

BALLAD BUSINESS

Playwrights, including Shakespeare, often started out as song writers and regularly product-placed ballads within their dramas. In this enlightening study, Tiffany Stern asks who wrote, financed, published and marketed theatrical broadsheet ballads and investigates the migrants, women and individuals with disabilities who sung and sold them outside playhouses – in striking contrast to the white, able-bodied and male actors who performed inside. With case-studies ranging from ballads in plays by Shakespeare and Jonson, sung after plays as jigs or ‘themes’ by the clowns Tarlton, Kemp and Armin, and performed about the plays of Marlowe, Kyd, Shakespeare and others, *Ballad Business* argues that broadsheet ballads were often the first and sometimes only parts of the performance to be published. Advertisements and souvenirs, ballads constituted a crucial though now forgotten form of theatrical merchandise and musical paratext.

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BALLAD BUSINESS

Selling Early Modern Theatre

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Note on the Text

Quotations are in original spelling and punctuation but with i/j and v/u modernised and ‘vv’ rendered ‘w’ for the convenience of the reader.

Ballad titles are in *italics* if from broadsheets; in ‘quotation marks’ if from a book.

Shakespeare references are taken from the First Folio using the Norton Facsimile prepared by Charlton Hinman (New York: Norton, 1968) and the throughline-numbers (TLN) of that edition, or from quartos of the plays, with pages referred to by signature.

Glossary

About-play ballads:	ballads that tell the stories, wholly or in part, told by plays
After-play ballads:	ballads sung and danced after plays, also called jigs
Balladmaker:	a writer ('maker') of ballads
Ballad meter:	1) alternating iambic lines of tetrameter and trimeter in an a.b.a.b. rhyme scheme, also known as 'common meter'; 2) whatever meter a printed ballad is in
Balladmonger:	a trader ('monger') of ballads
Ballad partners:	the group of stationers who, from 1624, had formal rights to publish all ballads
Black letter:	an ornate Gothic or textura type, also known as 'English letter'; it was seen as the opposite of the Roman type known as 'white letter'
Bookseller:	usually someone who sells the books he (or, sometimes she) has published; occasionally someone who sells his/her own books plus a few more by other stationers; on rare occasions someone who sells a variety of books by a range of stationers
Bookshop:	the main place of trade for a bookseller (<i>see</i> 'Bookseller')
Broadsheet:	(here) a ballad, or two conjoined ballads, on a full folio sheet; later called a 'long song'
Broadside:	(here) a ballad printed on a half folio sheet; later called a 'slip ballad'
Burden:	the repeating chorus of a ballad

Glossary

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- Chapman:** an itinerant trader of printed goods, usually consisting of ballads and ‘small books’, who buys wholesale and sells retail; also known as a ‘petty’ (meaning ‘minor’) chapman
- Chap-book:** a book sold by a chapman and, by extension, a book that is cheaply made. This nineteenth century word is back-created from ‘chapman’
- Cry (verb):** to advertise goods for sale in a ‘sing-song’ fashion
- Contrafactum**
(pl. contrafacta): the reuse of a well-known ballad tune
- Ditty:** words of a song
- Droll:** a short comic interlude, consisting of a bit of an extant play, a new mini-narrative, or a jig, put on illegally during the interregnum when play performances were not allowed
- Foundation ballad:** (here) 1) the ‘original’ ballad that introduces a tune (like the ballad that begins ‘Fortune my Foe why dost thou frown on me’ which has a tune called, after it, ‘Fortune my Foe’); 2) the ballad after which a tune is renamed (like the ballad of *Doctor Faustus*, published to the tune of ‘Fortune my Foe’, which was so popular that later ballads were sometimes said to be ‘to the tune of Doctor Faustus’)
- Garland:** a book made from ballads. The name comes from a popular ballad collection, Thomas Deloney’s *Garland of good will*, first published in 1593 (though the first full edition that now survives dates from 1628)
- Goodnight ballads:** ballads written about executions, so called as they often featured the word ‘goodnight’. Goodnight ballads relate what the malefactor has done and how he or she died and are usually in the first person. *See also* ‘Hanging ballads’
- Hanging ballads:** ballads written about hangings, in which the story of the malefactor and his or her death is told, often in the first person
- Hawker:** an itinerant trader of small goods, ranging from food to print, that are hawked or cried; *see also* ‘Pedlar’

In-play ballads:	ballads sung inside plays
Jig:	a ballad sung and danced at the end of a play, here also called after-play ballads
Jigmaker:	a writer ('maker') of jigs
Jigmonger:	a trader ('monger') of jigs
Medley:	a form of nonsense ballad made from extracting lines and couplets from a range well-known ballads and linking them by rhyme
Mock:	a new ballad written to parody or echo an established ballad
Pedlar:	an itinerant dealer in small goods ranging from food to print; <i>see also</i> 'Hawker'
Petty chapman:	<i>see</i> Chapman
Playmaker:	a writer ('maker') of plays
Printer:	the person in whose printing house the actual printing – putting the type in order, inking it, pulling the pages – occurred, usually indicated by the words 'printed by' on early modern texts. NB In early modern parlance, 'printer' might mean printer or stationer or both. <i>See also</i> Stationer.
Sharer:	someone with shares in an acting company
Sonnet:	a 'songlet', often a ballad; sometimes a 14-line poem
Standing:	the place, often paid for, from which a balladmonger traded wares
Stationer:	the person who bought an early modern text and financed its publication, usually indicated by the words 'printed for' on early modern texts. Confusingly stationers were often, as a separate trade, also printers. NB In early modern parlance, 'printer' might mean printer or stationer or both. <i>See also</i> Printer.
Stationers' Register (SR):	a series of books in which stationers recorded their ownership of – and right to print – particular manuscripts
SR:	<i>see</i> Stationers' Register
Theatre ballads:	(here) used collectively for all forms of playhouse-related ballads, in-, after-, about-play and others with a theatre theme

