

HUNTIA

A Journal of Botanical History



VOLUME 21 NUMBER 2
2025

Hunt Institute for Botanical Documentation
Carnegie Mellon University

Pittsburgh

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Huntia publishes articles on all aspects of the history of botany, including exploration, art, literature, biography, iconography and bibliography. The journal is published irregularly in one or more numbers per volume of approximately 200 pages by the Hunt Institute for Botanical Documentation. External contributions to *Huntia* are welcomed. Page charges have been eliminated. All manuscripts are subject to external peer review. Before submitting manuscripts for consideration, please review the “Guidelines for Contributors” on our Web site. Direct editorial correspondence to the Editor. Beginning with volume 17, the journal is published only online and in color. Beginning with volume 18, the journal no longer accepts books for review or announcement. All back issues are available as PDFs on our Web site.

Hunt Institute for Botanical Documentation
Carnegie Mellon University
5th Floor, Hunt Library
4909 Frew Street
Pittsburgh, PA 15213-3890
Telephone: 412-268-2434
Email: huntinst@andrew.cmu.edu
Web site: <https://www.huntbotanical.org>
Facebook: <https://www.facebook.com/HuntBotanical/>
X: <https://x.com/HuntBotanical>
Online gift shop: <https://www.cafepress.com/huntbotanical>

Editor and layout	Scarlett T. Townsend
Editor, Emeritus	Robert W. Kiger
Associate Editors	T. D. Jacobsen
	Charlotte A. Tancin
	Linda White
	J. Dustin Williams

© 2025 Hunt Institute for Botanical Documentation
All Rights Reserved

ISSN 0073-4071

Contents

Equivalences of alternative series and numbering sequences on the variant title-pages of otherwise identical volumes of J. C. Loudon’s

The Gardener’s Magazine (1826–1843)

R. B. Williams

63–99

The eccentric Lutheran pastor “Dr. Lippold” (1790–1852): From scandal in Germany to plant-collecting in Europe, Madeira and Brazil

R. B. Williams

101–221

Equivalences of alternative series and numbering sequences on the variant title-pages of otherwise identical volumes of J. C. Loudon's *The Gardener's Magazine* (1826–1843)

R. B. Williams

Abstract

John Claudius Loudon (1782–1843) was the “conductor” (proprietor and editor) of *The Gardener's Magazine, and Register of Rural & Domestic Improvement*. First issued in 1826, its publication continued until Loudon's death. Confusingly, when cited in subsequent publications, this periodical may be represented either as if it were published in a single, continuously numbered, series; or in several shorter, separately numbered, series. Moreover, the alternative numbering sequences partially overlap, so that references to copies of volumes with identical contents may appear to be in any one of four different series. Hence, references by various authors to identical volumes of *The Gardener's Magazine* result in uncertainty about which volume is being cited. This confusion is exacerbated by some otherwise identical volumes having been published with either of two states of the title-page with different sub-titles. To reconcile the combinations of different title-page data and to facilitate investigation of apparently conflicting references, a compilation of equivalences of all possible alternative series of volume numbers is presented. In addition, to assist in establishing priorities for ideas and events published therein, the month-date and pagination for each part are also tabulated. Possible alternative referencing conventions are discussed and recommendations for best practice are made. Notes on aspects of the magazine's printing and publishing history also are presented, with incidental details of other relevant bibliographical and biographical matters regarding J. C. Loudon and his wife, Jane.

Keywords

Dates, *Gardener's Magazine*, Horticultural periodicals, James Shirley Hibberd, Jane Webb Loudon, John Claudius Loudon, Pagination, Periodical series numbering, Variant title-pages

Introduction

During a recent study of botanical field-collectors, I frequently needed to consult and cite articles in *The Gardener's Magazine, and Register of Rural & Domestic Improvement*. The necessary investigations proved to be unexpectedly complicated because of the idiosyncratic numbering on the title-pages of the nineteen original volumes, which were issued not only as a single continuous series but also as three shorter, overlapping sequences termed either decades or series. Furthermore, two volumes of the original series were reprinted, giving a total of twenty-one volumes. The unconventional way of publishing this periodical has resulted in various authors' unknowingly employing different numbering sequences to cite the same annual volume. This accidentally conveys a false impression that each volume has apparently been issued more than once and might possibly have different contents.

Therefore, ascertaining the appropriate series and volume numbers to be used in references is rather tedious, since there appears to be no publication explaining the full extent and significance of this bibliographical conundrum. Although some relevant fragmentary information may be found in various printed and online sources, much of it is incorrect or incomplete. A table of the equivalent alternative series and numbering of otherwise identical volumes of *The Gardener's Magazine* has therefore been compiled. It is based upon details of title-pages and contents and facilitates easy determination

Norfolk House, Western Road, Tring,
Hertfordshire, HP23 4BN, United Kingdom.
Email: raybw66@gmail.com

of any equivalent volumes of the same year, in whichever series they might have been published. I have thus been able to demonstrate that the contents of equivalent volumes in the shorter, overlapping series are identical with each other and also with those of volumes with the same dates in the original continuous sequence. In fact, the only difference between any two volumes bearing the same year date might be the state of the title-page, the contents being otherwise identical. Incidental notes on aspects of the printing and publishing history of *The Gardener's Magazine*, as well as on some pertinent bibliographical and biographical matters regarding the editor, J. C. Loudon, and his wife, Jane, are also provided.

The inception of *The Gardener's Magazine*

John Claudius Loudon (1782–1843),¹ the respected landscape gardener and horticultural author (Fig. 1), was the “conductor” (i.e., the proprietor and editor) of *The Gardener's Magazine, and Register of Rural & Domestic Improvement* from its inception until he died. As recorded by his widow, Jane Webb Loudon (1800–1858),² “In 1826 he established *The Gardener's Magazine*, the first periodical devoted exclusively to horticultural subjects. This work was always Mr. Loudon's favourite, and the organ through which he communicated his own thoughts and feelings to the public” (Jane Loudon 1845, p. xxxii). Indeed, if not for Loudon's astonishing energy and determination, much information on British botanical and gardening history, and also on the world-wide travels of intrepid plant-collectors, might never have been documented.

According to Dewis (2014, pp. 45, 48), Loudon's *The Gardener's Magazine* “was the first to disseminate a broad scope of scientific knowledge of the garden to less wealthy readers in periodical form” and, moreover,



Figure 1. John Claudius Loudon (1782–1843). Oil on canvas by John Linnell. Courtesy of Linnean Society of London[©], UK.

“the first time that the idea of immediate news was applied to horticultural publications”. Loudon's inspired innovation thus became the standard contemporary source of specialist information, and, as Desmond (1980a, p. 87) averred, “*The Gardener's Magazine* had established a new pattern in horticultural journalism and the *Horticultural Register* [launched in 1831] was the first of a school of imitators”. Loudon himself noted the appearance of six new gardening periodicals in England, and one in Ireland, since the launch of his magazine in 1826 (Loudon 1833, p. iv). One of those rivals, with an identical main title, is discussed in Appendix 1. A detailed critique of the significant literary aspects and social impact of Loudon's magazine falls outside the scope of the present paper, but for such information, *The Loudons and the Gardening Press* (Dewis 2014) is instructive. However, a record of Loudon's memberships

of international horticultural societies is provided in Appendix 2, since his professional standing in that context was overlooked by Dewis, possibly because the main source is the information printed on the rarely surviving wrappers of his magazine parts, rather than on the volume title-pages.

Published accounts of *The Gardener's Magazine*

The essential purpose of the present study was to rationalize by independent research the observed inconsistencies in bibliographical references to *The Gardener's Magazine*. Hence, no derivative information from previously published sources was utilized, because the data are generally inadequate or incorrect. Even in the *Catalogue of Books, Manuscripts, Maps and Drawings in the British Museum (Natural History)*, usually a very reliable source, there is no cautionary note regarding referencing of *The Gardener's Magazine*. It is incorrectly recorded therein as “in three series of 10, 6 and 3 Vol. respectively” (Woodward 1903–1940, 2:639), without any suggestion of the confusion caused by alternative numberings of original volumes, or any mention of the reprinted volumes. Stafleu and Cowan (1976–1988, 3:169) noted, even more briefly, only that Loudon “Edited *The Gardener's Magazine*, vols. 1–19, 1826–1843”.

Pritzel (1872, pp. 197, 364) provided slightly more information, detailing the volumes as “Series I: vol. I–XI. Series II: vol. XII–XVI. Series III: vol. XVII–XIX”, but these notes too are incomplete and, in any case, partly incorrect. Another description, “*The Gardener's Magazine* (Loudon, Longman, 1826–1834); *The Gardener's Magazine, and Register of Rural & Domestic Improvement*, n.s. (Loudon, Longman, 1835–1843)”, also lacks essential detail about the different series; this surprisingly occurs in a specialist colloquium, *John Claudius Loudon*

and the Early Nineteenth Century in Great Britain (MacDougall 1980, p. 133).

Despite these matters of detail, the general consensus appears to be that the entire publication was issued between 1826 and 1843. However, some authors have averred that it was between 1826 and 1844 (Desmond 1980b, p. 101; Dewis 2014, pp. 51, 240); although no primary source is quoted, I have traced the crucial evidence in original volumes (see later).

Equivalences of alternative series and numbering sequences

This present compilation of data from title-pages is based upon personal examination of all examples of the digitized volumes of *The Gardener's Magazine* that I could trace online. Essential facts recorded were the different states of title-pages, designations of the series, and their stated years and volume numbers (Tab. 1). Most importantly it was established that different states of title-pages may occur in volumes of the same year with otherwise identical contents. Such data may be accessed just as well by an online search as by personal visits to libraries, with the additional advantage that it facilitates examination of more examples than would otherwise be accessible to a researcher, since most are held by geographically widespread libraries. It is emphasized, however, that digitized files are not suitable for the purposes of analytical bibliography; for such exhaustive work, actual copies must be examined.

The main sources addressed were the Biodiversity Heritage Library (BHL) and the HathiTrust Digital Library (HDL). Since Google Books and the Internet Archive include a certain amount of duplicated material, some of it from BHL and HDL, the contributing library of each volume was noted to avoid repetition of results. These libraries comprise: the University of California Davis,

Table 1. Equivalent numbering and dating of the continuous first series and alternative series of Loudon's *The Gardener's Magazine* (showing the numbers of examples examined of each volume)

Continuous actual or notional numbering and title-page states ¹ of the first series	Equivalent alternative numbering and title-page states ¹ of the alternative series	Printers	Corporate publishers or selling agents
“New Series” “Second Decade” ² “Third Series”			
I (1826); IS, ×6	— — —	A. & R. Spottiswoode ⁴	Longmans ⁶
II (1827); IS, ×5	— — —	A. & R. Spottiswoode ⁴	Longmans ⁶
III (1828); IS, ×7	I; “new edition” (1828), ×1	A. & R. Spottiswoode ⁴	Longmans ⁶
IV (1828); IS, ×7	— — —	A. & R. Spottiswoode ⁴	Longmans ⁶
V (1829); IS, ×8	— — —	A. & R. Spottiswoode ⁴	Longmans ⁶
VI (1830); IS, ×6	II; undesignated (1830), ×1	A. & R. Spottiswoode ⁴	Longmans ⁶
VII (1831); IS, ×8	— — —	A. & R. Spottiswoode ⁴	Longmans ⁶
VIII (1832); IS, ×7	— — —	A. & R. Spottiswoode ⁴	Longmans ⁷
IX (1833); IS, ×7	— — —	A. Spottiswoode ⁵	Longmans ⁷
X (1834); IS, ×5	— — —	A. Spottiswoode ⁵	Longmans ⁷
[XI] (1835); see new series & second decade	I (1835); LS, ×2	A. Spottiswoode ⁵	Longmans ⁷
[XII] (1836); see new series & second decade	II (1836); LS, ×2	A. Spottiswoode ⁵	Longmans ⁷
[XIII] (1837); see new series & second decade	III (1837); LS, ×3	A. Spottiswoode ⁵	Longmans ⁸
[XIV] (1838); see new series & second decade	IV (1838); LS, ×3	A. Spottiswoode ⁵	Longmans ⁸

Continuous actual or notional numbering and title-page states ¹ of the first series	Equivalent alternative numbering and title-page states ¹ of the alternative series	Printers	Corporate publishers or selling agents
“New Series” “Second Decade” ² “Third Series”			
[XV] (1839); see new series & second decade	V (1839); LS, ×2	A. Spottiswoode ⁵	Longmans & Blacks ⁹
[XVI] (1840); see new & second series [decade] ³	VI (1840); LS, ×3	A. Spottiswoode ⁵	Longmans & Blacks ⁹
[XVII] (1841); see new & third series	VII (1841); LS, ×3	I (1841); IS, ×5	Longmans & Blacks ¹⁰
[XVIII] (1842); see new & third series	VIII (1842); LS, ×3	II (1842); IS, ×3	Longmans & Blacks ¹⁰
[XIX] (1843); see new & third series	IX (1843); LS, ×2	III (1843); IS, ×1	Longmans & Blacks ¹⁰

Notes to Table 1

1. IS = “Illustrated state”; LS = “Letterpress state”.
2. Actually six, not ten, volumes.
3. The sixth volume of “Second Decade” is instead designated “Second Series”.
4. Printed by A. & R. Spottiswoode, New-Street-Square (vols. 1–8).
5. Printed by A. Spottiswoode, New-Street-Square (vols. 9–19).
6. Published by Longman, Rees, Orme, Brown, and Green, Paternoster-Row (vols. 1–7).
7. Published by Longman, Rees, Orme, Brown, Green, and Longman, Paternoster-Row (vols. 8–12).
8. Published by Longman, Orme, Brown, Green, and Longmans, Paternoster-Row (vols. 13–14).
9. Sold by Longman, Orme, Brown, Green, and Longmans, Paternoster Row; and by A. and C. Black, Edinburgh (vols. 15–16).
10. Sold by Longman, Brown, Green, and Longmans, Paternoster Row; and by A. and C. Black, Edinburgh (vols. 17–19).

Harvard University, University of Illinois, Massachusetts Agricultural College, University of Massachusetts, University of Michigan, Michigan State University, New York Public Library, Rutgers University, the Smithsonian Libraries and the United States Patent Office. This coverage reveals, in 122 examples, the apparently complete range of title-page states and the various series and numbering sequences of *The Gardener's Magazine* in the total of 21 volumes published, as well as the number and date of each monthly part.

