

Porcelain cards



The porcelain card (or porcelain cardboard) is a type of business card that appeared in the 19th century. Printed from a lithograph, the card is covered with white lead, which gives it its porcelain appearance. It is more or less the first time that this type of luxurious glossy paper could be manufactured.

" Most surviving trade cards produced by chromolithographers in the years before the mid 19th century are Belgian , " writes Michael Twyman. " They belong to a broader category of lithographed products generally referred to in Belgium and France as 'cartes porcelaine ' (enamelled cards). Their common characteristic is that they were printed on card that had been coated with white lead (otherwise known as ceruse or lead carbonate); the substance was similar to the lead paint used by artists and was often called in France blanc de Clichy.

The card with this white lead coating was subjected to the pressure of steel cylinders in the final stage of manufacture, which gave it a shine and also ensured a perfectly smooth printing surface. This allowed lithographic printers to produce extremely complex work,

It generally appeared in Belgium around 1840 and was abolished in the 1860s. Strangely, this process was almost exclusively used in Belgium.

However, we found some 7 porcelain cards published outside Belgium (see pages 5-6-7)

The porcelain card industry flourished in Belgium, in Brussels, Antwerp, Mons, Liège, and in particular in Ghent and Bruges, while England, France and Germany produced very few. (*Here are some cards published in France, Germany, Switzerland and the Netherlands on page 5*)

The danger of white lead, also called Saturn white, lead white or silver white, is an opaque white synthetic pigment based on lead oxide, having been demonstrated, around the 1860s, for those who handle it, it was eventually banned and the porcelain card died out around 1865.

Lead poisoning refers to acute or chronic lead poisoning that causes symptoms or lesions that, depending on their severity, timing, intensity and repetition of exposure, will be reversible (anemia, digestive disorders) or irreversible (nervous, hematological, renal damage, etc.).

The development was often fatal among artisans and printers.

The quality of the printing and the imagination in the typographic decoration make these cards the most printed ephemera. exquisite that can be obtained from this period. They are among the most beautiful ephemeral objects ever made.

We can distinguish between "advertising cards (or advertising cards)" and "printed materials for special occasions". In the first group, we find advertisements for hotels, industries, craftsmen, merchants, arts and crafts, doctors and pharmacists, etc. In the second, we find marriage or birth notices, death announcements, invitations to concerts and balls, summons for learned societies, etc.

One cannot help but notice a kinship between these advertising cards and our address cards.

These lithographed and waxed cardboards, which gave them their porcelain appearance, were used as business cards or advertising cards.

In short, the porcelain card is a fascinating testimony to the history of business cards and the artistic creativity of the time.



Porcelain on stamp



Romania is promoting 2 blocks of stamps dedicated to porcelain.
(2007)

Porcelain, earthenware and stoneware are part of the same family which is ceramics. The difference between these techniques is mainly related to the raw materials as well as the firing methods used, the number and temperatures of which vary from one technique to another.

Lorgette patent



Papier porcelaine en France

porcelaine au papier

❖ À l'INPI on trouve 2 brevets d'importation et perfectionnement

Septembre 1827 : Brevet d'importation et de perfectionnement de 5 ans : **Fabrication d'un papier glacé imitant l'émail**, LORGET Albert-Louis, le déposant est natif de Liège (qui n'est pas encore la Belgique).

Novembre 1827 : Brevet d'invention, d'importation et de perfectionnement de 5 ans : **Fabrication de carte et carton porcelaine dit d'Allemagne**. SEGUIN Marie-Louis-Alexandre : Paris (201, rue Saint-Honoré, Seine)/Paris (37, passage du Caire, Seine)

❖ Le Ministère de l'Intérieur reconnaît l'antériorité de Lorget sur Seguin, avis signé par Joseph Louis Gay-Lussac

Remy Bellenger, 2022

KNOWN LITHOGRAPHERS: G. Jacqmain

& Vandesteene, Daveluy, N. Heins, Ph. Choquet, Bénard & Cie, Roulmann, Hannotiau, De Busscher, Moisand, Vandennest, Gevaert, D. Verhulst, Bonquillon, Vande Steene, Snoeck-Ducaju en Zoon, F. & E. Gyselynck, L. Defferrez, T. & D. Hemelsoet, J. Van Brée, J. Van Melle, Delfosse, P. Cremetti, Ch. Onghena, de Lay de Muythere, Carbote Frères, M. Herman, Olin, etc.

In Belgium, the main producing cities were Bruges, Brussels and Ghent. England, France and Germany produced very little.

Le papier porcelaine selon Lorget

Prenez 30 livres de blanc d'argent. Broyer le bien fin, de manière à ce qu'il conserve une certaine consistance, faites fondre une livre de colle de poisson en cordon, que vous passez à travers un linge bien propre.

Vous délayer votre colle avec le blanc d'argent [céruse ou blanc de plomb], et vous le mettez sur le feu, tant qu'il ait atteint environ 40 degrés de chaleur, vous retirez du feu et vous l'employez de suite.

Il faut que le papier qui doit recevoir cette préparation soit bien collé.

Vous étendez sur chaque feuille avec un pinceau en Blaireau, deux couches successives de la préparation et vous le laissez sécher pendant vingt quatre heures.

Puis après séchage on fait un calandrage ou cylindrage

Remy Bellenger, 2022

Manufacturing



Dans la revue *Journal des connaissances usuelles et pratiques* de mars 1834, nous trouvons cette description de la fabrication du papier porcelaine. Plus de précisions que dans le brevet de Lorget et plus complet.

Procédé pour faire le papier porcelaine,

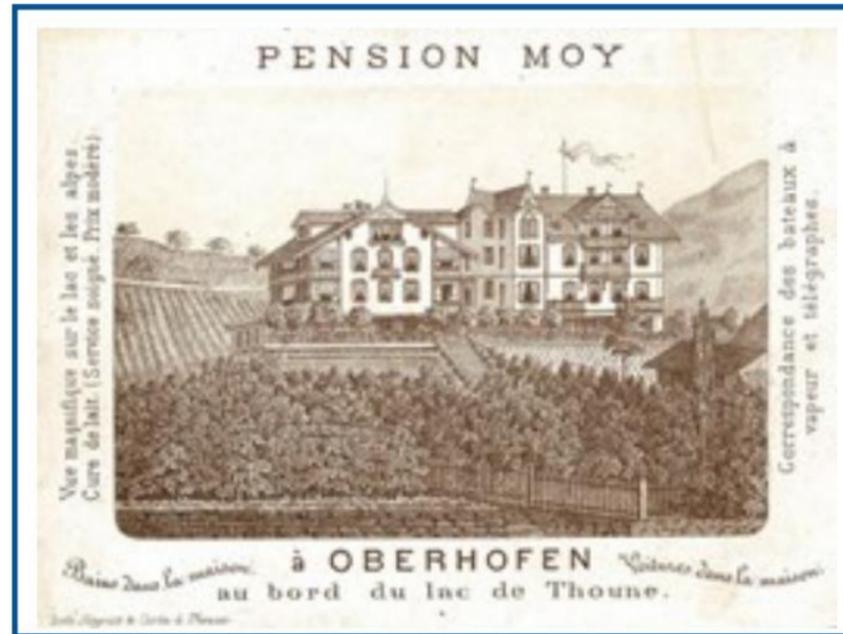
On remarque, depuis une ou deux années, des cartes de visite d'un aspect émaillé, très beau : ces cartes ont reçu le nom de cartes porcelaines ; elles nous sont venues d'Allemagne. La manière de les préparer est simple.

On choisit de la céruse de première qualité, et connue dans le commerce sous le nom de blanc d'argent. On broie sur un porphyre cette substance, en y ajoutant un dixième de blanc de Meudon et un peu d'essence de térébenthine pure et d'alcool ; lorsque le mélange est en poudre impalpable, on y ajoute un autre mélange dissous de gomme arabique et de colle de poisson par parties égales [les liants], et on broie de nouveau le tout sur le porphyre. On jette de temps en temps un peu d'esprit-de-vin pour faire couler la couleur ; lorsqu'elle est bien broyée, on l'étend dans de l'eau de colle de poisson et de gomme, de manière à obtenir une liqueur onctueuse, facile à étendre avec un pinceau plat, et susceptible de former couche sur du carton léger.

On étend cette couleur, à l'aide du pinceau, sur des feuilles de carton, et selon que l'émail des cartes doit être plus ou moins épais, on pose plusieurs couches sur la même carte.

Lorsque le tout est sec, on le fait cylindrer ; cette première opération produit un grain uni et déjà brillant. On découpe les feuilles de carton pour en faire des cartes de visite ; l'action du cylindre de la presse donne un nouveau poli, lorsqu'on fait le tirage des lettres ; mais, pour obtenir tout le brillant qu'on remarque sur les cartes de visite, on les passe après qu'elles sont imprimées dans une machine composée d'une roue métallique mue par un engrenage qui fait appuyer fortement un cylindre sur la carte au moyen d'une plaque d'acier trempé et très poli, la carte se trouvant par sa surface enduite de la composition en contact avec la plaque d'acier, cette forte pression lui donne le brillant qui fait ressembler ces cartes à l'émail de la plus belle porcelaine.

Porcelain map in Switzerland



PENSION MOY
in OBERHOFEN
on Lake Thun

Baths in the house
Cars in the house

Lith. Siegrist & Czuta in Thun Gr:
Imp: 5R: Joquelet, Paris

Porcelain cards in France



QUIQUANDON Son
Gold and Silver Foundry
10, Rue Aubry-le-Boucher, 10
Paris

Lit. J. PREVOST Gr:
Imp: 5R: Joquelet, Paris



IN THE CITY OF PARIS
Interior of part of the Stores

Lith of.... In Paris

BACK

Porcelain cards in the Netherlands Cartes porcelaine aux Pays-Bas



MUSÉE DES COSTUMES
MORRIEN ZON
Rotterdam

Lith. J.H. BERNET & C° Rotterdam

QUIQUANDON Son
Gold and Silver Foundry
10, Rue Aubry-le-Boucher, 10
Paris

Lit. J. PREVOST Gr:
Imp: 5R: Joquelet, Paris



ONDERWATER & Co
Amidon de Riz (Recto)
Asphalteur (Verso)

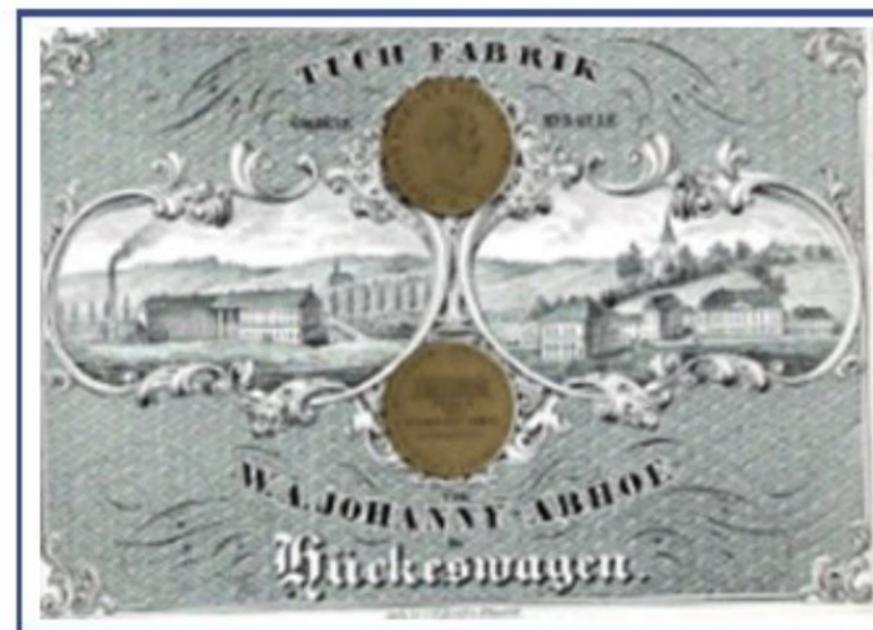
Carte quadrilingue
Lith. J. Lankhout & C° La Haye

