

False Imprints: A Note on the Use of 'N. Dobb'

PATRICK SPEDDING

Michael Treadwell describes the use of 'A. Dob' for Anne Dodd in the imprint of the *Dunciad Variorum* piracies of 1729 as 'the most celebrated example' of a deformed name used in a false imprint.¹ While working on the bibliography of Eliza Haywood I have come across a similar, earlier, unnoticed, and possibly related, transparent pseudonym used between 1726 to 1728: 'N. Dobb'. The name, which appears only four times in the *English Short Title Catalogue* [EngSTC], is not noted as a pseudonym.²

'N. Dobb in the Strand' first appears in the imprint of Haywood's *The Mercenary Lover: or, The Unfortunate Heiress* on 10 February, 1726.³ (Advertisements do not mention 'Dobb', stating only that the book was 'Sold by the Booksellers of London and Westminster'.)⁴ A 'Second' edition of *The Mercenary Lover* was advertised on 13 April of the same year, and a 'Third' edition appeared in 1728. (The 'Second' edition is mentioned only in passing and no imprint is given; no copies are known. Newspaper advertisements for the 'Third' edition have not been traced.) The only other title in which 'N. Dobb' makes an appearance is Haywood's *Reflections on the Various Effects of Love*. The first part of this work was issued 13 April 1726, and reissued as a 'Second Edition' on 1 February, 1727 with a second part and a Key (no copies known).⁵ The first part was advertised as 'Printed for N. Dobb in the Strand; and Sold by the Booksellers of London and Westminster', the second 'Printed for J. Lovewell, near New-Street, alias Shug-Lane, and sold by T. Warner, near the Black-Boy in Pater-Noster-Row'.

No 'Dobb' appears in reference works such as Henry Plomer's *Dictionary of the Printers and Booksellers*, D. F. McKenzie's *Stationers' Company Apprentices, 1701-1800*, or

1. Michael Treadwell, 'On False and Misleading Imprints in the London Book Trade, 1660-1750', *Fakes and Frauds: Varieties of Deception in Print & Manuscript*, ed. Robin Myers & Michael Harris (Winchester: St Paul's Bibliographies, 1989), p.38. See also Michael Treadwell, 'Anne Dodd', in *Dictionary of Literary Biography*, v.154: *The British Literary Book Trade, 1700-1820*, ed. James K. Bracken & Joel Silver (Detroit, MI: Gale Research, 1995), pp.103-05; and James Sutherland's notes in the Twickenham edition of *The Dunciad* (3rd ed., London: Methuen, 1963).
2. *English Short Title Catalogue, 1473-1800* (London: British Library Board, 1998), t057350, t070403, t065354 and t072464.
3. For more details concerning these works, see Patrick Spedding, *A Bibliography of Eliza Haywood* (London: Pickering & Chatto, forthcoming 2002).
4. *Daily Post*, 10 Feb. 1726.
5. *Daily Journal*, 13 April 1726; *Daily Journal*, 1 Feb. 1727.

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in union catalogues such as the *EngSTC*.⁶ However, two Nathaniel Dodds, a J. Dodd, a 'Mr Dodd' and an Anne Dodd can be traced on *EngSTC* in the period.

The Nathaniel Dodds seem to be the best candidates, since their name comes closest to 'N. Dobb', but they appear in only a few imprints. The first Nathaniel Dodd was a stationer who was married to Anne, and so carries the same imprint: 'without Temple-Bar'.⁷ Only two imprints of his can be traced on *EngSTC*: Bezaleel Morrice, *An Essay on the Poets* (London: Printed for Tho. Harbin, and Sold by J. Morphew near Stationers-Hall, and N. Dodd without Temple-Bar, 1717) [*EngSTC*: n002449]; and *The Seventh-day-man* (London: Printed for N. Dodd without Temple-Bar, and E. Smith under the Piazza of the Royal-Exchange, Cornhill, n.d. [1723?]) [*EngSTC*: t180571, dating 1730?].⁸ This Nathaniel can be eliminated since he was dead by the time the first of the 'N. Dobb' imprints appeared.

The second Nathaniel Dodd was a printer, whose address appears as 'at the Corner of Bride Lane, near Fleet-bridge' in the one imprint of his that can be traced on *EngSTC*. He was made free of the Stationers' Company in July 1709. He printed: Jonathan Cadwallader, *The Physicians Out-done: or, The Gout Curable* (London: Printed by Nath. Dodd, at the Corner of Bride Lane, near Fleet-bridge, n.d. [dated 1721 by hand]) [*EngSTC*: n019996].⁹ Even if this Nathaniel was still alive at the time, his address does not match, or come close to, that of the 'Dobb' imprints, and so he can also be eliminated. This leaves just J. Dodd, 'Mr. Dodd' and Anne Dodd.

