilles Shirts, white and fancy, of beautiful design and exquisite workmanship, fine Linen do; Sporting do; Travelling do; in fact anything in the shape of a Shirt that may be called for. Collars and Ties; Hose and Half-Hose; Undershirts and Drawers, Suspenders and Stocks; Gloves and Gauntlets.

Last, but not least, Beebe & Co.'s Hats, New York and New Orleans styles--Moleskin and Cassimere, Cloth and Felt, White and Black, Round and Soft; Men's and Boys' Caps--a beautiful assortment.

All of which are of the latest style, best manufacture, and last importation, and which will be sold at prices that defy competition here or elsewhere.

If you don't believe it, come and see.

March 3, 1859.

***Virginia Free Press*, December 1, 1859, page 3, column 4.**

E.V. KERCHEVAL, Berryville, VA

FALL FASHIONS AT E.V. KERCHEVAL'S Who has just returned from New York with a new and splendid assortment of Gent's goods, consisting in part as follows: Cloths. French English German American Cassimeres American German French Scotch. (Sportsmen's suits) Vestings of the richest materials and rarest[?] designs. FURNISHING GOODS in endless variety. Neckties [?] Something new. Shirts Exquisite. Collars [?]. Kid Gloves, Jourvin's Best. all of which will be made up in the highest style of all and offered to cash buyers at alarmingly low prices.

Come and see for yourselves.

Now a word to the LADIES

E.V.K. Has a full assortment of Patterns in the FALL FASHION, ahead of the reports from a ME DEMOREST 373 Broadway

M'Me Demorest's Patterns took the prize at the World's Fair New York Paris and London.

He will [?] patterns at 25 cents a piece or $10 for a full set.

Patterns for every garment worn by Ladies and children.

Ladies wishing to see the patterns will please call on Miss[?] who will take pleasure in showing them as well as making up any article at the shortest notice, best manner and lowest[?]. Terms Cash.

Berryville, Oct. 20, '59

Virginia Free Press, **October 4, 1860, page 3, column 1.**

PETER PFEIFFER, Charles Town

PUBLIC ATTENTION!

RIGHT ABOUT FACE! And march in the cheap CLOTHING Store of PETER PFEIFFER, Main Street, 4 doors West of Carter House, CHARLESTOWN, VA.

Where you will find a large assortment of Ready-made CLOTHING, such as Coats, Pants, Vests, and a fine lot of HATS and CAPS, BOOTS & SHOES. Trunks, Carpet bags &c. &c.

Also a lot of FANCY ARTICLES all of which I am determined to sell cheaper than any establishment in the County. Persons desiring any of the above articles would do well to give me a call.

A fine lot of Cigars, of Superior brands, always on hand.

Don't forget the place, 4 doors west of the Carter House."

Oct. 4, 1860 PETER PFEIFFER

APPENDIX 2

Map of Harpers Ferry showing the locations of ready-made clothing, dry goods and tailor shops in 1859.

The map is a detail from the 1859 historical base map prepared in October 1959 by Charles Snell. The information on building use is excerpted from Snell's *The Business Enterprises and Commercial Development of Harpers Ferry's Lower Town Area, 1803 to 1861*, dated April 9, 1973.

