

**Women in the 18th-Century
British Music Marketplace:
A View from the Subscription Lists**

Joseph Darby, Ph.D.

Professor of Music

Keene State College (NH)

Advert for Elizabeth Turner, Twelve Songs
General Advertiser (London), Friday, February 3, 1749/50
Burney Collection, GB-Lbl (Gale Digital Collections)

This Day is Publish'd,

PROPOSALS for Printing by SUBSCRIPTION,

TWELVE SONGS, compos'd

By Miss E. TURNER.

The Price to Subscribers will be Five Shillings, to be paid on the Delivery of the Receipt.

Those Songs that are not in Compass of the German Flute will be transpos'd into proper Keys for that Instrument.

The Books will not be sold, but to Subscribers, under Six Shillings; and to be delivered by the 25th of March next.

The Subscribers Names will be printed.

Subscriptions taken in at Miss E. Turner's, in Devonshire-Street, without Bishopsgate.

Songbooks Published by Subscription in 18th-century Britain (n=80)

	Subscribers	Copies Sold
Max	961	1757
Min	35	35
Avg.	259.6	342.1
Median	223	249.5

Elizabeth Turner, *Twelve Songs* (ca. 1750)
463 subscribers for 513 copies

‘Social Index’ of Subscription Music: Elizabeth Turner (d. 1756)

	Twelve Songs (ca. 1750)		Songs (ca. 1757)	
Royalty	0	(0%)	0	(0%)
Nobility/Peers	21	(4.54%)	18	(5.08%)
Gentry	12	(2.59%)	8	(2.26%)
Foreign Dignitary	0	(0%)	3	(0.85%)
Esquire	128	(27.65%)	114	(32.2%)
Prof MAMC *	22	(4.75%)	40	(11.3%)
Mr/Mrs/Miss	280	(60.48%)	117	(48.02%)
Unknown/None	0	(0%)	1	(0.28%)
TOTAL	463 subscribers 513 copies		354 subscribers 391 copies	
Subscription price	5 shillings		10.5 shillings	
Revenue	2565 shillings		4105.5 shillings	

* Military, Academic, Medical, Clergy

**‘Social Index’ of Subscription Music:
Elizabeth Hardin (1750-80) & Elisabetta da Gambarini (1731-65)**

	Hardin, Six Lessons (ca. 1770)		Gambarini, Songs (ca. 1748)	
Royalty	0	(0%)	0	(0%)
Nobility/Peers	7	(5.04%)	28	(17.28%)
Gentry	4	(2.88%)	15	(9.26%)
Foreign Dignitary	0	(0%)	4	(2.47%)
Esquire	12	(8.63%)	58	(35.8%)
Prof MAMC *	5	(3.6%)	18	(11.11%)
Mr/Mrs/Miss	110	(79.14%)	37	(22.84%)
Unknown/None	1	(%)	2	(1.23%)
TOTAL	139 subscribers		162 subscribers	
	150 copies		169 copies	
Subscription price	10.5 shillings		10.5 shillings	
Revenue	1575 shillings		1774.5 shillings	

*** Military, Academic, Medical, Clergy**

**Publishing Music by Subscription in 18th-C. Britain:
Sales Averages per Publication – Entire Field (ALL), Instrumental
Music (IN), Vocal Music (VO), and Books About Music (TCH)**

	ALL MUSIC	ALL MUSIC
AVG. per publication	197.3 subscribers	249.5 copies
	IN MUSIC	IN MUSIC
AVG. per publication	175.8 subscribers	222.7 copies
	VO MUSIC	VO MUSIC
AVG. per publication	206.2 subscribers	260.7 copies
	TCH BOOKS	TCH BOOKS
AVG. per publication	287.6 subscribers	360.2 copies

**Women in the 18th-Century British Music Marketplace:
% of Female Subscribers & Copies Purchased**

ALL SUBSCRIBERS

23.22% female

ALL COPIES

21.08% female

IN SUBSCRIBERS

29.18% female

IN COPIES

26.52% female

VO SUBSCRIBERS

20.35% female

VO COPIES

18.36% female

TCH SUBSCRIBERS

16.84% female

TCH COPIES

15.94% female

**Women in the 18th-Century British Music Marketplace:
 % of Female Subscribers & Copies Purchased –
 Field as a Whole (n=442) vs. Women Composers (n=14)**

	ALL SUBSCRIBERS	ALL COPIES
Entire Field -	23.22%	21.08%
Women Composers -	48.56%	45.94%
	IN SUBSCRIBERS	IN COPIES
Entire Field -	29.18%	26.52%
Women Composers –	53.26%	48.55%
	VO SUBSCRIBERS	VO COPIES
Entire Field -	20.35%	18.36%
Women Composers –	45.09%	44.13%
	IN + VO SUBSCRIBERS	IN + VO COPIES
Entire Field -	23.54%	21.33%
Women Composers –	48.56%	45.94%

Women in the 18th-Century British Music Marketplace: Entire Field (n=442) vs. Women Composers (n=14)