The copies held by the University of Michigan are notable for having what appear to be the original green paper wrappers of random parts pasted onto the boards of whole volumes. Their dating is rather haphazard, some having been published earlier, and some later, than the volumes to which they are affixed. Unfortunately, some are all but illegible because they are heavily damaged or their scans have extremely poor contrast. Nevertheless, useful information was gleaned from some of them. For clear understanding, I have retained Loudon's roman numbering of the volumes, his designations of the different series, and his arabic numbering of the earlier individual parts in the letterpress, although they are given roman numbering on the wrappers. Later parts were given roman numbering in the text (Tab. 2).

The four series of The Gardener's Magazine

Twenty-one volumes of *The Gardener's Magazine* were published between 1826 and 1843 (Tab. 1). They comprise four series, as described below, with Loudon's designations:

1. Volumes I–X, which implicitly constitute a first series (1826–1834), since Loudon did not provide any designation. In addition, volumes I and II of the first series were later reprinted out of series: volume I (1826) was issued as a “New Edition” in 1828 and

volume II (1827) was reissued in 1830, unchanged except for the year date at the foot of the title-page.

2. A “New Series”, numbered as volumes I–IX (1835–1843) and representing a notional continuation of the first series implicitly numbered XI–XIX, though not so described on their title-pages.
3. An oddly designated “Second Decade”, comprising six volumes, I–VI (1835–1840), of which volume VI (only) is termed “Second Series”. These volumes represent the first series' notional volumes XI–XVI but are actually equivalent to the first six volumes of the “New Series”.
4. A “Third Series”, comprising volumes I–III (1841–1843), representing the first series' notional volumes XVII–XIX and equivalent to the final three volumes of the “New Series”.

In summary, the full set of twenty-one volumes constitutes a continuous sequence, the first ten volumes actually being numbered I–X (1826–1834). However, numbering of volumes XI–XIX (1835–1843) is only notional, but three overlapping short series represent these last nine volumes. They are distinguishable by the different states of their title-pages, which themselves may exhibit further variants, and are illustrated below.

Numbering of series and volumes

The standard design of the title-pages for volumes of the first series (I–X) is shown in Fig. 2. The aforementioned “New Series”, “Second Decade” and “Third Series” represent volumes of a notional continuation of the first series (i.e., XI–XIX) and may include on their title-pages alternative numbering systems. The title-pages of the “New Series” have a changed design, showing only the volume numbers I–IX of their own series (Fig. 3). However, the title-pages of the “Second Decade”, though

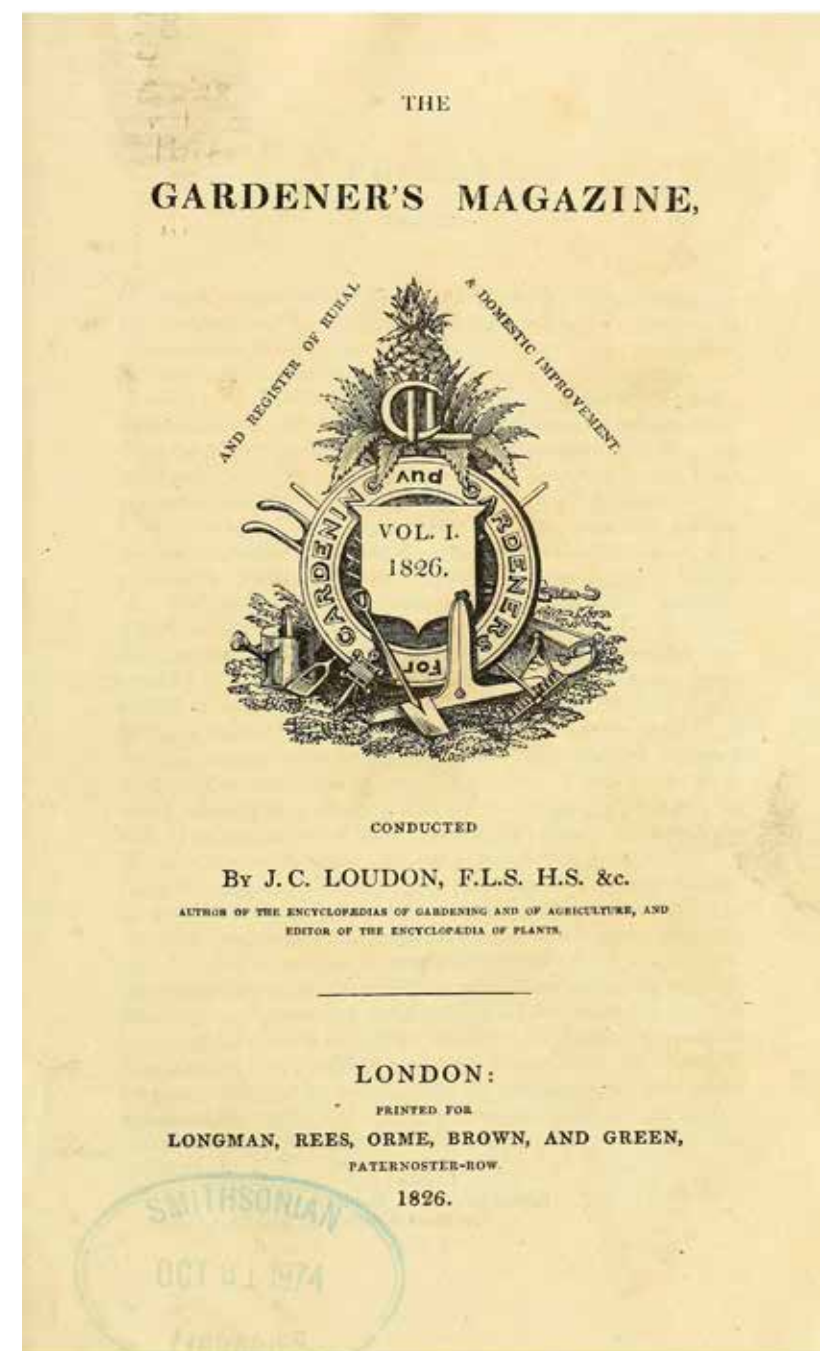


Figure 2. Standard title-page (“Illustrated State”) of *The Gardener's Magazine*, first series, volume I (1826). Courtesy of BHL; public domain; Smithsonian Libraries copy.

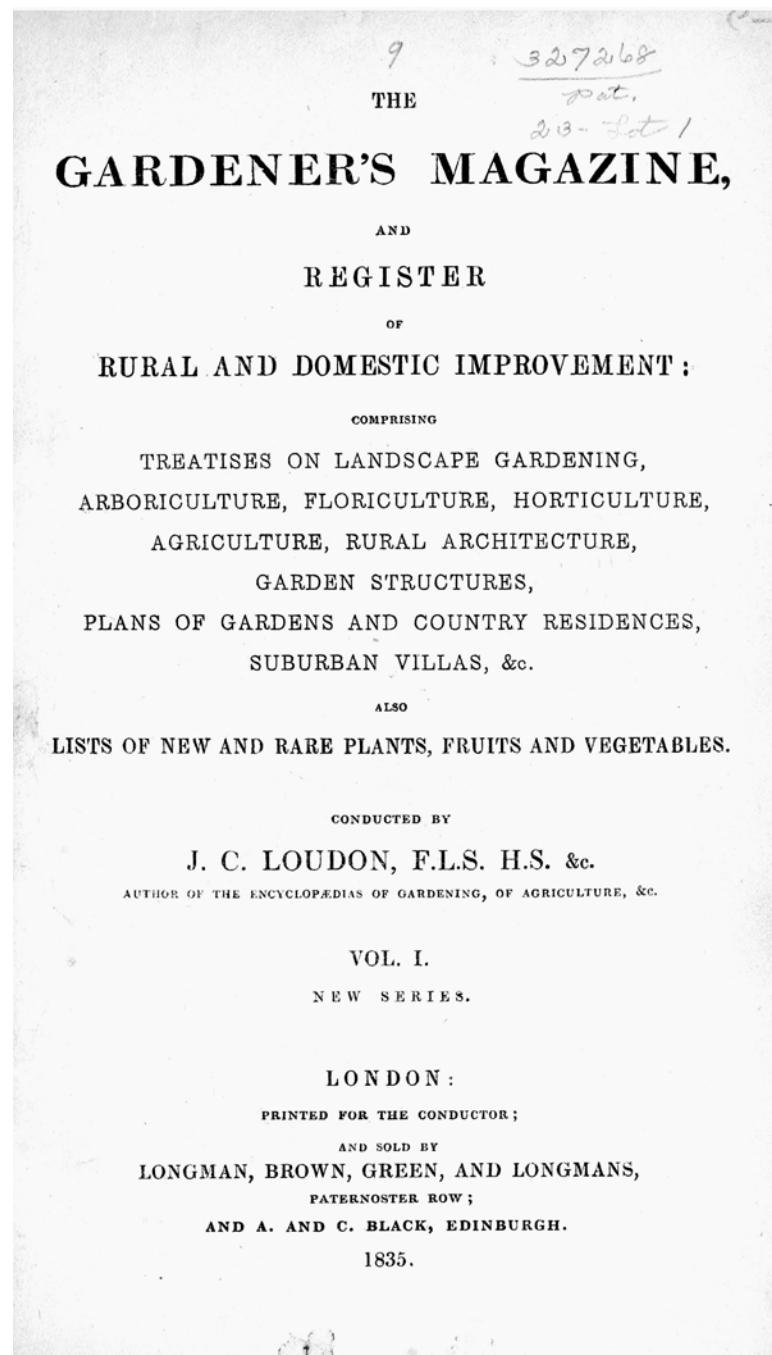


Figure 3. Standard title-page ("Letterpress State") of *The Gardener's Magazine*, "New Series", volume I (1835). Courtesy of BHL; public domain; Smithsonian Libraries copy.

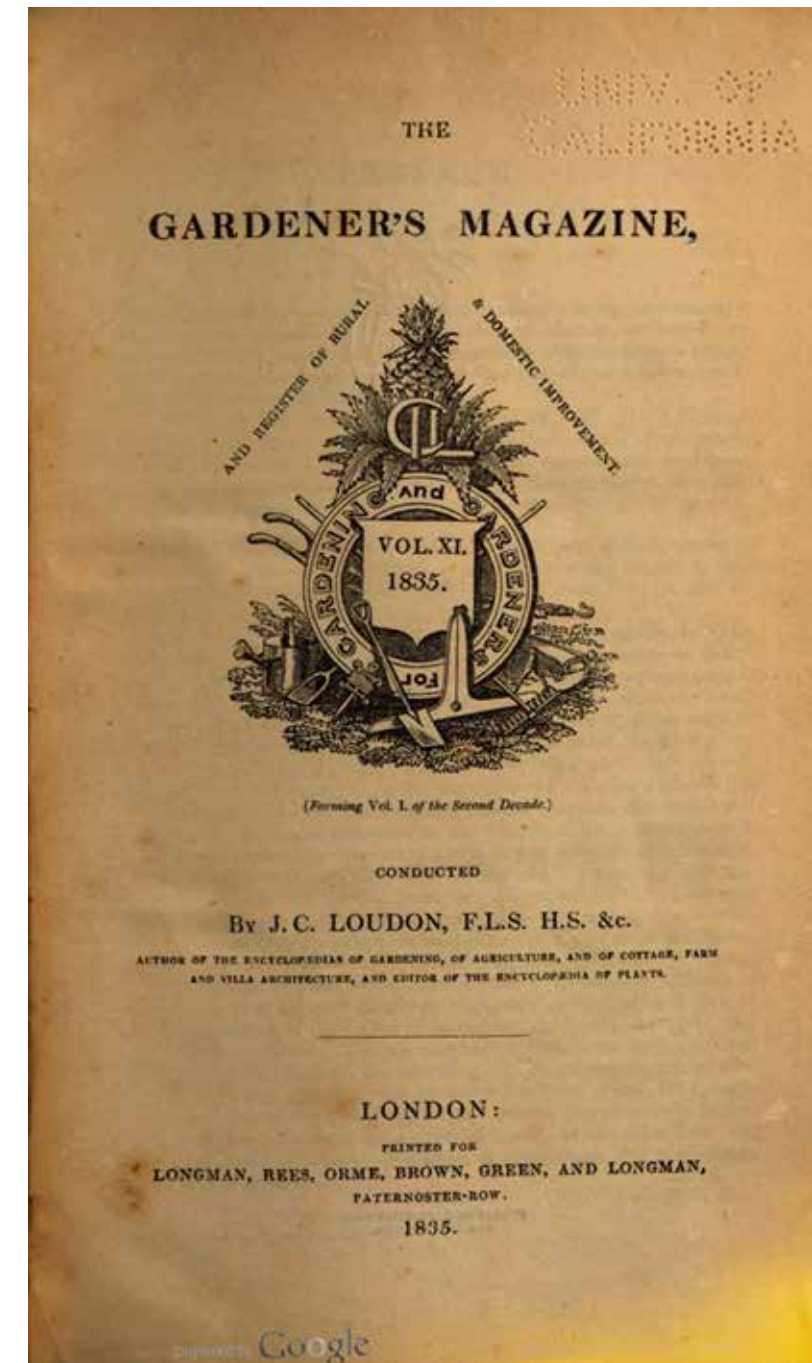


Figure 4. Title-page ("Illustrated State") of *The Gardener's Magazine*, "Second Decade", volume I (1835). Courtesy of HDL; public domain; Google-digitized; University of California Davis copy.

