CONTENTS

List of illustrations, fig	gures, and tables	ix
Acknowledgements		xii
Note on the text		xv
List of abbreviations		xvii
Chapter One	Introduction: the enterprise of booksellers	1
Chapter Two	The arrival of print: domestic and foreign	11
Chapter Three	Markets and martyrs: early modern commerce	46
Chapter Four	The late Stuart trade: new horizons	83
Chapter Five	Investing in books: the supremacy of the booksellers	119
Chapter Six	High and low: locating the trades	154
Chapter Seven	Boosting demand: stationers, printers, and sellers	193
Chapter Eight	Challenges and survivals: the late eighteenth century	221
Chapter Nine	Promoting the wares	257
Chapter Ten	Risking failure	294
Chapter Eleven	Steam and stamps: nineteenth-century transformation	320
Chapter Twelve	Conclusion	351

viii	CONTENTS

Historiographical overview	373
Notes	379
Select bibliography	435
Index	456

ILLUSTRATIONS, FIGURES, AND TABLES

Illustrations

Working the press, from Merk van Anthony Scoloker, Ordinarye of Christians (London, 1548), for William Seares (reproduced from H. P. Plamer, A. Short History of Printing (London, 1999)	
, , , , , , , , , , , , , , , , , , , ,	25
-	23
	42
•	
· · · · · · · · · · · · · · · · · ·	43
Cambridge)	57
James Bainham at Paul's Cross, February 1532, from John Foxe,	
·	
,	
• • • • • • • • • • • • • • • • • • • •	63
·	
•)
,	
	64
- · · · · · · · · · · · · · · · · · · ·	112
- · · · · · · · · · · · · · · · · · · ·	
· · · · · · · · · · · · · · · · · · ·	;
•	122
	of Christians (London, 1548), for William Seares (reproduced from H. R. Plomer, A Short History of Printing (London, 1900), p. 130 Woodcut portrait of John Day, c. 1562 (photograph by Karen Walden-Smith) Brass plaque memorial to John Day, Little Bradley Church, Suffolk (photograph by Karen Walden-Smith) Device of Richard Grafton (a graft and tun), taken from Certayne Sermons and Homilies (1547), STC 1948.07 (reproduced by permission of the Pepys Library, Magdalene College,

5.2	Operating the rolling press, from a dinner invitation card by	
	the 'Loving Society of Rolling-Press-Printers', c. 1685	
	(reproduced by permission of the Pepys Library, Magdalene	
	College, Cambridge)	126
5.3	Engraved portrait of Thomas Guy (1644 or 1645-1724) in	
	James Caulfield, Portraits, Memoirs, and Characters, of	
	Remarkable Persons 4 vols (London, 1819-20) (reproduced by	
	permission of the syndics of Cambridge University Library)	138
5.4	Engraved portrait of Christopher Brown, shopman of	
	Longmans, from William West, Fifty Years' Recollections of an	
	Old Bookseller (London, 1837) (from the author's collection)	148
6.1	Portrait of William Strahan (1715-85) by Sir Joshua Reynolds,	
	exhibited in 1783 (reproduced by permission of the National	
	Portrait Gallery, London)	165
6.2	Paternoster Row, from a trade card, c. 1800 (reproduced by	
	permission of the Guildhall Library, London)	170
6.3	Bookstalls in Westminster Hall, c. 1739–40, engraving after	
	Hubert-François Gravelot	187
6.4	Portrait of Robert Dodsley (1703-64) by Sir Joshua Reynolds	
	(1760/1) (reproduced by permission of the Governors of	
	Dulwich Gallery)	188
7.1	Caricature of John Stockdale by Thomas Rowlandson, 1784	
	(from the author's collection)	215
7.2	Portrait of Rev. Dr John Trusler aged sixty, frontispiece to his	
	Memoirs, 1807 (reproduced by permission of the Syndics of	
	Cambridge University Library)	219
8.1	Engraved frontispiece (of Mr Sheridan) and title-page to	
	Œdipus from John Bell's British Theatre, 1787 (from the author's	
	collection)	251
8.2	Engraved frontispiece and title-page to Twelfth-Night from	
	Jacob Tonson's duodecimo Shakespeare edition of 1734 (from	
	the author's collection)	252
9.1	Trade card of John Wilkie, c. 1765 (reproduced by permission	
	of the Lewis Walpole Library, Yale University)	272
9.2	Trade card of William Lepard, c. 1757 (reproduced by	
	permission of the Lewis Walpole Library, Yale University)	272
9.3	View of Lackington's Temple of the Muses, Finsbury Square,	
	c. 1829 (reproduced from a Wallis engraving from a drawing by	
	Thomas Shepherd in the possession of the author)	289

ILLUSTRATIONS,	FIGURES,	AND	TABLES

	ILLUSTRATIONS, FIGURES, AND TABLES	хi
9.4	Cartoon of James Lackington (London, I. Herbert) from Peregrine Pindar (pseud.), Ode to the Hero of Finsbury Square	
9.5	(London, 1795) Rudolf Ackermann engraving of the interior of the Temple of the Muses, Lackington, Allen & Co., 1801 (reproduced by	291
11.1	permission of the Lewis Walpole Library, Yale University) Portrait of John Murray II, frontispiece to Samuel Smiles,	292
10.1	A Publisher and his Friends: Memoir and Correspondence of the Late John Murray 2 vols (London, 1891), vol. 2	323
12.1	Cartoon of John Nichols from Peter Pindar (pseud.), A Benevolent Epistle of Sylvanus Urban alias Master John Nichols, Printer (London, 1790)	365
	Timer (London, 1790)	505
	Figures	
1.1	Publication of separately printed items in Britain (and in English abroad) by title 1475–1800 (five-yearly moving	
	average, ESTC database)	8
4.1	Stationers' stock impression numbers, 1663–1705	93
5.1	ESTC printed items by place of publication, London and	140
6.1	England, 1700–90 Map of main book trade streets and districts, c. 1750 (based	149
0.1	on John Rocque's 1746 survey of London)	156
6.2	Book trade sites in Paternoster Row and the Churchyard in	200
	the eighteenth century	171
6.3	Sites of leading booksellers of Paternoster Row in the eighteenth	
	century	173
	Tables	
2.1		47
3.1 5.1	Number of known printing houses and presses, 1547–1723	47
	Place of publication of titles, by decadal census, in <i>ESTC</i> , 1700–90	150
5.2	Places named in the imprints of more than 300 editions in ESTC (from 1473)	151
7.1	Geographical origins of Stationers' Company apprentices, 1601–1800	205
9.1	Changes in taxation on British newspapers and pamphlets,	
	1712–1815	266
11.1	Sale of stamped newspapers, 1713-1851	342