

# SCOTT'S

## of Cupar Ladies Wear

*100 years of fashion - est. 1907*



*Smart  
Millinery,  
Exclusive  
styles*



*All-Wool  
Combinations*



*Shaming  
costumes*



*Hosiery*



*Fur  
Coats,  
Necklets,  
Muffs*

74 Bonnygate, Cupar, Fife KY15 4LB Tel: (01334) 653163  
email: [scotts@bonnygate.fsnet.co.uk](mailto:scotts@bonnygate.fsnet.co.uk) [www.scottsladieswear.co.uk](http://www.scottsladieswear.co.uk)



# Here's to the next 100 years!



● This is thought to be oldest known photo of 74 Bonnygate, taken before Scotts was founded. (Our thanks to Steve Penrice of Cupar Heritage, Arts and Leisure Society for providing the photo)



**I**t's hard to believe that Scotts has now been trading from 74 Bonnygate for 100 years, making it the oldest retail business in Cupar still operating from its original premises – and still in the same family!

In latter years we have specialised in ladies' wear – hopefully meeting the needs of our very loyal band of customers, some of whom have been our friends for more than 70 years.

Many still remember our founder, James Arthur Scott, who always

wore his bowler in the shop and was often seen raising his hat when answering the latest technological wonder – the telephone!

Every business faces numerous challenges, and Scotts probably had its toughest time in the early 1940s when fire caused more than £2000 worth of damage.

I would like to thank all our customers and staff who have supported Scotts over the years.

My two daughters – Charlotte and Claudine – have both worked in the shop as 'Saturday girls,' making them the fourth generation of Scotts to serve in the business.

When I was in my 20s I didn't think I would be running the shop one day...so who knows if they'll follow me at some stage?

It was great fun finding material and putting together this book which hopefully you will find interesting. If you have any comments about the shop, please add them to our rapidly expanding centenary 'guest book'.

Once again, many thanks for your custom – and friendship – over the years.

*Hilda Scott*

The Fire Herald (1822) and the Fisherie Journal (1833) Combined.

CUPAR, WEDNESDAY EVENING, MARCH 20, 1907. [ESTABLISHED 1822.]

CUPAR TOTAL ABSTINENCE SOCIETY. ADDRESS: Br. Rev. E. MARR, M.A., KIRKCALDY, in Y.M.C.A. HALL, on MONDAY, 8th Oct., at 8.15 p.m. All Invited. Collections.

FIVE FOX-HOUNDS. POINT-TO-POINT RACES. THE RACES will be held at BENTHURST on THURSDAY, 15th APRIL, commencing at 12 noon. PRIZE: £100. Hon. Secy. Cupar, 18th March 1907.

CUPAR AMATEUR OPERA COMPANY. TWO GRAND PERFORMANCES. (By special permission of Mrs Doris Caza, London)

OSBERT & SULLIVAN'S. CELEBRATED OPERA. "THE MIKADO," UNION STREET HALL, CUPAR, on FRIDAY and SATURDAY, 8th and 9th March.

DRAMA TIT PERSONA. THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

FULL ORCHESTRA. Leader—Mr. J. M. COOPER. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

FOR SALE. PORTLAND CEMENT. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

Are You Getting a Cycle? THEN GET ONE OF THE BEST. Bestion Humber and Imperial Rovers. An advertisement to be Superior to any other in the trade. Fitted with Two and Three Speed Cycles. Cupar, H.A., etc.

WALTON & SON, BONNYGATE, CUPAR. SPRING IS COMING, and it's time you were getting your share in it. Our goods are so well selected, and so cheap, that we are sure to be satisfactory to all.

TO ADVERTISERS. ADVERTISEMENTS will be sent by sending to our Advertisements as early in the week as possible. The latest time for sending for the FIRE HERALD & JOURNAL is WEDNESDAY at 4 o'clock. For positions and special displays charged extra. PERCHERS—J. & G. INCHES, CUPAR.

