

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)

---

## SELLING SHAKESPEARE

*Selling Shakespeare* tells a new story about Shakespeare's life and career in print, a story centered on the people who created, bought, and sold books in the early modern period. The interests and investments of publishers and booksellers have defined our ideas of what is "Shakespearean," and attending to their interests demonstrates how one version of Shakespearean authorship surpassed the rest. In this book Adam Hooks identifies and examines four pivotal episodes in Shakespeare's life in print: the debut of his narrative poems, the appearance of a series of best-selling plays, the publication of collected editions of his works, and the cataloguing of those works. Hooks also offers a new kind of biographical investigation and historicist criticism, one based not on external life documents, nor on the texts of Shakespeare's works, but on the books that were printed, published, sold, circulated, collected, and catalogued under his name.

ADAM G. HOOKS is an assistant professor in the Department of English and the Center for the Book at the University of Iowa, where his research and teaching focus on Shakespeare, early modern literature and culture, and the history of the book. He has several publications on Shakespeare, the book trade, and the First Folio and has received awards from the Shakespeare Association of America, the Bibliographical Society of America, and Rare Book School. He runs the book history website Anchora at [www.adamghooks.net](http://www.adamghooks.net).

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)

---

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)

---

# SELLING SHAKESPEARE

*Biography, Bibliography, and the Book Trade*

ADAM G. HOOKS

*University of Iowa*



**CAMBRIDGE**  
UNIVERSITY PRESS

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)CAMBRIDGE  
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)Information on this title: [www.cambridge.org/9781107138070](http://www.cambridge.org/9781107138070)

© Adam G. Hooks 2016

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2016

Printed in the United Kingdom by Clays, St Ives plc

*A catalogue record for this publication is available from the British Library**Library of Congress Cataloguing in Publication data*

Hooks, Adam G.

Selling Shakespeare : biography, bibliography, and the book trade / Adam G. Hooks.

pages cm

Includes bibliographical references and index.

ISBN 978-1-107-13807-0 (hardback)

1. Shakespeare, William, 1564–1616 – Bibliography.
2. Shakespeare, William, 1564–1616 – Biography.
3. Dramatists, English—Early modern, 1500–1700 – Biography – History and criticism.
4. Shakespeare, William, 1564–1616 – Relations with printers.
5. Book industries and trade – England – History – 16th century.
6. Book industries and trade – England – History – 17th century.

I. Title.

Z88H.H66 2016

[PR2894]

822.3'3–dc23

2015032467

ISBN 978-1-107-13807-0 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)

---

*For J. B. and L. J.  
Gemina anchora*

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)

---

From a remote period the indispensable tribute to distinguished merit has found expression in the form of biography. Like most good things, it is often abused.

In modern days literary genius asserts its right to a fresh prerogative in the shape of bibliography, a claim no one will grudge.

William Jaggard, *Shakespeare Bibliography* (1911)

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)*Contents*

<i>Acknowledgments</i>	<i>page</i> viii
<i>List of abbreviations</i>	x
Introduction – a life in print: toward a Shakespearean bio-bibliography	I
1 Shakespeare’s poems and Shakespeare’s printer: Richard Field and the narratives of Shakespearean authorship	35
2 Sweet and swaggering: Shakespeare’s plays, Playfere’s sermons, and the publisher Andrew Wise	66
3 “all in one volume”: Shakespeare’s quartos, the First Folio, and the printer William Jaggard	99
4 Making plays: booksellers and the bio-bibliography of Shakespeare	136
<i>Bibliography</i>	178
<i>Index</i>	194

Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)

## *Acknowledgments*

My name may be on the title-page, but as with the books that are the subject of this study, it is not a sufficient sign of what has been a collaborative venture. I would like to take this opportunity to commend those who have helped make this book.

David Kastan once offered support during a tense NCAA regional final, and for that alone I would remain thankful – but to my good fortune, he warrants much greater gratitude for being a supremely generous mentor and friend. Our countless conversations have made this project possible. Alan Stewart offered crucial guidance in the early stages of this project, and I have continued to benefit from his diligence and from his wit. Special thanks are due to Zachary Lesser, for answering numerous queries over the years, and for reading the entire manuscript as it neared completion.