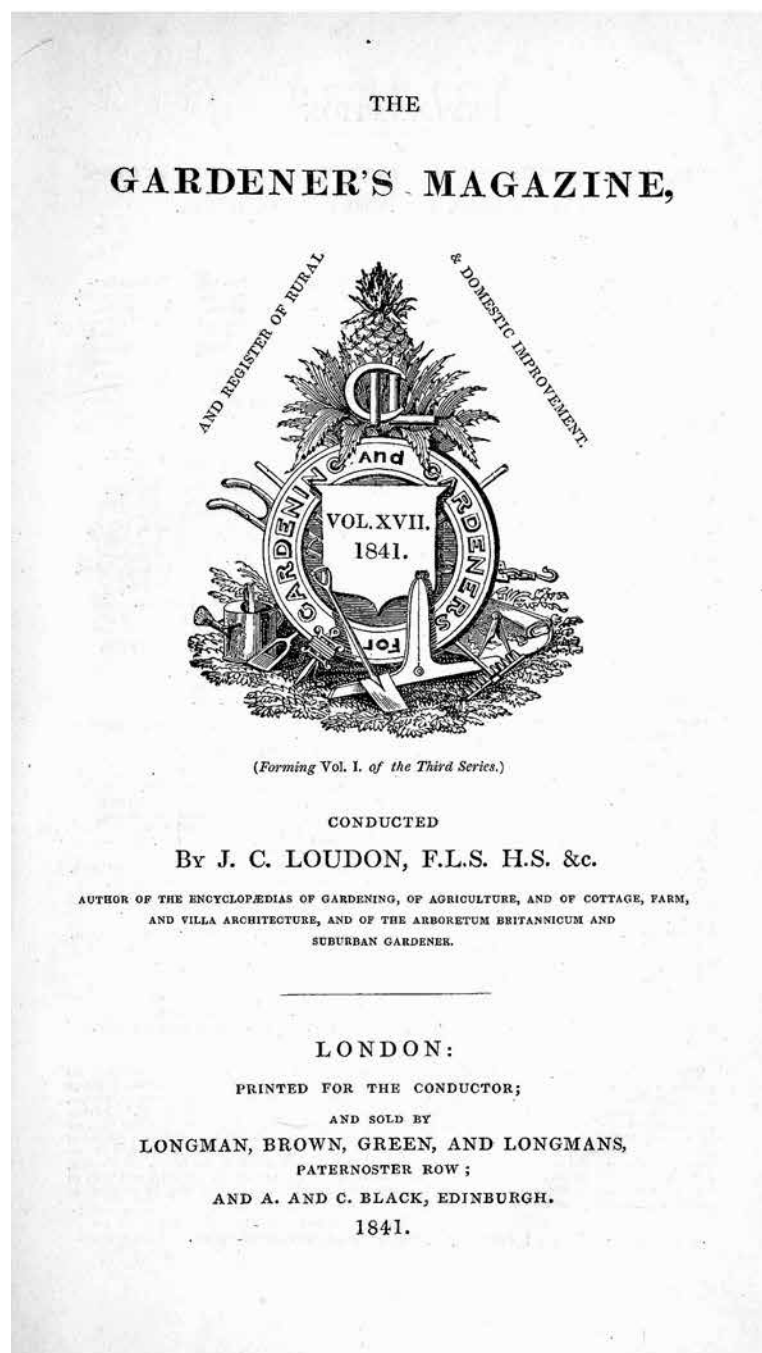


Figure 5. Title-page (“Illustrated State” variant) of *The Gardener's Magazine*, volume XVII (1841). Courtesy of BHL; public domain; University of Massachusetts copy.

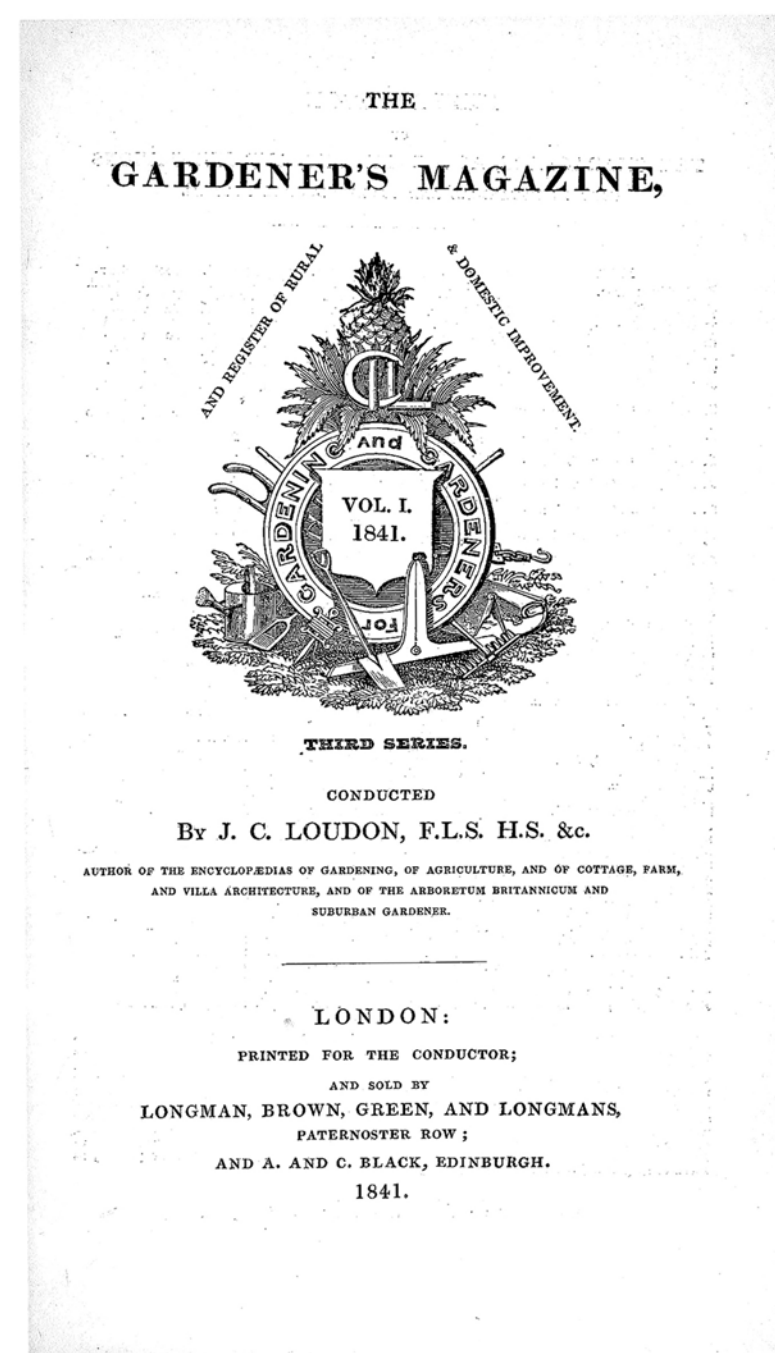


Figure 6. Title-page (“Illustrated State” variant) of *The Gardener's Magazine*, “Third Series”, volume I (1841). Courtesy of BHL; public domain; Smithsonian Libraries copy.

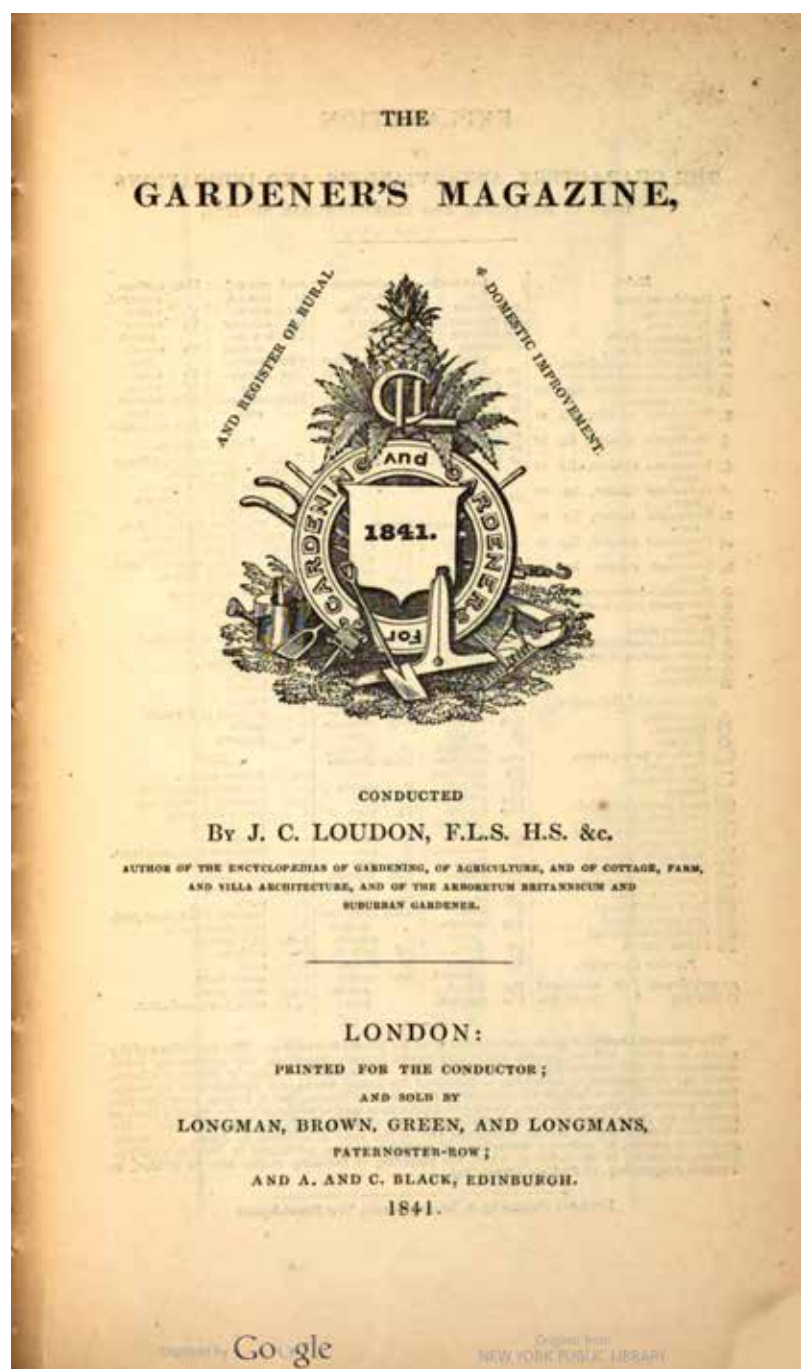


Figure 7. Title-page (“Illustrated State” variant) of *The Gardener's Magazine*, volume for 1841. Courtesy of HDL; public domain; Google-digitized; New York Public Library copy.

THE GARDENER'S MAGAZINE.	THE GARDENER'S MAGAZINE.	THE GARDENER'S MAGAZINE
— CONDUCTED By J. C. LOUDON. —	— CONDUCTED By J. C. LOUDON. —	FOR MDCCCXLI. —
VOL. XVII. 1841.	VOL. I. Third Series. 1841.	CONDUCTED By J. C. LOUDON.

Figure 8. Leaf of alternative spine-labels for the volume of *The Gardener's Magazine* of 1841.

numbered for their own series, also include the corresponding notional numbers of the first series (Fig. 4). Lastly, the volumes of the “Third Series” may include any one of three variants of title-page showing different series and volume numberings, as shown in Figs. 5–7. The alternative spine labels supplied by Loudon for these variant title-pages are shown in Fig. 8. These “Third Series” volumes represent the notional volumes XVII–XIX of the first series, but they are also equivalent to the last three volumes of the “New Series”, which have title-pages corresponding to the same years (Fig. 9). All may be differentiated by their title-page states and variant series numbering (cf. Figs. 5–7 with 9).

Crucially then, it is demonstrated that there is essentially only one set of volumes, comprising four overlapping series with alternative actual or notional numberings, rather than four independent sets of volumes. This is why, in subsequent publications even up to the present day, the series and volume numbers of this periodical are referenced so inconsistently, there being no accepted standard. Loudon's brief note of the alternative volume numbering sequences that he had introduced (Loudon 1840, p. iv) was essentially for the convenience of current subscribers wishing to have the parts bound in various sequences (Fig. 10). It is, however,

of little use for the guidance of authors and bibliographers, and it appears that it has been, in any case, hardly noticed, although it is, in fact, the specific source of these troublesome multiple title-pages. The equivalences of the alternative series and numbering sequences on the title-pages of otherwise identical volumes are shown in Table 1.

States of title-pages

To avoid any misunderstanding, it should be noted that the first leaf in each volume of *The Gardener's Magazine*, which Dewis (2014, p. 45) idiosyncratically termed a “frontispiece”, is simply a conventional title-page. Two fundamental states of the title-page exist, one of which includes variants of the series and volume numbering, as previously mentioned. To distinguish them, I have employed the descriptive terms “Illustrated State” and “Letterpress State” (see below).

The “Illustrated State”

This original style of title-page in the first series (volumes I–X) I have called the “Illustrated State” because of its artistic and informative design (Fig. 2); it also occurs in the volumes of the “Second Decade” and of the “Third Series”. The design featuring, according to Dewis (2014, p. 45), a

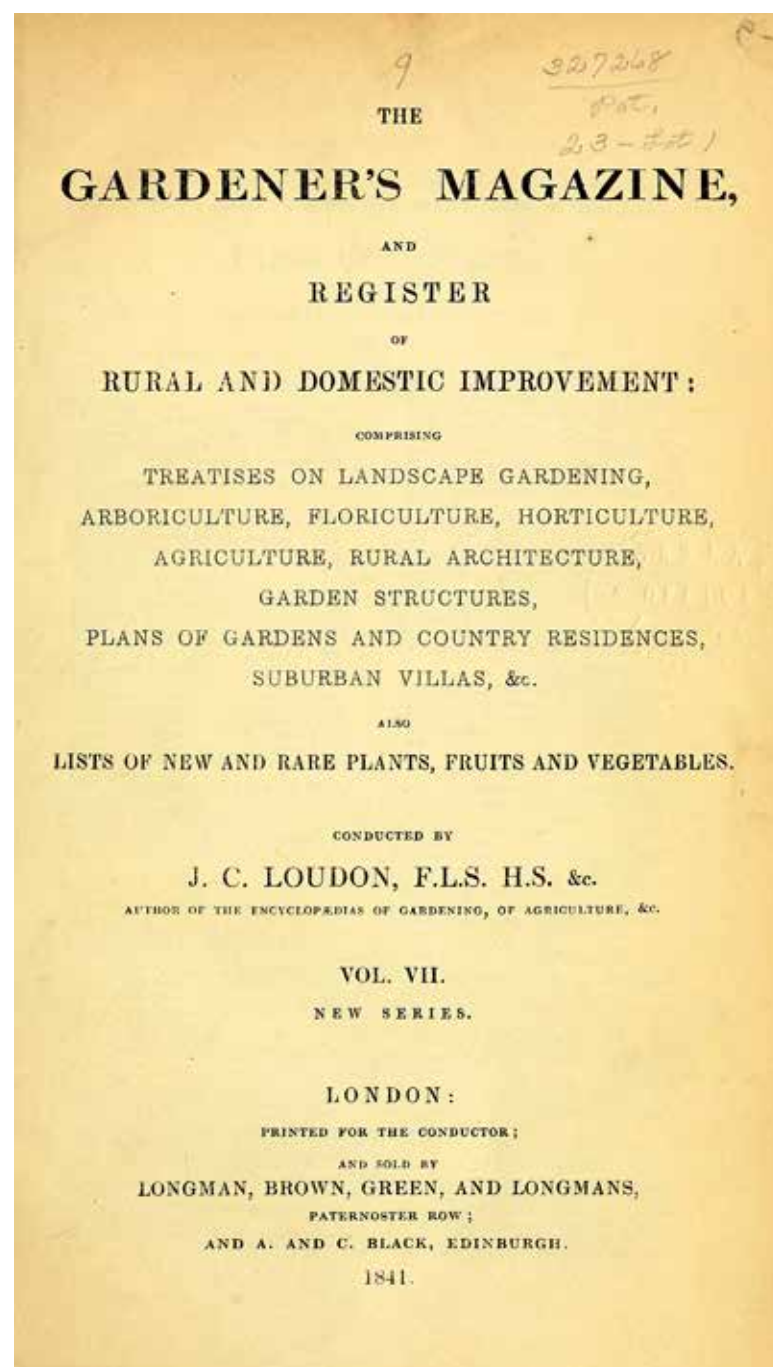


Figure 9. Title-page (“Letterpress State”) of *The Gardener's Magazine*, “New Series”, volume VII (1841). Courtesy of BHL; public domain; Smithsonian Libraries copy.

