

From Ollendorff's Lessons to *Cuentos Para Los Ninos*: D. Appleton & Company's Venture Into Spanish Language Printing for Children

New York publisher D. Appleton & Company (active ca. 1833-1933) was one of the dominant publishing houses in the latter half of the nineteenth century, known for its vast output in numerous subject areas including travel literature children's fiction, and foreign language texts. As early as 1847, Appleton issued an extensive line of foreign language textbooks based on the pedagogical method of Heinrich Gottfried Ollendorff (1803-1865), including Mariano Velazquez de la Cadena's *Ollendorff's New Method of Learning to Read, Write, and Speak the Spanish Language*. The Appleton brothers realized the potential for manufacturing and marketing Spanish language textbooks as well as picture books in Cuba, Mexico and South America. As a result, supplemented its Spanish textbook publishing with translating and issuing some of its picture book titles in Spanish, such as *The Young American's Picture Gallery* (1861), an abridged version of which was issued as *Galeria de Pinturas* (1863). The Appleton publisher's catalog for 1870 lists four single-spaced pages of Spanish language titles including picture books like *Historia Nueva de Juanillo Bocado (Jack Horner)* issued as part of the *Mi Abuela Facil* series, essentially a translation of the 1840s Appleton picture book *Grandmamma Easy's Little Jack Horner*. Besides providing a narrative of D. Appleton & Co.'s entry into the Spanish language children's book market, this presentation will also flesh out the quiet arrangement D. Appleton & Company made with seeming competitor McLoughlin Brothers for McLoughlin to manufacture Spanish language picture books with the Appleton imprint. By the late 1860s, McLoughlin not only used Appleton's illustration blocks but also produced Spanish versions of McLoughlin picture books for Appleton. This quiet arrangement lasted into the early twentieth century when the Appleton "cuentos" were being sold in Latin America as well as in United States border towns such as Laredo, adding new complexity to our understanding of the critical, long standing role American publishers played in picture book publishing across the Western Hemisphere.