SITUATIONS VACANT. DISTRESSMAKING—Laces Wanted at once. Apply Mrs. W. G. COCHRAN, Cupar. EXPERIENCED Weaver. Good Home. Apply to Mr. J. H. BROWN, Cupar. GENERAL SERVANTS. Mrs. H. DUNN, Cupar.

THE CANADIAN GOVERNMENT. NOTICE TO THE PUBLIC. ... THE CANADIAN GOVERNMENT. ... NOTICE TO THE PUBLIC. ... THE CANADIAN GOVERNMENT.

MACKAY BROTHERS. Mr. Mackay & young partners, referring to the notice in the Standard, No. 1 of 18th March, 1907, in relation to the sale of the Mackay Brothers' business, will be in attendance at 11, Hanover Street, Cupar, on Wednesday, 27th March, between 2 and 5 p.m., and on certain afternoons and evenings during the week.

FOR SALE. BEEF—Useful Reductions on Selected Cattle. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

HEALTH-GIVING TONICS. DR. HENRY BOLDEN'S TONIC. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

HOUSES TO LET. SMALL FLAT at Brighton Place to Let. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

APARTMENTS TO LET. FINE BUNGALOW, CUPAR. ... THE MIKADO OF LONDON. ... THE CHARIOT. ... THE MIKADO OF LONDON. ... THE CHARIOT.

NEW DRESS GOODS. NEW MILLINERY. THE DRESSMAKING and MILLINERY DEPARTMENTS of the FAIRFIELD STORES, LTD., ARE NOW SHOWING MANY NOVELTIES FROM THE CENTRES OF FASHION.

60 BONNYGATE, CUPAR, as a MILLINERY, MANTLES, and BABIES' SUIT DEPARTMENT. We have this season OPENED the Large SHOW-ROOM on FIRST FLOOR of our PREMISES at 60 BONNYGATE, CUPAR, as a MILLINERY, MANTLES, and BABIES' SUIT DEPARTMENT.

SEE US FOR ALL YOUR DRESS AND MILLINERY WANTS. FAIRFIELD DRAPERY STORES, LTD., CUPAR AND ST ANDREWS; DUNFERMLINE, KIRKCALDY, & BUCKHAVEN. ALSO AT JAMES M'KERCHAR (LATE SEATH & LAING).

FIRST SPECIAL SHOW ON TUESDAY, 26th MARCH, AND FOLLOWING DAYS. of Latest Modes from London and Paris in MILLINERY, MANTLES, COSTUMES, Select Range of New Season's COSTUME TWEEDS and DRESS MATERIALS, NEW LACES and TRIMMINGS. Fashionable Neckwear in LACE and CHIFFON SCARVES and FEATHER BOAS.

A Visit of Inspection is Invited. 3 CROSSGATE, CUPAR-FIFE. X LAST WEEK OF LAST WEEK X GREAT ANNUAL SALE X AT T. L. BROWN'S, JEWELLER and WATCHMAKER, ST CATHERINE STREET, CUPAR. X Great Reductions. X

A PLEASURE TO YOU, A SATISFACTION TO ME, WILL BE YOUR VISIT TO THE GREAT INAUGURAL SALE AT THE FAIRFIELD STORES, LTD., MASONIC BUILDINGS, 74 BONNYGATE, CUPAR, on FRIDAY 15th, MARCH 8th.

NOTE THE ADDRESS—J. A. SCOTT, GENERAL DRAPER, MASONIC BUILDINGS, CUPAR. TUESDAY LAST DAY. FRAINS' STOCK-TAKING BARGAINS. DINNER, COLLET, TEA, and DESSERT SETS. USEFUL TABLE and KITCHEN LOTS. VAST CHOICE FANCY GOODS. ORIENTAL PURCHASINGS and TRICKS.

C. D. CROOKE, PHOTOGRAPHER, SOUTH BRIDGE, CUPAR. EVERY DESCRIPTION OF MONUMENTAL WORK Executed in Homes and Foreign GRANITE, MARBLE, and FINESTONE. Varied Selection of Tombs and Crosses.

