

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

CAMBRIDGE LIBRARY COLLECTION

Books of enduring scholarly value

Printing and Publishing History

The interface between authors and their readers is a fascinating subject in its own right, revealing a great deal about social attitudes, technological progress, aesthetic values, fashionable interests, political positions, economic constraints, and individual personalities. This part of the Cambridge Library Collection reissues classic studies in the area of printing and publishing history that shed light on developments in typography and book design, printing and binding, the rise and fall of publishing houses and periodicals, and the roles of authors and illustrators. It documents the ebb and flow of the book trade supplying a wide range of customers with products from almanacs to novels, bibles to erotica, and poetry to statistics.

A Bookseller of the Last Century

Charles Welsh's account of the achievements of John Newbery was first published in 1885. Newbery is best known as the pioneering publisher of good-quality children's books such as *A Little Pretty Pocket-Book* and *Little Goody Two-Shoes*. In many ways he can be regarded as the first publisher who created and marketed books specifically for children. He was an associate of Samuel Johnson and Oliver Goldsmith, and founded a number of newspapers that published some of their works. Welsh also draws attention to a less well known aspect of Newbery's diverse business ventures: his involvement in the selling of patent medicines. The author chronicles the immediate successors to the Newbery business and includes a lengthy summary of the son Francis Newbery's autobiography. The illustrated book contains a number of appendices including John Newbery's will, lists of his publications and some of the newspapers with which he was associated.

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

Cambridge University Press has long been a pioneer in the reissuing of out-of-print titles from its own backlist, producing digital reprints of books that are still sought after by scholars and students but could not be reprinted economically using traditional technology. The Cambridge Library Collection extends this activity to a wider range of books which are still of importance to researchers and professionals, either for the source material they contain, or as landmarks in the history of their academic discipline.

Drawing from the world-renowned collections in the Cambridge University Library, and guided by the advice of experts in each subject area, Cambridge University Press is using state-of-the-art scanning machines in its own Printing House to capture the content of each book selected for inclusion. The files are processed to give a consistently clear, crisp image, and the books finished to the high quality standard for which the Press is recognised around the world. The latest print-on-demand technology ensures that the books will remain available indefinitely, and that orders for single or multiple copies can quickly be supplied.

The Cambridge Library Collection will bring back to life books of enduring scholarly value (including out-of-copyright works originally issued by other publishers) across a wide range of disciplines in the humanities and social sciences and in science and technology.

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

A Bookseller of the Last Century

*Being Some Account of the Life of
John Newbery, and of the Books
He Published, with a Notice of the
Later Newberys*

CHARLES WELSH



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore,
São Paulo, Delhi, Dubai, Tokyo

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org

Information on this title: www.cambridge.org/9781108012799

© in this compilation Cambridge University Press 2010

This edition first published 1885
This digitally printed version 2010

ISBN 978-1-108-01279-9 Paperback

This book reproduces the text of the original edition. The content and language reflect the beliefs, practices and terminology of their time, and have not been updated.

Cambridge University Press wishes to make clear that the book, unless originally published by Cambridge, is not being republished by, in association or collaboration with, or with the endorsement or approval of, the original publisher or its successors in title.

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

A BOOKSELLER OF THE LAST
CENTURY.

Cambridge University Press
 978-1-108-01279-9 - Bookseller of the Last Century
 Charles Welsh
 Frontmatter
[More information](#)

Facsimile Reprints of
**Popular Children's Books of the Olden
 Time.**

Goody Two Shoes. A facsimile reproduction of the Edition of 1766, with an Introduction by CHARLES WELSH, giving some account of the book, and some speculations as to its authorship. Price 2s. 6d.
 Or bound in characteristic Dutch flowery and gilt cover, price 5s.

The Looking-Glass for the Mind. An Intellectual Mirror. Being an elegant Collection of the most delightful Stories and interesting Tales, chiefly translated from that much-admired work, "L'Amides Enfants." A Reprint of the Edition of 1792, printed almost entirely with the actual Woodblocks of the Illustrations drawn and engraved for it by Bewick. With a Preface by CHARLES WELSH. Crown 8vo, in antique style, price 7s. 6d.