Cartes porcelaine en Allemagne



MODE—HANDLUNG
 von **Minna Pielsticker**
 Elève de Maurice Beauvais à Paris
 Magasin d modes

Carte trilingue
 Lith. b.D Levy Elkan in Cöln



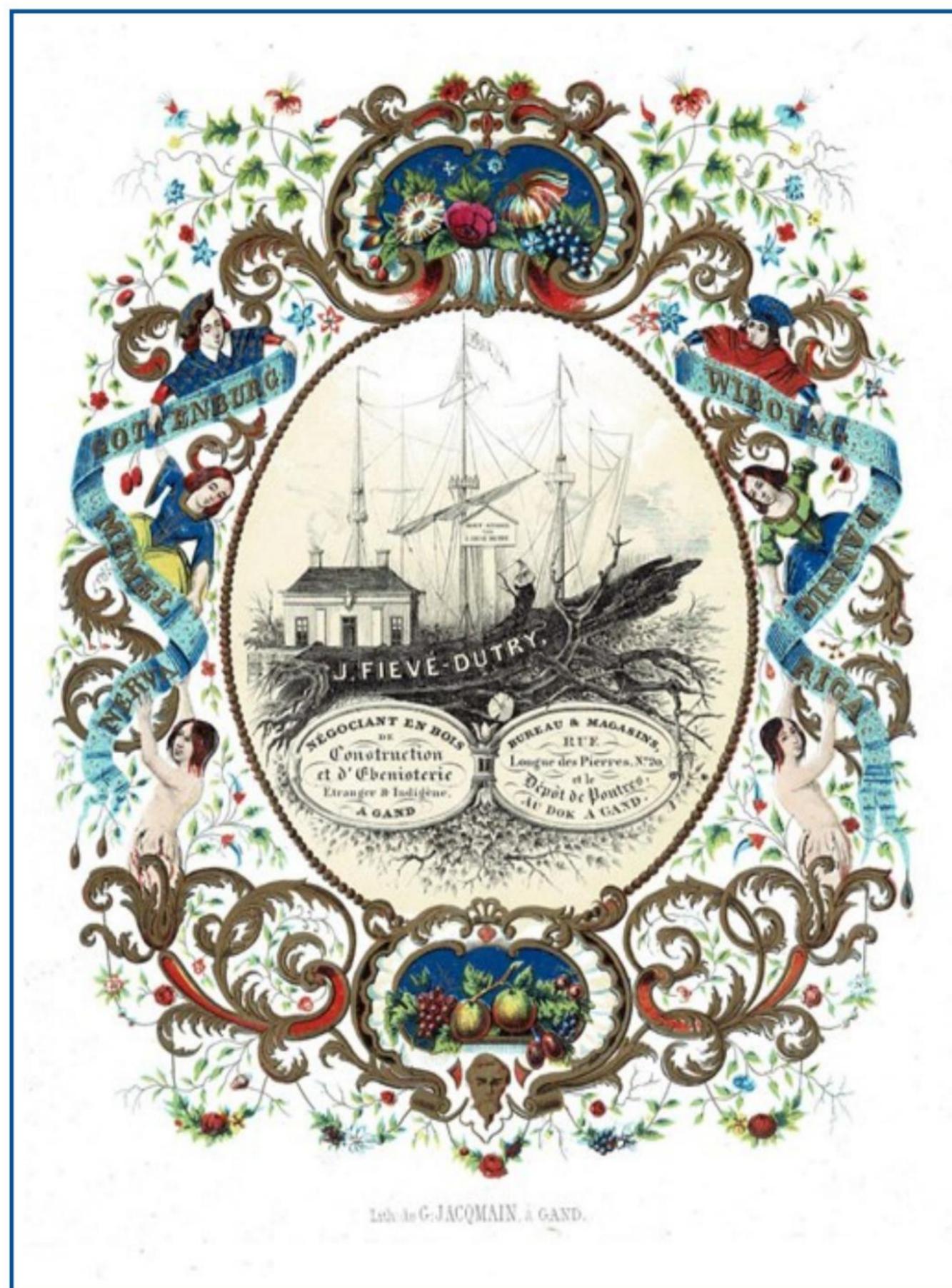
TUCH FARIK
 von
W.A. JOHANNY—ABHOE
 in
Kückewagen

Lith. Bei C.W. Korff in Elberfeld



Porcelain cards

A very beautiful one
big map
of "visit"
in color
of
18.4 x 24.8 cm!!!



J. FIEVÉ – DUTRY.

Wood Trader

Construction &

Cabinetmaking

AT THE DOC IN GHENT

Lith. by G. JACMAIN, in GHENT.



Summary

<u>The dentist</u>	1
<u>the doctor</u>	10
<u>The pharmacist</u>	11
<u>Liberal professions</u>	13
<u>craftsmen</u>	14
<u>Hotels & Cafes</u>	15 —19
<u>Factories</u>	20
<u>The Fabrics</u>	26
<u>THE Professions</u>	42
<u>bruges</u>	58
<u>The vineyards</u>	63
<u>The theaters</u>	67
<u>The family</u>	68
<u>Teaching</u>	70
<u>The Pastry Chefs</u>	77
<u>The Army</u>	81



Why so many porcelain cards in French or bilingual French-Dutch in the mid-19th century?

The language boundary in Belgium is a boundary between popular dialects.

Alongside and above these dialects, cultural languages are used: French in Wallonia, Dutch in Flemish countries.

But French has penetrated into the ruling classes in Flanders and more or less deeply into the bourgeoisie. The latter used French for higher purposes and continues, for the needs of daily life, to speak either a Flemish dialect, or,

but very rarely, Dutch as a cultural language.

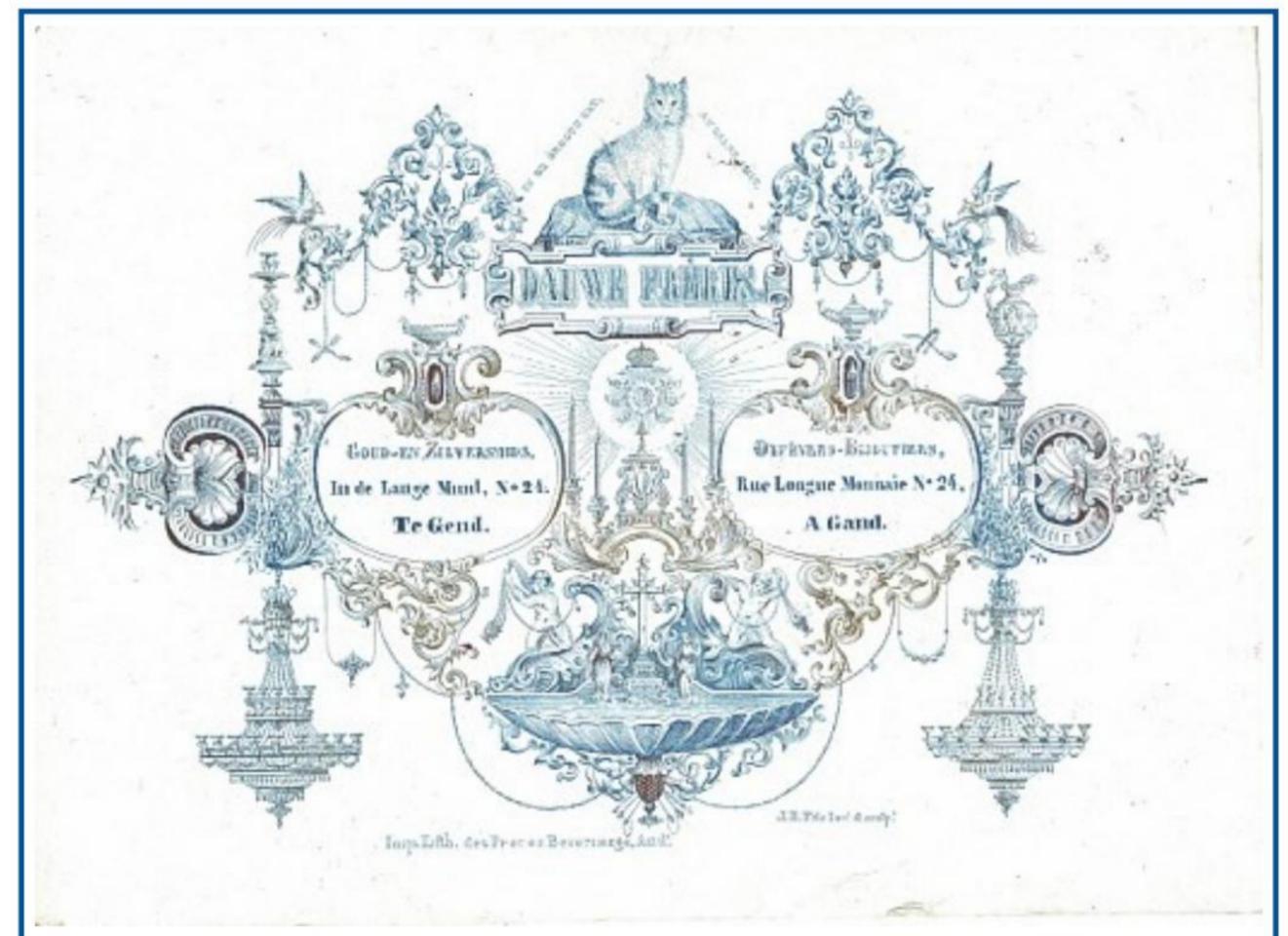
We can therefore admit that there is a second linguistic border, this time a border between two cultural languages: French and Dutch, or between French and the Flemish dialects, and this border has a social and cultural character: it is not a geographical limit, but it separates social classes.

The cultured Flemish will use French as a language of culture, or will seek painfully, but in vain, to establish a common Flemish language until the day when, quite naturally, Ghent philologists at the end of the 19th century indicated and adopted Dutch as a common language of culture.



French map of Bruges

The Young Ladies - Wery



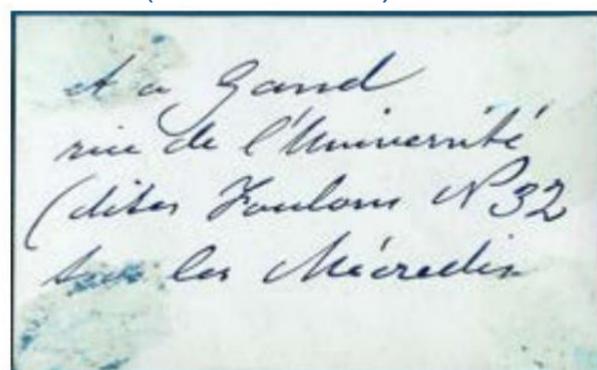
Bilingual map of Ghent (Gend)

At the Grand Chat - Goldsmiths—Jewelers

The dentist



Business card of
Zephyr, Fiske FAY
(1814 - 1889)
London Dentist
(Edition ± 1840)



The back of the business card.



Original illustrated card from "**London Dentist**" by Dentist
F. Fay,
working in Bruges & Ghent and later in Brussels (Belgium)

A line of Dentists

The first of the line was Cyrus, Fiske FAY. He was of American origin (1778-1839). He was the inventor of the famous cuttlebone and tooth extraction forceps, still used today.

The "Society of Arts" awarded him its large silver medal in honor of his invention.

One of his 7 children, Zephyr, Fiske Fay (1814-1889) emigrated to England, where he practiced in London, then came to settle in Bruges, and then in Brussels.

Who had two sons, Vasley Fay and Cyrus Fay, who also practiced in Brussels.

The latter two took an active part in the running of the Belgian Dental School, which operated from 1925 to 1929.

Frank Fay, Zephyr's second son, settled in Paris as a dentist, and his son Marcel Fay, also a dentist, wrote in 1932 in *La Revue Odontologique*.