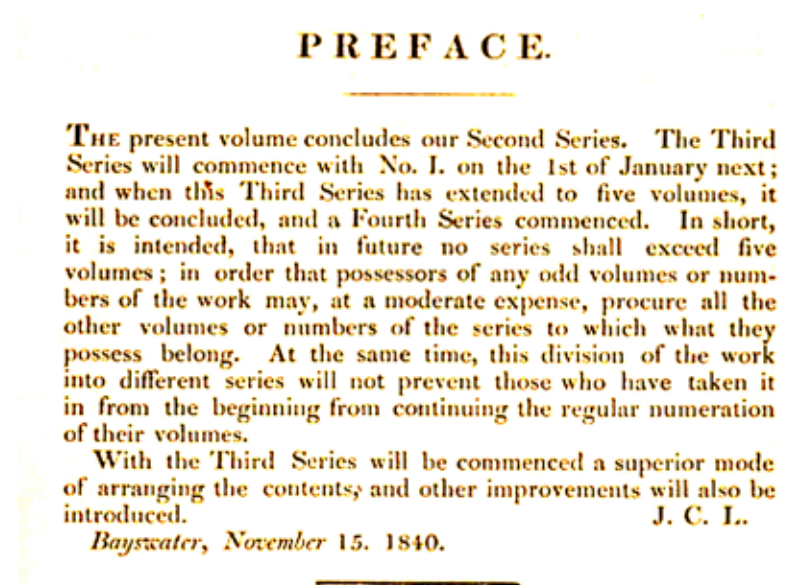


Figure 10. Preface of *The Gardener's Magazine*, “New Series”, volume VI (1840). Courtesy of BHL; public domain; University of Massachusetts copy.

“medallion”, is actually rather more complex than a simple circle; in fact it has an overall triangular shape. It is arranged around Loudon's intertwined monogram “I C L” (“I” being the classical Roman representation of “J”) against a background depicting a pineapple plant, with all surmounting a motto, “For gardening and gardeners”, on a band encircling an escutcheon.³ The escutcheon bears a volume number and year conforming with the continuous sequence of the first series of ten volumes, I–X (e.g., Fig. 2), or the succeeding notional volumes XI–XIX (e.g., Figs. 4, 5), or volumes I–III of the “Third Series” (e.g., Fig. 6). These combined design elements overlay illustrations of an assortment of gardening implements and vegetation.

The lettering of the full title of the “Illustrated State” comprises “THE | GARDENER'S MAGAZINE, | AND REGISTER OF RURAL | & DOMESTIC IMPROVEMENT.” The short-title (“*The Gardener's Magazine*”) forms a two-line horizontal page-heading, while the sub-title is presented as two lines, upwardly converging at

45°, one each side of the artistic design (Figs. 2, 4–7). When this “Illustrated State” of the title-page occurs in the “Second Decade” and the “Third Series” (Tab. 1), coinciding with the notional volumes XI–XIX of the first series, additional lettering below the artistic design identifies them more precisely, for instance, “(Forming Vol. I. of the Second Decade.)” for volume XI, 1835 (Fig. 4); and “(Forming Vol. I. of the Third Series.)” for volume XVII, 1841 (Fig. 5). Herein lies another source of potential confusion, since the volumes of the “Second Decade” and the “Third Series” replicate volumes I–IX of the “New Series” the title-pages of which exist in a different state (see below).

I have seen only the few examples of the paper wrappers of the parts, affixed to digitized volumes held by the University of Michigan, but it may be seen in Figure 11 that they have a slightly modified design of the “Illustrated State” of the title-page, and in the escutcheon is the part number in roman numerals, followed by the month and year of issue. Other changes may have been made over time.



Figure 11. Front wrapper (“Illustrated State” variant) of part 106 of volume XV (1839) of *The Gardener’s Magazine*. Courtesy of HDL; public domain; Google-digitized; University of Michigan copy.

The “Letterpress State”

This second state of title-page occurs only in volumes of the “New Series” (I–IX), representing the notional volumes XI–XIX of the first series. It is much less elaborate than the “Illustrated State”, hence I have called it the “Letterpress State” on account of its expanded title and lack of any additional adornment (Figs. 3, 9):

THE | GARDENER’S MAGAZINE,
| AND | REGISTER | OF | RURAL
& DOMESTIC IMPROVEMENT:
| COMPRISING | TREATISES
ON LANDSCAPE GARDENING, |
ARBORICULTURE, FLORICULTURE,
HORTICULTURE, | AGRICULTURE,
RURAL ARCHITECTURE, | GARDEN
STRUCTURES, | PLANS OF GARDENS
AND COUNTRY RESIDENCES, |
SUBURBAN VILLAS, &c. | ALSO | LISTS
OF NEW AND RARE PLANTS, FRUITS
AND VEGETABLES.

In her philosophical discussion of the significance of the wording of what she believed to be “The full title of the journal, the *Gardener’s Magazine and Register of Rural and Domestic Improvement*”, Dewis (2014, fig. 2.3 and pp. 46–49) was clearly unaware of the “Letterpress State” of the title-page with an expanded title, which would no doubt have greatly broadened her reasoning. Indeed, she made no mention at all of the overlapping series and their variable numbering systems.

Subscribers’ choices of title-pages

It is not clear whether regular subscribers to *The Gardener’s Magazine* needed to request appropriate title-pages for having parts bound as consolidated volumes, but it appears that if buying complete volumes, alternative title-pages were included. For instance, in a copy of volume VII of the “New Series” (1841) with the “Letterpress State” of title-page (Fig. 9) is bound at the end, a title-page

of the “Illustrated State” for the equivalent volume I of the “Third Series” (Fig. 5). On the verso is an “Explanation of the characters, abbreviations, and indications used in botanical and floricultural notices”, which is identical with that on the verso of the “Letterpress State” of the title-page of the volume in which it is bound. An accompanying leaf bears three spine-labels: one for the notional volume XVII of the continuous first series; one for volume I of the “Third Series”; and one bearing only the date MDCCCXLI (Fig. 8). Another copy of the same volume, but with a title-page of the “Illustrated State”, includes a title-page for the year of 1841 only (Fig. 7). Similarly, a copy with a title-page of the “Illustrated State” for volume XIX (1843) also includes title-pages for volume III of the “Third Series” and for 1843. Other copies examined, without alternative title-pages, may comprise bound-up parts, any title-pages surplus to requirements probably having been discarded. Evidently, by this means, subscribers were able to ensure their binders’ “continuing the regular numeration of their volumes” as Loudon had suggested (Fig. 10).

The major differences between the two states of title-page with regard to their volume numbering may be summarized thus. For volumes I–X of the first series and up to the end of the “Second Decade” (representing the first series’ notional volumes XI–XVI) the “Illustrated State” of title-page always shows on the escutcheon the volume number and year of the continuous first series (e.g., Figs. 2, 4), and additionally in copies of the “Second Decade”, its own series and volume number in the text below the artistic design (Fig. 4). However, from the beginning of the “Third Series” (the first series’ notional volumes XVII–XIX), a sub-variant scheme is introduced. The escutcheon shows either the notional volume number of the first series and its date (Figs. 5, 12); or the volume number and

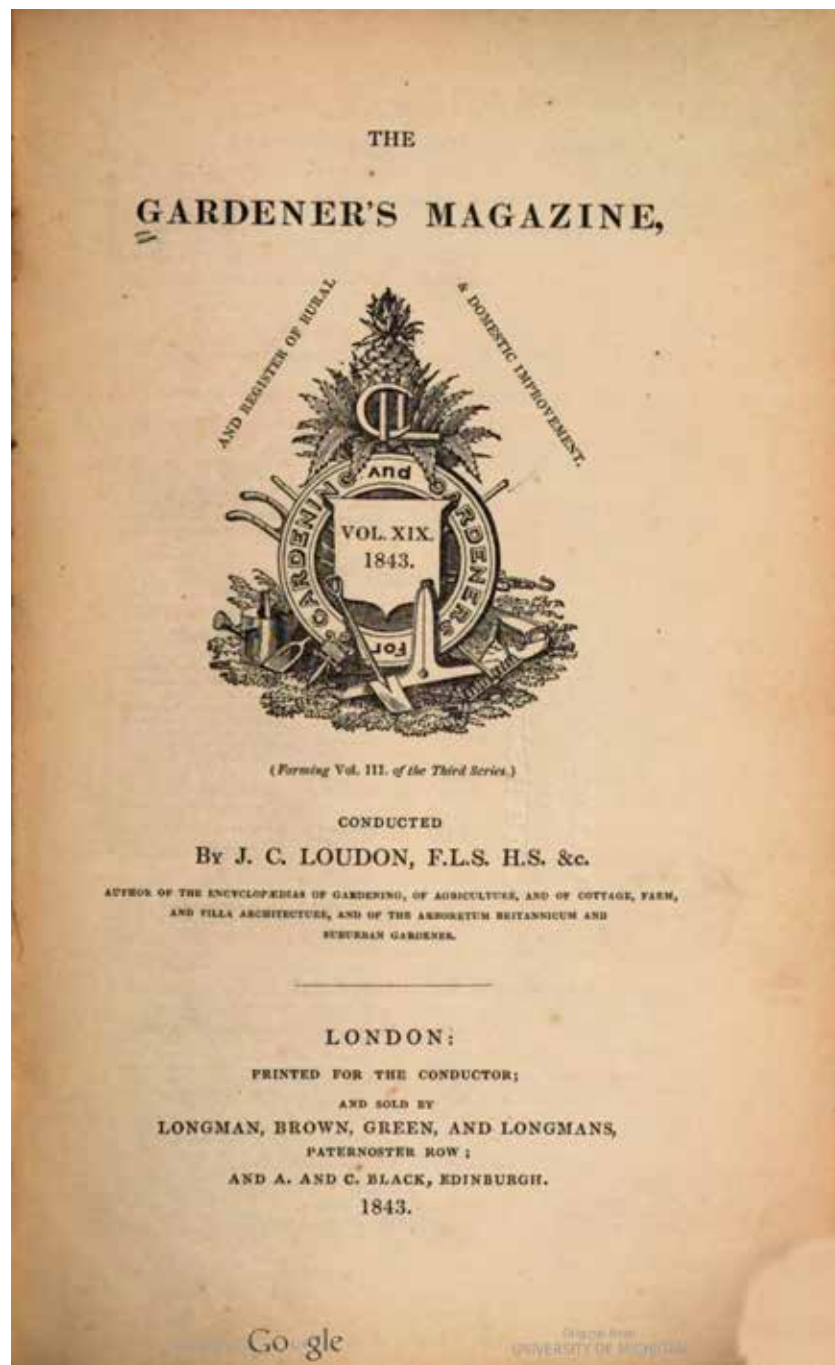


Figure 12. Title-page (“Illustrated State” variant) of *The Gardener's Magazine*, volume XIX (1843). Courtesy of HDL; public domain; Google-digitized; University of Michigan copy.

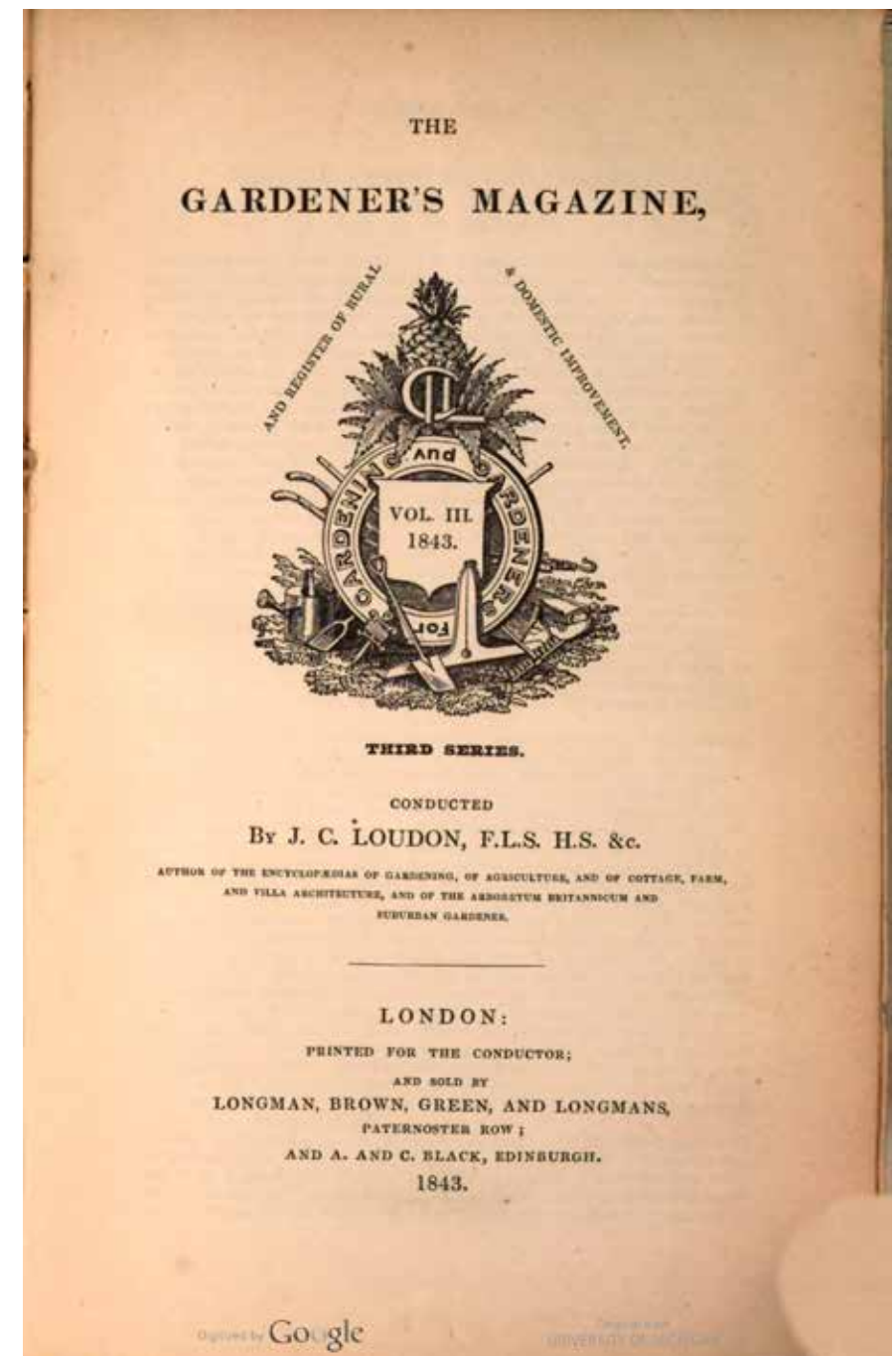


Figure 13. Title-page (“Illustrated State” variant) of *The Gardener's Magazine*, “Third Series”, volume III (1843). Courtesy of HDL; public domain; Google-digitized; University of Michigan copy.