A. WL (Wager Lot) 10, west portion. Dry goods store of Walsh & Brother, April 1854-1862

B. WL 8, west portion. Clothing store of John Strauss, June 1851-1862

C. WL 5, northern portion. Clothing store of William J. Stephens, 1853-61

D. WL 14, bldgs. 8 and 9. Probably the dry goods store of John G. Ridenour, 1858-April 1861

E. WL 15(sub. 3), bldg. 10. The Great Southern Clothing Hall of Nisan Frank, March 1859-1861

F. WL 15(sub. 2), bldg. 11. Dry goods, grocery, and general store of Charles Johnson, 1851-61

G. WL 15(sub. 1), bldg. 12. Dry goods store of George W. Taylor, September 1859-1861

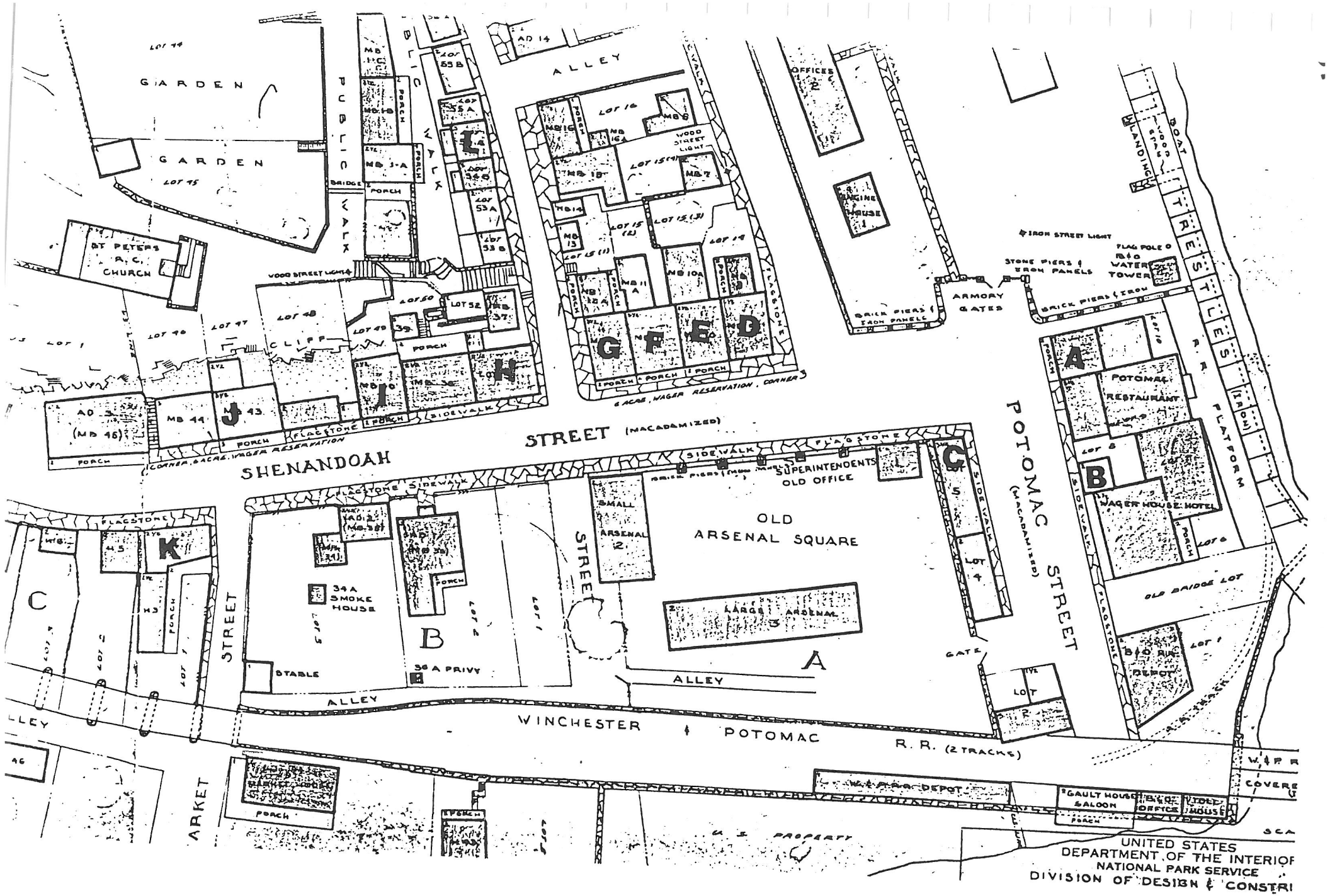
H. WL 51. Dry goods, grocery, and general store of Fayette J. Conrad, November 1858-1861

I. WL 49, bldg. 40. Ready-made clothing store of Philip Frankel & Company, April 1858-January 1860. Ready-made clothing store of Bernhard Hirsh, February 1860-1861

J. WL 47, bldg. 43, western portion. Possibly either the tailor shop of David Whip or shoemaker's shop of John Legg, 1859-61

K. Block C, lot 1, northern portion. Probably dry goods store, name of proprietor unknown, ca. 1860

L. WL 54A, northern portion. Tailor shop of George W. Cutshaw, 1840-65


GARDEN
GARDEN
PUBLIC WALK
ALLEY
OFFICES
ENGINE HOUSE 1
BOAT LANDING
WOOD STEPS
TRESTLES
IRON STREET LIGHT
STONE PIERS & IRON PANELS
FLAG POLE & H2O WATER TOWER
ARMORY GATES
BRICK PIERS & IRON PANELS
ST PETERS R.C. CHURCH
WOOD STREET LIGHT
CLIFF
6 ACRE WAGER RESERVATION, CORNER
SHENANDOAH STREET (MACADAMIZED)
SUPERINTENDENTS OLD OFFICE
POTOMAC STREET (MACADAMIZED)
POTOMAC RESTAURANT
WAGER HOUSE HOTEL
OLD BRIDGE LOT
B & O R.R. DEPOT
OLD ARSENAL SQUARE
SMALL ARSENAL
LARGE ARSENAL
34 A SMOKE HOUSE
STABLE
36 A PRIVY
GATE
ALLEY
WINCHESTER & POTOMAC R. R. (2 TRACKS)
GAULT HOUSE & SALOON
B & O R.R. OFFICE
TOLL HOUSE
U.S. PROPERTY
UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
DIVISION OF DESIGN & CONSTRUCTION