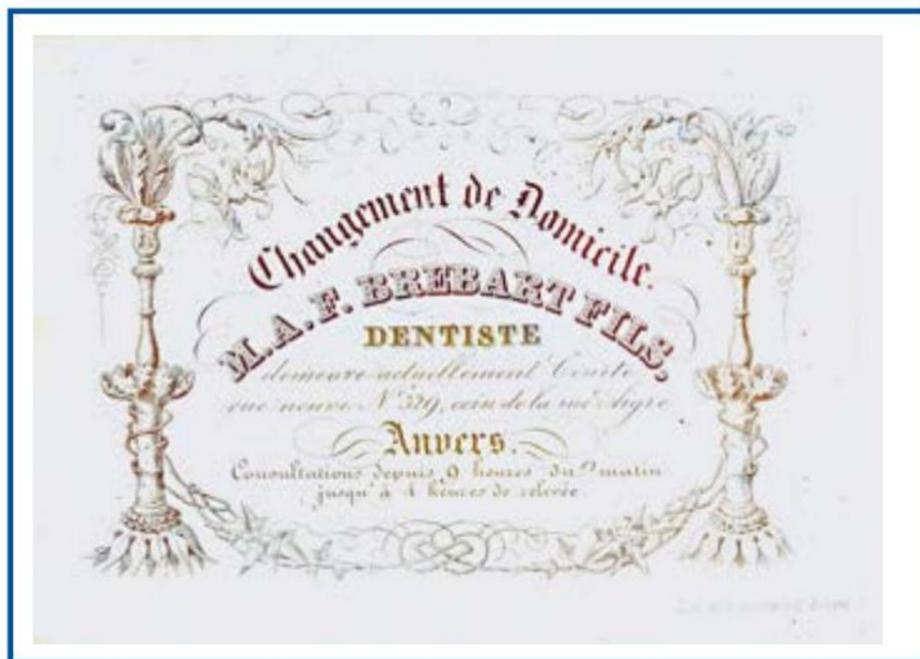
The dentist



This very well-drawn card, with very fine lines, shows like the previous one, but in color, the portrait of a lady with artificial teeth, and the same portrait without teeth!

She is advertising **Dentist EJ Schouls**.

This map is published by the Lith. of T. and D. Hemelsoet in Ghent.



MAFBrebart Fils

Moving map from Ghent to Antwerp



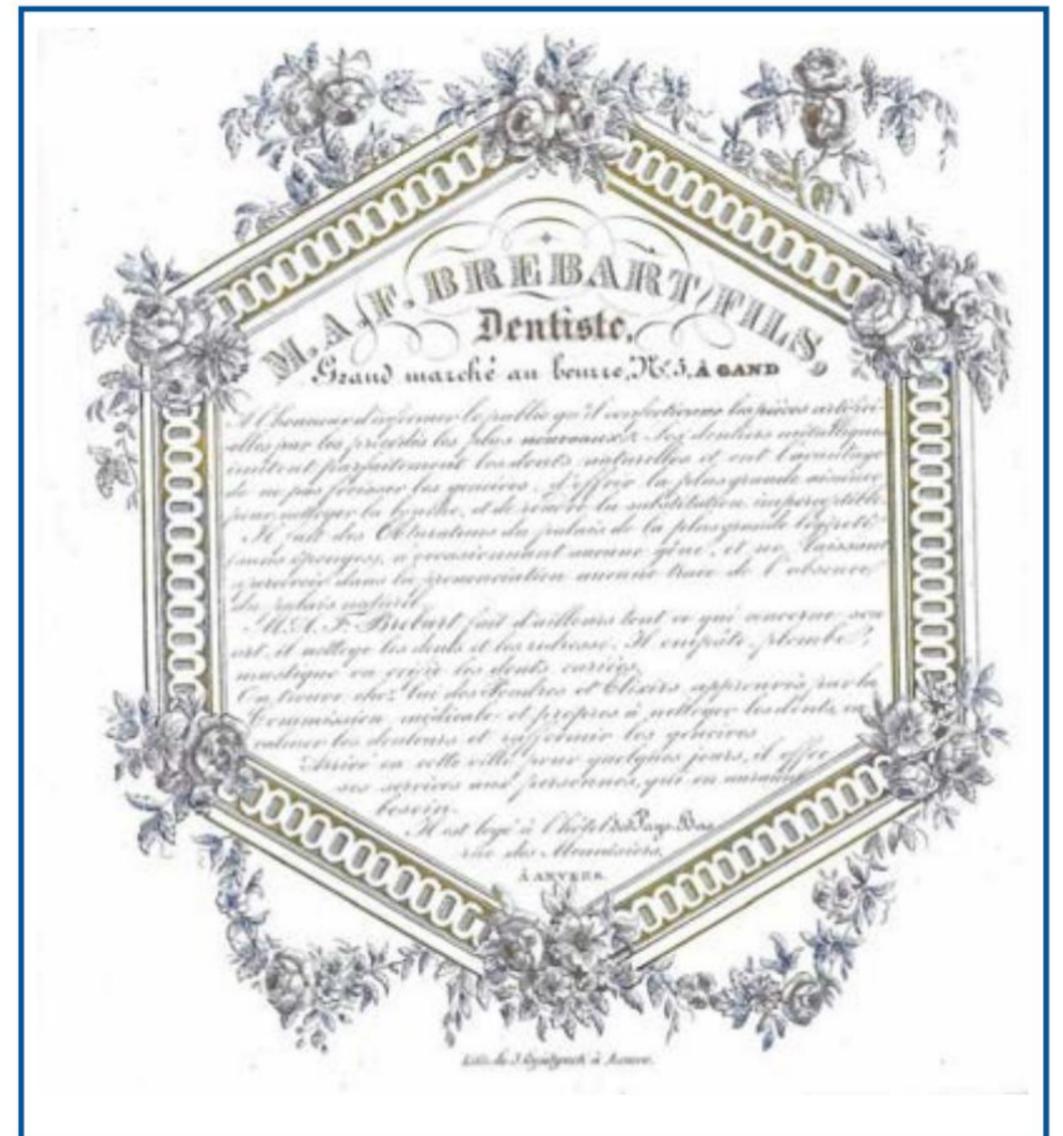
PF EDAIN

Dentist Warns Public That He Owns Mineral Cement for the filling of teeth, and that he takes care of everything that Is related to the Artificial part of the Mouth.



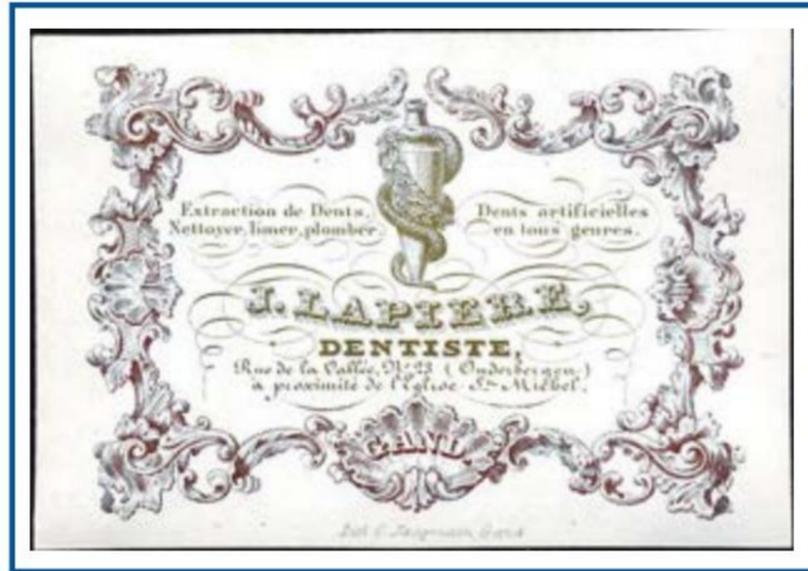
Rare porcelain card (1840) of the dentist **MAF Brebart Fils**, manufacturer of artificial metal teeth in Ghent, and announcing his visit to Antwerp.

"warns the public that he owns a mineral cement for filling teeth, and that he takes care of everything relating to the Artificial Part of the Mouth."



The dentist

Porcelain cards were widely used for sometimes curiously illustrated business cards.



Business card of
Dentist LEFEBVRE in
Bruges

from the Faculty of Medicine of Paris

" In the office you will find everything you need for the maintenance and preservation of teeth. "

(11.5 x 7.5 cm)

3 Romantic Porcelain Business Cards

J. LAPIERE
Dentist
Belgium ±1840
Tournai

" Makes dentures and places mineral teeth of all kinds and performs all operations relating to his art. "

" Indicator for foreigners "



The doctor

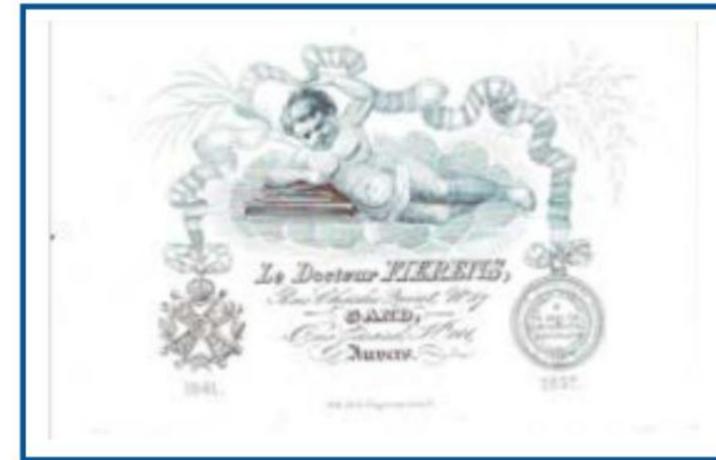


FONTAINE
Doctor
Doctor , Obstetrician

Akkerghem Street
near the Wheat Flower
Ghent

*lithograph, blue, gold, green (68
x 100 mm)*

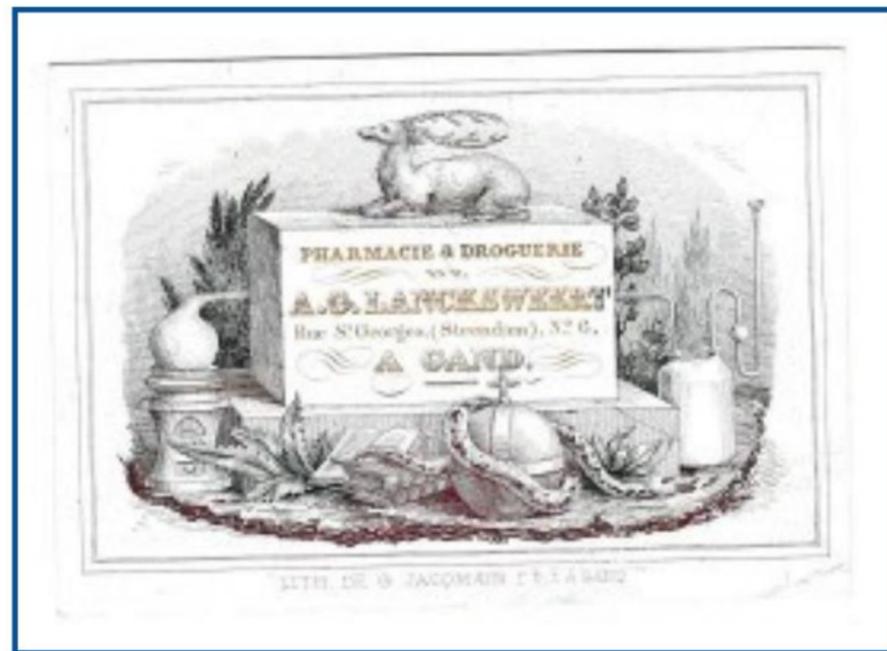
1825



Doctor FIERRENS

Rue Charles Quint No. 57
GHENT
Rue Gérard No. 111
ANTWERP

The pharmacist



Pharmacy & Drugstore
AG LANKSWEERT Rue St
Georges (Steendam) No. 6
Ghent
Lith. By Jacqmain - Ghent