Agricultural. COMPOST. OILS. Manufactured from No. 2 M. ... JOHN BA LKVE

DISOLVED. Special FERTILIZER. JOHN BA LKVE. MACDONALD.

PERTH AT FORTH. 5000 Bushels of Potatoes. ... JOHN BA LKVE

STIRLING. THE PERTH. ... JOHN BA LKVE

MONDAY. ... JOHN BA LKVE

HAY & THE PERTH. ... JOHN BA LKVE

FRIDAY. ... JOHN BA LKVE

FRIDAY. ... JOHN BA LKVE

COME IN! "Surely" you will say—  
"There is nothing lacking here."

**NEW**  
**BUSINESS.**  
**PREMISES.**

**21 DAYS'**

GREAT

DRAPERY

**SALE**

to inaugurate the OPENING of

**SCOTT'S DRAPERY STORES**

COMMENCING

**FRIDAY, March 22nd.**

Every Department Replete with the . . .

**— Newest, Freshest Stock.**

DRESS STUFFS.  
BLOUSE CLOTHS.  
PRINTS.  
CALICOES.  
FLANNELETTES.  
HOUSEHOLD LINENS.  
SKIRTS.  
BLOUSES.  
MILLINERY.

We intend to give SALE SATISFACTION. That's it—Satisfaction in Quality, Quantity, and Price.

The Tide of Bargains is at the Flood. The Price Littleness will astonish you. THAT WILL BE THE FEATURE OF THIS SALE—to enable Purchasers to buy Seasonable Goods at MONEY-SAVING PRICES.

**COME EARLY**  
and have first pick.

SCARFS.  
GLOVES.  
UNDERCLOTHING.  
BOYS' & MEN'S  
CLOTHING.  
SHIRTS.  
CAPS.  
SCARFS.  
BRACES, &c.

MILLINERY, DRESSMAKING, and TAILORING.

Note and Fix  
the Opening Day  
in your Memory—

**FRIDAY,**  
**March 22.**

**J. A. SCOTT,**  
MASONIC BUILDING,  
**74 BONNYGATE, CUPAR.**

# Four generations meet demands of customers



● James Scott



● David Scott



● May Scott



● Jim Scott



● Hilda Scott

**S** COTTS was established on March 22, 1907, by James Arthur Scott, who was born in 1870 into a textile family from Dunshelt.

After completing his education, he set off for Glasgow, where he trained in the drapery business. On returning to Fife, he took up a position with Fairfield Stores in Cupar where he worked for many years before venturing out on his own, at 74 Bonnygate.

This makes Scotts the longest running retail business in the town which is still in the same family.

As well as sales assistants in those early days, there was a tailor, milliner and message boy. The tailor and milliner worked from 90 Bonnygate (now Young's jewellers).

Like all businesses, Scotts

has had lean times and prosperous times – this being particularly obvious during the First and Second World Wars.

After the First World War the shop became agents for Pullars of Perth until they set up their own premises in Cupar.

Around 1930, James's son, David, began his career in the shop. He had wanted to be an engineer, but ultimately kept his engineering skills (which were considerable) to a hobby.

During the Second World War, Polish soldiers were billeted in the Masonic Hall above the shop. In January 1941, a fire broke out in the hall, causing extensive damage to the shop.

After James died in 1952, his son David decided to make some changes to the business. He sold the premises at 90 Bonnygate and proceeded with some modernisation inside.

It was in the late 1950s that David's son, Jim, joined the business.

Following the untimely death in 1967 of David, his wife May became involved with the business and together with Jim they ran it until failing health prevented her from being in the shop. She died in 1993.

Daughter-in-law Hilda Scott (married to David's other son, David – former Fife Herald editor and now owner of Links Media in Cupar) joined Scotts in 1991.

After Jim took early retirement in 1995, Hilda eventually decided to concentrate solely on ladies' fashions and went on to carry out extensive refurbishment a few years later.