John Dodd appears in the imprint of one book in 1720: *An Exact, and Correct List of the Lords Spiritual and Temporal* (London: Printed and Sold by J. Roberts in Warwick Lane, J. Dodd without Temple bar, W. Chetwood under Tom's Coffee-house, in Covent Garden, Tho. Griffiths at Charing cross, Jos. Fox Westminster Hall, and A. Rocayrol the corner of Peter's Court in St. Martin's Lane, [1720]) [*EngSTC*: t201670]. He also appears as an author: 'Philomathes' [John Dodd], *The Irresistible Fair, A Poem* (London: Printed for the Author, and Sold by A. Dodd, at the Peacock without Temple-Bar; E. Cook, at the Royal-Exchange; and by the Pamphlet sellers

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6. Henry R. Plomer, 'A Dictionary of the Printers and Booksellers who were at work in England, 1726-1775', in *A Dictionary of the Printers and Booksellers who were at work in England, Scotland and Ireland from 1726 to 1775* (Oxford: Bibliographical Society, 1932), pp.1-273; D.F. McKenzie, *Stationers' Company Apprentices, 1701-1800* (Oxford: Oxford Bibliographical Society, 1978); *EngSTC* (1998).
 7. This Nathaniel Dodd was made free of the Stationers' Company on 9 February, 1708; he married Anne Barnes 18 March, 1708, and was identified in the marriage register as a stationer from Enfield, Middlesex. He died October, 1723. Treadwell (1995), pp.103-04.
 8. I would like to thank Libby Chenault, Rare Book Collection Librarian, University of North Carolina at Chapel Hill and Dr Graham Hogg, Curator, and Irene Danks, Assistant Curator, Rare Books Division of the National Library of Scotland for their help in providing details of these two imprints.
 9. Treadwell (1995), p.103. I would like to thank Stephen Greenberg, History of Medicine Division, National Library of Medicine, Washington D.C., for his help in providing details of this imprint. That this Nathaniel Dodd was apprenticed to a printer, rather than a stationer, may explain why only one imprint of his can be traced.

of London and Westminster, 1739) [*EngSTC*: t037410].¹⁰ The first of these titles gives his address as 'without Temple-Bar', like Anne, and the second was being sold by Anne at the same address. Since John appeared as an author it is safe to assume that he actually existed, and that 'John' is not a pseudonym for either Anne or the first Nathaniel. Indeed, it seems certain that there was a family connection of some sort between these Dodds, but the exact relationship is not clear.¹¹ There is insufficient evidence to completely eliminate John Dodd, but his name makes him an unlikely candidate, 'N. Dobb' being less likely to suggest J. Dodd than N. Dodd.

'Mr. Dodd' appears in the imprint of only one work: *The Falsity of Arianism* (London: Printed and Sold by Mr. Coningsby, in Fetter-Lane; Mr. Midwinter, in St. Paul's Church-yard; Mr. Strahan, near the Royal-Exchange; and Mr Dodd, without Temple-Bar, [1720?]) [*EngSTC*: t201698]. Since his address also appears as 'without Temple-Bar', this 'Mr. Dodd' could be either the first Nathaniel or John, but, in either case, he can be set aside for the reasons already given. This leaves only Anne Dodd (hereafter simply Dodd).

Dodd's shop was at the Peacock without Temple-Bar, opposite St. Clement's Church, in the Strand, according to the imprints of the hundreds of books and pamphlets sold by her between 1717 and 1739.¹² Dodd and her shop were both very well known, and were often referred to in abbreviated form, simply as 'Dodd' or 'The Peacock'.¹³ To any regular book buyer or regular reader, particularly of the pamphlet literature of the period, 'N. Dobb in the Strand' would suggest only Anne Dodd. Whether Dodd was responsible for this suggestion, whether she was the publisher of these pieces, is not clear.