Pharmacy & Drugstore
AG LANKSWEERT Rue St
Georges (Steendam) No. 6
Ghent
Lit. By Jacqmain & Vandeteene - Ghent

2 Cards with different colors

The pharmacist



KAYSER PHARMACY

Railway Street

Corner of St Philippe Street
Suburb of Cologne
Brussels

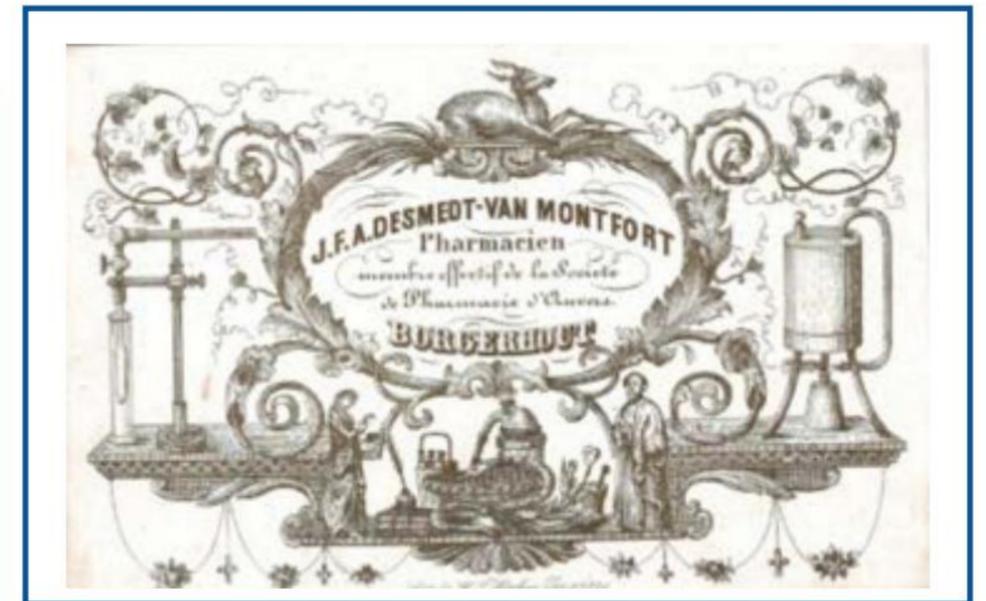
Lith. Carbote Fis - Brussels



Pharmacist

E. Jonnaert

Ghent



JFA Desmedt—Van Montfort Pharmacist

Full member of the Antwerp Pharmacy
Society

Borgerhout

Lith. By H. Hacher—Verviers

Liberal professions



Edouard VAN HIFFE

**Clerk of the Justice of the Peace in
Ghent**

Delay, Bruges



DAUWE BROTHERS

Goldsmith—Jeweler

**Long Street CURRENCY n) 24
IN GHENT**

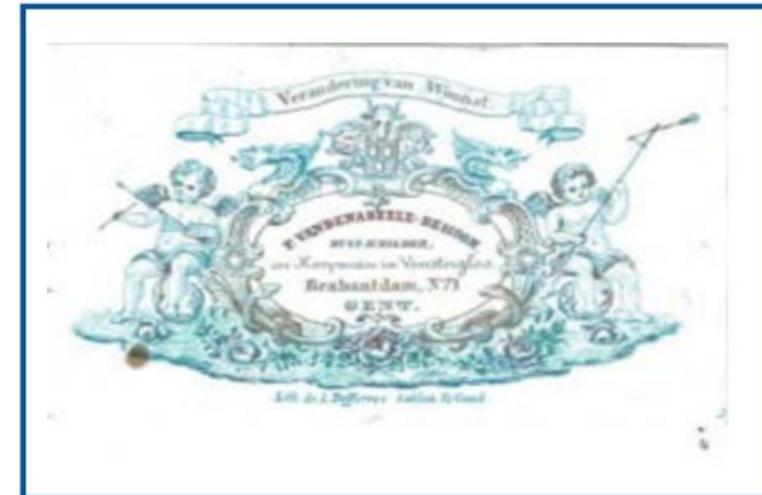
Imp Lith of the Bevernaege Brothers, And

craftsmen



P. Steenbrugge
Timmermans

Korte Zilver Straet No. 29 by her
Princenhof te Gent



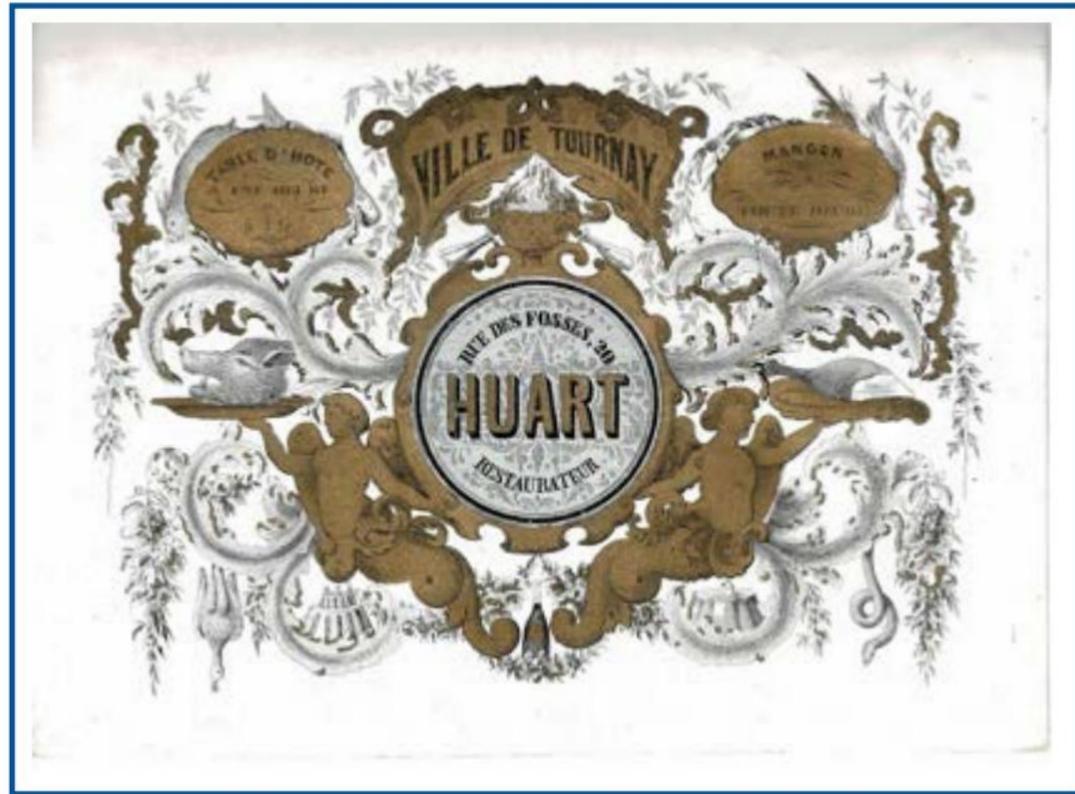
F. Vandenabeele—Dehoon

Huys Schilder
(House painter)

Brabantdam, N) 71
Gent

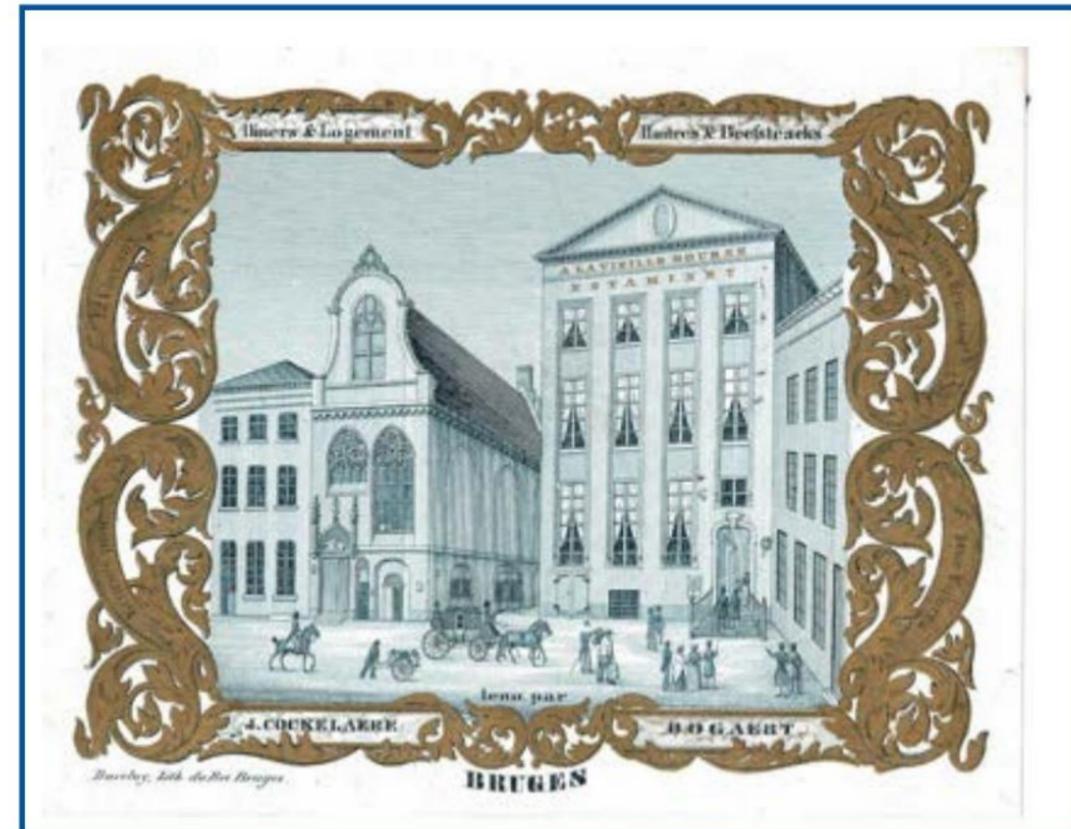
Lit. De L Dfferrez Sablon 10 Gent

The hotels



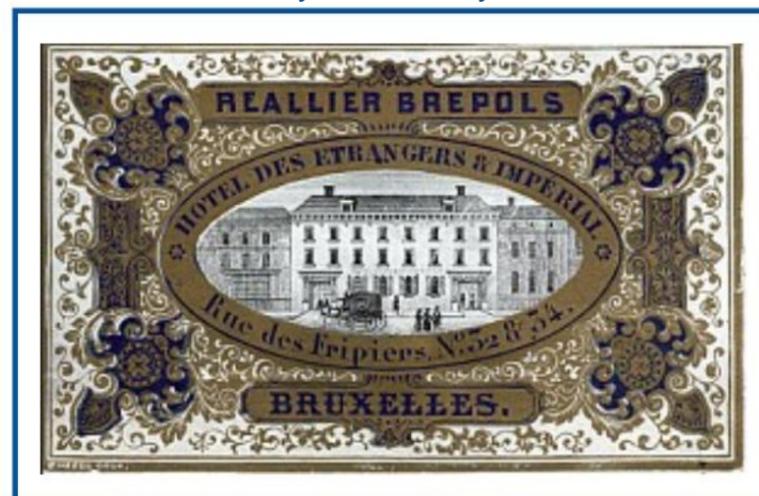
HUART Hotel

Table d'hôte - Eat
City of Tournay



At the Old Stock Exchange

Dinners & Accommodations
Oysters & Beefsteaks
City of Bruges



REALLIER BREPOLS

Foreigners & Imperial Hotel

Rue des Fripiers No. 52 & 34
Brussels

(

*This place, where the Grauwwerkersstraat is an extension of the Academiestraat, is colloquially called **the 'Old Stock Exchange Square'**. Logical, because in the Middle Ages it was the heart of finance, the Wall Street of the time. High-level commercial transactions were carried out there.*

*The **Ter Beurse** family ran an inn there and currency exchange operations were organised there.*

This is how the word 'beurs' (NdT: bourse in French) was born, a word that has spread throughout the world.