Many colleagues and friends have helpfully commented on or discussed this project with me – too many to name here. I am deeply grateful to them all, and in particular I wish to thank Claire M. L. Bourne, Meaghan Brown, Douglas Bruster, Rebecca Calcagno, Joshua Calhoun, Patrick Cheney, Gerald Cloud, Francis X. Connor, Julie Crawford, Lukas Erne, Alan Farmer, Megan Heffernan, Jean Howard, András Kiséry, Jeffrey Todd Knight, Tara L. Lyons, Jean-Christophe Mayer, Kirk Melnikoff, Vimala Pasupathi, Peter Platt, Aaron Pratt, Jim Shapiro, Peter Stallybrass, Marta Straznicki, Sarah Werner, Heather Wolfe, and Matthew Zarnowiecki.

The Department of English at the University of Iowa is famously collegial, and it has lived up to that reputation in my time there. I would like to thank my colleagues in Early Modern Studies: Alvin Snider, Miriam Gilbert, and Blaine Greteman. The Center for the Book provides a rich and rewarding environment for learning about and making the history of the book. My thanks are due to the UI Libraries – especially the invaluable staff in Special Collections. Beyond Iowa, I have benefited from the resources and the librarians at many institutions, including the Folger



Cambridge University Press

978-1-107-13807-0 - Selling Shakespeare: Biography, Bibliography, and the Book Trade

Adam G. Hooks

Frontmatter

[More information](#)*Acknowledgments*

ix

Shakespeare Library, the Newberry Library, the Columbia Rare Book and Manuscript Library, the Burke Library at Union Theological Seminary, the Houghton Library at Harvard, the Shakespeare Institute Library, the Shakespeare Birthplace Trust Library and Archive, and the University of Illinois Rare Book and Manuscript Library.

I have presented parts of this project in numerous venues, but I am particularly grateful to the Bibliographical Society of America, the Columbia Shakespeare Seminar (thanks to Zoltán Márkus, Steve Mentz, and Ashley Streeter), the International Shakespeare Conference (thanks to John Jowett), and Rob Carson at Hobart and William Smith Colleges. An earlier version of Chapter 1 previously appeared as “Shakespeare at the White Greyhound” in *Shakespeare Survey*; an earlier version of Chapter 2 appeared as “Wise Ventures” in *Shakespeare’s Stationers*, ed. Marta Straznicky; and part of the research that underlies Chapter 4 was first published in *Papers of the Bibliographical Society of America*. At Cambridge University Press, I would like to thank Sarah Stanton and Fleur Jones, for helping me to navigate the twenty-first-century book trade. My thanks are also due to Katy Balcer at Hawkeye Indexing and Editing.

My greatest debts are to my family – to the joyful Lucy Jane, and to Jen Buckley, who has read, reviewed, discussed, and improved every word. I am grateful for their presence every single day, and this book is dedicated to them.

## *Abbreviations*

- BEPD* W. W. Greg, *A Bibliography of the English Printed Drama to the Restoration*, 4 vols. (London: Printed for the Bibliographical Society at the University Press, Oxford, 1939–1959).
- ODNB* *Oxford Dictionary of National Biography*, [www.oxforddnb.com](http://www.oxforddnb.com).
- OED* *Oxford English Dictionary*, [www.oed.com](http://www.oed.com).
- SR* Edward Arber, *A Transcript of the Registers of the Company of Stationers of London, 1554–1640 A.D.*, 5 vols. (London: Privately Printed, 1875–1894).
- STC* A. W. Pollard and G. R. Redgrave, *A Short-Title Catalogue of Books Printed in England, Scotland, & Ireland and of English Books Printed Abroad 1475–1640*, 2nd edn., rev. W. A. Jackson, F. S. Ferguson, and Katharine F. Pantzer, 3 vols. (London: The Bibliographical Society, 1976–1991).
- TN* Ronald B. McKerrow, ed., *The Works of Thomas Nashe*, rev. F. P. Wilson, 5 vols. (Oxford: Basil Blackwell, 1958).
- Wing* Donald Wing, *Short-Title Catalogue of Books Printed in England, Scotland, Ireland, Wales, and British America, and of English Books Printed in Other Countries, 1641–1700*, 2nd edn., 3 vols. (New York: Modern Language Association of America, 1972–1998).