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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

**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), *Curiosties of Civilization* (1860), *Subile 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: Biggs-Davison 1951, Mackail and Wyndham 1925, Murtagh 1891, *ODNB*, *Wellesley*.