

Franklin and Hall imprints, 1748-1766, by type, with income from each type

(Imprints from C. W. Miller, Benjamin Franklin's Philadelphia Printing, APS, 1974)

(Income based on final partnership accounts, Franklin Papers 13:87 ff., with estimates for items noted as not included.)

Type of printing, number of imprints	Income <i>(cont'd)</i>
Newspapers, 1339 issues = 65%	£ 17,104 = 53%
Gazette, 1196 issues	(Subscriptions, £ 13,466 = 42%)
German, approx. 120 issues	(Advertisements, £ 3,638 = 11%)
Carriers' addresses, 23	
Almanacs, 59 = 3%	£ 3,114 = 10%
Government printing, 148 = 7%	£ 5,626 = 17%
Bound books, 5	(1756-1765, £ 2,626)
Pamphlets, 84	(1748-1755, approx £ 2,000)
Broadside, 42	(Folio Laws, approx £ 1,000)
Currency emissions, 17	
Jobs, 464 = 23%	£ 4,983 = 15%
Books, 10 <i>(bound)</i>	(Books and pams, £ 3,886 = 12%)
Pamphlets, 53	
Maps, 5	(Small jobs, £ 1,097 = 3%)
Small jobs, 396 = 1990	
Publications, 39 = 2%	£ 1,671 = 5%
Books, 15	
Pamphlets, 24	
Total imprints, 2049	£ 32,568 = 100%

Book imports 1748-1772 add up to roughly £ 60,000 *(with book buying Franklin's line)*

total

*typical - ~500
poly with all bound -- shows
under the cloth
under the cloth*

Exports of books from London to North America, 1743-1776

Figures are nominal value at £ 4 per hundredweight; to get weight in pounds, divide by 4 and multiply by 112

	1743	1744	1745	1746	1747	1748	1749	1750	1751	1752	1753	1754	1755	1756	1757	1758	1759
Canada	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Carolina	200	110	84	64	30	107	107	113	232	387	447	526	455	401	510	452	593
Florida	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Georgia	—	—	—	—	—	—	—	—	84	8	120	20	—	2	—	40	26
New England	742	458	257	171	348	584	679	880	488	1099	1141	960	2443	847	687	1016	1000
Newfoundland	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
New York	335	294	62	147	212	160	277	442	406	486	579	758	340	627	432	852	1586
Nova Scotia	—	—	—	—	—	—	—	14	—	40	38	24	—	40	64	118	130
Pennsylvania	364	231	188	162	138	176	677	909	552	489	474	473	500	404	412	591	796
Virginia and Maryland	545	487	253	242	146	201	661	931	715	1207	1019	680	876	509	982	652	991
N. American total	2186	1580	844	786	874	1228	2401	3289	2527	3716	3818	3468	4614	2830	3087	4430	5122
Antigua	49	127	125	46	84	259	166	68	34	94	317	93	91	172	204	52	145
Barbados	544	336	390	441	240	451	505	419	519	745	789	454	301	420	250	244	84
Bermudas	—	—	—	6	—	—	—	53	12	23	23	8	12	18	12	16	52
Jamaica	370	185	174	233	354	272	484	303	359	442	670	647	496	[508]	271	289	611
Montserrat	26	6	4	22	—	—	4	4	1	28	—	—	24	—	—	8	—
Nevis	4	4	1	9	—	6	22	1	1	4	58	4	4	—	8	36	—
St. Christopher	107	—	62	17	66	235	282	93	102	44	94	53	113	36	45	36	73
W. Indies in general	194	155	97	176	292	255	156	—	—	—	—	—	—	—	—	—	—
W. Indies total	1294	813	853	950	1036	1478	619	941	1028	1380	1951	1259	521	652	788	661	965
Overall Western total	3480	2393	1697	1736	1910	2706	4020	4230	3555	5096	5769	4727	5135	3482	3875	5091	6087
	1760	1761	1762	1763	1764	1765	1766	1767	1768	1769	1770	1771	1772	1773	1774	1775	1776
Canada	—	—	—	8	111	123	117	56	252	88	90	28	68	195	168	572	84
Carolina	646	619	668	537	488	530	425	578	557	666	676	1194	692	636	568	40	—
Florida	—	—	—	240	—	—	—	4	40	32	24	52	4	34	48	38	338
Georgia	—	120	80	104	80	36	72	—	114	92	62	118	244	157	160	148	—
New England	620	688	459	348	544	420	734	1070	976	322	412	2614	3764	1920	2128	—	—
Newfoundland	—	—	—	—	2	—	—	—	—	—	11	—	404	—	—	16	6
New York	930	384	461	354	708	458	361	1154	1312	816	1590	1782	780	888	497	—	—
Nova Scotia	137	32	16	36	81	36	63	92	36	30	32	40	20	24	108	60	192
Pennsylvania	961	790	438	209	454	477	515	268	576	476	638	463	488	574	507	180	—
Virginia and Maryland	1507	1655	1176	1214	922	2658	574	715	1082	1300	2009	1945	1774	898	1007	—	—
N. American total	4801	4288	3298	3046	3390	4738	2861	3359	4945	3824	5544	8236	8238	5326	5191	1054	620
Antigua	230	14	172	43	30	71	49	58	74	102	38	256	64	12	92	30	76
Barbados	293	386	400	253	372	252	236	130	107	126	208	272	114	209	113	249	125
Bermudas	51	14	48	72	28	38	16	22	64	72	32	40	50	24	24	40	20
Jamaica	1106	1048	476	406	287	396	351	399	1291	688	752	383	366	806	706	685	515
Montserrat	4	8	—	—	8	—	8	8	12	40	8	—	8	—	32	16	8
Nevis	4	22	—	8	1	40	28	4	—	—	—	—	1	—	—	—	8
St. Christopher	167	92	150	106	780	46	56	66	18	56	92	40	50	16	3	21	32
W. Indies in general	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
W. Indies total	1855	1584	1206	888	906	447	744	637	1566	1084	1130	991	653	1067	970	1041	784
Overall Western total	5666	5872	4504	3934	4296	5185	3605	4046	6511	4908	6674	9227	8891	6393	6161	2095	1404