In more recent times, daughters Charlotte and Claudine, worked in the shop on Saturdays – the fourth generation of Scotts in the business!

# J. A. SCOTT'S Winter Novelties

NOW ON VIEW  
IN ALL DEPARTMENTS.

Choice Selection. Newest Styles.



Charming  
Costumes

NEW STYLES.



Maids' and  
Misses'  
Stylish  
Coats and  
Costumes

AT  
POPULAR  
PRICES.

Smart Coats and  
Paletots

IN ALL THE NEWEST  
STYLES AND COLOURS

\*  
An Early Inspection is solicited. \*

Everything is NEW and right UP TO DATE IN STYLE. All Goods of  
Reliable Quality and at Lowest Prices



CUPAR.

# Smart Millinery.

A Choice Selection of the **NEWEST IDEAS** in **HATS, TOQUES, and BONNETS.** Exclusive Styles at Popular Prices.



UNRIVALLED FOR  
STYLE AND  
DURABILITY.



All the  
New Styles in  
**Furs**  
at  
Popular  
Prices.

**Fur**  
Stoles,  
Necklets,  
Muffs,  
&c.



GREAT SELECTION  
OF DESIGNS AT  
ALL PRICES.



Children's Millinery  
IN MANY  
PRETTY SHAPES.



Ladies'  
Belts,  
IN  
NEWEST  
STYLES.



Untrimmed Shapes,  
Straws, Motor Caps, &c.

**Charming**  
**Blouses,**

IN ALL  
THE  
NEW  
EFFECTS.

**Daintily**  
**Trimmed**  
and  
**Well Made.**



The advantages of  
Shopping here are  
obvious  
The Styles we show  
are the very latest.  
The Garments are  
excellently well made  
and the Prices are  
strictly moderate.



**Blouse**  
**Materials.**

A selection that cannot  
be equalled for Variety,  
Beauty of Design, and  
Excellent Quality.

All Prices.

# Scott's Underclothing Dept.

IS FAMOUS FOR VALUE.

Our stocks are comprehensive, the qualities are reliable, and the prices cannot be equalled.



Perfect-fitting  
Corsets,

Reliable makes, from 1/11



Maids' Aprons,

Trimmed most effective embro-  
ideries, extra wide skirts,  
1/- to 3/11

All-Wool  
Combinations.

A large stock of the best  
makers', suitable for all seasons,  
ranging from 3/11 to 12/11



## Baby Linen Dept.

OUR NEW AUTUMN STOCK for this  
Department has now arrived, and is on Show  
in our Windows and Show-rooms.

## Blankets and Quilts.

Special Values in Reliable Qualities.

Ladies'  
Longeloth  
Kniekers,  
Combinations  
Chemises,  
Nightdresses.



Ladies' and  
Children's  
Underwear

of every description,  
in Longeloth,  
Nainsook, &c.  
Daintily Trimmed.

Juvenile Kosierey  
AND  
Woven Underwear  
A SPECIAL FEATURE.



Kosierey,

Embroidered and Black



Qualities that wear.  
Prices that please.



Infants' Pelisses,  
from 4/11



Maids' and Nurses'  
Aprons, Caps, & Cuffs.

We are noted for genuine value in  
Household Linens,  
Flannels, &c.



Novelties  
in...  
Lace  
Goods,  
Ties,  
Plastrons

# Scott's Clothing

Is made by Expert Workmen, and not only Looks Well, but Fits Well and Wears Well. All the New Styles in MEN'S, YOUTHS', and BOYS'

## Overcoats and Winter Suits.



**MEN'S SUITS  
AND  
OVERCOATS  
TO ORDER.**

**Men's Overcoats,**  
from 21/-

**Boys' Overcoats,**  
from 5/6

A fine range of  
**Little Boys' Suits and  
Overcoats.**

**Boys' Norfolk Suits,**  
from 4/11

**Men's Suits,** Ready to  
Wear,  
from 18/11



**Tweed Hats,**  
In New Styles.



EVERYTHING IN  
**Men's and Boys' Outfitting.**

Underwear,  
Ties,  
Collars,  
Shirts, &c.