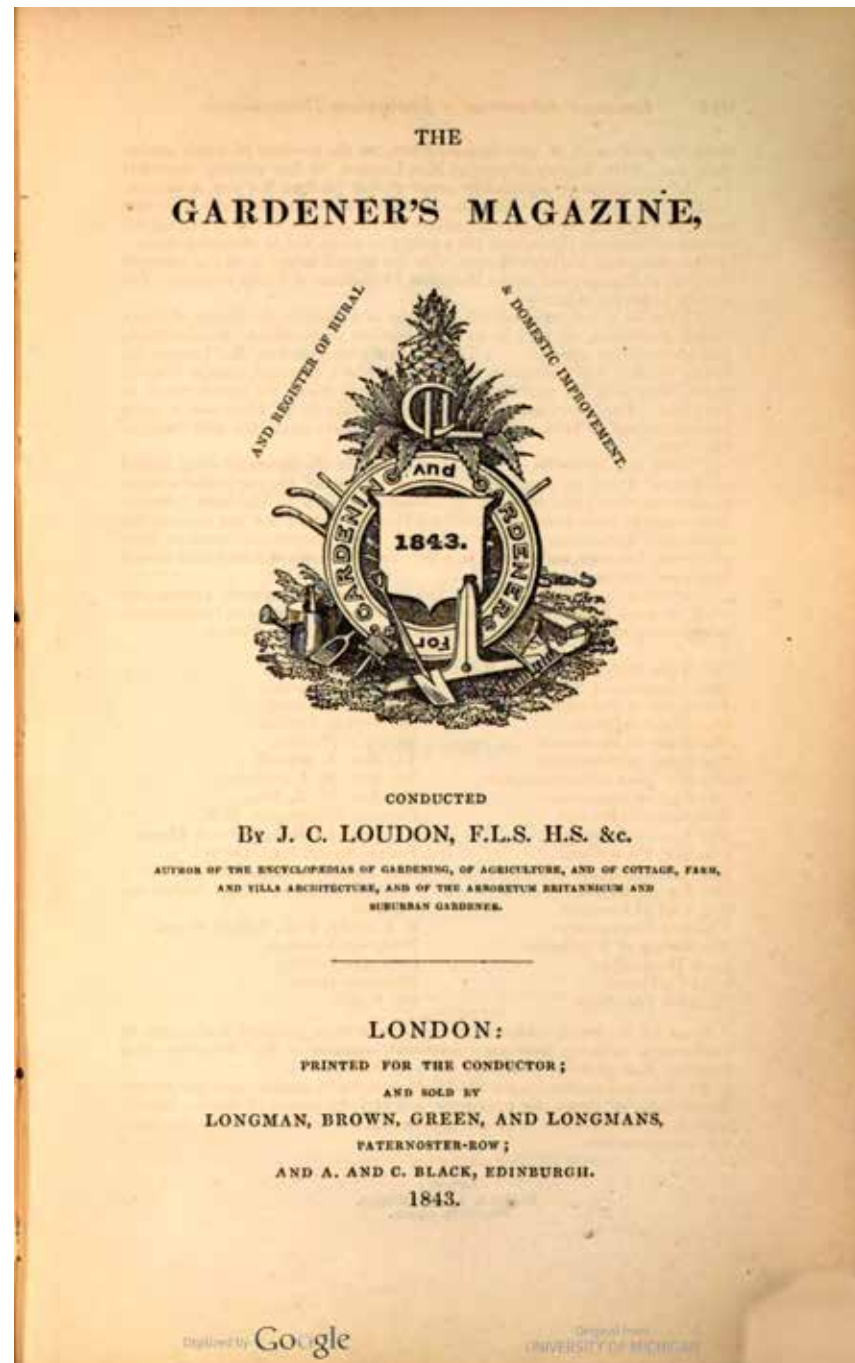


Figure 14. Title-page (“Illustrated State” variant) of *The Gardener's Magazine*, volume for 1843. Courtesy of HDL; public domain; Google-digitized; University of Michigan copy.

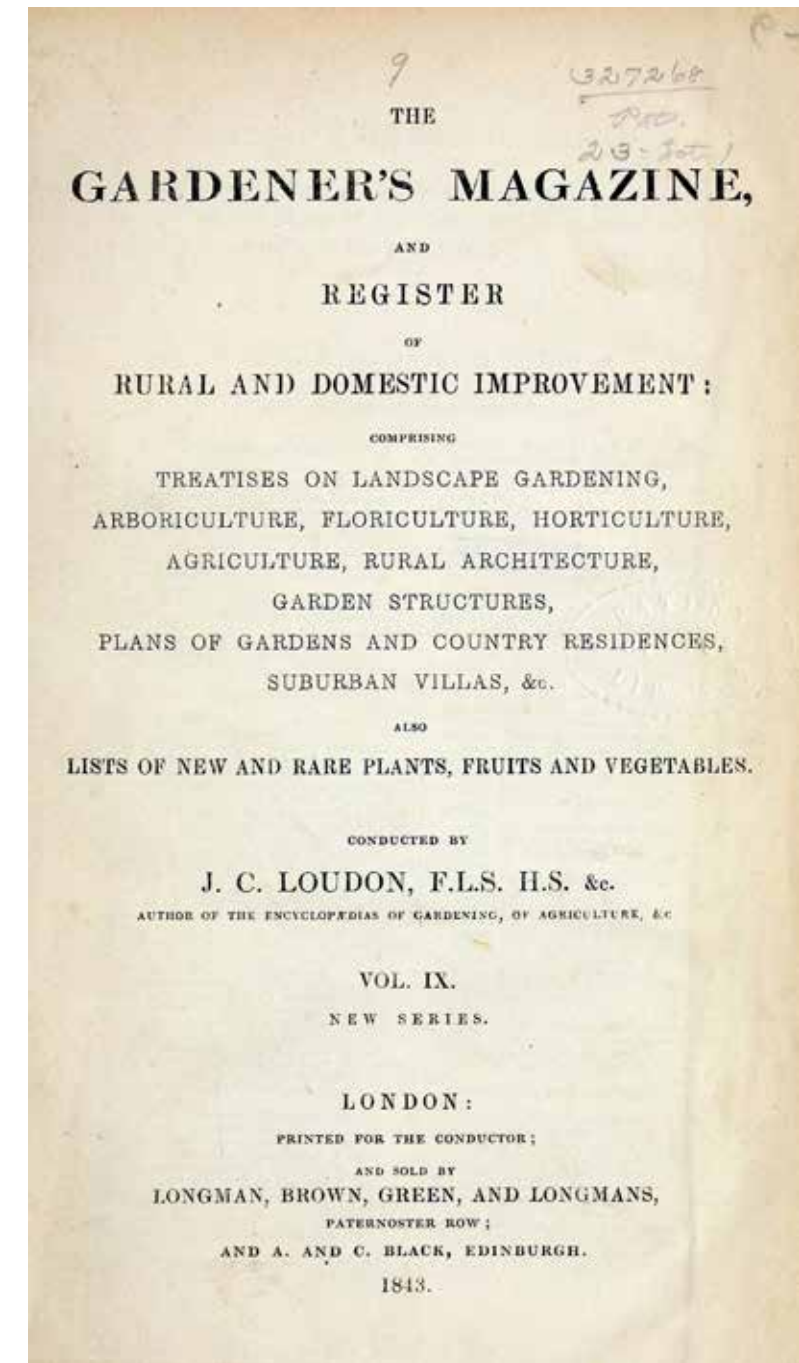


Figure 15. Title-page (“Letterpress State”) of *The Gardener's Magazine*, “New Series”, volume IX (1843). Courtesy of BHL; public domain; Smithsonian Libraries copy.

date of its own series, I–III (Figs. 6, 13); or just the year of publication (Figs. 7, 14). On title-pages of the equivalent “Letterpress State”, which occur only in volumes of the “New Series” (I–IX), no cross-references to volume numbers of any other actual or notional series are included (Figs. 3, 9, 15).

Publishing history

Participating firms

Throughout the whole period of its production *The Gardener's Magazine* was printed by members of the Spottiswoode family's firm (Tab. 1).⁴ The printer's imprint in the first series (volumes I–X) is on the verso of the title-page, and the last page of text bears, at the foot, a statement “End of the first volume”, through to “End of the tenth volume”. From volume II to IX of the “New Series”, the printer's imprint is placed on the last page of text, with the statements “End of the twelfth volume”, through to “End of the nineteenth volume”. No such information appears in volume I of the “New Series”, however.

Loudon conducted business with the various Longmans' publishing firms for nearly forty years (Jane Loudon 1845, p. xiv),⁵ during which they published volumes I–XIV of *The Gardener's Magazine* (1826–1838); for ease of reference, I here employ the explicit and notional volume numbers of the continuous first series (1826–1843; but see later “Alternative referencing conventions”). Briggs (2008, appendix 2) provided a chronological list of the partners in the various Longman firms, here correlated with their imprints in the magazine (Tab. 1), but the dates are not entirely consistent.⁶

1825—Longman, Rees, Orme, Brown, and Green (publishers of volumes I–VII of the magazine, 1826–1831).

1832—Longman, Rees, Orme, Brown, Green, and Longman (publishers of volumes VIII–XII of the magazine, 1832–1836). This firm also published the early parts of volume XIII in 1837.

1838—Longman, Orme, Brown, Green, and Longmans (publishers of volumes XIII and XIV of the magazine, 1837–1838), then becoming selling agents of volumes XV and XVI (1839–1840). Elsewhere, Briggs (2008, p. 554), referred erroneously to this partnership as “... and Longman”.

1842—Longman, Brown, Green, and Longmans. Briggs's incorporation date of 1842 is not consistent with their being the selling agents of volumes XVII–XIX of the magazine from 1841 to 1843.

Loudon's original agreement with Longmans involved their paying for the production costs of a print-run of 3,500, for which they received 40% of the profit, but after renegotiations in 1834 Loudon paid the production costs and took 90% of the profit (Dewis 2014, pp. 73–74). This implies that by so doing, he assumed the rôle of sole publisher, although not until volume XV (1839) did “printed for the conductor” (i.e., Loudon) appear on the title-page. After this, the Longmans firms in London became his distributors or selling agents, indicated by their names being preceded on the title-page by “Sold by...”. Presumably to enlarge the pool of potential subscribers, the Longmans were joined, from their first assumption of that responsibility, by the Edinburgh publishers, A. and C. Black (Tab. 1).

Pricing policy

The development of the pricing policy for *The Gardener's Magazine* is difficult to ascertain, since sources are not entirely in accord. According to Dewis (2014, pp. 33, 51, 74), who derived her information from

the Longman Archive, University of Reading, United Kingdom, the quarterly parts were priced at 5s. each (1826); the bimonthly parts were 3s. 6d. (1827–1833); and the monthly parts, 1s. 6d. (1834–1843).⁷ However, as she observed, Elliott (2004a) had averred that the monthly parts ultimately became available for 1s. 2d. each; no date is mentioned, but it is possible that they were sold for that price when advertised by a committee of Loudon's friends for the benefit of his widow and child after 1843 (Drake 1844), his debts then being considerable (Dewis 2014, pp. 188, 197). It is fortunate, though, that Loudon sometimes gave pricing information in his prefaces, and that the original wrappers of random individual parts held by the University of Michigan provide some direct evidence.

Thus, the price of 3s. 6d. per part appears on the wrappers of parts 11, 22, 23, 36 and 47, covering volumes IV to IX (1828–1833). Furthermore, parts 50, 52, 54, 86, 96, 106, 130 and 131, covering volumes X to XVII (1834–1841) are priced at 1s. 6d. each. All these examples corroborate Dewis's information from the Longman Archive. However, in the preface to volume IX, Loudon (1833) announced a reduction from 3s. 6d. to 2s. 6d. per number and a price of 15s. per volume, but, considering the prices for parts of volume X onwards (see above), the actuality is questionable. The “2s. 6d. per number” would total 30s. for a year's worth of monthly parts and must surely be a misprint for “1s. 6d. per number”, otherwise it is difficult to account for the inconsistency in the price of a whole volume.

Even so, the price of 15s. per volume represents a discount off what would be, based on 1s. 6d. per monthly number, a full price of 18s. Yet more puzzling is a much earlier wrapper, apparently for a complete volume II (1827), that shows a price of 14s. 6d., well

before the cost of parts was reduced in 1833. Perhaps the biggest anomalies, however, are a wrapper for the very first part (January 1826), which shows a price of 2s. 6d., rather than 5s.; and the wrapper of part 94 (January 1838, volume XIV, when publication was monthly), upon which is printed “Three Shillings and Sixpence”.

There are two explanations that I can offer for these aberrant prices. First, it may be that Loudon himself caused confusion by hurried changes to prices just before the wrappers were printed—certainly, wrappers that I have seen show much variation in the presentation style of details of all kinds. Second, the printer may have committed an unusually high number of misprints for such important information.

Precise dating of the parts of Loudon's *Gardener's Magazine*

It is occasionally necessary to determine dates of the individual parts of volumes as precisely as possible, for instance, to establish priority for some particular idea or event. Fortunately, all the parts are dated with the month of issue (Tab. 2). In volume III, two parts were published in the year previous to that shown on the title-page of the consolidated volume. Although Loudon averred on several occasions that each part was published on the first day of the month, such statements cannot be accepted without corroborative evidence. Lacking that, the last day of the respective month must be regarded as the publication date, as in the case of taxonomic descriptions. It should be noted also that volumes III and IV of the first series were both published in the same year, the only such example in the otherwise annual sequence. Furthermore, in the same series, volume I (1826) was reprinted in 1828 and volume II (1827) in 1830 (Tab. 1).