The Butterfly's Ball. The Peacock At Home. The Lion's Masquerade. And The Elephant's Ball. A Series of interesting facsimile reproductions of the Original Editions of the first four books in the famous "Harris's Cabinet," published at the beginning of the present century. The Illustrations by Mulready have been carefully reproduced. The books are done up in appropriate characteristic paper covers, and printed on hand-made paper. With an Introduction by CHARLES WELSH. Price 1s. each.

The whole Series in one Volume, price 5s.

The Daisy; or, Cautionary Stories. In Verse. Adapted to the Ideas of Children from Four to Eight Years Old. With 30 Engravings by Samuel Williams. A New Edition, on Dutch hand-made paper, and in characteristic binding, with Preface by C. WELSH.

The Cowslip; or, More Cautionary Stories. In Verse. By the Author of that much-admired little work entitled "The Daisy." With 30 Engravings by Samuel Williams. A New Edition, on Dutch hand-made paper, and in characteristic binding, with Preface by C. WELSH.

GRIFFITH, FARRAN, OKEDEN AND WELSH,
 CORNER OF ST PAUL'S CHURCHYARD, LONDON.

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

Frontispiece.



LUDGATE HILL IN THE LAST CENTURY.

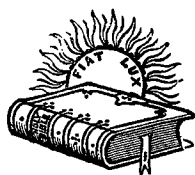
(From the Picture by Marlow.)

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

A BOOKSELLER OF THE LAST CENTURY

Being some Account of the Life of
John Newbery, and of the
Books he published,
with a Notice
of the later
Newberys

BY CHARLES WELSH



Printed for *Griffith, Farran, Okeden & Welsh*, successors to
Newbery & Harris, at *the sign of the Bible and Sun*, West
Corner of St Paul's Churchyard, London; and *E. P.*
Dutton & Co., New York, MDCCCLXXXV.

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)



(The rights of translation and of reproduction are reserved.)

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

TO
MY PARENTS,
THIS BOOK
IS AFFECTIONATELY DEDICATED

P R E F A C E.

JOHN NEWBERY, “the philanthropic publisher of St Paul’s Churchyard,” as Goldsmith called him in his “Vicar of Wakefield,” is a figure of some interest in the literary history of the eighteenth century. The first bookseller who made the issue of books, specially intended for children, a business of any importance, he brought before the world a number of works which have proved of great benefit, and of which the memory and the influence have survived to the present day. But not only is he to be remembered as the publisher of “Goody Two Shoes,” and kindred books; he was himself an author of considerable ingenuity and wit; he and his family were intimately associated with Johnson, Goldsmith, Christopher Smart, Smollett, and many other literary men of the time; and he busied himself with many projects of a seemingly more important character than the publication of books for the young.

In this volume I have endeavoured to bring together all the scattered information that I could discover about this worthy man, thinking that it might prove of interest not only to those who are engaged in the production and publication of books, but to the much wider public who have benefited by the little

Cambridge University Press
978-1-108-01279-9 - Bookseller of the Last Century
Charles Welsh
Frontmatter
[More information](#)

viii

PREFACE.

volumes issued by him for their instruction and delectation. It is therefore a mere compilation, which I have done my best to make as complete as possible, and in this endeavour I have been generously assisted by many kind friends, to whom I beg here to tender my best thanks, and especially to Mr A. Le Blanc Newbery, the great grandson of John Newbery, who has placed all the family records in his possession at my disposal; Mr F. Cowslade, the present proprietor of the *Reading Mercury*; the Rev. Richard Hooper, Mr J. M. W. Gibbs the Editor of the new edition of Goldsmith's works in the Bohn Library; Mr W. T. Brooke, who has rendered much valuable assistance with the catalogue; Mr C. Kegan Paul, Mr Austin Dobson, Mr W. H. Allnutt, of the Bodleian, Messrs Brown & Co., of Salisbury, as well as to many others.

The work is called "A Bookseller of the last Century," but John Newbery was more than a bookseller, he was also a very extensive merchant in medicine. In order to give as much completeness as possible to this account of his life and doings, much has therefore been included that does not refer to the bookselling business and his literary associations.