Source: Giles Barber, "Books from the Old World and for the New," Studies on Voltaire 151 (1976) 219-224

ROBERT BELL, Bookfeller, Provadore to the Sentimentalists, and Professor of BOOK-AUCTIONIERING in America, is just arrived from Philadelphia;

With a small Collection of modern, instructive, and entertaining Books, which he will exhibit by Auction, to the Sentimentalists of the Town, this evening, and to morrow evening; But no longer — At the time of the exhibition, they will then, instantaneously, either be sold or sacrificed, according to the taste of the Company, by way of experiment.
Hours of Exhibiting from seven to Nine each Evening.

Memorandum. Those who behold with their eyes, Sentimental entertainment, going off reasonable, and do not improve this very great chance of purchasing the Books by the assistance of the Magical Mallet, will probably wish in vain for such another opportunity.

CATALOGUE of BOOKS with the prices printed, at which they ought to sell.

Dollars.		Dollars	
1	M ELMOTH's Pupil of Pleasure exhibiting the Adventures of a Man of Birth, rank, figure and fortune formed on the Chekersfieldian System, 2 Vols. in one. 400	21	Adventures of Miss Juliet Grenville exhibiting the History of the Human Heart by the celebrated Henry Brooke Esq; Author of the Wool of Quality 400
2	Beccaria on crimes and punishments, with Voltaire's Commentary. 400	22	Steven's Comic and Sentimental Songs 200
3	Thomson on the four Season's; Spring, Summer, Autumn and Winter, with Poems on several occasions. 400	23	Jests, Letters, Poems, and Essays. 200
4	Home Lord Kaim's his six Sketches on the History of Man, including his History and Progress of the Female Sex. 400	24	Viaud's Voyages and Adventures with Captain Falconers Poem on the Shipwreck. 200
5	Young's Night Thoughts on Life, Death, and immortality; with his Poetical Paraphrase on part of the Book of Job, and his Poem on the Last Day. 400	25	Entick's New Pocket English Dictionary. 500
6	Voltaire's Miscellanies, containing the Pupil of Nature, The Princess of Babylon, Zadig or the Book of Fate an Oriental Misfory. 400	26	French and English Dictionary. 500
7	Doddsley's Fables of Esop and other Fabulists consisting of Ancient, Modern and Original Fables For the use of Ladies and Gentlemen who wish to attain perfection in the knowledge of the English Language. 400	27	Memorable Accidents and Astonishing Transactions Containing an Account of several strange Events Viz. The Deposing of Tyrants—Lamentable Shipwrecks—Dismal Misfortunes—Stratagems of War—Perilous Adventures—And Happy Deliverances, with other remarkable Occurrences. 100
8	Milton's Paradise Lost, with his Paradise Regained, and Poems on several occasions, 2 Vols. 800	28	Father's Legacy to his Daughters, On Conduct and Behaviour — Amusements—Friendship Love—Marriage, &c. &c. by the late Doctor Gregory of Edinburgh, for the Use of Young Ladies. 80
9	Zimmerman's Philosophical Scrivences on the Pride of Nations with Anecdotes concerning all Countries. 400	29	Farrery for Gentleman's Horses, by Bartlett. 200