Table 2. Paginations, with month and year dates, of parts and volumes of *The Gardener's Magazine*

Volume and title-page year	Preface date	Part numbers and months	Page numbers
I (1826) [Reprinted 1828]	September 1826	1—January 1826	[1]–100
		2—April 1826	[101]–234
		3—July 1826	[235]–362
		4—October 1826	[363]–486, [i–viii]
II (1827) [Reprinted 1830]	June 1827	5—January 1827	[1]–128
		6—March 1827	[129]–256
		7—May 1827	[257]–384
		8—July 1827	[385]–502, [i–x]
III (1828)	February 1828	9—September 1827	[1]–128
		10—November 1827	[129]–256
		11—January 1828	[257]–384
		12—March 1828	[385]–504, [i–viii]
IV (1828)	2 November 1828	13—April 1828	[1]–64
		14—June 1828	[65]–192
		15—August 1828	[193]–320
		16—October 1828	[321]–448
		17—December 1828	[449]–548, [i]–viii
V (1829)	25 November 1829	18—February 1829	[1]–112
		19—April 1829	[113]–240
		20—June 1829	[241]–368
		21—August 1829	[369]–496
		22—October 1829	[497]–640
VI (1830)	16 November 1830	23—December 1829	[641]–764, [i]–viii
		24—February 1830	[1]–128
		25—April 1830	[129]–256
		26—June 1830	[257]–384
		27—August 1830	[385]–528
VII (1831)	14 November 1831	28—October 1830	[529]–640
		29—December 1830	[641]–760, [i]–viii
		30—February 1831	[1]–128
		31—April 1831	[129]–256
		32—June 1831	[257]–384
VIII (1832)	21 November 1832	33—August 1831	[385]–512
		34—October 1831	[513]–640
		35—December 1831	[641]–760, [i]–viii
		36—February 1832	[1]–128
		37—April 1832	[129]–256
IX (1833)	20 November 1833	38—June 1832	[257]–384
		39—August 1832	[385]–512
		40—October 1832	[513]–640
		41—December 1832	[641]–760, [i]–viii
		42—February 1833	[1]–128
		43—April 1833	[129]–256
		44—June 1833	[257]–384
		45—August 1833	[385]–512
		46—October 1833	[513]–640
		47—December 1833	[641]–760, [i]–viii

Volume and title-page year	Preface date	Part numbers and months	Page numbers
X (1834)	10 November 1834	48—February 1834	[1]–96
		49—April 1834	[97]–192
		50—May 1834	[193]–244
		51—June 1834	[245]–300
		52—July 1834	[301]–356
		53—August 1834	[357]–412
		54—September 1834	[413]–468
		55—October 1834	[469]–524
		56—November 1834	[525]–580
		57—December 1834	[581]–628, [i]–viii
[XI] (1835) [I—New Series] [I—Second Decade]	15 November 1835	58—January 1835	[1]–56
		59—February 1835	[57]–112
		60—March 1835	[113]–160
		61—April 1835	[161]–216
		62—May 1835	[217]–272
		63—June 1835	[273]–328
		64—July 1835	[329]–384
		65—August 1835	[385]–440
		66—September 1835	[441]–496
		67—October 1835	[497]–552
		68—November 1835	[553]–608
[XII] (1836) [II—New Series] [II—Second Decade]	No date	69—December 1835	[609]–720, [i]–xx
		70—January 1836	[1]–52
		71—February 1836	[53]–108
		72—March 1836	[109]–164
		73—April 1836	[165]–220
		74—May 1836	[221]–276
		75—June 1836	[277]–332
		76—July 1836	[333]–388
		77—August 1836	[389]–444
		78—September 1836	[445]–500
[XIII] (1837) [III—New Series] [III—Second Decade]	No preface	79—October 1836	[501]–556
		80—November 1836	[557]–612
		81—December 1836	[613]–724, [i]–xvi
		82—January 1837	[1]–48
		83—February 1837	[49]–96
		84—March 1837	[97]–144
		85—April 1837	[145]–192
		86—May 1837	[193]–240
		87—June 1837	[241]–288
		88—July 1837	[289]–336
		89—August 1837	[337]–384
		90—September 1837	[385]–432
		91—October 1837	[433]–480
		92—November 1837	[481]–528
		93—December 1837	[529]–624, [i]–xvi

Volume and title-page year	Preface date	Part numbers and months	Page numbers
[XIV] (1838) [IV—New Series] [IV—Second Decade]	No date	94—January 1838	[1]–64
		95—February 1838	[65]–112
		96—March 1838	[113]–160
		97—April 1838	[161]–208
		98—May 1838	[209]–256
		99—June 1838	[257]–304
		100—July 1838	[305]–352
		101—August 1838	[353]–400
		102—September 1838	[401]–448
		103—October 1838	[449]–496
		104—November 1838	[497]–544
		105—December 1838	[545]–640, [i]–xviii
[XV] (1839) [V—New Series] [V—Second Decade]	No date	106—January 1839	[1]–48
		107—February 1839	[49]–96
		108—March 1839	[97]–152
		109—April 1839	[153]–208
		110—May 1839	[209]–304
		111—June 1839	[305]–352
		112—July 1839	[353]–432
		113—August 1839	[433]–480
		114—September 1839	[481]–536
		115—October 1839	[537]–584
		116—November 1839	[585]–632
		117—December 1839	[633]–730, [i]–xxii
[XVI] (1840) [VI—New Series] [VI—Second Series]	15 November 1840	118—January 1840	[1]–48
		[119]—February 1840	[49]–104
		[120]—March 1840	[105]–184
		[121]—April 1840	[185]–232
		[122]—May 1840	[233]–280
		[123]—June 1840	[281]–328
		[124]—July 1840	[329]–376
		[125]—August 1840	[377]–424
		[126]—September 1840	[425]–520
		[127]—October 1840	[521]–568
		[128]—November 1840	[569]–616
		[129]—December 1840	[617]–690, [i]–xvi
[XVII] (1841) [VII—New Series] [I—Third Series]	No date	I—January 1841	[1]–48
		II—February 1841	[49]–96
		III—March 1841	[97]–190
		IV—April 1841	[191]–238
		V—May 1841	[239]–286
		VI—June 1841	[287]–334
		VII—July 1841	[335]–382
		VIII—August 1841	[383]–430
		IX—September 1841	[431]–478
		X—October 1841	[479]–526
		XI—November 1841	[527]–574
		XII—December 1841	[575]–654, [i]–xvi

Volume and title-page year	Preface date	Part numbers and months	Page numbers
[XVIII] (1842) [VIII—New Series] [II—Third Series]	No date	I—January 1842	[1]–48
		II—February 1842	[49]–144
		III—March 1842	[145]–192
		IV—April 1842	[193]–240
		V—May 1842	[241]–288
		VI—June 1842	[289]–336
		VII—July 1842	[337]–384
		VIII—August 1842	[385]–432
		IX—September 1842	[433]–480
		X—October 1842	[481]–528
		XI—November 1842	[529]–576
		XII—December 1842	[577]–672, [i]–xvi
[XIX] (1843) [IX—New Series] [III—Third Series]	No date	I—January 1843	[1]–44
		II—February 1843	[45]–92
		III—March 1843	[93]–140
		IV—April 1843	[141]–188
		V—May 1843	[189]–284
		VI—June 1843	[285]–332
		VII—July 1843	[333]–380
		VIII—August 1843	[381]–460
		IX—September 1843	[461]–508
		X—October 1843	[509]–556
		XI—November 1843	[557]–652
		XII—December 1843	[653]–680, [i]–xvi
“3d Ser. – 1844. XIII.” Despite its date, bound at end of volume [XIX].	“XIII” continues from part XII, 1843	XIII—January 1844 (stated to be part XIII of vol. [XIX]).	[679]–724 (pp. 677–680 of part XII (1843) cancelled)

Dates in the letterpress

As already mentioned, at its inception in 1826, publication of parts of *The Gardener’s Magazine* was quarterly but soon became bimonthly from 1827 to 1833, after which it was monthly from 1834 to 1843 (Tab. 2). Precise dates were printed on the wrappers, which are extremely rare, so information usually has to be sought in the letterpress of the complete bound volumes. There, as well as the month and year provided in the heading for each part, consecutive arabic numerals and the year may be found printed at the foot of the first leaf in each gathering, a format that was abandoned in volume XVI, when after the publication of part 118, only the month and year are repeated at the foot of the first leaf of each part. In volumes XVII–XIX, a similar

format is employed but the month is in roman numerals. From Table 2, the date, accurate to the nearest month, of an article may quickly be derived from knowledge either of its part number or its pagination.

Dating the final part in 1844

Whether the closing date of publication of *The Gardener’s Magazine* was 1843 or 1844 (see previously) may now be clarified. The preface to volume XIX for 1843 reads: “The Summary for the Year 1843 is unavoidably postponed, on account of the illness of the Conductor, who hopes he may be able to give it early in the year 1844.” That was not to be, however, since Loudon died on 14 December 1843.⁸ Nevertheless, he had already prepared the part for January 1844, and it was bound

into copies of the complete volume issued for 1843: “The death of the Conductor, and consequent discontinuance of the Magazine, have rendered it expedient to bind up the Number for January, 1844, with the present Volume” (see Jane Loudon 1844, p. 678). This final part is apparently rare. Online, I found it only in the University of California’s copy of volume XIX, possibly because the other copies I examined comprise bound-up individual parts, rather than volumes issued as single entities. However, the library of the Hunt Institute possesses the final part for January 1844, bound at the end of volume XIX (Charlotte A. Tancin, Librarian, Hunt Institute, pers. comm., 24 October 2024).

The point at issue is whether the date printed on the January 1844 part should be accepted or not. In fact, the evidence indicates that it was indeed published in 1844. The *Bury and Norwich Post* for 20 December 1843 alluded to an attempt to lift Loudon out of debt by an appeal (Anonymous 1843), on page 673 of *The Gardener’s Magazine* (in part XII for December 1843; see Tab. 2), for additional subscribers to his monumental *Arboretum et Fruticetum Britannicum* (Loudon 1838). Therefore, whilst part XII for 1843 must have been published before 20 December 1843, in the prevailing circumstances, complete bound copies of volume XIX are unlikely to have become available before the new year, and since the January 1844 part was bound with it, its publication in 1844 is perfectly feasible. Most cogent is the following statement, published on 16 January 1844: “The present January number is the last of the series that will appear” (Anonymous 1844).

Overall assessment

With the benefit of this overview of the bewildering variation in the details on the title-pages of *The Gardener’s Magazine*, the

reason for the inconsistent numbering of series and volumes to be found in bibliographical references to this periodical is immediately obvious. An intending author may have, on consulting a particular volume, randomly encountered any one of its possible title-page states. Consequently, the resulting reference is quite likely to differ from that of another author who had referred to a different variant of the same volume in another library.

Summary of title-page states and variants

Although volumes I–X of the original series present no problem, copies of volumes XI–XVI may contain either of two alternative states of title-page, as may volumes XVII–XIX, which also present three variants of one of them. The “Letterpress State” occurs in volumes XI–XIX of the “New Series” only, without any cross-reference to equivalent volume numbers of any other series (Figs. 3, 9, 15). The “Illustrated State” in volumes of the “Second Decade” (I–V) and volume VI of the “Second series” cross-refers explicitly to notional volumes XI–XVI of the first series (Fig. 4) and, therefore, implicitly to volumes I–VI (only) of the “New Series”.

The standard “Illustrated State” may occur in three variant forms in volumes of the “Third Series” (I–III): one cross-refers to the equivalent notional volume (XVII–XIX) of the original series (Figs. 5, 12); another bears only a volume number of the “Third Series” (Figs. 6, 13); and a third bears just the year-date, with no reference to any series at all (Figs. 7, 14). Finally, the “Letterpress State” in volumes VII–IX of the “New Series”, although without any cross-reference, is equivalent to volumes I–III of the “Third Series” (Figs. 9, 15). It may also be noted that the reprint of volume I, claimed to be a new edition, bears two dates, 1826 and 1828 (Fig. 16), whilst the reprint of volume II is, for no explicit reason,

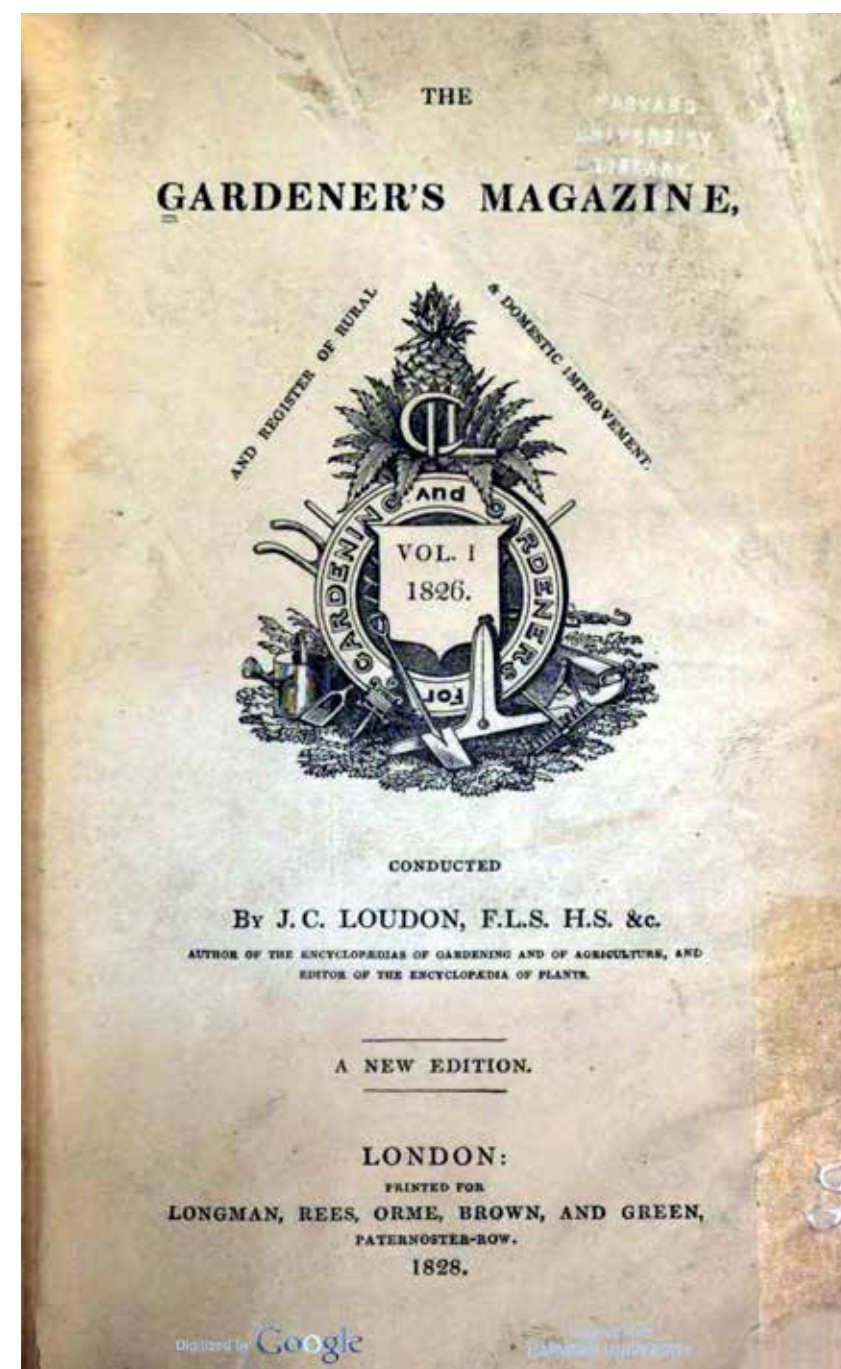


Figure 16. Standard title-page (“Illustrated State”) of *The Gardener’s Magazine*, first series, volume I (1826), reprinted as “New Edition” (1828). Courtesy of HDL; public domain; Google-digitized; Harvard University copy.

dated 1827 and 1830 (Fig. 17). In both cases, the later date is the correct one. The question of whether these out-of-series volumes are true editions or not is addressed in Appendix 3.

