

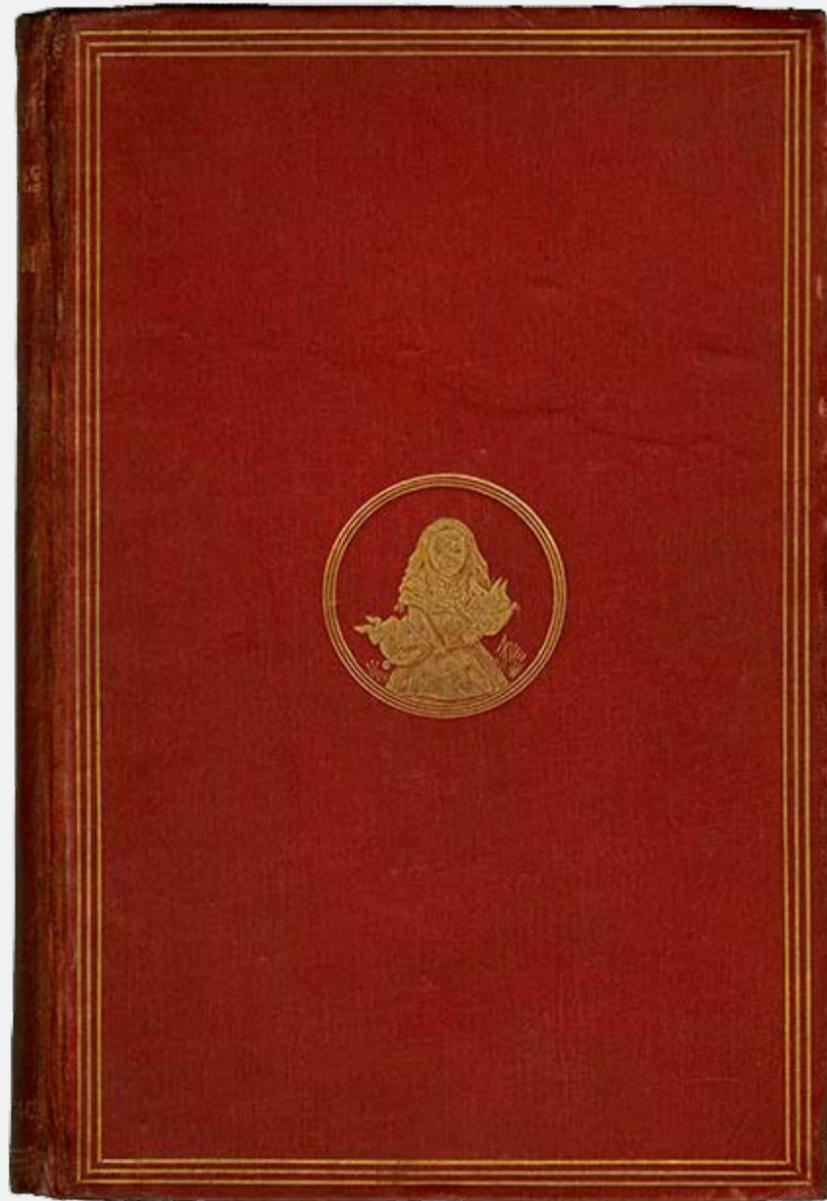
ALICE'S STEPSISTER

The History of the Appleton edition of *Alice*

By August A. Imholtz, Jr.

Lewis Carroll Society of North America

October 10, 2020



1865 *Alice*
London,
Macmillan

ALICE'S
ADVENTURES IN WONDERLAND.

BY
LEWIS CARROLL.