The hotels



**TO THE GOLDEN EAGLE
Restaurant
41 Fork Street
Brussels
1861**

Lith. CARBOTE - R. Newfoundland, 91



**TO THE GOLDEN EAGLE
Calendar 1861**

On the back

The Hotels



**Picardy Hotel run by J.
DE WEESE**

No. 4 Hay Market Ghent

Lit. T. & D. Hemelsoet in Ghent



**Hotel de Flandre held
by R.
FONTAINE**

Next to the New Sea Wall Bridge

Ostend

Daveluy—Bruges



**Royal Hotel
MARRIED
Place d'Armes**

Ghent—Ghent

Beautiful apartments Table
d'Hôte at 1 and
4 o'clock.



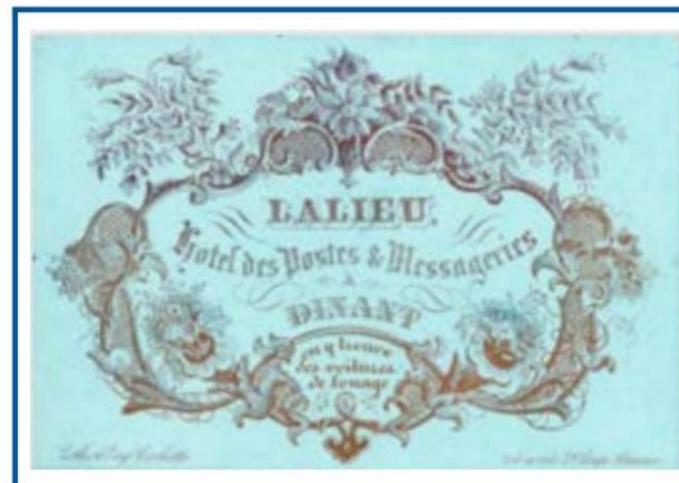
**Flanders Hotel
Held by R.
HONHAINE**

Next to the New Bridge

From the Sea Dike

Ostend

Lith. Of the King, Bruges



**THE PLACE
Hotel des Postes & Messageries in DINANT**

There are rental cars there.

Lith. by Eug. Carbotte



Gasthof zum König von Spanien

bei

WB Michels
in

AACHEN

The Hotels



Cafe of Fortune & Foreigners

Held by F.
DAMS
Restaurateur

Estaminet Accommodation
Beef * Steaks, Broth, Dinner and Meals at
any time.

GHENT
Bird Market (Vogelmarkt)

Lithograph by F. Aerts, Ghent



TO THE GOLDEN EAGLE
Restaurant

41 Fork Street
Brussels
1861

(calendar on the back)

Lit. CARBOTTE R. TERE NEUVE, 01



The cafes



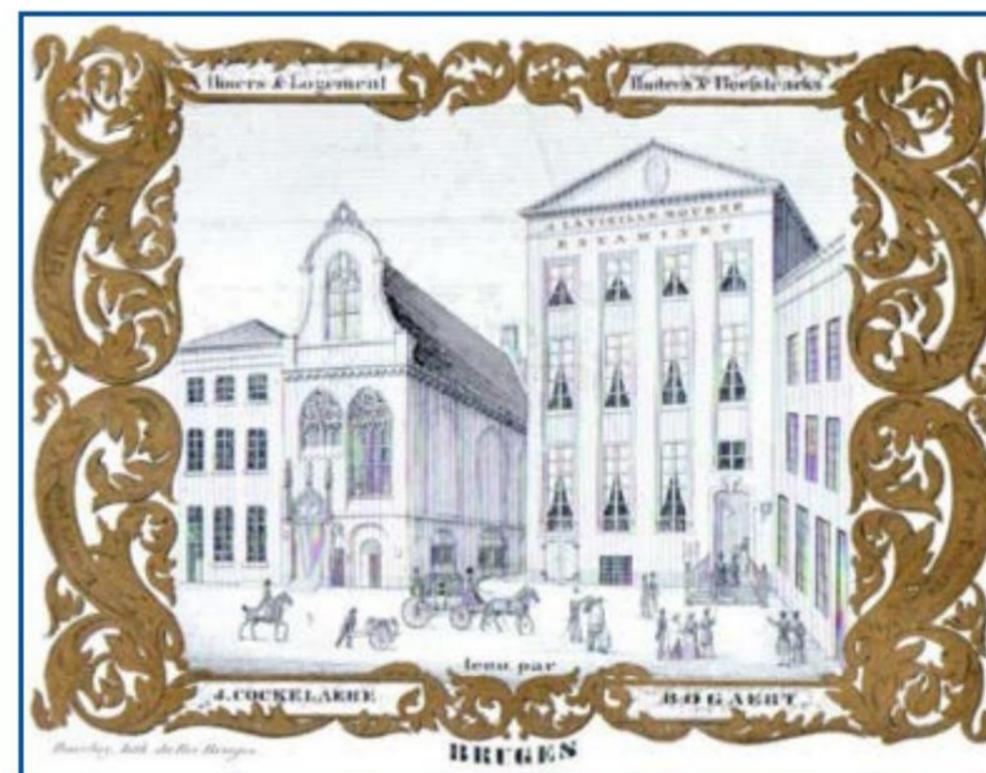
Fork Street

This day



Universe Cafe
 Held by **A. COUAILHAC**
 Fork Street 30
 in Brussels
Calendar on the back

(1850)



Porcelain card by J. Cockelaere Bogaert,

Estaminet at the Old Stock Exchange,
 Bruges Imp. Daveluy (139 x 107 mm)

factories



Franz Malherbe Sohn
in
LUTTIG

Referred to all articles by

War

(Crafts all kinds of weapons)

Kirsch Lith - Liège



V^{SOE} DE VOS

Manufacturer of steel blades and bars

**as well as for Jacquart and everything
concerning this State.**

Valley Street No. 12

Ghent



P. STAS—BERTENS

Manufacturer

of Umbrellas, Parasols, Canes &

Near Fish Market No. 8

Ghent

NB It is recommended for all
types of repairs.

Lith of L. Defferez Sablon 10 Ghent

factories



Umbrella and Parasol Factory

Mrs. TAZINEAUX

In Bruges

2 identical cards but different printing colors

factories



**Upholsterer and Manufacturer
of woolen fabrics**

Bruges



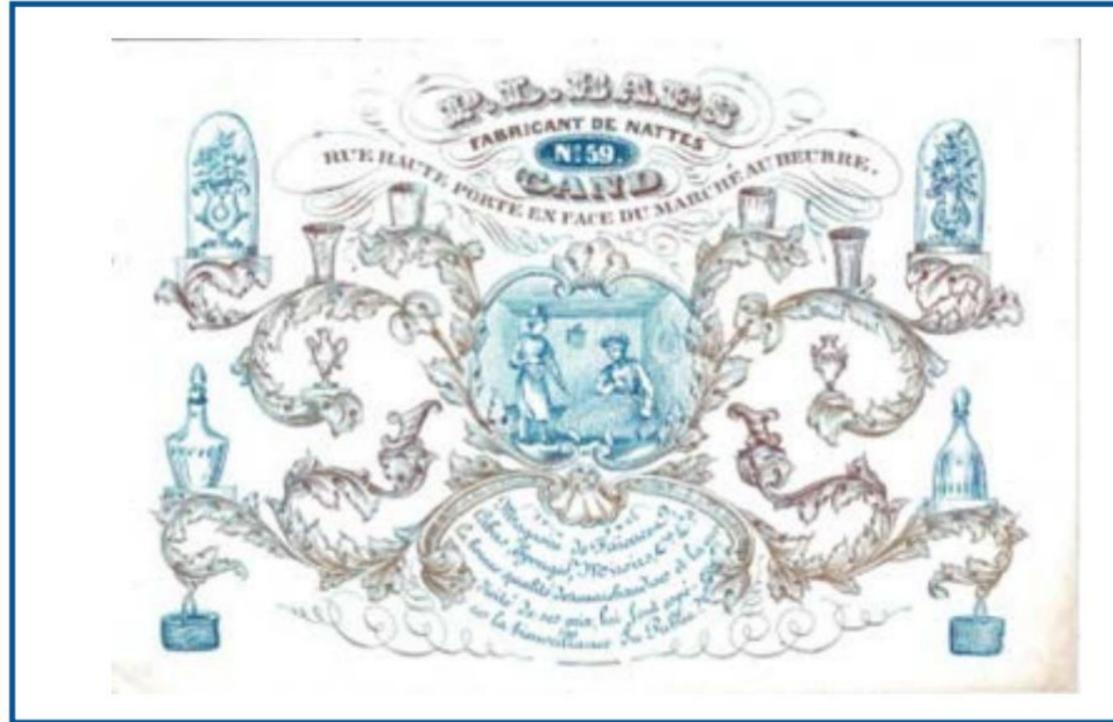
Factory and Store of Corsets of all Kinds

By the

Sisters. THEVENET

Tailors for Ladies Rue
Flamande n° 12 Bruges

factories



PIBAES

Mat Manufacturers

Rue Haute Porte opposite the Butter Market

Earthenware Store
Bags, sponges, mirrors

The good quality of the goods and the low prices make him
hope for the goodwill of the Public.



Spinning and mechanical weaving of cotton

F. SCRIBE SON.

At the castle of the Counts of Faldres in
GHENT

Lit. F & F Gysselyridae - Ghent



Jacquard

weaving **factory** in cotton wool and all kinds of shaped
yarn.

VERMAST & BOMBOIS

Ackerghem Hospital Street
GHENT

Lit. F & F Gysselyridae - Ghent

factories



F. Scribe Fils cotton spinning and mechanical weaving

at the castle of the Tales of Flanders
in Ghent



Yarn, wool and cotton fabrics

Jordan - From Fontaine
Manufacturer

Courcoing Nord *Lith.*
G. Jacquain in Ghent



Jeweler Manufacturer

Goldsmith
Brussels



BELGIAN FACTORY of
combed wool
VERVIERS

Wool yarns for knitting, embroidery, smoothing for
hosiery, trimmings &c.

Badge with a lion and the motto

'Unity is Strength'

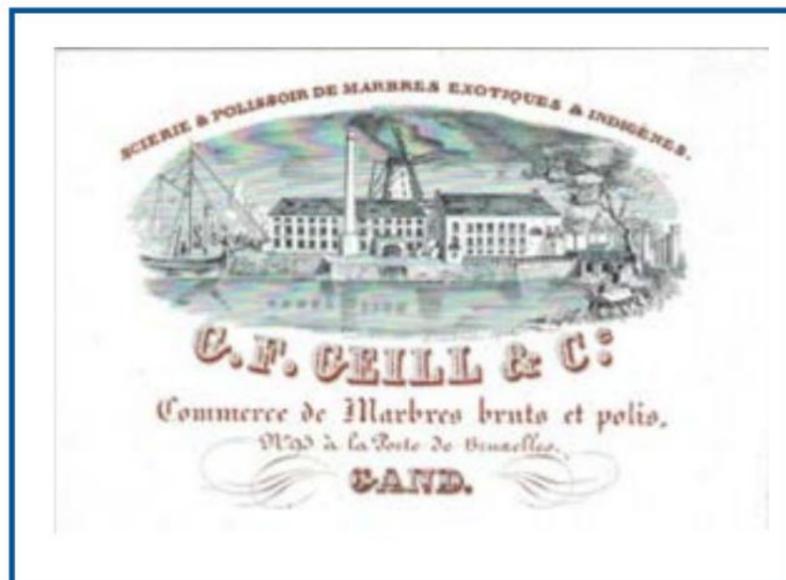


Paul DUMORTIER & Sons

Carpet manufacturers in Tournay

Meir Square
Section 3 No. 1079
Antwerp

factories



Sawmill & Polisher of exotic and native marbles.