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10. I would like to thank Geoffrey Groom, Assistant Librarian, Rare Books, Bodleian Library, Oxford, for his help in providing details of this imprint, and that of 'Mr. Dodd' below.
 11. Anne Dodd refers to her 'Large Young family' in a letter written from prison, 26 Dec. 1731 – SP 36/23 f.134, cited by Margaret Hunt, 'Hawkers, Bawlers, and Mercuries: Women and the London Press in the Early Enlightenment', in *Women and the Enlightenment*, ed. Margaret Hunt *et al.* (New York: Institute for Research in History, 1984), pp.41-68.
 12. Laurer Funderer counts approximately 750 imprints for Anne Dodd and her daughter (also called Anne) on *EngSTC* between 1709 and 1757. Laurer Sue Funderer, 'Two Eighteenth-Century Women Booksellers', a paper given at the conference 'Rereading the Past: New Methodologies and Approaches to the History of the Book', June 24-27, 1997, Claremont, California. I would like to thank Laurer Funderer for providing me with a copy of her unpublished paper.
 13. J.V. Guerinot, *Pamphlet Attacks on Alexander Pope, 1711-1744: A Descriptive Bibliography* (London: Methuen, 1969), p.272, quotes a 1737 example of the former; Haywood's servant gives an example of the latter, in her deposition of 1749 – P.R.O. (Chancery Lane), SP 36/111, f.214r.

'N. Dobb' is not the only false name to appear on these imprints. As stated above, the second part of Haywood's *Reflections* was advertised in February of 1727 as having been 'Printed for J. Lovewell, near New-Street, alias Shug-Lane'. Similarly, the 1728 'Third' edition of the other 'N. Dobb' imprint, Haywood's *Mercenary Lover*, contains advertisements for one 'J. Love-all, near the Horse Guards and in New Street, near the Hay-Market'. These two names, 'Lovewell' and 'Love-all', are almost certainly pseudonyms for the one man, John Millan, whose shop was 'at Lock's Head in New-Street (alias Shug-Lane) near the Hay-Market'.¹⁴ That Millan was the publisher of these works seems likely, not just from the evidence of his address, but also from the fact that he advertised Haywood's *Mercenary Lover* and *Reflections* for more than a decade afterwards. The two titles appear in the advertisements he included in other works that he printed.¹⁵ Millan also listed *Reflections* in an advertisement for another work he printed, *Verses to the Right Honourable the Earl of Scarborough*.¹⁶ ('Mrs. Dodd' is one of six names in the imprint of this work.) It seems likely that the only reason that Millan still had copies of these two works fifteen years after they were released was that he had published them, and all that remained of the editions were in his shop.

If Millan printed the 'N. Dobb' imprints, it is not difficult to see why he would have chosen anonymity. Haywood's *Mercenary Lover* and *Reflections* are set on 'a certain Island adjacent to the Kingdom of Utopia' and are described as being 'Written by the Author of the *Memoirs* of the said Island'. The *Memoirs* referred to, *Memoirs of a Certain Island Adjacent to the Kingdom of Utopia*, was a scandal-memoir (published 1724-25) in the mould of Delariviere Manley's *The New Atlantis* of 1709. The *Memoirs* were pointed enough to provoke the wrath of Alexander Pope, Richard Savage and Martha Fowke Sansom among others, and to land Haywood unpleasant portraits in Pope's *Dunciad* (1728), Savage's *An Author to be Lett* (1729) and Sansom's *Clio* (written 1732, published 1752). The book was controversial, known to be by Haywood, and it coloured contemporary critical opinion of her.¹⁷ It seems likely then that the publisher, concerned about the possible repercussions of another 'secret history' from the 'certain Island', decided on anonymity. Consequently, Haywood's name does not appear on the first edition of either work, and Millan's name is hidden behind the 'N. Dobb' and 'J. Lovewell' pseudonyms. As it turned out, however, this precaution was unnecessary. Neither work prompted great hostility, and by 1728, when the 'Third' edition of *Mercenary Lover* was printed, Haywood had given up her anonymity and was identified by her initials on the half-title. Millan, however, continued safe behind the 'N. Dobb' and 'J. Lovewell' (now changed to 'J. Love-all') pseudonyms.

14. This is how the address appears in *The Second Volume of the Monthly Catalogue in the years 1725, and 1726* (London: John Wilford, 1727), under December of 1726, p.136.

15. *Letters of a Persian*, 3rd ed. (London: J. Millan, 1735), p.[2], No.11; and *A Preparative Address* (London: J. Millan, 1741), p.[4], item 18.

16. *Daily Journal*, 5 July 1727, item 4.

