

Mamma's New Picture Alphabet

pcb525

TITLE

Mamma's New Picture Alphabet.

VARIANT TITLE

First line

A Was an Angler.

PUBLISHED

London : Ward, Lock, & Tyler, [1865].

PRINTED

[London] : Edmund Evans.

SERIES

Ward, Lock, & Tyler's new shilling series of painted toy-books : 6

PRICE

1s.

AUTHOR

Crane, Walter (illustrator)

Evans, Edmund (engraver and printer)

Ward, Lock, & Tyler (publisher)

TPOLOGY

Toy book

Alphabet book

DESCRIPTION

Size

25x20 cm

Format and pagination

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

Signatures

A/C¹²

Signatures note

Gathering A/B/C: A⁴, B⁴, C⁴

1 gathering, sewn (binding thread between C2.3), unpaginated

Covers

Upper wrapper, unsigned, reproducing plate 2, printed in red, green, ochre and the black key; on upper wrapper, at head: "One shilling."; inserted within the picture area, framed: "

[red, outlined in black] Mamma's New | Picture Alphabet"; at foot, outside the frame:

"London: | Ward, Lock, and Tyler."

Same lower wrapper as [pcb307](#)

Illustrations

6 illustrations, one per page, signed "WC" on plate 2, 3, 5, 6, printed on one side of the sheet only in red, yellow, brown, pink, blue and the black key block

Text, printed on one side of the sheet only in blue, faces illustrations

Registering marks

Registering marks on plate 4 (6 blue dots, upper right side) and 6 (6 blue dots, lower right side)

Source for attribution

Signature

Drawings

Documents

Source for date

Advertisements

List of titles on lower wrapper and endpapers

BL accession stamp

NOTES

Title and publication information from upper wrapper, which serves as title page, and from lower wrapper publishers' advertisements

PRINTING TECHNIQUES

[Chromo-relief](#)

[Resin-grain](#)

ADVERTISEMENTS

Bookseller (September 30, 1865), 637: see [pcb307](#)

Publishers' Circular (October 2, 1865), 536

VARIANTS

Variant A

[1865]; inside wrappers with advertisements for "Ward, Lock and Tyler's Juvenile Illustrated Gift Books" on inside upper wrapper and for "Ward, Lock and Tyler's Pretty Picture Books for All Good Children" on inside lower wrapper

Variant B

[1866]; inside wrappers with advertisements for "Beautifully Illustrated Books for Children" on inside upper wrapper and for "Ward, Lock and Tyler's Elementary Educational Works" on inside lower wrapper; both these advertisements were in use in 1866 and are consistent with those used, for example, in [pcb553](#)

BIBLIOGRAPHY

2016 Tancini, 178ff

2017 Masaki, 14, 170

COPIES

BL: [12806.h.101](#), (variant A: [1865]; accession stamp dated 4JA66)

PUL-CCL: [9954](#) (variant B: [1866])

DPL: [372.465 M311](#) (variant B: [1866])

TRADE COPIES

Roe and Moore Rare Books (variant A: [1865]; sold in 2015)

DRAWINGS, OBJECTS, DOCUMENTS

Drawings

BM: 1933,0411.11 (ink, watercolour and graphite on paper drawing for plate 1; inscribed "A angler. B bridge. C coach. D dog.")

BM: 1933,0411.12 (ink, watercolour and graphite on paper drawing for plate 2; inscribed "E eggs. F fowls. G girl. H horse.")

BM: 1933,0411.13 (ink, watercolour and graphite on paper drawing for plate 3; inscribed "I ivy. J jumping. K kite. L Lambs. M mushrooms. N nest.")

BM: 1933,0411.14 (ink, watercolour and graphite on paper drawing for plate 4; inscribed "O official. P people. Q quick. R railway.")

BM: 1933,0411.15 (ink, watercolour and graphite on paper drawing for plate 5; inscribed "S ship. T tar. U union jack. V voyage."; titled by BM: *There is a Garden in her Face*)

BM: 1933,0411.16 (ink, watercolour and graphite on paper drawing, not used; inscribed "W X Y Z")

BM: 1933,0411.17 (ink, watercolour and graphite on paper drawing for plate 6; inscribed, upside down, in Evans's handwriting "approved E.E.")

Documents

JRUL: WCA/2/2/2/1/17 (loose sheet formerly inserted in WCA/2/2/2/1 between ff. 16-17, possibly with references to *Mamma's New Picture Alphabet*: "October 21, 1865. Edmund Evans Esq. re to Walter Crane. Designing and drawing. August 31. An Alphabet 6 blocks (£2 £12 0")

OTHER VERSIONS

Has version/s

Mamma's New Picture Alphabet. - London : Ward, Lock, & Tyler, [before 1870]

Has version/s

Mamma's New Picture Alphabet. - London : Ward, Lock, & Tyler, [1873]

Included in

The Nursery Friend : Containing Mamma's Picture Alphabet, Master Mousie's Supper Party, The Death and Burial of Cock Robin, Little Red Riding-Hood, Profusely Illustrated with Beautiful Pictures. - London : Ward, Lock and Co., [1877]

OCLCN

179250264

PERMALINK

<https://www.picoboo.eu/catalogue/pcb525>

CITATION

Francesca Tancini, "Mamma's New Picture Alphabet". In *PiCoBoo*, accessed August 21, 2021, <https://www.picoboo.eu/catalogue/pcb525>