GF GEILL & Ce

Trade in raw and polished marble.
No. 95 at the Porte de Bruxelles

Ghent



Made

Of soaps, greases & industrial oils

V. Mullendorfe

130 Newfoundland Street
Brussels

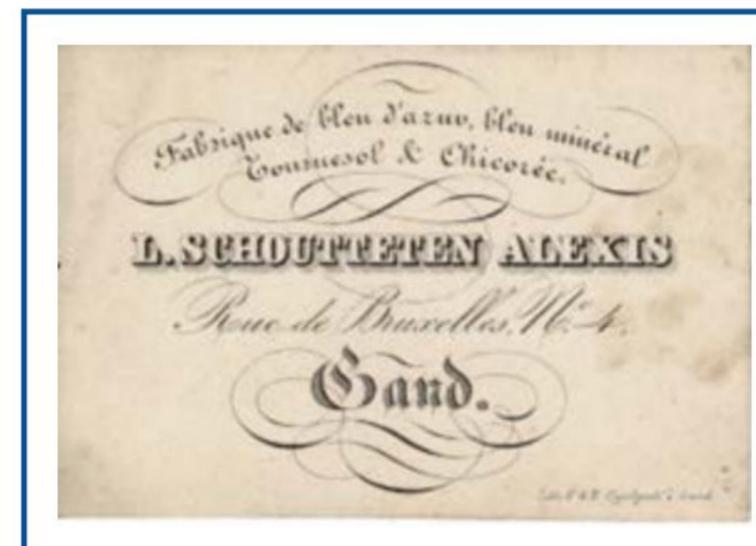


Ed. HENNEBUTTE

Factory of Colors and Varnishes

Catalonia Street No. 2 - Ghent

Lit. F & F Gysselyridae - Ghent



Factory of azure blue, mineral blue

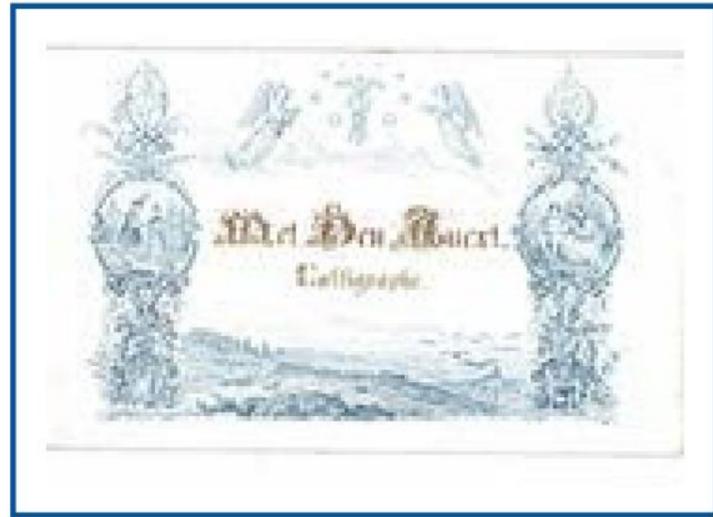
Sunflower & Chicory

L. SCHOTTETEN ALEXIS

Brussels Street No. 4
Ghent

Liith. F & E Gysellink in Ghent

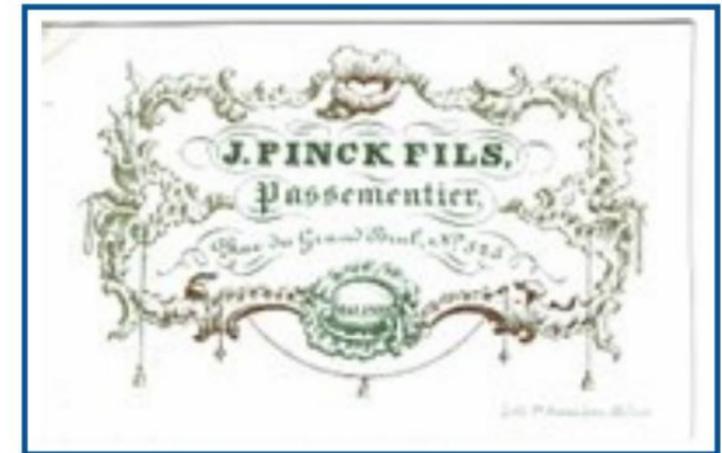
The Fabrics



Calligraphy
Mr. and D. in Anext



Hatter
E. Wera
Antwerp



Trimmings maker
J. Pinck Son
Mechelen

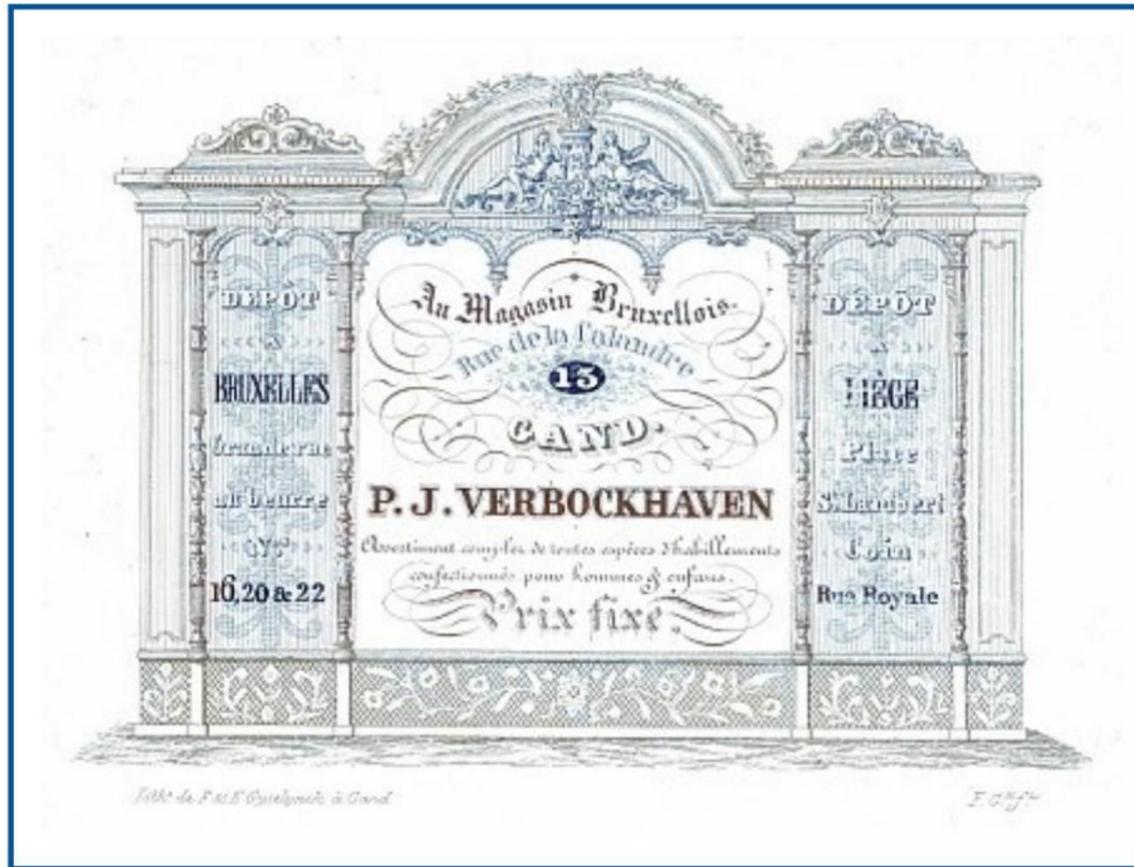


Suspenders & Garters Factory
In Elastic Rubber
V^T HERMAN
Grand Place
Brussels



Cotton manufacturers
Siamese, Coutin, Damascus,
Mattress covers, Covers
checked, &a &
3, Laundresses' Quay (known as Keke)
Ghent
(Same text in Dutch)
Lithograph by T. & E. Gyselynck
Ghent

The Fabrics



At the Brussels Store Complete

assortment of all types of clothing made for men & children.

13 Calandre Street

Ghent

Deposits in Brussels & Liège

Lith. By F & E Gyselynck Ghent



At the Madelaine

Hosiery, Flannels, Ties, Scarves, Handkerchiefs

Batiste and ready-made shirts.

SHELL

Herbs Market 66

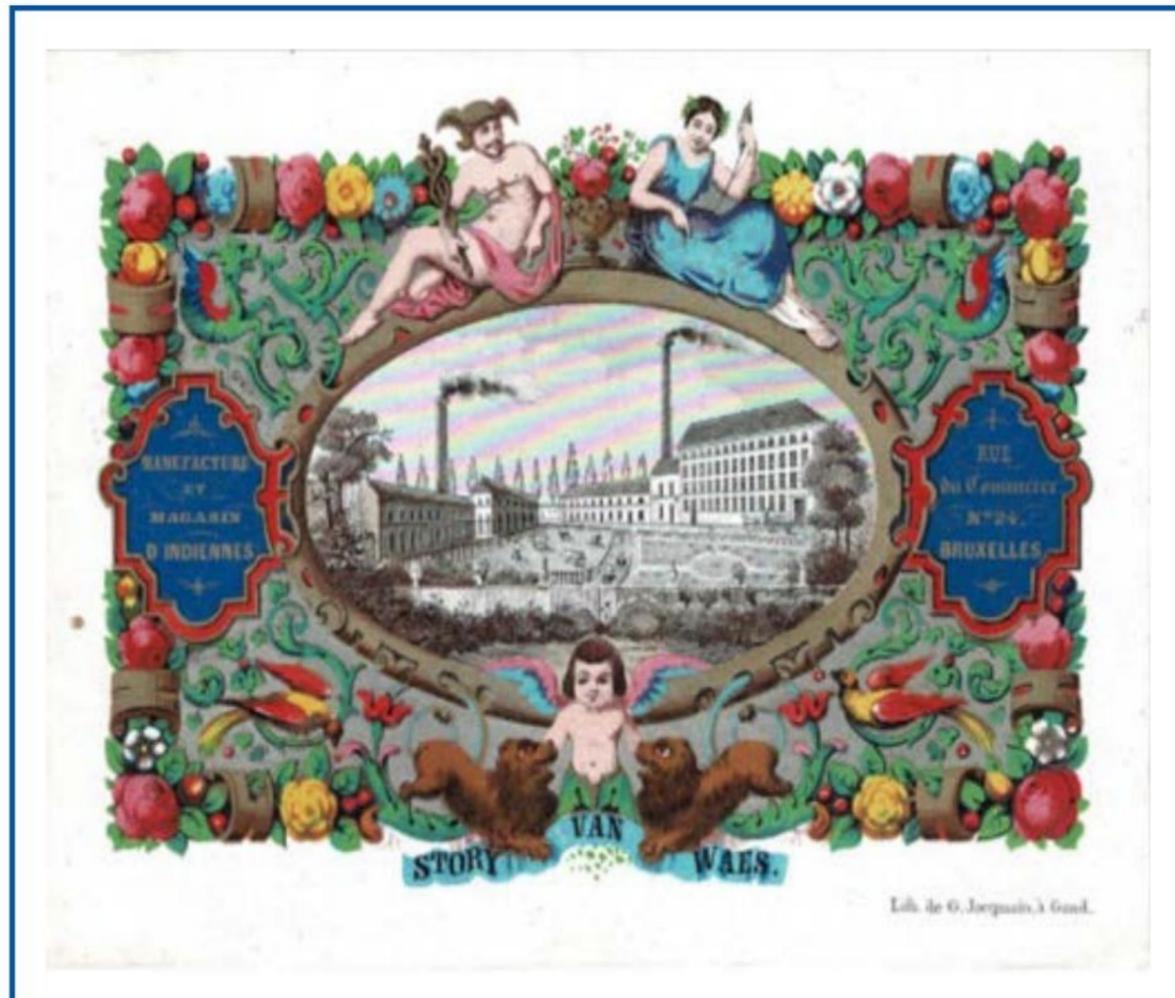
Brussels

Lith. D' Hannotian
Patented by HM the King

Rue de Laeken 88

Brussels

The Fabrics



Indian Fabrics and Stores

Story Van Waes

Commerce Street No. 24
Brussels

The History of Cotton Indians in Europe

reflects the openness to new products, imported from the East in the 16th century, notably via Marseille, then copied in Protestant Switzerland and Alsace in the following century, first by hand and then thanks to the first textile printing processes.

