

# Contents

- I FROM THE RESTORATION TO QUEEN ANNE 19  
*Women dramatists: Aphra Behn, Catherine Cockburn, Susannah Centlivre. John Dunton and his Athenian Mercury. The Gentleman's Journal. Innocence and seduction. Attitudes to virginity and marriage. Lord Halifax's Advice to a Daughter. Bargains to cohabit. Aristocratic adultery. The protection of purity through ignorance.*
- II FASHIONABLE EDUCATION AND LONELY SCHOLARS 37  
*Boarding-schools for young ladies; the fashion for all things French. Scholarly eccentrics. Mary Astell's Proposal for a women's college; her Reflections on Marriage. Elizabeth Elstob and her Anglo-Saxon grammar. The Ladies' Diary. Its Rules and Directions for Love and Marriage; its mathematical questions and poetical enigmas. Delights for the Ingenious. Continuing intellectual esteem of the Ladies' Diary.*
- III ESSAY PAPERS AND NEWSPAPER WOMEN 53  
*Richard Steele's championship of women; his writing for them in the Tatler and Spectator. Journals and essay-papers; the Spinster and the Lover. Mrs Mary Manley and her New Atlantis; her Female Tatler. Thomas Baker's Female Tatler. Mrs Manley succeeds Swift as editor of the Examiner. Women printers, book sellers, and publishers during the reign of Queen Anne. Mrs Elizabeth Powell of the Charitable Mercury. Her flight to the Continent and return to publish the Orphan Reviv'd.*
- IV 'RECORDS OF LOVE' AND ROMANTIC FICTION 67  
*A weekly for middle-class women, Records of Love. Pioneer of magazine serial stories. Steele's Ladies' Library. Familiar Letters. Mary Davys, playwright, novelist, and coffee-house proprietor. Eliza Haywood, shameless scribbler and romantic novelist. Approved fiction for ladies. Lofty ideals of the Freethinker. First Ladies' Journal. The first Parrot.*
- V MAGAZINES AND WRITERS OF THE 1730S 79  
*The Gentleman's Magazine and its women contributors: Jane Hughes, Catherine Cockburn, Elizabeth Carter. Its imitators: the London Magazine and the first Lady's Magazine. The Country Magazine. Women and politics; Lady Mary Wortley Montagu. Her propaganda for smallpox inoculation; her Nonsense of Commonsense; its campaigns against 'sensibility' and the excesses of society; the necessity for bawdy in promoting sales. Mrs Laetitia Pilkington. Literary patronage, publishing by subscription, jobbing for printers.*

- VI THE 'FEMALE SPECTATOR' AND GOODWILL'S  
'LADIES MAGAZINE' 95  
*Mrs Eliza Haywood returns to the literary scene. Her Female Spectator; its campaign against fashionable vice; its warnings on elopements; its correspondence column; its attitude to marriage and divorce. The Parrot. Mrs Haywood reverts to novel writing. The Lady's Weekly Magazine. Jasper Goodwill's Ladies Magazine; its horror crime reporting and potted novels. The Lady's Curiosity and the Young Lady. John Newbury and his Juvenile Library.*
- VII CIRCULATING LIBRARIES AND MID-CENTURY  
MAGAZINES 110  
*Libraries and popular novels. Fanny Hill. Ralph Griffiths hires Oliver Goldsmith for his Monthly Review. Provincial Libraries. Goldsmith's satire on library novels in the Critical Review. Frances Moore Brooke and her Old Maid; her dramatic criticism. Charlotte Lennox, novelist and editor of the Lady's Museum. Hugh Kelly and the Court Magazine. Chastity for women but not for men. Goldsmith's contributions to the Bee and the Busy Body; his editorship of the Lady's Magazine. Smollett's British Magazine. First serialization of a previously unpublished novel. Anna Williams and Dr Johnson.*
- VIII THE 'LADY'S MAGAZINE' AND THE BLUE STOCKINGS 128  
*Introductory address and contents of the Lady's Magazine of 1770. Vogue for oriental tales. Mercenary marriages and runaway romances; female intelligence defended. Elizabeth Carter and Dr Johnson. Mrs Montagu and Fanny Burney. The Blue Stockings and Boswell. Hannah More and her literary earnings. The Blue Stockings code compared with the moral convictions of contemporary novelists and magazine writers. Epistolary serials; satires on Court characters.*
- IX PUBLISHING PLAGIARISM: NOVELS AS DRUGS 142  
*Wheble's pirate Lady's Magazine. The Rev. Mr Charles Stanhope's New Lady's Magazine. Reader participation. Improprieties and plagiarism by contributors rebuked. Economical management. Old Bailey reports. William Lane's circulating libraries. Novels as time-killing drugs. The Novelist's Magazine. Carnan's Ladies' and Gentlemen's Diary edited from the Royal Military Academy. Tytler's Gentleman's and Lady's Magazine edited from a debtors prison.*
- X POCKET BOOKS, SEASIDE LIBRARIES, AND  
WOMEN DRAMATISTS 159  
*Harrison Ainsworth on ladies' pocket books. Lane's Ladies' Museum. The Lady's Daily Companion. The Austens in Kent. Lane's monthly Novelist. Minerva Libraries in seaside towns. Mrs Radcliffe and her*