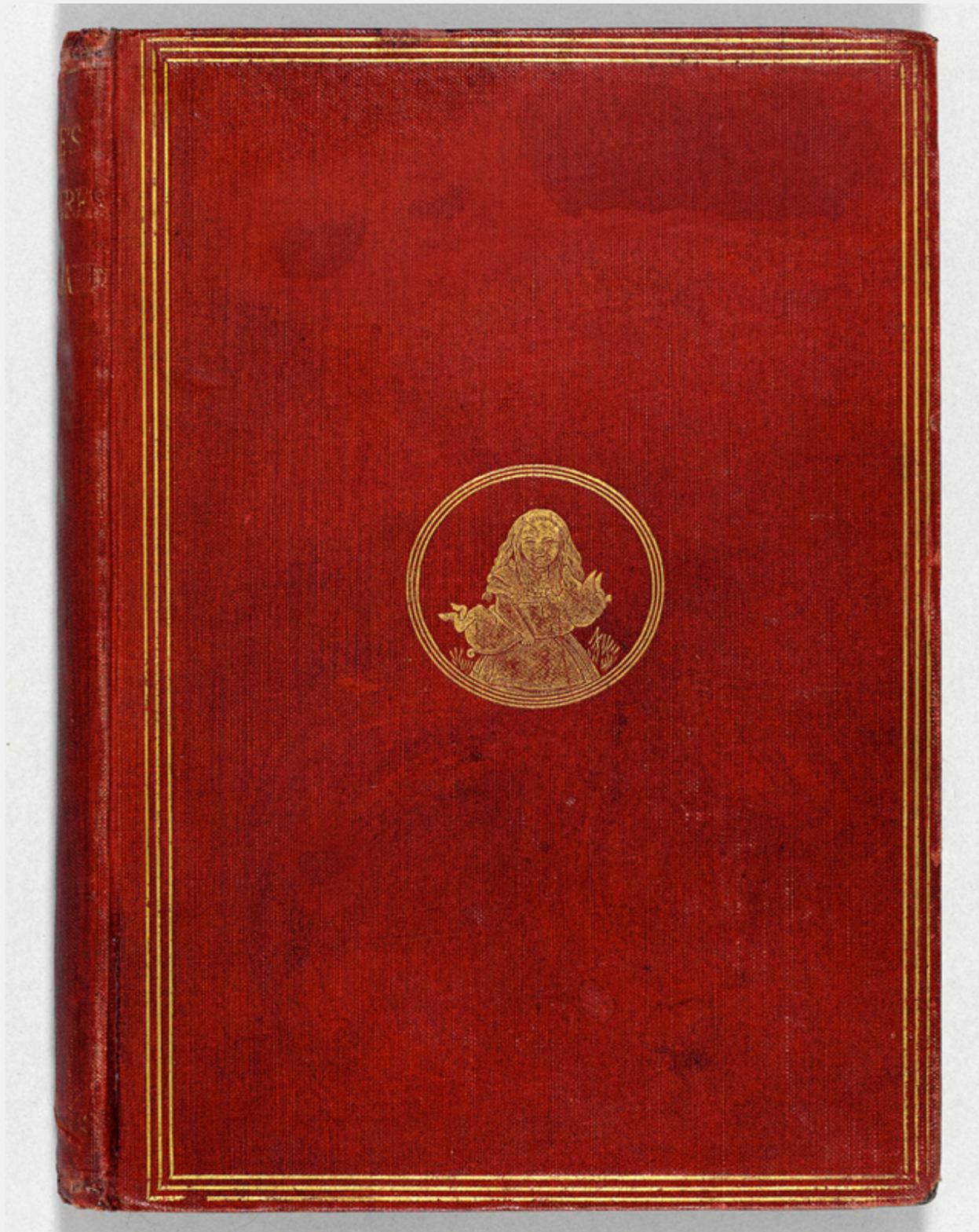
WITH FORTY-TWO ILLUSTRATIONS

BY
JOHN TENNIEL.

London
MACMILLAN AND CO.
1865.

[The right of translation is reserved.]

**1865 *Alice*
Title Page
London,
Macmillan**



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., 445, BROADWAY.

1866.

**1866 *Alice*
Title Page
New York,
Appleton**

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]

Form p. 68 111

Dr. The Rev. C. J. Dodgson, ch. ch. Cr.

1864		£ 2 10 2	1864			
	Brought forward					
May 15	To Printing, 250 Copies of page with rules arith. arithmetical scheme -	8 0				
1865						
June 30	To Printing, 2000 Copies of "Alice's Adventures in Wonderland" = 12 1/4 sheet at £ 5. 15. 1	12 6				
	Paper, 52 Sheets at 20/	52 0 0				
	Sticking 52 Sheets at 2/	5 4 0				
	Carriage of sheet to London	4 6				
	Bill debited July 11. 1865.	142 19 2				
1864						
Dec. 31	To Printing 150 Copies of Little T. Papers to "Guide to the Mathematical Student" & Song etc 250 Copies	62 1 10 0	1864	July 6	By Cash 83 8 2	
					By Cash 34 0 0	
				1867	Jan. 4	Left on Alice 27 1 0
1861						
May 22	100 Copies of ms. & 50 of another. Mathematical Examination Paper	144 9 2			£ 144 9 2	
May 26	1000 Titles to Alice, American Edition.	13 6				
1867						
Jan. 7	1000 Copies of "Game" Paper "arithmetical"	7 0	1868			
Jan. 24	30 Copies of "8" "Pure Math."	10 0				
1867						
Nov. 27	Bill. Dec. 27. 6/	£ 2 0 6				
Nov. 22	To Printing 250 Copies of "Determinants" = 9 1/2 sheet Paper, Press, & Contractors	104 5 6	Dec. 13	By Cash	101 1 6	
		£ 106 6 0		Debit	5 4 6	
					£ 106 6 0	
1868						
Feb. 19	To Printing 500 Sticking Yields for "Determinants"	7 6	1869	Jan. 17	By Cash	17
1868						
Feb. 19	To Printing 250 Copies of Euclid Book V. treated Algebraically in Whipple & Dodgson's ed.	15 11 0				
1868						
May 28	To Printing 10 Copies of Algebraical Formulas for use for Pupils	1 1 6				
	Bill. Jan. 27. 68.	£ 17 0 0			£ 17	