	ALL SUBSCRIBERS	ALL COPIES
AVG. ENTIRE FIELD	197.3	249.5
AVG. WOMEN COMPOSERS	355.4	481.6
	IN SUBSCRIBERS	IN COPIES
AVG. ENTIRE FIELD	175.8	222.7
AVG. WOMEN COMPOSERS	302.3	395.4
	VO SUBSCRIBERS	VO COPIES
AVG. ENTIRE FIELD	206.2	260.7
AVG. WOMEN COMPOSERS	408.4	567.9
	TCH SUBSCRIBERS	TCH COPIES
AVG. ENTIRE FIELD	287.6	360.2
AVG. WOMEN COMPOSERS	N/A	N/A

Music Published by Subscription in 18th-Century Britain
Top 20 Sellers (# of subscribers), Instrumental Music

<u>Author</u>	<u>Short title</u>	<u>Subs</u>	<u>Copies</u>
Gow, Neil	A third collection of strathspey reels &c	703	1155
Gow, Neil	A second collection of Strathspey reels	624	999
Gow, Neil	A collection of Strathspey reels	602	902
Forrest, Margaret	Six sonatas for the harpsichord or piano forte	500	815
Boyce, William	Twelve sonatas for two violins	497	641
Guest, Jane Mary	Six sonatas for the harpsichord or piano forte	482	663
Eyre, Joseph	Eight sonatas in three parts	468	724
Gallini, G-A	Critical observations on the art of dancing	413	413
Barford, Morris	Barford's collection of rondos, airs, marches, &c.	384	439
Handel, G.F	The celebrated Water Musick in score	381	423
Hayes, Philip	Six concertos	379	451
Jenkins, George	New Scotch music	372	462
Cumming, Angus	A collection of strathspeys, or old Highland reels	361	419
Oswald, James	Curious collection of Scotch tunes	354	439
Barthelemon, C.M.	Three sonatas for the piano forte or harpsichord	340	376
Shield, William	A collection of favourite songs	328	363
Handel, G.F.	Six concertos	323	353
Bowie, John	A collection of new strathspey reels and country dances	310	454
Reynolds, Maria H.	These sonatas for the harpsichord or piano forte	309	368
Mackintosh, Robert	Sixty eight new reels strathspeys and quicksteps	304	466

Music Published by Subscription in 18th-Century Britain
Top 20 Sellers (# of subscribers), Vocal Music

<u>Author</u>	<u>Short title</u>	<u>Subs</u>	<u>Copies</u>
Miller, Edward	The psalms of David for the use of parish churches	2604	3420
Hodges, Ann Mary	Songs	961	1757
McDonald, Patrick	A collection of highland vocal airs	837	1130
Ariosti, Attilo	[Six cantatas and six lessons for viola d'amore]	765	765
Granom, Lewis C.	A second collection of favourite English songs. Op. 13	560	1019
Bickham, George, arr.	The musical entertainer. Vol. 1	548	569
Hale, Thomas, ed.	Social harmony	543	135
Hayes, William	Twelve arietts or ballads, and two cantatas	541	708
Campbell, Duncan	A new Gaelic song-book	501	650
Thompson, William	Orpheus Caledonius	499	548
Neale, Richard, arr.	A pocket companion for gentlemen and ladies. Vol. 1. 2nd ed	486	1005
Anonymous	Selection of the most favourite Scotch songs	484	519
Turner, Elizabeth	Twelve songs with symphonies	468	518
Neale, Richard, arr.	A pocket companion for gentlemen and ladies. Vol. 1	466	992
Gunn, Barnabas	Two cantata's and six songs	465	619
Tattersall, Rev. William D.	Improved psalmody. Vol. 1	462	515
A Gentleman of Oxford	A cantata and six songs	455	502
Horsley, Mrs. F. E.	Six Spanish airs, with English words	445	566
Clark, Jeremiah	Eight songs	433	459
Ebdon, Thomas	Sacred music	421	514

‘Social Index’ of Subscription Music by Maria Hester Reynolds-Park (1760-1813)

	Sonatas (c.1785)	Glees (c.1790)	Concerto (c.1795)
Nobility/Peers	12 (4.53%)	12 (9.16%)	30 (16.3%)
Gentry	29 (14.89 %)	29 (22.14%)	66 (35.87%)
Esquire	9 (3.56%)	9 (6.87%)	12 (6.52%)
Mil/Acad/Med/Clergy	21 (17.48%)	21 (16.03%)	9 (4.89%)
Mr/Mrs/Miss	60 (59.22%)	60 (45.8%)	67 (36.41%)
TOTAL	309 subscribers 368 copies	131 subscribers 161 copies	184 subscribers 227 copies
FEMALE	145 subs (46.93%) 170 copies (46.2%)	74 subs (56.49%) 92 copies (57.14%)	134 subs (72.83%) 155 copies (68.28%)
Subscription price	6.5 shillings	10.5 shillings	5 shillings
Revenue	2392 shillings	1690.5 shillings	1135 shillings

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