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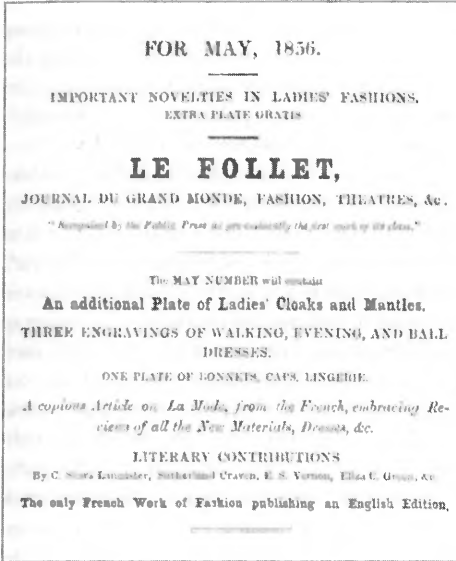


Figure 19: An advert for *Le Follet* in the *Musical World*, 5 April 1856.

LE FOLLET (1846-1900) *Le Follet: Journal du Grand Monde, Fashion, Polite Literature, Beaux Arts, &c.* was the English edition of the leading French fashion* magazine by the same title. It promised its upper-class* female readers* the convenience of easier access to 'La Mode Parisienne'. A central place in each issue was occupied by full-page fashion plates (three per number, sometimes coloured), but there was also a literary* department, offering original prose and verse alongside the occasional translation. The journal was lavishly produced, and its price* varied between 1s and 1s 6d during its run. Its juxtaposition of fashion and literature in a woman's journal positioned it within the on-going process of emancipation. OD

Sources: Beetham 2001, *Waterloo*.

FOOTBALL ANNUAL (1868-1908) The *Football Annual*, published for its first year as *John Libby-white's Football Annual*, was the first of what was to become a crowded market for football yearbooks and directories as the winter game grew in popularity. 'Published with the sanction of the Football Association', it was edited* by Charles W. Alcock*, FA honorary secretary, journalist* and leading amateur footballer. Both association and rugby codes were covered in its early years. In 1873 it was published* by Virtue & Co. and included summaries of matches 'by Chief Schools and Leading Clubs', rules of the Football Association and the Rugby Union, lists of football clubs in England, biographies of major Eng-

lish players and articles on football in public schools abroad, and in Scotland, Wales and Ireland. A. E. Guillemand, Vice President of the Rugby Union, was a contributor, who also collaborated with Alcock. The *Football Annual* carried advertisements* for football clubs, as well as for items such as sports* gear. An invaluable reference book for soccer enthusiasts and club administrators, the *Football Annual* provided tips on how to master the game, promoted discussion on the sport's* rules and commented on the game's development. ST

Sources: Booth 2002, *Football Annual* 1873, Fulton 1985, Russell 2002, *Waterloo*.

FOOTBALL SPECIALS Papers designated 'football specials' emerged in the Midlands, the North, and Glasgow during the 1880s, and provided up-to-the minute rugby and association football results and match summaries on Saturday evenings. In most cases, local evening papers exploited the growing popularity of football to fashion these innovative editions. Perhaps the first of these specials was the four-page* *Saturday Night*, which started in Birmingham for ½d on 30 September 1882. *Saturday Night* established the formula for the football special, offering readers news of the large local* clubs, Aston Villa and West Bromwich Albion and scores from throughout Britain, as well as some general news* and local gossip*. Other towns soon followed with their own football specials, including Blackburn (1883), Bolton (1884), Glasgow (1884), Sheffield (1886), Derby (1888) and London (1889). By 1900, these journals, whose pages often were coloured blue, green, or pink, had spread throughout Britain.

Football specials depended on technology for their success. In order to obtain the latest results the papers first utilized telegraphy* and then telephones to transmit news as soon as possible after the referee's last whistle. Reporters* and press agencies*, however, could not fulfil all of the news needs of the football special. Clubs, especially small amateur ones, were often responsible for furnishing their fixture lists and reporting their match results. Contemporary observers noted the significance of Saturday football editions as these papers enabled individuals to experience the game in print, whether they had attended a match or not. With the creation of leagues, football specials supplied the information by which readers could not only follow their club's performance but also the results of their rivals and the subsequent effects on the league-tables. Unfortunately, copies of some of these editions no longer exist. MJM

Sources: Edwards 1892, Gibson and Pickford 1906, Mason 1980, Murray 2000.