10	Volume of Plays containing, The Maid of the Oaks The Romance of an hour.—The Accomplish'd Maid.—The Irish Chief.—The Blind Beggar with Poems by Doddsley.—Alonzo and Orminda. The lying Valet.— 500	30	Doctor Jones on Gun-shot Wounds and Fractures, Van swieten on the Cure of Diseases, with extracts from Surgeon General Ranby, from Northcote the famous Sea Surgeon, containing Directions for Sea-Surgeons in Engagements; Also Rules for preserving Health in Warm and Cold Climates by the celebrated Doctor Lind 400
11	Volume of Dramatic Pieces containing Gustavus Vasa the Deliverer of his Country.—The political Duenna.—Battle of Bunkers Hill.—Death of General Montgomery.—The fall of British Tyranny or American Independence Triumphant.— 500	31	Cullen's Lectures on the Materia Medica, comprehending a knowledge of all the Substances employed in preventing or curing Diseases, and therefore of all those used in diet or Medicine. This Work is peculiarly necessary to every Son of Adam who is a liberal Reader, and wisheth to preserve the Health of the Corporal System But it is tenfold more, nay it is absolutely necessary for every Man who either calls himself a Physician or suffers other persons to call him by the very Respectable Title of Physician. 1800
12	Miscellanies for Sentimentalists containing—The Life of David Hume.—The Travels of a Philosopher by Le Poivre.—Principles of Politeness and of knowing the World by Lord Chesterfield.—Maxims and Moral Reflections by the Duke De La Rochefoucault.—Travels of the Imagination a true Journey from Newcastle to London by Murray.—American Independence an Everlasting Deliverance from British Tyranny by Freneau.—The humble Confession, Declaration, Recantation and Apology of Benjamin Towne of Philadelphia. 600	32	Law of Crimes and Misdemeanors, by Blackstone. 600
13	Voltaire's Man worth Forty Crowns, with moral and Useful-Essays. 400	33	World turn'd Upside Down, with 34 Cuts.—The most moral, as well as the most laughable Work ever published, for the Instruction of Children, 50
14	Burgh's Political Disquisitions, exhibiting an interesting Picture of the Virtues and Vices of Mankind relative to the Management of Society, with many elegant Speeches on Public occasions, 3 Vols. 1200	34	Memorandum Book for the Pocket with Slate Paper and Slate Pencil. 100
15	Leland's History of Ireland from the commencement of their Slavery under the English Kings, 4 Vols. 1600	35	Six Leathern Ink Pots, &c. &c. 600
16	Esop's Fables with Morals and remarks for School Boys. 150	36	Blackstone's Commentaries on Law, 4 Vols. 2400
17	Military Dictionary with General Wolfe's Instruction to Officers. 400	37	Bell's British Theatre consisting of the most esteemed English Plays, both Trag-dies and Comedies ornamented with very elegant Copperplates. 18 Vols. 8000
18	Art of War by three French officers. 300		
19	General Grandmaison on Light-Horse. 300		
20	American Independence Triumphant, or the fall of British Tyranny, including the conversations of Lord Danmore, otherwise Lord Kidnapper with Cudjo, and other Negroes. &c. &c. 60		
<i>Memorandum.</i> Hebrew, Greek, Latin and English Classics, of all kinds, also immense variety of Miscellanies, in Arts, and Sciences, with Historic and Fictitious Entertainment, as well as very excellent and solid Divinity, may be had at Bell's Bookstore next door to St. Paul's Church in third Street Philadelphia by all who are willing to enjoy Gold, Silver or Paper Dollars, Also, Dilworth's Spelling Books with the Grammar and Fables, by the Dozen.			