I have not essayed to present a picture of the times in which he lived—that would be a task beyond my powers, and it has been done by far abler hands than mine.

I have availed myself largely of Mr Forster's "Life of Goldsmith" in Chapter iii., but I have by no

PREFACE.

ix

means exhausted that account of the poet's relations with his publisher. Those who wish to study them more closely should consult Mr Forster's lively and interesting pages.

The catalogue of books published by the Newberys is necessarily incomplete, but it is as perfect as years of search and enquiry could make it. The period during which the books were published, 1740 to 1800, is a long one, and many of them have completely disappeared. However, advertisements and catalogues have enabled me to give the titles of many books that I have not been able to see, and I think the list may be fairly said to contain the chief publications of the House of Newbery.

CHAS. WELSH.

LEYTONSTONE, *November* 1885.

CONTENTS.

CHAPTER I.

	PAGE
Ancestors—The Newberie Charity—John Newbery's Birthplace— Early Days in Waltham St. Lawrence—Reading—Death of Carnan— <i>The Reading Mercury</i> —Marriage—A Business Tour— Schemes for Future Work—The Business at Reading—B. Collins of Salisbury—Removal to London	1

CHAPTER II.

Removal to St Paul's Churchyard—Dr James's Fever Powder—Dr Johnson—Christopher Smart—The Family Oracle—The Hiliad—Thomas Carnan	20
---	----

CHAPTER III.

First Employment of Goldsmith—Odd Medicines—Dr Johnson and the <i>Idler</i> —Smollett and <i>The British Magazine</i> —The <i>Public Ledger</i> and "The Citizen of the World"—Griffith Jones— Residence at Canonbury Tower—Forster's Account of New- berry's Relations with Goldsmith—Robert Raikes—The Jelly Bag Society—A Printing Patent—Last Illness and Death	35
--	----

CHAPTER IV.

John Newbery's Character—Described by Dr Johnson as Jack Whirler—Some Lessons of his Career	76
--	----

Cambridge University Press
 978-1-108-01279-9 - Bookseller of the Last Century
 Charles Welsh
 Frontmatter
[More information](#)

CONTENTS. xi

CHAPTER V.

	PAGE
Newbery's Will—Dissensions between the Newberys and Carnan, and Rupture of Business Relations—The Successors to the Business—Abraham Badcock—John Harris—T. Carnan and the Almanacs	87

CHAPTER VI.

Books for Children in the Reign of Queen Anne—Chap-Books and Chapmen—John Newbery's Books—Their Style and Authorship—Leigh Hunt—Southey—The <i>Microcosm</i> on Newbery's Juvenile Books—Scarcity of Juvenile Books of the Period—Newbery's Ingenious Methods of Advertising—Piracies of his Books	93
--	----

CHAPTER VII.

Francis Newbery: An Autobiography	118
---	-----

APPENDICES.

Copy of the Will of John Newbery	160
Catalogue of the Books published by the Newberys	168
Some of the Newspapers with which J. Newbery was connected	336
List of Newbery's Publications	337
Mr J. M. W. Gibbs on Goldsmith, Johnson, and Newbery	348
Dr Wm. Dodd, John Newbery, and the <i>Christian Magazine</i>	351
Extracts from the Account Books of Benjamin Collins of Salisbury, referring to Works not published by the Newberys	356

LIST OF ILLUSTRATIONS.

	PAGE
LUDGATE HILL IN THE LAST CENTURY	<i>Frontispiece</i>
CANONBURY TOWER ABOUT 1800	47
FACSIMILE OF AGREEMENT—J. NEWBERY AND R. RAIKES	65
DR JOHNSON INTRODUCING GOLDSMITH TO NEWBERY	71
THE OLD CORNER OF ST PAUL'S (1885)	84
THE OLD HOUSE AT THE CORNER 100 YEARS AGO	88
FRANCIS NEWBERY	119
MARY NEWBERY (<i>née</i> RAIKES)	137
FRANCIS NEWBERY'S HOUSE AT THE NORTH-EAST CORNER OF ST PAUL'S	144