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Tinker:	an itinerant trader specialising in selling and mending metal goods
Troll (verb):	to sing in full voice
White letter:	Roman type, as opposed to Gothic ‘black letter’

Tunes

There are two online collections that supply performances of ballads when their melodies survive. Both are tremendous sites used repeatedly in this book. The extraordinary EBBA has long been recording *all* seventeenth century ballads for which extant tunes are identifiable, sung by members of the EBBA team without accompaniment. The 100 Ballads website supplies recordings of 100 important ballads for which tunes are known; they are sung by professionals, often with accompaniment. The list below gives an EBBA performance, and, if there is one, a 100 Ballads performance. When there is neither, a link is given to a reputable performance elsewhere. I have favoured, when possible, the ‘foundation’ song for which the tune is named, even if, in the book, I analyse other lyrics set to it – for the original verses and content will haunt any later text that uses the tune. Foundation ballads do not always survive, however, in which case, I have supplied the earliest broadside I can find sung to that tune. If no melody is supplied on this list for a ballad discussed in the book, it is lost, or not yet found.

NB Ross W. Duffin has produced a 2-CD album to accompany his *Shakespeare’s Songbook*. It supplies known and, when not known, possible tunes for most songs and song references in Shakespeare, including ballads.

The Blazing Torch

www.dhi.ac.uk/san/100-ballads/mp3/A%20good%20Wife%2C%20or%20none.mp3

Chevy Chase

<https://ebba.english.ucsb.edu/ballad/32038/recording>
www.dhi.ac.uk/san/100-ballads/mp3/The%20Unhappy%20hunting%20in%20Chevy-Chase.mp3

Cook Lorel

<https://ebba.english.ucsb.edu/ballad/37125/recording>
www.dhi.ac.uk/san/100-ballads/mp3/A%20Strange%20Banquet.mp3

Doctor Faustus, see ***Fortune my Foe***

Dulcina also known as Robin Goodfellow

<https://ebba.english.ucsb.edu/ballad/31757/recording>
www.dhi.ac.uk/san/100-ballads/mp3/The%20Shepherds%20woooing%20Dulcina.mp3

Fond Boy

<https://ebba.english.ucsb.edu/ballad/21895/recording>
www.dhi.ac.uk/san/100-ballads/mp3/The%20Two%20Happy%20Lovers.mp3

Fortune my Foe also known as Doctor Faustus

<https://ebba.english.ucsb.edu/ballad/20243/recording>
www.dhi.ac.uk/san/100-ballads/mp3/A%20Sweet%20Sonnet.mp3

Gray's Inn Masque

<https://ebba.english.ucsb.edu/ballad/31797/recording>
www.dhi.ac.uk/san/100-ballads/mp3/New%20Mad%20Tom%20of%20Bedlam%20%28Part%201%29.mp3

I Loathe that I did Love

www.youtube.com/watch?v=orS7APiSLM8

In Peascod Time also known as The Lady's Fall

<https://ebba.english.ucsb.edu/ballad/30466/recording>
www.dhi.ac.uk/san/100-ballads/mp3/The%20Ladies%20Fall.mp3

Jenny Gin also known as A Most Pleasant New Song (tune has many other names too)

<https://ebba.english.ucsb.edu/ballad/30756/recording>

The Lady's Fall, see In Peascod Time***Light o' Love***

<https://open.spotify.com/track/6m6Y7FmkYNnA5F2k3PoSYk>

Live with Me known also as Shore's wife

<https://ebba.english.ucsb.edu/ballad/30141/recording>
www.dhi.ac.uk/san/100-ballads/mp3/The%20Woful%20Lamentation%20of%20Mistris%20Jane%20Shore%20%28Part%201%29.mp3

A Most Pleasant New Song, see Jenny Gin***A New Game at Cards***

<https://ebba.english.ucsb.edu/ballad/21693/recording>

Packington's Pound also known as Youth, Youth

<https://ebba.english.ucsb.edu/ballad/20071/recording>
www.100ballads.org/show/4

A Pleasant New Tune, see Willow, Willow***Queen Dido***

<https://ebba.english.ucsb.edu/ballad/36042/recording>

Robin Goodfellow. see Dulcina

Shore's Wife, see ***Live with Me***

Spanish Pavan, also known as ***Tarlton's Medley***

<https://ebba.english.ucsb.edu/ballad/30018/recording>

Tarlton's Medley, see ***Spanish Pavan***

Walsingham

<https://ebba.english.ucsb.edu/ballad/20102/recording>

The Wanton Wife

<https://ebba.english.ucsb.edu/ballad/37115/recording>

When Flying Fame

<https://ebba.english.ucsb.edu/ballad/20278/recording>

Willow, Willow also known as ***A Pleasant New Tune***

<https://ebba.english.ucsb.edu/ballad/20167/recording>

Young Phaon

<https://ebba.english.ucsb.edu/ballad/32750/recording>

Youth, Youth, see ***Packington's Pound***