Alternative referencing conventions

In order to be absolutely certain which series and volume numbers of *The Gardener's Magazine* cited in other works are intended, it is essential to examine the title-page(s) of the relevant volume(s). The uncritical copying of a previously published reference carries the risk of perpetuating some unperceived error. For the benefit of future scholars, it is essential that multiple references to *The Gardener's Magazine* in any new publication be in the same form, whether the original 19 volumes are treated as a single sequence, or as four separate series (Tab. 1). Herein, apart from the unique first series' volumes I–X, I have employed the latter alternative because the single sequence numbering (XI–XIX) alone gives no indication that a reference might allude to an equivalent volume of any other series.

Examples of conventions (omitting part numbers) that might be encountered in formal published references include:

1. First series (for volumes I–X): [Author] [Year date] [Article title] Gard. Mag. & Reg. Rural Domest. Improv. 7: ***–***.
2. First series (for notional volumes XI–XIX): [Author] [Year date] [Article title] Gard. Mag. & Reg. Rural Domest. Improv. 17: ***–***.
3. “New Series” (for volumes I–IX): [Author] [Year date] [Article title] Gard. Mag. & Reg. Rural Domest. Improv., n.s., 7: ***–***.
4. “Second Decade” (for volumes I–V): [Author] [Year date] [Article title] Gard. Mag. & Reg. Rural Domest. Improv., dec. 2, 2: ***–***.

5. “Second Series” (for volume VI): [Author] [Year date] [Article title] Gard. Mag. & Reg. Rural Domest. Improv., ser. 2, 6: ***–***.
6. “Third Series” (for volumes I–III): [Author] [Year date] [Article title] Gard. Mag. & Reg. Rural Domest. Improv., ser. 3, 1: ***–***.

Recommendations

First, two journals, Loudon's and Hibberd's, exist with the short-title of the “*Gardener's Magazine*” (see Appendix 1). Therefore, when citing either of them, their long-titles should always be used to distinguish between them. Second, in the case of Loudon's journal, apart from the straightforward first series' volumes I–X, it is best practice to employ a referencing convention that designates its series in the most explicit way, for instance, the “Second Decade” (example 4), the “Second Series” (example 5) or the “Third Series” (example 6). The dates of the volumes of those series emphasize that they are joint equivalents of the notional volumes (XI–XIX) of the first series and also of volumes I–IX of the “New Series” (see Tab. 1).

The part numbers impart further precision to a reference (Tab. 2). They comprise a continuous series from 1 (January 1826) up to 118 (January 1840) and continue with notional numbers from [119] up to [129] (December 1840). From 1841 to 1843 inclusive, each year's monthly parts are explicitly numbered I–XII; the part for January 1844, when publication abruptly ceased, is numbered XIII. Hence, for perfect clarity, it is desirable to insert after a volume number the appropriate part number, with any explicit part number shown in parentheses or a notional number in square brackets. The choice of which convention to use must remain the decision of an individual author, but an explanatory note on alternative referencing of volume numbers would help readers to understand the complexities of

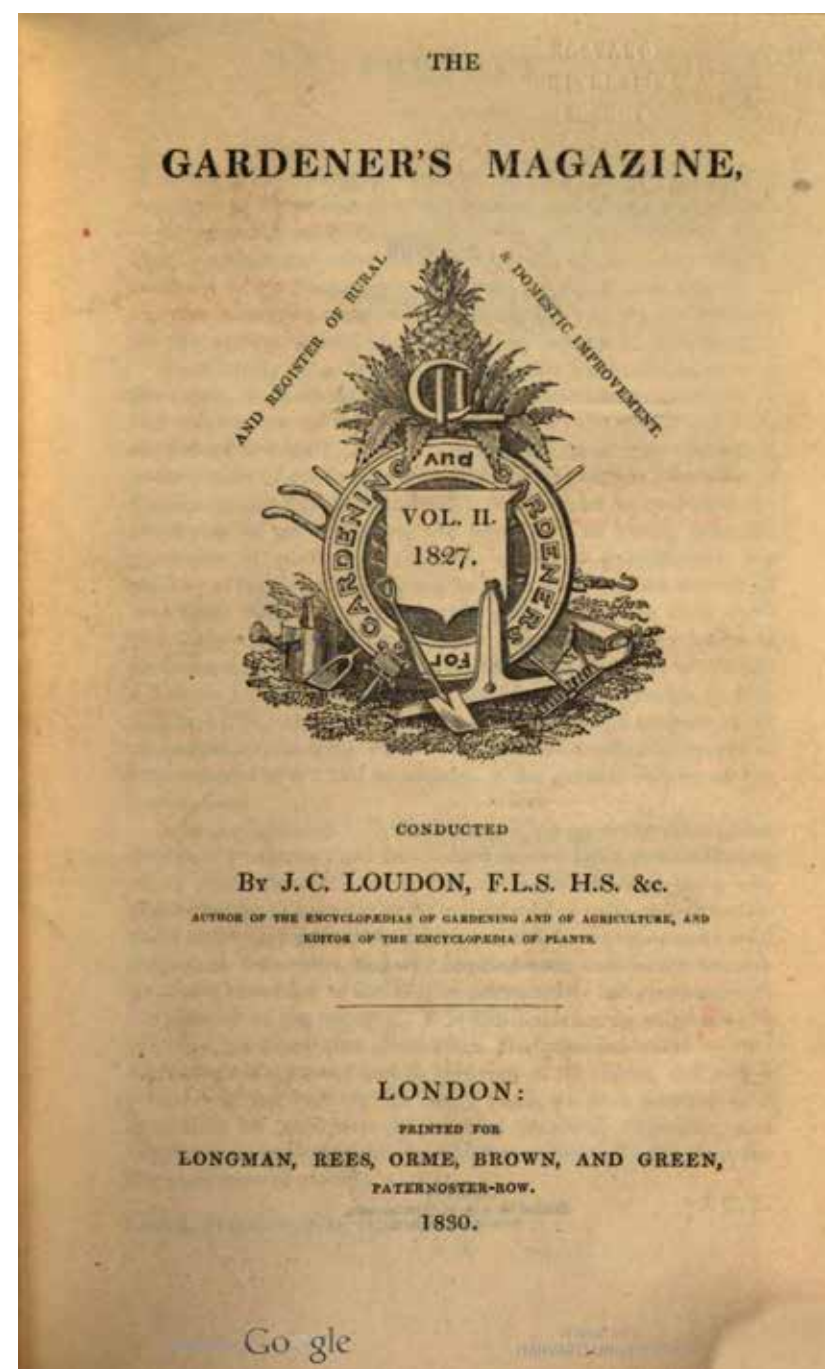


Figure 17. Standard title-page (“Illustrated State”) of *The Gardener's Magazine*, first series, volume II (1827), reprinted (1830). Courtesy of HDL; public domain; Google-digitized; Harvard University copy.

the series and volume numbering of this periodical.

Acknowledgments

I am grateful to Charlotte A. Tancin, Donald W. Brown and Linda Purdue for their careful reviewing of my original typescript and helpful suggestions for its improvement.

Appendix 1. James Shirley Hibberd's *The Gardener's Magazine*

Potentially adding to the confusion associated with references to *The Gardener's Magazine*, there are two periodicals with this short-title. Loudon's *The Gardener's Magazine, and Register of Rural & Domestic Improvement* must therefore not be confused with *The Gardener's Magazine for Amateur Cultivators, and Exhibitors of Plants, Flowers, and Fruits: for Gentlemen's Gardeners, Florists, Nurserymen, and Seedsmen: for Naturalists, Botanists, Beekeepers, and Lovers of the Country*, edited by James Shirley Hibberd (1825–1890). Hibberd's *The Gardener's Magazine* was his new title for the ailing *Gardener's Weekly Magazine*, which he revitalized in 1861 and continued to edit until he died. I am not aware of any variant title-pages of this periodical.

It has been stated that the short-titles of Loudon's and Hibberd's magazines are distinguishable by positions of apostrophes in *Gardener's* and *Gardeners'*, respectively (Elliott 2004b). I have, however, rarely encountered these alternatives, at least in scholarly sources. Loudon's and Hibberd's titles are both presented as "*Gardener's Magazine*" in the *Catalogue of Books... in the British Museum (Natural History)* (Woodward 1903–1940); in *Serial Publications in the British Museum (Natural History) Library* (Anonymous 1980, p. 482); and in the *Catalogue of the Royal Horticultural Society* (https://libraries.rhs.org.uk/client/en_GB/default). Briggs (2008, p. 345), however,

alluded incorrectly to Loudon's "*The Gardeners' Magazine*", as other authors occasionally did, at long intervals, in "*The Gardeners' Chronicle*" (Cuthill 1844; Brotherston 1921, p. 246).

Loudon himself was perfectly constant in his punctuation of *The Gardener's Magazine* title, whilst Hibberd's publication was, at various times during his editorship, punctuated either as *The Gardener's Magazine* or as *The Gardeners' Magazine*. For instance, copies in original publisher's cloth of volumes 10 (1867) and 25 (1882) are both entitled *The Gardener's Magazine* on the front board, whilst on the title-pages, volume 10 reads *The Gardener's Magazine* and volume 25 reads *The Gardeners' Magazine*. However, by 1898 (volume 41), the short-title had been stabilized as *The Gardeners' Magazine*, whilst the full title as shown previously was retained, which in any case always differentiated Hibberd's magazine from Loudon's. Nevertheless, in succeeding centuries, Loudon's magazine continued to be occasionally misrepresented as *The Gardeners' Magazine* (for instance, see Brotherston 1921; Briggs 2008).

Appendix 2. J. C. Loudon and horticultural societies

During research for this paper, further information about Loudon's professional standing emerged. Whilst the title-pages of complete volumes of *The Gardener's Magazine* reference other well-known works authored by Loudon and listed by Dewis (2014, pp. 239–243), on the original paper wrappers of individual parts are noted also various societies of which he became a corresponding or an honorary member. Since they may be of interest, where available, these accumulated honours are chronologically listed below. Loudon had long been a fellow of the Linnean and Horticultural Societies in London (Dewis 2014, p. 20).

Part 22 (volume V, 1829): "CONDUCTED BY J. C. LOUDON, F.L.S. H.S. &c. CORR. MEM. OF THE HORT. SOC. OF PARIS AND BERLIN AND HON. MEM. OF THE HORT. SOC. OF NEW YORK."

Part 36 (volume VIII, 1832): "CONDUCTED BY J. C. LOUDON, F.L.S. H.S. &c. CORR. MEM. OF THE HORT. SOC. OF PARIS AND BERLIN AND HON. MEM. OF THE HORT. SOC. OF NEW YORK, MASSACHUSETTS, BALTIMORE, LISLE, AND PENNSYLVANIA."

Part 47 (volume XIX, 1833): "CONDUCTED BY J. C. LOUDON, F.L.S. H.S. &c. HON. MEM. OF THE HORT. SOC. OF LISLE, NEW YORK, MASSACHUSETTS, BALTIMORE, PHILADELPHIA, PENNSYLVANIA."

Part 86 (volume XIII, 1837): "CONDUCTED BY J. C. LOUDON, F.L.S. H.S. &c. HON. MEM. OF THE HORT. SOC. OF LISLE, ROUEN, NEW YORK, MASSACHUSETTS, BALTIMORE, PHILADELPHIA, PENNSYLVANIA, AND TORONTO."

Part 96 (volume XV, 1839): "CONDUCTED BY J. C. LOUDON, F.L.S. H.S. &c. HON. MEM. OF THE HORT. SOC. OF LISLE, ROUEN, NEW YORK, MASSACHUSETTS, BALTIMORE, PHILADELPHIA, PENNSYLVANIA, AND TORONTO AND OF THE HORTICULTURAL ASSOCIATION OF THE VALLEY OF THE HUDSON."

Appendix 3. Status of the reprinted volumes of Loudon's *The Gardener's Magazine*

Volumes I (1826) and II (1827) of the first series were reissued two or three years, respectively, after their first publication. Volume I is stated to be "A NEW EDITION" (1828; see Fig. 16), but Victorian publishers

often claimed mere reprints to be new editions. To establish whether it is truly a new edition it is necessary to consider in which of several ways it could have been printed:

1. It might have been comprised of sheets of the original impression;
2. It might have been comprised of sheets of a second impression from standing type;
3. It might have been printed from stereotyped plates of the original type-setting;
4. It might have been printed from entirely reset type.

Considering option 1, although it is possible that original sheets of the first impression had been kept in storage and reissued, that seems unlikely because a considerable number of sets would have been required, and if such large stocks did remain, a reissue would surely not have been required. Keeping type standing for two years (option 2) would have been impracticable and of little purpose for an essentially ephemeral work of current news. Hence, if a reprint were needed, option 3 seems the most feasible, which is corroborated by Dewis (2014, pp. 71–72), who states that until 1831 stereotypes had been made from the original type of each volume. Moreover, option 4 would have been far too expensive to justify for the slight return that might have resulted from the further sales, but only that method would have produced a new edition (see Gaskell 1974, pp. 313–314). Any of options 1 to 3, however, would have produced only a reprint of the first edition, thus a reissue.

