

A apple pie

pcb1501

TITLE

A apple pie.

VARIANT TITLE

Title from advertisement

A. apple pie.

Title from advertisement

A–apple pie.

PUBLISHED

London : Frederick Warne & Co., [1865].

SERIES

[Aunt Louisa's London toy books](#) : 2

PRICE

1s.

AUTHOR

[Frederick Warne & Co.](#) (publisher)

[Kronheim & Co.](#) (printer)

[Skill, Frederick John](#) (illustrator)

TPOLOGY

[Toy book](#)

[Alphabet book](#)

DESCRIPTION

Source for attribution

Statement of responsibility in post-1881 copies: "FROM COLOURED DESIGNS BY F.J. SKILL." (illustrator)

NOTES

The agents' and publishers' caption "Scribner, Welford, & Co." was in use between 1866 and January 1872, with a store was located at 654 Broadway, New York

The publishers' caption "Scribner, Welford, and Armstrong" was in use after February 1872 (Charles Scribner died in August 1871) until it was dissolved, in July 1878

ADVERTISEMENTS

Bookseller (June 30, 1865), 388: see [pcb1024](#).

Publishers' Circular (July 1, 1865), 355: see [pcb1024](#).

VARIANTS

Variant A

[1865]: same upper wrapper as [pcb1499](#), variant A, on pink paper; specific for this title: "[blue, outlined in red, black shade] A. APPLE PIE | [red, outlined in black] LONDON. | [black] FREDERICK WARNE & CO."; at foot, outside the frame: "KRONHEIM & CO., LONDON."; lower wrapper not analysed; inside illustrations with printers' captions, at foot, on the left: "*Kronheim and Co.*" (or: "*Kronheim and Co.*"), on the right: "*London.*"

Variant B

[1865]: same upper wrapper as variant A, on pink paper, but without price; same lower wrapper as [pcb1499](#), variant A; inside illustrations without printers' captions; text beginning with "A, apple pie"

Variant C

[1867]: same upper wrapper as variant B, on pink paper, but with, at head, outside the decorated frame: "PRICE ONE SHILLING: OR MOUNTED WITH LINEN, TWO SHILLING."; specific for this title: "[blue, outlined in red, black shade] A. APPLE PIE | [red, outlined in black] LONDON. | [black] FREDERICK WARNE & CO."; at foot, outside the frame: "KRONHEIM & CO., LONDON."; same lower wrapper as [pcb1499](#), variant D; inside illustrations with printers' captions, at foot, on the left: "*Kronheim & Co.*", on the right: "*London.*"; text beginning with "A was an apple pie"

Variant D

[1867]: same upper and lower wrapper as variant C, but on yellow paper; same text and printers' captions as variant C

Variant E

[1868]: same upper wrapper as variant C, but on yellow paper; on lower wrapper, inserted in a frame, publishers' advertisements: "Warne's nursery literature. | [...] | Aunt Louisa's London toy books. | In demy 4to., 1s. each, stiff wrappers; or, mounted, 2s. | [titles nos. 1-17, numbered, the last of which published in 1868] | Aunt Louisa's Sunday books. | [titles nos. 1-4, unnumbered, the last of which published in 1866] | [...] | Warne's choice editions. | In demy 4to., price 5s. each, elegantly gilt, new style. | [two columns, first] Aunt Louisa's London picture book, | comprising | [two columns, first] The railway A. B. C. | A, apple pie. | [second] Nursery rhymes. | Childhood's happy hours. | With twenty-four pages of illustrations, printed in colours | by Kronheim. | Aunt Louisa's London gift book, | comprising | [two columns, first] Edith and Milly's house | keeping. | John Gilpin. | [second] Nursery songs. | Life of a doll. | With twenty-four pages of illustrations, printed in colours | by Kronheim. | [second] Aunt Louisa's keepsake, | comprising | Sing a song of sixpence. | The robin's Christmas | eve. | [second] Robin-Hood and his merry | men. | The sea-side. | With twenty-four pages of illustrations, printed in colours | by Kronheim and Dalziels. | Aunt Louisa's Sunday picture book, | comprising | [two columns, first] The story of King David. | The wonders of provi- | dence. | [second] Joseph and his brethren. | The proverbs of Solomon. | With 24 pages of illustrations printed in colours by Edmund Evans. | [...] | [at centre] Warne's large picture toy books. | In large crown 4to, price 6d. each, with handsome wrappers; or, mounted with linen, 1s. | [three columns, first] Horses. | Book of trades. | Jack in the box. | Children in the wood. | Cock Robin's death and | burial. | Punch and Judy. | [second] House that Jack built. | Cock Robin's courtship | and marriage. | Dogs. | Edith's A B C. | Sunday alphabet. | Old Mother Hubbard. | [third] Red Riding-Hood. | Object alphabet. | Our pets. | Cinderella. | Nursery rhyme alphabet. | Zoological gardens. | Gulliver's travels. | [at centre] ***These toy books are produced at a very large outlay, on thick hard paper, in the best style of colour printing, | with the determination of having them better than any yet published. | Warne's picture playmate. | In large crown 8vo, 3s. 6d. each, cloth gilt; with forty-eight pages of illustrations, printed in colours. | First series, comprising | [three columns, first] Red Riding-Hood. | Cock Robin's death, &c. | [second] Horses. | Old Mother Hubbard. | [third] Dogs. | Object alphabet. | [at centre] Second series, comprising | [three columns, first] Edith's alphabet. | Children in the wood. | [second] Jack in the box. | Our pets. | [third] Cinderella. | Punch and Judy. | [at centre] Third series, comprising | [three

columns, first] House that Jack built. | Cock Robin's courtship, &c. | [second] Sunday alphabet. | Book of trades. | [third] Zoological gardens. | Nursery rhymes."; at centre, at foot: "London: Frederick Warne & Co., Bedford Street, Covent Garden. | New York: Scribner, Welford, & Co."; inside illustrations without printers' captions at foot; text beginning with "A was an apple pie"

