

Ward & Lock's Royal A B C book and Little shopkeepers' alphabet

pcb2103

TITLE

Ward & Lock's Royal A B C book and Little shopkeepers' alphabet.

PUBLISHED

London : Ward, Lock, & Co., [1879].

SERIES

[Warwick House toy books](#)

PRICE

1s.

AUTHOR

[Ward, Lock, & Co.](#) (printer)

TPOLOGY

[Toy book](#)

DESCRIPTION

Size

31,5 x 22,5 cm

Format and pagination

4° : 12 ll. : [6] leaves of plates, [vi] leaves of text

Signatures

A/C¹²

Signatures note

Gathering A/B/C: A⁴, B⁴, C⁴

Sheets conjugated as: 1.3 i.ii 4.6 iii.iv; 2 and 5 pasted to i and iii ([1-2] [i-ii] [3] [4-5] [iii-iv] [6])

Covers

Upper wrapper, unsigned, chromo-lithographically printed in red, blue, yellow, brown, grey and the black key on pink paper; on upper wrapper, at head: "Coloured - Price One Shilling: Indestructible Edition - Two Shillings."; inside a blue slot: "[black] THE [red outlined in black, fancy] WARWICK HOUSE [black, with yellow initials] TOY BOOKS."; picture divided in two parts, in the upper part: "[inserted in an armory shield, yellow, outlined in black, blue initials] Ward & Lock's | [yellow, outlined in black] ROYAL | [on a scroll, yellow, outlined in black] A. B. C. [red, outlined in black] BOOK"; in the lower part: "[red, outlined in black] AND | [as a shop-sign, black, red initial] LITTLE Shopkeepers' | [blue, outlined in black] ALPHABET."; at foot, outside the frame: "LONDON: WARD, LOCK & Co. SALISBURY SQUARE: E:C:"

Same lower wrapper as [pcb2093](#)

Illustrations

6 illustrations, unsigned, chromo-litographically printed on one side of the sheet only; 4 pages of text and line illustrations from already-published wood-engraved books, one of which signed "Portch", printed in black

Source for date

BL accession stamp

NOTES

Title from upper wrapper

First and last plate pasted to upper and lower wrapper

PRINTING TECHNIQUES

Chromo-lithography

ADVERTISEMENTS

Academy (December 13, 1879), 424: see [pcb2093](#)

COPIES

BL: [12806.1.37](#). (indestructible edition, mounted on linen; accession stamp dated 15DE79; general shelfmark for the series; sixth title, bound with other toy books from the same series)

PERMALINK

<https://www.picoboo.eu/catalogue/pcb2103>

CITATION

Francesca Tancini, "Ward & Lock's Royal A B C book and Little shopkeepers' alphabet". In *PiCoBoo*, accessed August 21, 2021, <https://www.picoboo.eu/catalogue/pcb2103>