Mysteries of Udolpho. *The vogue for Gothic fiction. Jane Austen satirizes it in Northanger Abbey. Elizabeth Inchbald's A Simple Story; her plays and dramatic criticism. Lover's Vows. Other women dramatists: Hannah More; Mrs Cowley; Mrs Robinson.*

- XI JOHN BELL, MARY WELLS, AND MRS JOHNSON 177  
*John Bell: typefounder, printer, publisher, bookseller. The Life of George Anne Bellamy. Charlotte Smith, her poetry and novels. The Morning Post. Bell's British Library. Visits of the Prince of Wales. The World, or Fashionable Gazette. Edward Topham, editor; the Rev. Charles Este, gossip writer. Mary Wells, actress; her connection with the World. The stage and literature as professions for women. Mrs Johnson founds the first Sunday newspaper. Bell's Weekly Messenger; contemporary advertising.*
- XII EDUCATING 'THE POOR' AND FAMILY MAGAZINES 187  
*Mrs Sarah Trimmer. Sunday schools and charity schools. The first Family Magazine. Hannah More and her Cheap Repository Tracts. Attitudes towards educating 'the poor'. Religion at a low ebb. Absentee clergymen and buck parsons. Sewing instruction for the poor. Pre-Victorian household magazines. The Female Preceptor. Seduction in prose and verse for the rationally devout. Avant garde exponents of wider education for women. Reactionary beliefs about wifely duties.*
- XIII FASHION PLATES AND MAGAZINES OF THE 1790S 204  
*Nicolaus Heideloff flees from the French Revolution to London. His Gallery of Fashion. Emigré hand-colourists of fashion plates. Children as hand-colourists. The Fashions of London and Paris. Madame Récamier in London. The Lady's Monthly Museum: profile of Mrs Inchbald; lonely heart columns; a visit to Bethlehem Lunatic Asylum; criticisms of Sir Walter Scott; distractions of women novelists; notices to contributors; sketches from King's Bench prison.*
- XIV PERIODICALS OF THE NEW CENTURY 218  
*La Belle Assemblée. Bright new ideas for magazine make-up. Le Beau Monde. Ackermann's Repository of Arts. Mrs M. A. Bell: her Magazin de Modes; her connection with La Belle Assemblée. The World of Fashion. John Mitford's journalistic activities. The Lady's Magazine accepts Miss Mitford's Our Village. Townsend's Quarterly Selection of Parisian Costumes. The Lady's Pocket Magazine. Sales of bound volumes affected by the 'Annuals'.*
- XV THE ANNUALS, THEIR EDITORS AND CONTRIBUTORS 236  
*A publishing phenomenon. Harrison Ainsworth's introduction to the first Keepsake. Frederic Schoberl's editorship of Ackermann's Forget-Me-Not and Friendship's Offering. Writing to pictures.*

*S. C. Hall and the Amulet. Famous contributors to the annuals. Sir Walter Scott's payments. The Hon. Mrs Norton, novelist, journalist, and editor. The Book of Beauty edited by L.E.L. Her poetry and other writings; gossip breaks her engagement. Marriage on the rebound and tragic death.*

XVI	WRITING WOMEN OF THE 1830S	249
	<i>Lady Blessington edits the Book of Beauty. Her equivocal ménage at Gore House; her unceasing literary toil; her earnings. Mrs Gore's 'silver fork' novels. Sydney Owenson's Wild Irish Girl and other writing; her social success and marriage to Sir Charles Morgan. First literary pension awarded to a woman. Lady Blessington's tact with contributors. Camilla Toulmin's visit to Gore House. Collapse of the Gore House establishment: Lady Blessington's death in Paris. Her niece continues the Book of Beauty. Mrs Newton Crosland edits Friendship's Offering. Women's magazines of the 1830s; Victorian domesticity sets in.</i>	
	CHRONOLOGICAL LIST OF PERIODICALS MENTIONED IN THE TEXT	273
	BIBLIOGRAPHY	282
	INDEX	291