ALICE’S STEPSISTER
The History of the Appleton edition of Alice

By August A. Imholtz, Jr.
Lewis Carroll Society of North America
October 10, 2020
ALICE'S
ADVENTURES IN WONDERLAND.

BY
LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS
BY
JOHN TENNIEL.

LONDON
MACMILLAN AND CO.
1865.

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1866 Appleton Alice
New York, Appleton
ALICE'S
ADVENTURES IN WONDERLAND.

BY LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS
BY JOHN TENNIEL.

NEW YORK
D. APPLETON AND CO., 415, BROADWAY.
1866.
Brief Chronology from 1865 *Alice* to 1866 Appleton *Alice*

**June 27, 1865** the first sheets of Alice’s *Adventures in Wonderland* sent by the Clarendon Press to Macmillan & Co.

**July 15** Carroll goes to Macmillan and inscribes 20 or more copies

**July 19** Carroll learns of Tenniel’s dissatisfaction with the pictures

**July 20** Carroll “called on Macmillan, and showed him Tenniel’s letter about the fairy-tale, he is entirely dissatisfied with the printing of the pictures, and I suppose we shall have to do it all again.”

**July 31** Carroll writes to Macmillan: “what should you advise me to do with regard to the 2000 printed at Oxford? The choice seems to lie between these courses:

(a) reserve them till next year, to “sell in the provinces” (as has been suggested to me), or to send abroad, but keeping the price to 7s. 6d.

(b) sell them at a reduced price (say 5s.) as being avowedly an inferior edition, stating in the advertisements what the editions differ in.

(c) get Mr. Clay, or some experienced man, to look them over and select all such sheets as happen to be well printed – use these along with the London-printed copies, and sell the rest as waste paper.

(d) sell the whole as waste paper.
Aug 1  Macmillan writes in response to Carroll “Sell the copies as waste paper – or perhaps we might sell them a little above that to America. Shall I try?

Aug 2  Carroll decides to reprint Alice’s *Adventures in Wonderland* and sell as waste paper the 1,952 remaining sets of sheets printed by Clarendon Press

[Sept-Nov.] Tenniel writes to Dalziel “Mr. Dodgson’s book came out months ago; but I protested so strongly against the disgraceful printing, that he cancelled the edition. Clay is now doing it for Xmas.”

Apr 9, 1866  Carroll called on Macmillan and spoke to Mr. Craik “who told me they had had an offer from America, the man wanting to know what they would charge for ‘one or two’ thousand” and on the same day he called on Tenniel about sale of the Clarendon Press sheets to Appleton and Tenniel consented

May 26  Clarendon Press ledger debits Carroll 13s 6d for 1,000 titles of *Adventures in Wonderland* for the American [Appleton] edition [printed “two up,” i.e. two pages printed at once]
May 26 1866
1000 Titles to Alice, American Edition
13 6
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NEW YORK
D. APPLETON AND CO., 446, BROADWAY.
1866.

Variant 1 of the Appleton Alice title page.
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ADVENTURES IN WONDERLAND.

BY

LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS.

BY

JOHN TENNIEL.

NEW YORK

D. APPLETON AND CO., 445, BROADWAY.

1866.

Variant 2 of the Appleton Alice title page.
London Newspaper Sheets Used as Backing in the Appleton *Alice*—showing that the Appleton was bound in London.
Appleton’s Book Store
circa 18xx
346 & 348 Broadway, NYC
Interior View
Exterior
ANNOUNCEMENTS.


Messrs. CHARLES SCRIBNER & Co. are about to publish "Dr. Johns," the novel which Mr. Donald G. Mitchell contributed to the "Atlantic Monthly."

Mr. G. W. CARLETON announces "Emilie: A Sequel to St. Leger," by Mr. Richard B. Kimball; "Our Neighbors,..."
July 28, 1866  The Round Table: A Saturday Review of Politics, Finance, Literature, Society and Art. p. 475
Messrs. D. Appleton & Co. have in the press ...Alice’s Adventures in Wonderland by Lewis Carroll

Aug. 12, New York Herald, New York, New York
D. Appleton & Co. have in press and will publish in a few days
...[list of a dozen books including] Alice’s Adventures in Wonderland by Lewis Carroll

Aug. 15, American Literary Gazette and Publishers’ Circular, p. 173
ENGLISH PAPERS BY STEAMER SCOTIA. The London Illustrated News, with several views of the late War; A View of the Rev. W. Arthur, M. A., President of the Wesleyan Methodist Conference; A View of the Fisk Laboratory at Concarneau near Cape Finisterre, Brittany; Bismarck and Napoleon illustrated in Punch and London Fun, with other amusing illustrations by well-known artists. Single papers for sale and subscriptions received for all the English Papers and Magazines.

New English Manuals. The Modern Gymnast, by Chas. Spencer, with 120 practical illustrations. 1 vol. 50 cts.

Our Common Fruits; a Descriptive Account of those ordinarily cultivated in Great Britain. 1 vol. $1.