17. See my *Bibliography of Eliza Haywood* for more details.

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The question as to whether 'N. Dobb' appeared in the imprint of these works with the knowledge and consent of Dodd remains open. Sutherland notes that the Act of 10 Anne, which required all pamphlets to identify the printer or publisher, was frequently circumvented by using fictitious names, or using the name of a genuine publisher without their permission (such as Dodd).¹⁸ The fact that an existing business relationship between Dodd, Millan and Haywood cannot be shown to have existed must raise suspicion that this is what has occurred here. Dodd does not appear in the imprint of any other Haywood works; and, although she subscribed to Haywood's *Letters from a Lady of Quality to a Chevalier* in 1721, this does not guarantee that the two ever met.¹⁹ Likewise, though Millan and Dodd must have known each other through trade channels, Millan appears in only one of the many hundred Dodd imprints. Also, although Dodd 'was frequently proceeded against by the authorities', and had every reason to use a pseudonym, it seems that she did not do so.²⁰

A useful parallel to the unauthorised use of Dodd's name appears in the 1728 and 1729 version of *The Dunciad* and the piracies that it generated.²¹ The first version of *The Dunciad* appeared with the imprint, 'Dublin, Printed, London Reprinted for A. Dodd, 1728'. Sutherland expresses the opinion that the mention of Dublin on the title page was 'a device to give the impression that the Dodd editions were unauthorised' and that there are 'several excellent reasons for supposing that permission to use her name was never obtained or even asked'.²² The second version of *The Dunciad*, *The Dunciad Variorum*, was published with an 'A. Dod' imprint in March-April, 1729. Piracies of this edition, with 'A. Dob' for 'A. Dod', were available by late April of the same year, and competed for buyers.²³ In an attempt to protect his copyright to the 'legitimate' edition of *The Dunciad Variorum* Lawton Gilliver took out a suit against those responsible for these piracies: the printer James Watson and the booksellers Thomas Astley, John Clarke and John Stagg. (Although Watson's 'A. Dob' is a parody of Gilliver's 'A. Dod', it may be that Watson and his fellow conspirators were influenced in their choice of this particular

18. Sutherland (1963), pp.49-50, n. to lines 27-28.

19. 'The Names of the Subscribers', Eliza Haywood, *Letters from a Lady of Quality to a Chevalier* (London: W. Mears and F. Clay, 1721). Funderer (1997) suggests, however, that Haywood may have been influenced by the example of Dodd in setting up in business at the Sign of Fame in 1742. Anne Dodd's daughter appeared in the imprint to *The Equity of Parnassus* with Haywood in 1744, and she received copies of Haywood's *A Letter from H--- G---* in 1749 – see my *Bibliography of Eliza Haywood* for more details.

20. Plomer (1932), p.75.

21. Discussed by Sutherland in 'The Dunciad of 1729', *Modern Language Review*, 31 (1936), pp.347-46 (see which for P.R.O. Chancery record), and in his notes to *The Dunciad*: Sutherland (1963), pp.xviii, 462-63.

22. Sutherland (1936), pp.347, 352.

23. Sutherland (1963), pp.xviii-xxix.

'deformed' name by the appearance of the Haywood imprints discussed here between 1726 and 1728. Certainly, the similarity of the names, and the proximity of dates, argues somewhat for it.) The defendants successfully disputed Gilliver's title to the copyright; and in the course of their defence they state that by 'A. Dod' on the Giliver edition,

These Def^{ts} do apprehend to be meant Anne Dodd a publisher who lives without Temple-Bar And these Def^{ts} are well informed and do believe that the S^d Anne Dodd neither then had nor now hath any right or Title to the said Copy nor any Share whatsoever in the property thereof and that her name was put to the said Quarto Edition of the said Book without her Privy Knowledge or Consent and that she never Sold or Disposed of the said Books.²⁴

Sutherland notes that Dodd swore an affidavit to this effect only one day later and so settled the question.²⁵ If the use of 'A. Dodd', 'A. Dod' and 'A. Dob' were unauthorised in this instance, it is equally likely that the use of 'N. Dobb' in the Millan-Haywood editions was also unauthorised.

Patrick Spedding is a Ph.D. candidate at Monash University, and a consulting editor for the multi-volume Selected Works of Eliza Haywood (London: Pickering & Chatto, 2000). His Bibliography of Eliza Haywood will be published by Pickering & Chatto in 2002.

24. Sutherland (1936), p.351.

25. C 41/43 No. 570. Cited by Sutherland (1936), p.351.