May 26	1000 Titles to Alice, American Edition,	13 6
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May 26 1866

1000 Titles to Alice, American Edition

13 6

vi. The Clarendon Press Ledger: a page showing expenses and receipts connected with Alice's Adventures, 1865 (much reduced)

ALICE'S
ADVENTURES IN WONDERLAND.

BY
LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS

BY
JOHN TENNIEL.

JOHN TENNIEL.

NEW YORK
D. APPLETON AND CO., 445, BROADWAY.
1866.

Variant 1 of the Appleton *Alice* title page.

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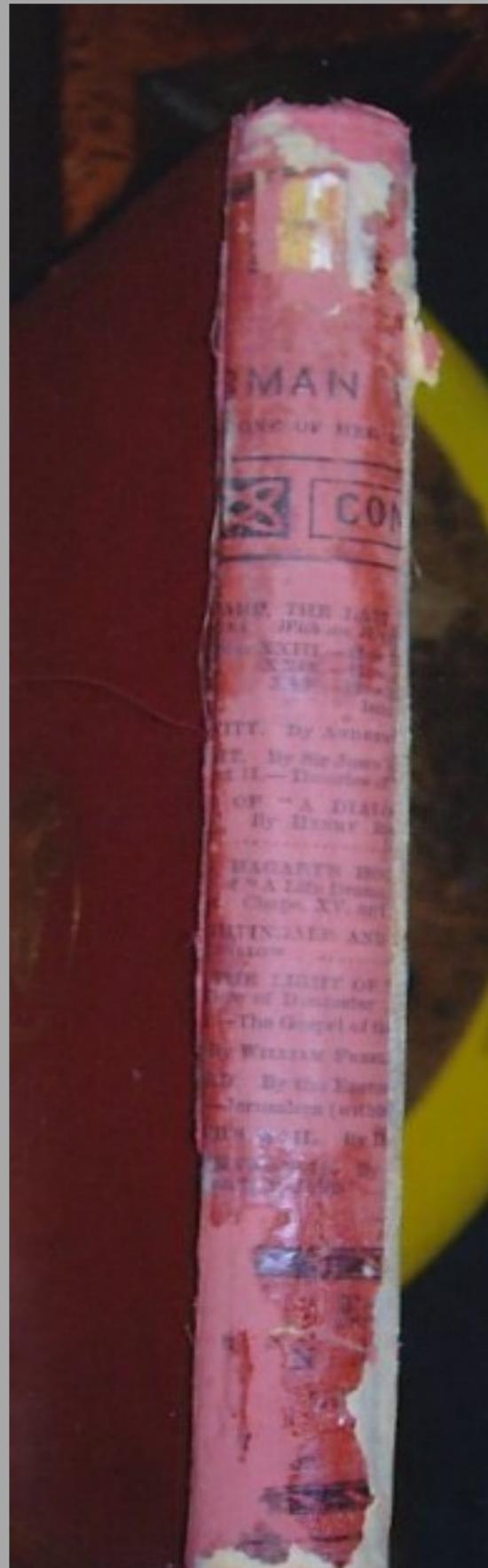
JOHN TENNIEL

NEW YORK
D. APPLETON AND CO., 445, BROADWAY.
1866.

↓
BY

↑

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.



William H. Appleton
1870



Appleton's Book Store
circa 18xx
346 & 348 Broadway, NYC
Interior View



Exterior

which is erected in the Abbey to the memory of Keble.

ANNOUNCEMENTS.

Messrs. D. APPLETON & Co. have in the press, "Ritter's Geography of the Holy Land;" "Mrs. Candler's Curtain Lectures," illustrated by Charles Keene; "The Boy's Favorite: A Book of Recreation and Adventure;" "Alice's Adventures in Wonderland," by Lewis Carroll; and "Recent British Philosophy," by David Masson.

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 Neph-

Announcement, "in the press", *The Round Table*, July 28, 1866

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

Books Recently Published in the United States but

Manufactured Abroad *Alice's Adventures in Wonderland.*

By Lewis Carroll. With forty-Two illustrations by John Tenniel.

12mo. Pp. 192. N.Y.: D. Appleton & Co. Cl. Gilt \$3. (London print.)

ENGLISH PAPERS BY STEAMER SOUTHERN. The London Illustrated News, with several views of the late War; A fine Portrait 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 Cæsar to the present time. By Alex. Charles Eerald. 1 vol. \$1.50.