A Reference Book of English History; containing Tables of Chronology and Genealogy; a Dictionary of Battles; Lines of Biography, and a Brief Dictionary of the Constitution from the Invasion of Julius Caesar to the present time. By Alex. Charles Eerald. 1 vol. $1.50.

Alice's Adventures in Wonderland; a new juvenile, By Lewis Carroll. With 12 plates by John Tenniel. 1 vol. $2.50.

Croquet. By the Rev. J. E. Wood. With illustrations. $3.00.

Galaxy No. 10 is now ready.

For sale by

A. WILLIAMS & CO.,
100 Washington street.

Boston Evening Transcript, p. 3
Sept 6, 1866
A CHARMING NEW JUVENILE.

D. APPLETON & COMPANY,
Nos. 443 and 445 BROADWAY, NEW-YORK,
Publish this Day,

ALICE'S ADVENTURES IN WONDERLAND,
By LEWIS Carroll.

With Forty-two Illustrations, by John Tenniel.
1 vol., 12mo. Beautifully printed on tinted paper. Cloth,
extra gilt edges, $2.50.

Sent free by mail on receipt of the price.

This is one of the best of the many new books for children. Its contents are of the most entertaining and delightful character, told in an easy and pleasant style, that will be read by the young people with delight. Parents cannot present a more enjoyable gift to the little folks than this beautifully illustrated work. It will certainly be a great favorite with Santa Claus in his next visits.

"A beautiful little volume. The story is prettily told, and children will highly prize it."—The Evening Post.

D. A. & Co. will publish in a few days:

Published This Day:
The World [New York] Nov. 21, 1866 p. 3
modern religious poetry, I know of but one and tender, more sweetly touchy of holiness" than hers. I am con-

ad.] D. Appleton & Co. have published a fairy

dents in this marvellous narrative will be pro-
to give a new sensation to the feeling of the won-

b. postage paid, on receipt of adver-

JOHN G. WHITTIER.

Dress for Ladies

imported and for sale

The Gold Pen—Best and Che-

Martin L. Bradford

123 St

178 Wash.
Roman Catholic France has kept an eye on Rome until she has become weary of paying the Holy Father. The Italian king, Victor Emmanuel—alas, he is under the censure of the Church for what he has done, and under a threat of what he is waiting to do, and the Pope can expect nothing from him. Austria, once haughty and powerful, the favorite son of the Church, is now humbled and shorn of her strength, and can do nothing to keep the ghostly father on his throne. Spain, Catholic Spain, is weaker than an infant, unable to help herself, and much less able to do anything for the poor old man. In what a condition do we see the leading Catholic powers of the world!

In this extremity, it is said, the Protestant powers are tendering him their sympathy, and offering a shelter in case of storm. It has been

New York Observer, Nov. 29, 1866, p. 382

“*Alice's Adventures in Wonderland*” is a last year's London book, imported by the Messrs. Appleton, and invested with their title-page. This, also, is very neatly and well printed and bound. The story is exactly such a one as a smart story-teller reels off to children, their questions suggesting new adventures, and the tale running on with no reason for stopping in one place rather than in another, except weariness or “other engagements.” But, offhand as it is, it is wonderfully clever, and quite bristles with points and runs over with fun. The whole thing is a dream, as it finally turns out, and just the effect of a dream is given to it by the sudden and amusingly absurd changes, and the unastonished calmness with which Alice regards them all.

Thus the baby she holds turns into a pig in her arms; Alice feels relieved to see it trot away quietly into the wood, and says to herself, “If it had grown up it would have been a dreadfully ugly child, but it makes rather a handsome pig, I think.” The Cheshire cat, who always wears a grin, as in duty bound to fulfil the proverb, annoys Alice, who remonstrates: “I wish you wouldn’t keep appearing and vanishing so suddenly; you make one quite giddy. All right,” said the cat, and this time it vanished quite slowly, beginning with the end of the tail and ending with the grin.” All sorts of real and unreal creatures pass through her experience, and are unreasonable and rude, and wholly nonsensical. And nothing can be more like a fanciful child's dream than the croquet ground, where the balls were rolled-up hedgehogs, the mallets flamingoes, and both sorts of creatures manage to give considerable trouble by acting up to their natural gifts at the wrong times. Alice’s particular flamingo twists up its long neck when she tries to make a stroke, “and looks in her face with such a puzzled expression that she could not help laughing;”
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The following data on located copies of the Appleton *Alices* was prepared by Lila Harper, August A. Imholtz, Jr., and Jon A. Lindseth. It would not at all be surprising if additional but unlocated copies exist in private households, personal collections, or institutional holdings.

Copies of the Appleton *Alice* were located in:

- Private collections: 20 copies
- Dealer catalogs: 10 copies
- *WorldCat*: 72 copies
The Alice that never was

In the Announcements section of the December 9, 1865, issue of The Roundtable. A Saturday Review of Politics, Finance, Literature, Society and Art, one reads the following:

p. 365 of Harper’s journal/ledger showing that Alice was declined December 1865