The success of the "Indiennes" lay in the use of painting techniques and especially printing on fabric, the principle of fixation of which was unknown to Europe until then.

They were painted with two dominant colours, red, taken from the madder root, and blue, extracted from the indigo plant.



B. STORY—VAN WAES

Factory & Store

OF INDIAN WOMEN

Rue du Commerce No. 24

Brussels

Lith. by G. Jacquain

Lower Street

Ghent

INDIAN:

(Clothing) Cotton fabric painted or printed with floral patterns, which was originally made in India.

It was often printed on both sides.

The Fabrics

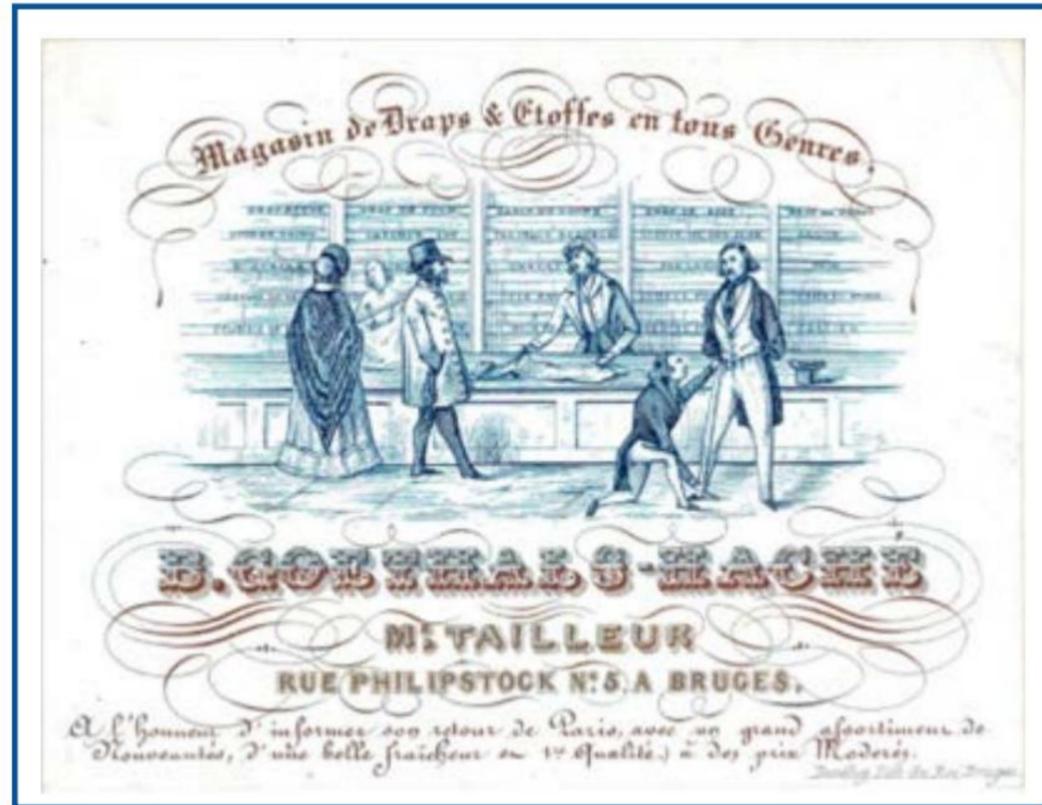


H. PIERLE
Tailor
& Cloth Merchant
Theatre Street No. 12
GHENT
Lith. by G. Jacquain
Lower Street
Ghent



DE GANDT—VANDERSCHUEREN
Cotton spinning and weaving
Rue Neuve St Pierre n°3 cotton weaving
GHENT
Lith. by G. Jacquain
Lower Street
Ghent

The Fabrics



Store of Sheets & Fabrics of all Kinds.
B. Goethals—Haché Md
TAILOR
Philipstosck Street No. 5
IN BRUGES

It is our honor to announce our return from Paris, with a large assortment of New Products, of beautiful freshness in 1st Quality, at Moderate prices.

Lith. by T. and D. Hemelsoet in Ghent.



B. GOETHALS
Merchant Tailor
Philipstock Street No. 5
Bruges
Daveluy Lith. Of the King
Bruges

The Fabrics



DUGNOLLE BROTHERS

Manufacturers and Traders

OF FABRICS

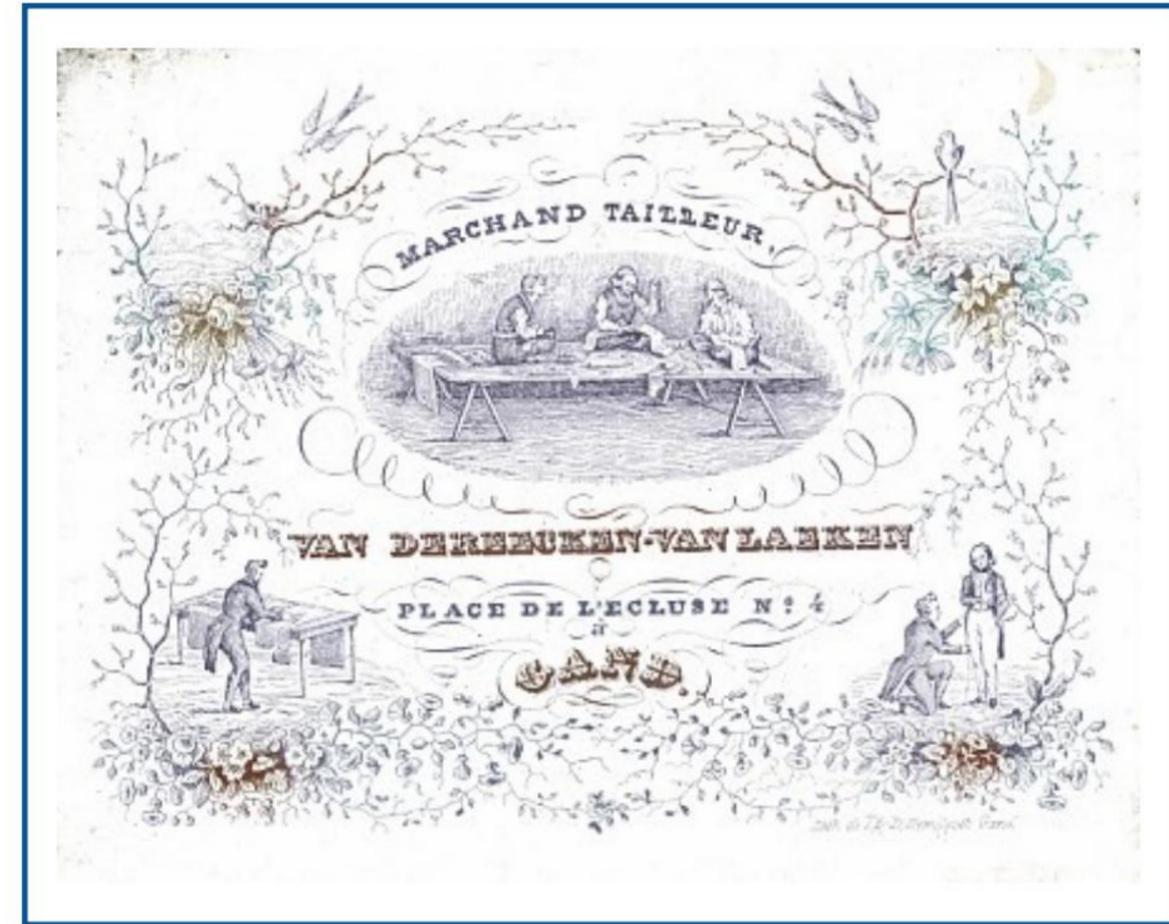
Rue Charles-Quint 7

Ghent

Lith. by G. Jacquain

Lower Street

Ghent



Merchant Tailor

Van Dereecken—Van Laeken

Lock Square No. 4

Ghent

Lith of T, & D,
Hemelsoet

Ghent

The Fabrics



Cloth factory in Verviers
General deposit at
Victor Pirard & Co.

Tannery and daycare, in Spa.

Yarn Market No. 9, Garemerkt
Ghent

Lith G. Jacqmain



F. PEPERS

**Upholsterer & Manufacturer
of woolen fabrics**

Bugs

DeLay—De Muyttere, Bruges

Sell furniture paper

Fringes, Wool, Horsehair,
Damascus, Mattress,
Confines and Feather Beds,
Ticking, Blankets and other
Fabrics



The Fabrics



FJ BRICOUT SON

Street of the Grands Carmes No. 4

HAS

Brussels

Batiste Factory Ball

Factory Store of all

kinds of Tullés, Muslins...