**Hats and Caps,**  
Gloves,  
Hosiery  
Fancy  
Vests.



**NEWEST STYLES.  
BEST VALUE.**

# CUPAR

**We have what you want  
when you want it.**

# Customers' memories

**A** book in which customers can record some of their memories of shopping in Scotts – particularly in its earlier years – has received a number of contributions.

Below are just a few excerpts from some of the comments, for which we are very grateful.

Please feel free to add your own thoughts!

**Congratulations to the Scott family on reaching their centenary year at their shop in Bonnygate, Cupar.**

My first recollections of visiting Scotts go back some 73 years when my mother called there. No doubt it was to make a purchase, or maybe to see my Auntie Jean (Miss MacCallum) who had been an assistant for many years.

In those days (the 1930s) the front shop was gent's outfitters. Mr James Scott took charge of this department assisted by Mr James Anderson.

The hats were kept in the deep drawers at the very back of the shop, except for those on display. I was always delighted to get a peek at the hats and more so if I was allowed to try one on and be lifted up to admire myself in the big mirror!

My Auntie Jean did the buying and would go off twice yearly to the warehouses in Glasgow.

In the late 1930s (or there about) there was a nasty fire in the Masonic Hall upstairs.

Much water and smoke damage was done to Scotts,

everything was wet and black.

My mother, who was a milliner to trade went to help sort out what could be salvaged and what had to be put in the bin.

They had to be very careful because of insurance claims. It was many weeks until the shop opened again - but it survived. Miss McKenzie's hats, which had been in those deep drawers survived best of all having suffered little damage.

Then came the day the shop opened again for business, with the 'Fire Sale.' A queue stretched away down Bonnygate and many ladies afterwards sported new coats, frocks and hats!

**Ray Halford (nee MacCallum)  
The Coach House  
Dalgairn**

**We all knew old Mr Scott very well. My granny would come up from Anstruther to shop there from when it opened.**

There was always a huge chest in the office and one time



● Ray Halford adds her comments.

I was there when it was open and inside was the most beautiful pink blankets. I'd never seen pink blankets before and I decided I wanted one of them.

I wanted it made up into a dressing gown. We took it to a friend of my mother's in Moonzie who had a heavy-duty sewing machine and she made my beautiful pink blanket into a dressing gown.

It was during the war, and once or twice we had to go to the air raid shelter during the night. There was no heating, but I was always nice and warm because I courried into my blanket dressing gown.

**Jean Stewart**

**My main memory is of Mr Scott, during the war, was of him wearing his bowler hat!**

The item that intrigued me most was the purchase of flannelette night shirts for an older relative. These I had never seen before - my dad wore pyjamas! "

**Marjorie Whitson**



● Hilda (with floral basket) is pictured with the models who took part in the Rotary Club fashion show in 2005.

## Boosting charity funds

**S** COTT'S Ladies Wear has taken part in the MacMillan Cancer

Support 'World's Biggest Coffee Morning' since 2003, raising more than

**£2300 for the charity.**

The popular event, held each September in the shop, attracts dozens of customers who enjoy a cuppa, chat and plenty of shortbread, baked by Hilda's mum, Kathy Anderson.

The customers have generously filled a collection box over the years and also taken part in MacMillan raffles and quizzes to bolster the charity's funds.

In 2005, Scotts provided the fashions and models for a well-supported fashion show organised by Cupar Rotary Club and held in the town's Corn Exchange.

The event – the first fashion show to involve Scott's – raised around £2500 in total for MacMillan and Hearing Dogs for the Deaf.



● Long-serving Scott's assistant Pauline McPetrie (left) at the 2006 MacMillan Coffee Morning with customer Christine Fulton.

# SCOTT'S

of Cupar  
Ladies Wear

*100 years of fashion - est. 1907*



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