Alice's Adventures in Wonderland; a new juvenile. By Lewis Carroll. With 42 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.

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Boston Evening Transcript, p. 3 Sept 6, 1866

A CHARMING NEW JUVENILE.

D. APPLETON & COMPANY,
Nos. 413 AND 415 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

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

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

Published This Day:

***The World* [New York] Nov. 21, 1866 p. 3**

Page 1

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1 of 21 matches

Alice's; adventures; in; wonderlar x Find

modern religious poetry, I know of but true and tender, more sweetly touchy of holiness" than here. I am confident they commend themselves to the common mind, irrespective of sect. The Episcopal Church, of which I am a member, has produced in this country such names as Crosswell, and no devotional poems which can be compared for simple beauty, delicacy, and faithful experience.

JOHN O. WHITTIER.

Postage paid, on receipt of advertisement.

ard.] D. Appleton & Co. have published a fairy story with forty-two quaint illustrations by John Tenniel, called "Alice's Adventures in Wonderland, by Lewis Carroll." The incidents in this marvellous narrative will be pronounced novel by the most experienced juvenile reader of fairy tales, while there is something to tickle the risibilities as well as to give a new sensation to the feeling of the wonderful, in the adventures it recounts. Tenniel's pictures are capital aids to the text. The frontispiece, the four pictures of "the young man and father William," the illustrations to

Ornaments you can make. DRESS FOR LADIES VARIOUS Imported and for sale MARTIN L. BRADFC n 23 6t 178 Was "THE PEN IS MIGHTIER SWORD." The Gold Pen--Best and Che

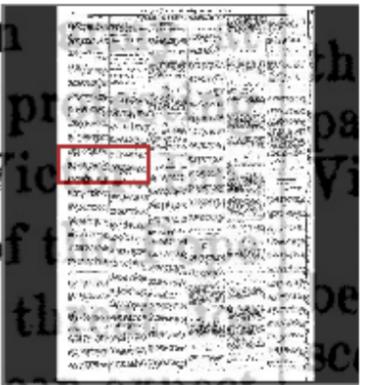
Boston Evening Transcript Nov. 28, 1866

Earth.

D. Appleton & Co. have a grand array of Gift Books and standard works, American and Foreign. One of the most unique volumes that we have seen is **THE LIFE OF MAN SYMBOLIZED BY THE MONTHS OF THE YEAR**. It is full of quaint and fanciful illustrations, the letter press being made up of a great variety of selections, from ancient and modern authors, on the several periods in man's life. The paper and typography and binding of the volume are literally gorgeous. They have a fine edition of the world-renowned **CURTAIN LECTURES OF MRS. CAUDLE**, by Douglas Jerrold, illustrated by Charles Keene. **ALICE'S ADVENTURES** IN WONDERLAND, is a curious book, too much like Kingsley's Water Babies, incomprehensible excepting to children.

Roman Catholic France has kept an eye on Rome until she has become weary of protesting to the Holy Father. The Italian king, Victor Emmanuel—alas, he is under the censure of the Pope for what he has done, and under a cloud as to 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

Dec. 13, *The Nation* pp 467-8 [Review] Some Holiday Books

“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 ;”

SALES TABLE, 1894-2016

Date range	No. of copies sold	Average price	Notes
1894-1910	0	0	
1911-1920	14	\$15	Includes 1 ALS
1921-1930	5	\$96	
1931-1940	26	\$140	Includes 1 ALS
1941-1950	25	\$120	Includes A.P. Hargreaves copy and 1 ALS
1951-1960	13	\$87	
1961-1970	7	\$342	
1971-1980	14	\$411	
1981-1990	17	\$1011	Includes 1 ALS
1991-2000	23	\$7292	Includes Hargreaves-Pforzheimer-Steedman copy
2001-2010	20	\$7650	
2011-2016	9	\$6205	
Total	173		

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
<i>WorldCat</i>	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:

Messrs. **Harper & Brothers** announce “Maxwell Drewitt,” by G.N. Trafford; “Alfred Hagart’s Household” by Alexander Smith; “Wives and Daughters” by Mrs. Gaskell; “The Handy Horse Book;” Boner’s “Transylvania;” “Musgrave’s Homer;” “Drafts on My Memory;” by Lord Lenox; “The Blue Ribbons;” by A.H. Drury; “The Cypresses;” **“Alice’s Adventures in Wonderland;”** Dunbar’s “Social Life;” etc.

Ac. Ac. - left by Miss Murray, Room 401, Metropolitan Hotel
6 Sketches of English life, to Mrs. By Mrs Susan Foster
not sp added, & declined, Dec. 1865.
5 Alice's Adventures in Wonderland & Timb's Strange Stories
The Animal World. To Miss Titcomb

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

