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1824 until the 1840s, it employed Mrs Mary Ann Bell, who had established the fashion credibility of the former journal in the 1810s. Mrs Bell also ran a shop, which was advertised* in the magazine, and by 1830 both her shop and the magazine's publisher* Mr Bell had moved to the same establishment in St James's, London. Sold in Great Britain, Paris and New York, it could be forwarded to the East and West Indies.

It included fashion plates with up to six figures, usually copies of French examples, the best engraved by William Wolfe Alais during the 1820s. The plates were very detailed, and in the 1860s-1870s it still issued its own plates rather than French imports. From the 1850s it included full-size patterns, an innovation which was to become standard in later fashion journalism. RLA

Sources: Adburgham 1972, Beetham 2001, Holland 1988.

WRITER AND READER (AUG.-OCT. 1888) The *Writer and Reader*, a literary monthly* that lasted a mere three issues, is interesting for being one of the few journals explicitly aimed at all three parties involved in the literary* process: authors, readers* and publishers*. Each issue was about 20 pages long, and cost 2d. The (unknown) editor* stated in the maiden issue that many authors lacked the financial means to properly advertise* their work. The periodical consequently aimed to improve or extend the ways in which writers and publishers could 'bring books under the notice of readers', and to make it easier for 'the Reader' to 'find out those books which are worth reading'. OD

Source: *Waterloo*.

WYNDHAM, GEORGE (1863-1913). Educated at Eton and Sandhurst, George Wyndham pursued a short military career before becoming Tory MP (1889-1913). His brief foray into journalism* was an addendum to his political career. He contributed to the *Contemporary Review**, the *Fortnightly Review**, the *New Review**, the *Eclectic Magazine* and the *Dublin Review**, writing on his two main interests, literature* and the Irish question.

In early 1890 he contributed a political* article for the *Scots Observer** and began a lifelong friendship with the editor* W. E. Henley*. He continued to write when it became the *National Observer*. In 1894 Wyndham, Harry Cust*, Ernest Iwan-Müller and Sir Herbert Stephen acquired the failing monthly* *New Review**, making Henley editor. With falling sales by the end of 1896, a board of directors was formed, with Lord Windsor as chairman, and Wyndham a member of an editorial sub-

committee which managed the daily work. Wyndham remarked, 'I have got more control than anyone else over the *Review*'. He also supplied funds. Wyndham managed to get Gladstone to contribute an article for July 1896 and was instrumental in persuading Henley to publish Henry James's* 'What Maisie Knew' (1897).

Wyndham was not consulted on the announcement of Henley's resignation in December 1897. However, the *New Review* became the weekly *Outlook* and was relaunched in February 1898 with Wyndham's choice of Percy Hurd as editor. Wyndham decided on the title as late as 23 January and saw the journal as 'pledged to an Imperial* British trade policy' and 'fair criticism and no stabbing'. Pressure of parliamentary work forced Wyndham to withdraw from the *Outlook* in 1904. DA

Sources: Biggs-Davison 1951, Mackail and Wyndham 1925, Murtagh 1981, ODNB, Wellesley.

WYNTER, ANDREW (1819-1876) Wynter, a practising physician, probably published his first article in *Ainsworth's Magazine** in October 1846. In the 1850s and 1860s he published articles in the *Fortnightly**, *Edinburgh**, *London** and *Quarterly** reviews, *Cassell's Magazine**, *Good Words** and *Once a Week**. His journalistic output was a mixture of extended reviews* on medical* and scientific* subjects, together with sketches of modern metropolitan life. His 12 articles for the *Quarterly* (March 1853-Jan. 1858), for example, cover lunatic asylums, human hair, rats, the Crystal Palace and the Zoological Gardens.

Wynter's literary and medical careers significantly overlapped. While continuing to practise at his London home, in October 1855 he became editor* of the *Association Medical Journal* (*British Medical Journal** from 1857). He remained as editor until 1860, when he resigned following criticism from members. He continued to publish on medical subjects. In his most substantial contribution, *The Borderlands of Insanity and Other Allied Papers* (1875), he advocated the treatment of mental illness without the use of physical restraint. Many of his articles were collected and reissued in book form. Published volumes include *Odds and Ends from an Old Drawer* (1855), *Pictures of Town from my Mental Camera* (1855), *Fruit Between the Leaves* (1875), *Curiosities of Civilization* (1860), *Subtle Brains and Lissom Fingers* (1863) and *Peeps into the Human Hive* (1874). His two 1855 books were published with his name rendered in reverse (as 'Werdna Retnyw'). JSP

Sources: *British Medical Journal*, *Medical Times and Gazette*, ODNB, Wellesley.