

[ANON]

## The History of Simple Simon.

Référence : 5152

New York John McLoughlin 1860 John McLoughlin was a Scottish-born coach maker who became a prominent figure in the New York publishing industry during the 19th century. He began in 1819 after moving to New York and initially worked for the Sterling Iron Company, where he developed an interest in printing. By 1828, he had established his own printing business on Tryon Row in Manhattan, focusing on publishing semi-religious tracts for children under the title McLoughlin's Books for Children. In 1840, McLoughlin partnered with wood engraver Robert H. Elton to form Elton & Co., which specialised in toy books, comic almanacs, and valentines. His son, John McLoughlin Jr., eventually took over in 1850 when both senior partners retired. The firm of McLoughlin Brothers is listed at 24 Beekman St. in the New York directories for 1858 to 1862, McLoughlin Bros. was located at 30 Beekman St., New York, between 1863 and April, 1870. Under John Jr.'s leadership, the company became known as McLoughlin Brothers and pioneered the use of colour printing technologies, including chromolithography, for children's books. This innovation made their publications visually striking and widely popular. The McLoughlin Brothers expanded their offerings to include games, puzzles, paper dolls, and other children's products. By 1870, they had opened the largest colour printing factory in the United States. Their works often featured adaptations of British stories by illustrators such as Randolph Caldecott and Kate Greenaway. The company thrived until it was sold to Milton Bradley in 1920. Despite this transition, the McLoughlin imprint continued to produce children's books into the early 20th century.

**Commentaire :** First edition. An attractive children's chapbook with hand coloured wood engravings. Pink soft covers, with old tape reinforcement to the spine. Otherwise reasonably clean if a little darkened. Inside, are eight pages, each with a half page hand coloured illustration and half page of verse. Clean but a little darkened. Adverts for the publisher to the rear cover. Would be an excellent copy if not for the tape. 15cm x 11cm. Conforms to WorldCat / OCLC: 33100846 with the curious exception that all the records record it as "the story" rather than "history."

Année 1860

Prix : **86,00 €**

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