Variant F

[1875]: same upper wrapper as [pcb1064](#), with palmette-decorated frame, uniform for the series, printed in red, blue, yellow and the black key on yellow paper; at head, outside the frame: "PRICE ONE SHILLING: OR, MOUNTED WITH LINEN, TWO SHILLINGS."; within the decorated frame, at head, inserted in a roundel at the centre of the upper border, series number: "2"; specific for this title: "[blue, outlined in red, black shade] A. APPLE PIE | [red, outlined in black] LONDON. | [black] FREDERICK WARNE & CO."; at foot, outside the frame, printers' caption: "Kronheim & Co., London, Manchester, and New York."; on lower wrapper, inserted in a frame, publishers' advertisements: "Warne's nursery literature. | [two columns, first] Aunt Louisa's London toy books. | [...] | [titles unreadable up to no. 37, published in 1875 (*Publishers' Circular* (September 16, 1875): 680)] | Aunt Louisa's Sunday books. | [...] | [second] Warne's national nursery library | [three titles, the last of which published in 1873] | Warne's Victoria toy books. | [three packets] | Warne's picture puzzle toy books. | [eight titles] | Warne's children's music books. | [titles nos. 1-4]"; at foot, inside the frame: "London: – Frederick Warne & Co., Bedford Street, Covent Garden. | New York: – Scribner, Welford, and Armstrong."

Variant G

[1881]: upper wrapper different from the previous ones; at head, outside the frame: "AUNT LOUISA'S LONDON TOY BOOKS, 1/- or Mounted 2/-"; at centre: "[red, outlined in black] A, | APPLE PIE | [black] FROM COLOURED DESIGNS BY F.J. SKILL.", details from plate 1 including printers' captions, at foot, on the left: "Kronheim & Co.," on the right: "London."; series number inserted in oval shape: "2"; at foot: "LONDON: FREDERIC WARNE & Co."; on lower wrapper, inserted in a frame, publishers' advertisements: "Warne's nursery literature. | [...] Warne's "excelsior" toy-books. | [...] [three columns, first: titles nos. 3, 5-11, 13-18, 20, 22-26; second: 27-32, 34-46; third: 47-65] | Aunt Louisa's London toy books. | [...] [three columns, first: titles nos. 1-2, 4, 6, 8-11, 13-17, 19, 21-31, 33, 35; second: 36-42, 44-47, 50-66; third: 67-94, the last of which, *The sailor's alphabet*, was published in 1881 (*Publishers' Circular* (October 1, 1881), 791) | Picture puzzle toy books. | [...] [titles nos. 1-8] | Aunt Louisa's magic modeller. | [...] [titles nos. 1-3, the last of which, *The tower of London*, was published in 1881 (*Publishers' Circular* (October 15, 1881), 889)"; at centre, at foot: "London: Frederick Warne & Co., Bedford Street, Strand."; inside illustrations without printers' captions; same text as variants C-E but differently set, beginning with "A was an apple pie"

COPIES

BoL-OpC: [Opie M 454](#) (variant A: [1865]; lacking lower wrapper, bound with other titles)

KB: [KW BJ 26915](#) (not analysed)

KB: [KW BJ 26848](#) (not analysed)

ML: [Tray 344L](#) (not analysed)

NYSL: [YH V158 A67 1800X](#) (not analysed)

PUL-CCL: [30410](#) (not analysed and described as Railway A B C)

TPL-OSC: [NR A \(DRAWER FOLIO\)](#) (variant C: [1867]; inscribed on page 1: "Fannie from Mama Dec 1868"; analysed through digital reproduction; [Digital copy](#))

UFBL: [39p110](#) (variant E: [1868]; analysed through digital reproduction; [Digital copy](#))

UR: [PZ86.1 1868 .A12](#) (inscribed: "Miss Gracie A. Faron, Christmas 1869"; Mary Faulk Markiewicz Collection of Children's Books; not analysed)

TRADE COPIES

Alfa Haganum: 7973529 (variant B: [1865]; partially analysed through digital reproductions, p. 1 not analysed)

Bailgate Books Ltd.: 10220021112 (variant G: [1881])

Connoisseur Bokauktioner, Gothenburg: 1085583 (variant D: [1867]; partially analysed through digital reproductions, p. 1 not analysed)

Keoghs Books: 55487 (variant F: [1875]; partially analysed through digital reproductions)

OCLCN

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PERMALINK

<https://www.picoboo.eu/catalogue/pcb1501>

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