

Oxford', carefully noted she had previously worked for Mrs. Wright of Pall Mall, 'Milliner to her Majesty'. She was anxious to inform 'the Ladies that she has laid in a genteel Assortment of Goods of the newest Fashions. – Those Ladies who will please to honour her with their Commands may depend on her endeavours to give the greatest Satisfaction'. The previous October James Costar, an Oxford grocer, pointed out that he sold wax candles 'of all kinds, of the first Manufactory in London, at Three Shillings a Pound, for Ready Money'.⁹ There were many more such advertisements in *Jackson's Oxford Journal* during these months, though none was inserted by a Banbury retailer.

Account books are another resource, proving details of day-to-day transactions, including the granting of credit and the sort of stock held. The day book of Ann Gomm for the period 1791-98 shows she was a shopkeeper from Shipton. This was Shipton-under-Wychwood and the book reveals the wide variety of goods sold, often in very small quantities, and the long period that elapsed between initial purchases and the settlement of a debt.¹⁰ It also confirms that in the eighteenth century the village shopkeeper had to be something of a jack-of-all-trades, selling grocery, clothing, haberdashery, and such miscellaneous items as spices, hops and simple medicaments like brimstone and treacle and 'ointment'. In December 1794, for example, 'Young Hannah Davis' bought the following items from Ann Gomm:

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|---------------------------------------|-------|
| Quarter of tea and ½ pound of candles | 10d. |
| Quarter of sugar and ½ pound of soap | 6d. |
| Worsted and pins | 2¼d. |
| Bacon | 6½d. |
| Half pound of candles | 4d. |
| Quarter of tea | 6d. |
| An ounce of tea | 3d. |
| Half pound of raisins | 10½d. |
| Half pound of currants | 4¼d. |

⁹ *Jackson's Oxford Journal*, 29 November 1783; 18 October 1783.

¹⁰ The parish registers for Shipton-under-Wychwood reveal the birth of children to John Gomm and his wife, variously called Nany, Nancy or Ann, in 1796, 1798, 1800, 1803 and 1805. This may be Ann the shopkeeper. In 1812-13 there are entries in another hand of daily supplies of dairy produce to Sir John Reade, Bt., who lived at Shipton Court in Shipton-under-Wychwood. These were seemingly supplied by a farm or dairy rather than a shop. The day book is at Oxfordshire Record Office, B.118/F/1.