Verbes for a GENTLEMAN'S LIBRARY.

Seat for Contemplation Fit.
Sacred nursery of wit;
Let me here enwrap'd in pleasure,
Taste the Sweets of learned leisure;
Vain deceitful World adieu,
I more solid bliss pursue,
Faithful Friends surround me here
Wife, delightful, and sincere;
Friend's who never yet betray'd
Those who trusted to their aid;
Friends who ne'er were known to shun
Those by adverse taste undone;
Calm philosophy and Truth,
Crown'd with undecaying Youth,
Glowing with celestial charms,
Fondly court me to their arms;
Here immortal bards dispense
Polish'd numbers nervous sense;
While the just historian's page,
Back recalls the distant age,
In whose painting we behold
All the wondrous men of old.

5

A D D R E S S

T O T H E

S U B S C R I B E R S.

IM P R E S S E D with the deepest sensations of gratitude, the Editor takes this opportunity of sincerely thanking the numerous Subscribers to the American edition of Robertson's History of Charles the Fifth, in periodical Volumes.—Vivified by the encouragement afforded him in your acceptance of each Volume, sewed in blue boards, as an equivalent for One Dollar;—And animated by this practical proof of your alacrity to promote native fabrications, he respectfully layeth before the American Public, Proposals for reprinting in periodical Volumes by subscription.—Thus humbly to attempt, in the New World, the reprinting of such celebrated Books at moderate Prices, calculated for this Meridian, as Men of Literary Taste, and Lovers of Country-born Manufactures, are pleased to contribute their names to encourage the republication of in America.—Because some inimical incendiaries, exotics to the native rights of American Freedom, have insinuated, that this Edition is an infringement on the monopoly of literary property in Great-Britain, the Editor requests their attention to this subject *for a few moments.*

In the year 1709, the Legislature of Great-Britain, legally ascertained to every author the sale of his works for fourteen years certain.—However reasonable this monopoly of literature might appear in a country over-grown with riches, thank God and government, this monopoly extendeth no farther than Great-Britain.—As precedents are

L I S T

O F

S U B S C R I B E R S,

WH O S E Names posterity may regret, because, by their reasonable encouragement, this American Edition hath been accomplished at a price moderate, that the MAN of the Woods, as well as the MAN of the COURT, may now solace himself with Sentimental Delight.

His Excellency WILLIAM FRANKLIN, Esq; Captain General, Governor, and Commander in Chief, of the Colony of New-Jersey.

A
O F B O S T O N.
John Adams, Esq;
Robert Auchmuty, Esq;

N E W - E N G L A N D.
Oaks Angier, Esq; of Bridgewater,
William Appleton, Bookseller, of Portl. N. Hampshire. 12 sets.

O F N E W - Y O R K.
Doctor Edward Agar, Apothecary and Druggist,
John Abeel, Merchant,
John Applegate, Vendue-Master.

N E W - J E R S E Y.
Isaac Allen, Esq; of Trenton,
Dunlap Adams, Merchant, of Trenton, 12 sets.

O F

W. Robinson. Charles

Fifth Edition Robert D. ...