If the "new edition" was printed from stereotype plates, it would show the same characteristics of the original impression (see Gaskell 1974, pp. 201–205). Comparing the original impression of volume I with that of the "new edition", just a few examples exhibit, in both copies, imperfect impositions of page numerals 33, 38, 55 and 59; a damaged first character on line 1 of page 55; and a wrong fount for the first "2" of page numeral

292. Corroborated by comparisons of the letterpress layout and of four random transects by McKerrow's method (McKerrow 1927, p. 183),⁹ both impressions were concluded to be of the same type-setting. In view of the foregoing considerations, the "new edition" is therefore almost certainly a stereotyped reprint. Using the same techniques, the reissue of volume II (Fig. 17) is also demonstrated to be a reprint, no doubt again from stereotype plates. Both these reprints are therefore, according to Gaskell (1974), parts of the first edition.

Notes

1. John Claudius Loudon was long ago dubbed the "Father of horticultural journalism" by "Caledonian" (1902), who also averred that his year of birth was 1782. However, his date of birth given by his widow Jane was 8 April 1783 (Jane Loudon 1844, p. 679, 1845, p. ix), which has long been assumed by subsequent authors to be correct, but recent research has confirmed that "Caledonian" was indeed correct (Doggett 2024). Loudon was baptized "John", adding "Claudius" to his name only after 1809 (Doggett 2024).
2. Jane Webb Loudon's (see Fig. 18) year of birth, although usually quoted as 1807, has also been claimed to have been in 1800 (Jackson 1881, p. xx) or 1802 (Pritzel 1872: 197). In fact, there is quite compelling circumstantial evidence to support her date of birth during 1800 (R. B. Williams, unpublished). A primary source that apparently establishes Jane's birth date exists in a collection of letters associated with the Loudon family in the Trevelyan (Walter Calverley) Archive (WCT/5/12/16), held in the Special Collections and Archives, Philip Robinson Library, at Newcastle University, England. A black-edged mourning card (WCT/5/12/16/40) states that Jane was born on 19 August 1800 (see Fig. 19). It was apparently received from Agnes Loudon with a letter regarding her mother's death (WCT/5/12/16/41) to Lady Pauline Trevelyan (1816–1866), with whose family the Loudons were close friends. Although it seems rather unlikely that Agnes's mourning card is incorrect regarding her mother's birth date, a birth certificate would nevertheless be desirable for confirmation.



Figure 18. Jane Webb Loudon. Ex *Lady with Green Fingers, the Life of Jane Loudon*. Bea Howe (1961).

3. A heraldic term for a mediaeval knight's shield.
4. In 1779 Margaret Penelope, the youngest daughter of the eminent printer and publisher William Strahan (1715–1785), married John Spottiswoode, who later inherited the Strahan business. In 1819 John and Margaret's fourth and fifth sons, Andrew (1787–1866) and Robert (1791–1832), became involved in the direct management of the business. It was they who began the printing of Loudon's *The Gardener's Magazine* in 1826, but when Robert died in 1832, Andrew continued alone (Austin-Leigh 1912).
5. It is perhaps no mere coincidence that the family firms of the Longmans were the publishers and the Spottiswoodes were the printers from the inception of *The Gardener's Magazine*, since Mary Longman (1801–1870), a daughter of Thomas Norton Longman (1771–1842) had married Andrew Spottiswoode in 1819 (Briggs 2008, pp. 168, 549).

6. It is unfortunate that in *A History of Longmans*, Briggs (2008, p. 345) has apparently so poorly understood *The Gardener's Magazine* and Loudon's involvement with this publishing house. Several errors regarding Loudon's life and management of his magazine are committed, indicated by the following underlined phrases: "... the year of his death, 1842. Like Jekyll, he wrote for periodicals as well as books. Nine volumes of the *Gardeners' Magazine* had publicised his ideas". In this brief extract, the year of Loudon's death is incorrect; the false impression is conveyed that he was a contributor only to other magazines, rather than to his own; and the number of volumes of *The Gardener's Magazine* and the punctuation of its title are erroneous. It also seems to imply that Loudon submitted his ideas to *The Gardener's Magazine* as if it were edited by someone else, but that was not so.
7. British currency at that time included the following units: one pound (£1) = 20 shillings (s.); 1s. = 12 pence (d.). However, sums greater than £1 were sometimes expressed as shillings (e.g., £1. 10s. = 30s). Furthermore, the specific amount of £1. 1s. was commonly termed "one guinea"; hence, 7 guineas, for instance, amounted to £7. 7s., and 4½ guineas was £4. 14s. 6d.
8. After its abrupt cessation, Jane Loudon, though an authoress in her own right, seemingly felt unable to continue publication of the *Gardener's Magazine*, perhaps preferring to preserve, as a lasting memorial, her husband's unique personal

style in the existing volumes of his averred favourite work. However, she did ensure that the final part that he had prepared for January 1844 was published, together with an obituary (Fig. 20; Jane Loudon 1844, pp. 679–681). The General Index already published for the volume was replaced, with the melancholic statement, "End of the nineteenth and concluding volume" in the January 1844 part, which was bound with the completed volume for 1843 (Jane Loudon 1844).

9. Transects are compared by laying a straight-edge on a page so as to link two convenient points (ideally full-stops) spaced as far apart as possible, and observing exactly where the characters in the intervening lines of type are cut by the edge. If this procedure applied to the same page in another copy reveals different intersections, the type-settings must have been completed on different occasions (see Williams 2022, p. 92).

References

- Anonymous. 1843. Death of J. C. Loudon, Esq. Bury and Norwich Post 20 December, p. 2.
- Anonymous. 1844. In consequence of the death of Mr. Loudon. Saint James's Chronicle 16 January, p. 4.
- Anonymous. 1980. Serial Publications in the British Museum (Natural History) Library, ed. 3. 3 vols. London: Trustees of the British Museum (Natural History). Vol. 2.
- [Austin-Leigh, R. A.] 1912. The Story of a Printing House, Being a Short Account of the Strahans and



Figure 19. Mourning card for Jane Loudon, from Agnes Loudon to Lady Trevelyan (Special Collections and Archives, Philip Robinson Library, at Newcastle University, England: WCT/5/12/16/40).

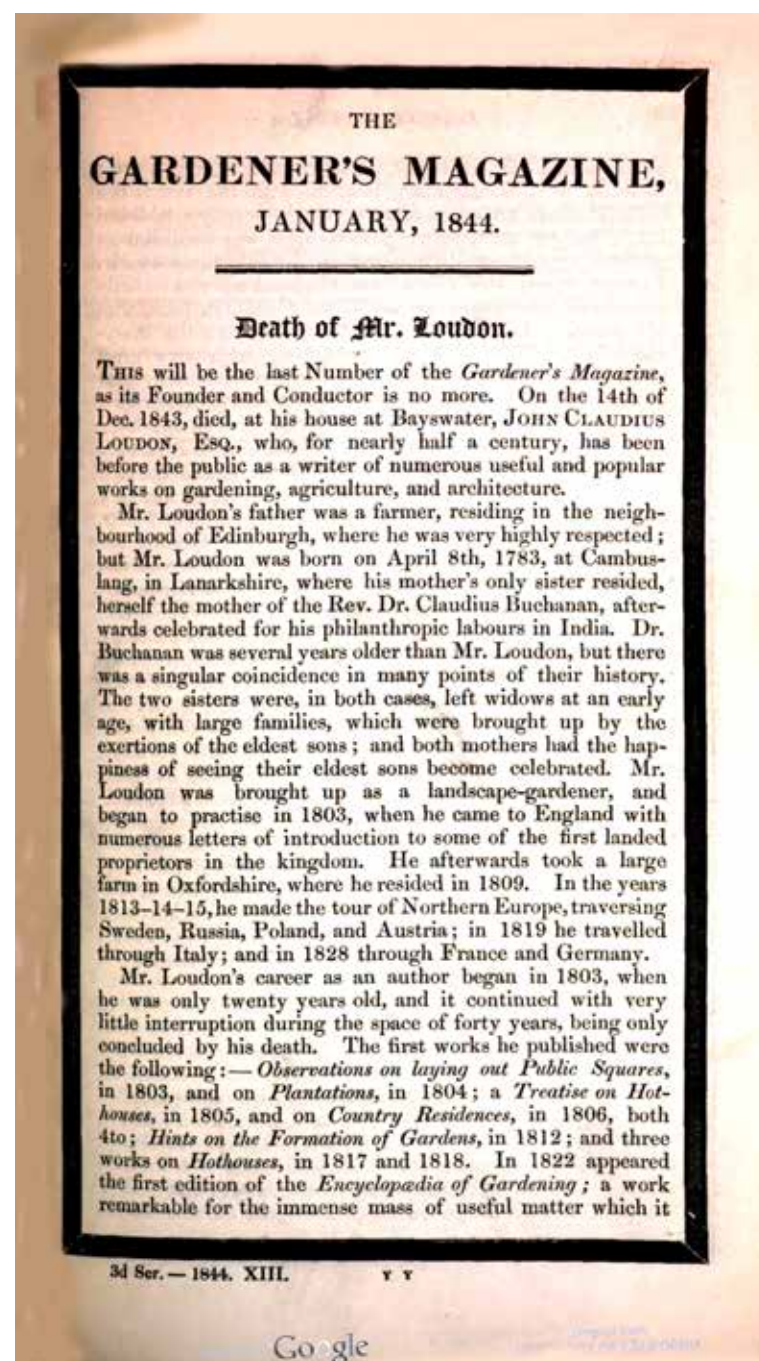


Figure 20. First page of Jane Loudon's obituary of her husband, J. C. Loudon, published in the January 1844 part of *The Gardener's Magazine*. Courtesy of HDL; public domain; Google-digitized; University of California copy.

- Spottiswoodes, ed. 2. London: Spottiswoode & Co. Ltd.
- Briggs, A. 2008. *A History of Longmans and Their Books 1724–1990: Longevity in Publishing*. London: The British Library.
- Brotherston, R. P. 1921. J. C. Loudon and "The Gardeners' Magazine". *Gard. Chron.*, ser. 3. 69: 246.
- "Caledonian". 1902. Loudon: "The father of horticultural journalism". *J. Hort. Cottage Gard.*, ser. 3. 44: 238–240.
- Cuthill, J. 1844. Chicory. *Gard. Chron.* 1844: 317.
- Desmond, R. 1980a. Loudon and nineteenth-century horticultural journalism. In: E. B. MacDougall, ed. 1980. *John Claudius Loudon and the Early Nineteenth Century in Great Britain*. Washington, D.C.: Dumbarton Oaks, Trustees for Harvard University. Pp. 77–97.
- Desmond, R. 1980b. British nineteenth-century gardening periodicals. In: E. B. MacDougall, ed. 1980. *John Claudius Loudon and the Early Nineteenth Century in Great Britain*. Washington, D.C.: Dumbarton Oaks, Trustees for Harvard University. Pp. 99–103.
- Dewis, S. 2014. *The Loudons and the Gardening Press: A Victorian Cultural Industry*. Farnham, United Kingdom, and Burlington, Vt., United States: Ashgate Publishing Company.
- Doggett, B. R. 2024. John Claudius Loudon (1782–1843): corrected date of birth. *Arch. Nat. Hist.* 51(1): 186–188.
- Drake, J. 1844. Death of Mr. Loudon. *The Patriot* 7 March, p. 1.
- Elliott, B. 2004a. Loudon, John Claudius (1783–1843). In: *Oxford Dictionary of National Biography*. <https://www.oxforddnb.com/display/10.1093/ref:odnb/9780198614128.001.0001/odnb-9780198614128-e-17031?rkey=rAsmS2&result=8>.
- Elliott, B. 2004b. Hibberd, James Shirley (1825–90). In: B. Lightman, ed. 2004. *The Dictionary of Nineteenth-Century British Scientists*. 4 vols. Bristol: Thoemmes Continuum. Vol. 2. Pp. 963–964.
- Jackson, B. D. 1881. *Guide to the Literature of Botany*. London: Longman's, Green & Co.
- Gaskell, P. 1974. *A New Introduction to Bibliography*. Oxford: The Clarendon Press. [Corrected reprint.]
- Loudon, J. C. 1833. Preface. *Gard. Mag. & Reg. Rural Domest. Improv.* 9(43): iii–iv. [December.]
- Loudon, J. C. 1838. *Arboretum et Fruticetum Britannicum, or the Trees and Shrubs of Britain, Native and Foreign, Hardy and Half-hardy, Pictorially and Botanically Delineated, and Scientifically and Popularly Described; with their Propagation, Culture, Management, and Uses in the Arts, in Useful and Ornamental Plantations, and in Landscape-gardening; Preceded by a Historical and Geographical Outline of the Trees and Shrubs of Temperate Climates Throughout the World*. 8 vols. London: The Author.
- Loudon, J. C. 1840. Preface. *Gard. Mag. & Reg. Rural Domest. Improv.*, dec. 2. 6[129]: iv. [December.]
- [Loudon, Jane W.] 1844. Supplementary contents; obituary. *Gard. Mag. & Reg. Rural Domest. Improv.*, ser. 3. 3(XIII): 678–681. [January; cancellantia of pp. 677–680 of volume 3, ser. 3, 1843.]
- Loudon, J[ane]. W. 1845. An account of the life and writings of John Claudius Loudon. In: J. C. Loudon, 1845. *Self-instruction for Young Gardeners, Foresters, Bailiffs, Land-stewards and Farmers ... by the Late J. C. Loudon, F.L.S. H.S &c. with a Memoir of the Author*. London: Longman, Brown, Green and Longmans. Pp. ix–xlviii.
- MacDougall, E. B., ed. 1980. *John Claudius Loudon and the Early Nineteenth Century in Great Britain*. Washington, D.C.: Dumbarton Oaks, Trustees for Harvard University.
- McKerrow, R. B. 1927. *An Introduction to Bibliography for Literary Students*. Oxford: Clarendon Press.
- Pritzel, G. A. 1872. *Thesaurus Literaturae Botanicae Omnium Gentium inde a Rerum Botanicarum initiis ad nostra usque Tempora, Quindecim Millia Operum Recensens*, ed. 2. Leipzig: F. A. Brockhaus.
- Stafleu, F. A. and R. S. Cowan. 1976–1988. *Taxonomic Literature: a Selective Guide to Botanical Publications and Collections with Dates, Commentaries and Types*, ed. 2. 7 vols. Utrecht: Bohn, Scheltema & Holkema. Vol. 3 (Lh–O). Pp. 168–172.
- Williams, R. B. 2022. William Allport Leighton's *A Flora of Shropshire (1838–1840): Dating and publishing history, bibliographical description and a scientific appraisal*. *Huntia* 19(1): 51–95.
- Woodward, B. B., comp. 1903–1940. *Catalogue of Books, Manuscripts, Maps and Drawings in the British Museum (Natural History)*. 8 vols. London: Trustees of the British Museum. Vol. 2 (E–K).