Daveluy Lith. Of the King Bruges



RYSENAER & CIE

Launderers' Wharf, called Keke

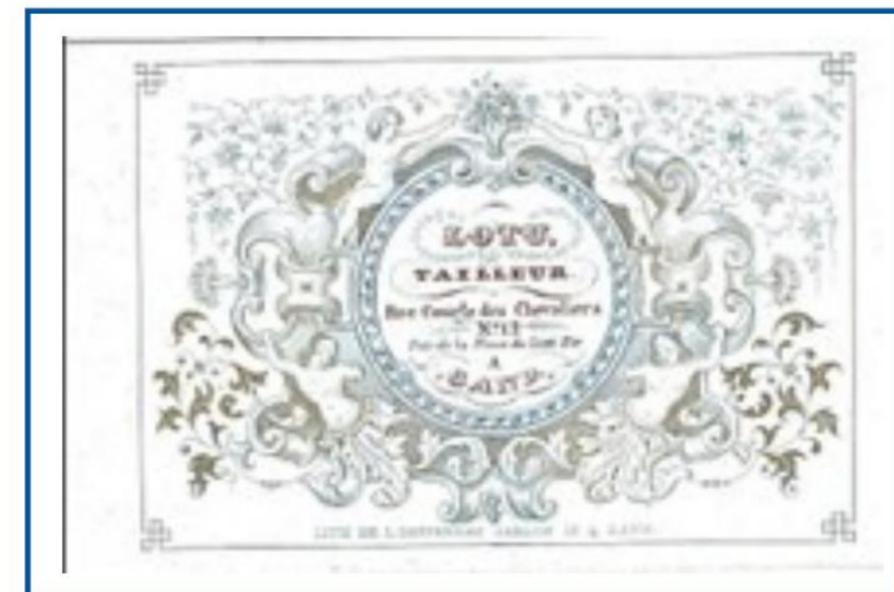
GHENT

Cotton manufacturers

Siamese, Ticking, Damask,

Mattress covers, Checkered covers & a &

Lith. By F. and E. Gyselynck in Ghent



LOTU

Tailor

Courte des Chevaliers Street No. 12 in

Ghent

Lit. From L. Defferrez Sablon to Ghent

The Fabrics



**Change of Address P. Van
Crombrughe Merchant -
Tailor**

Here in front Rue de Savon No. 4
Ghent



At La Madelaine

**Hosiery, Flannels, Ties, Scarves, Batiste Handkerchiefs and
Ready-made Shirts.**

SHELL

Herb Market 66 Corner of Putterie
Brussels

*Lith d'Hannotiau
Patented by HM the King Rue
de Laeken 89. Brussels*

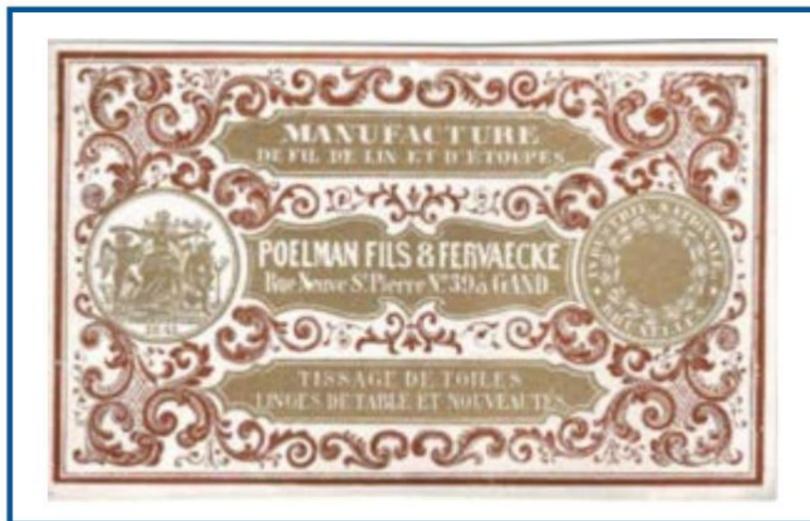


JH VLIEGEN

Merchant Tailor

Rue du Bois Sauvage No. 14 near St
e Gudule
in Brussels

Lith Gosman



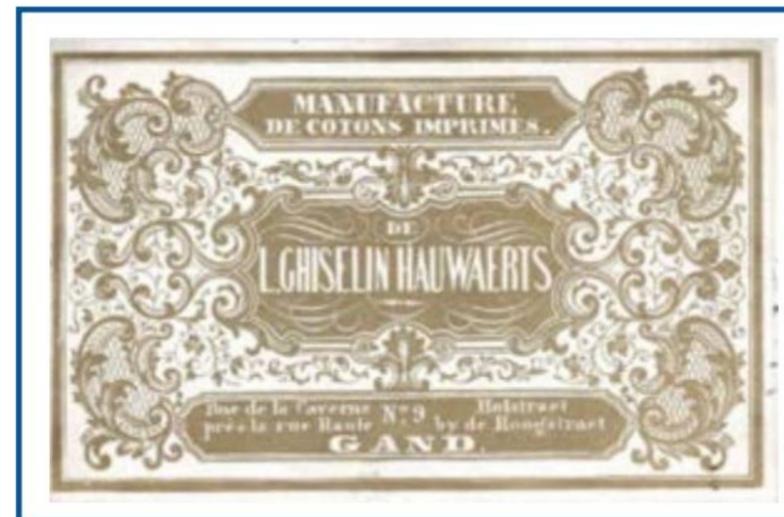
MANUFACTURE

**OF LINEN THREAD AND TOW
Poelman Sons & Fervaecke**

Rue Neuve Dt Pierre N° 30 in GHENT

Lit. From F & E Gyselynck - Gend

**Weaving of canvases
Table linens and new products**



**PRINTED COTTON
MANUFACTURE by L. Ghiselin**

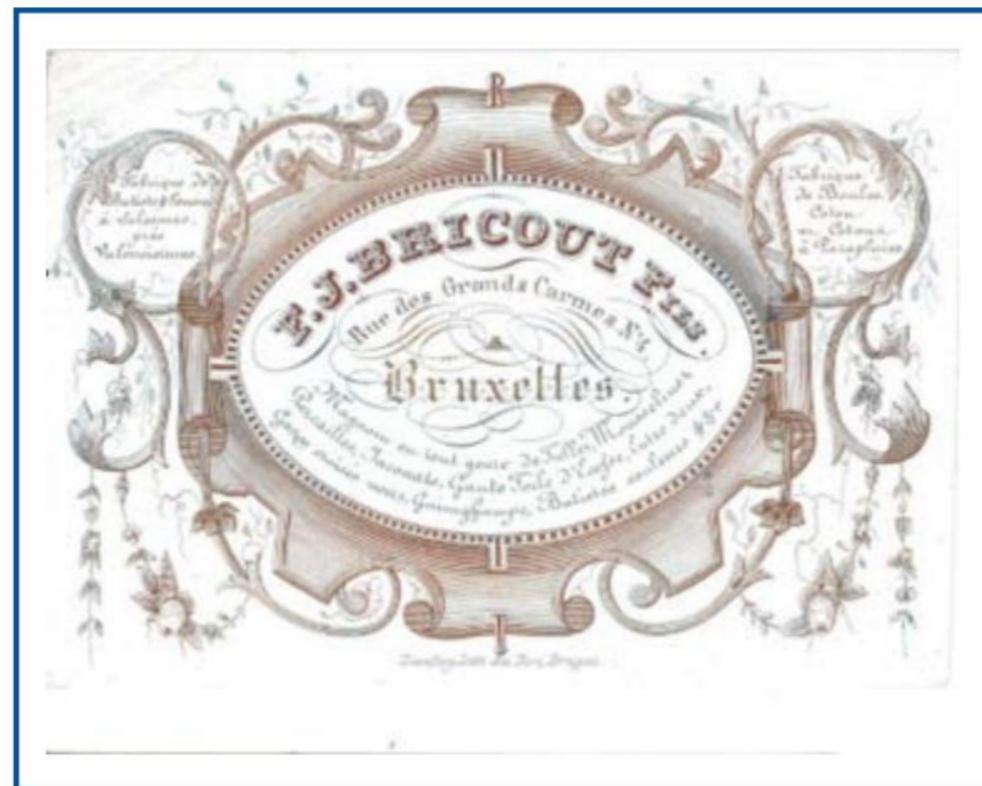
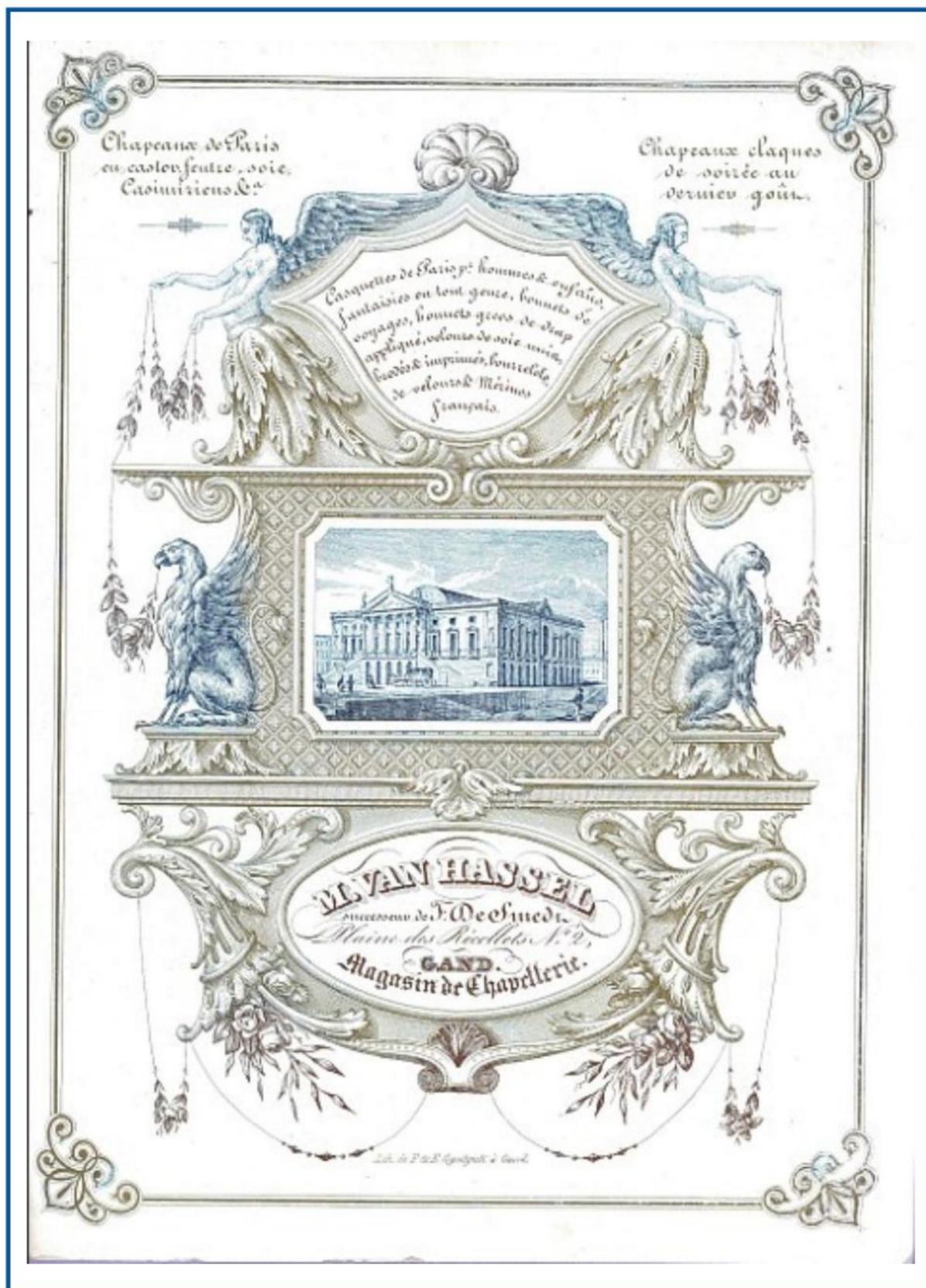
Hauwaertd

Cave Street No. 9 near Haute
Street

GHENT

Hofstraet by
Hoogstraat
GHENT

The Fabrics



FJ BRICOUT Fils

Rue des Grands Carmes No. 4
in Brussels

Store of all kinds of Tullies, Muslins,
Percailles, Jaconats, Scottish canvas gloves

Mr. VAN HASSEL

Hat Shop

Harvest Plain No. 2

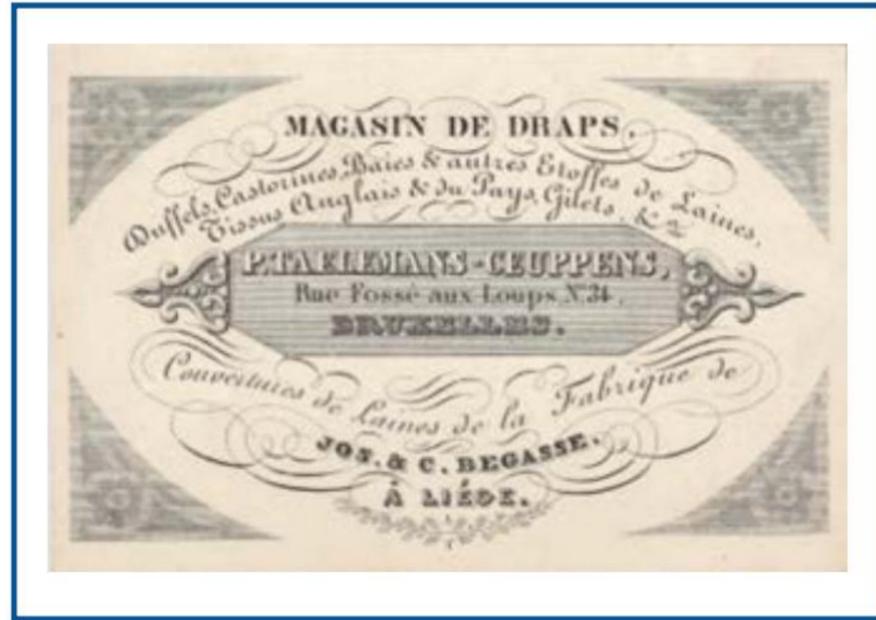
Ghent

Paris hats in beaver
felt, silk

Casimirians

Latest taste party hats .

The Fabrics



Sheet store

**Duffels, Castorines, Berries & other Woolen Fabrics
English & Country Fabrics, Gilets &**

**P. Taelemans—Ceuppens Rue
Fossé aux Loups No. 34 Brussels**

*Wool blankets from the Jos. & C. Begasse
factory in Liège.*



BEAUMONT Negt in Tullies

ROUEN

Lith. By F. and E. Gyselynck in Ghent

The Fabrics



Flower Shop Lace & Embroidery of all kinds by J. Speelman & Soeur

Brabant Street No. 5
Ghent

Lith. By F. and E. Gyselynck in Ghent

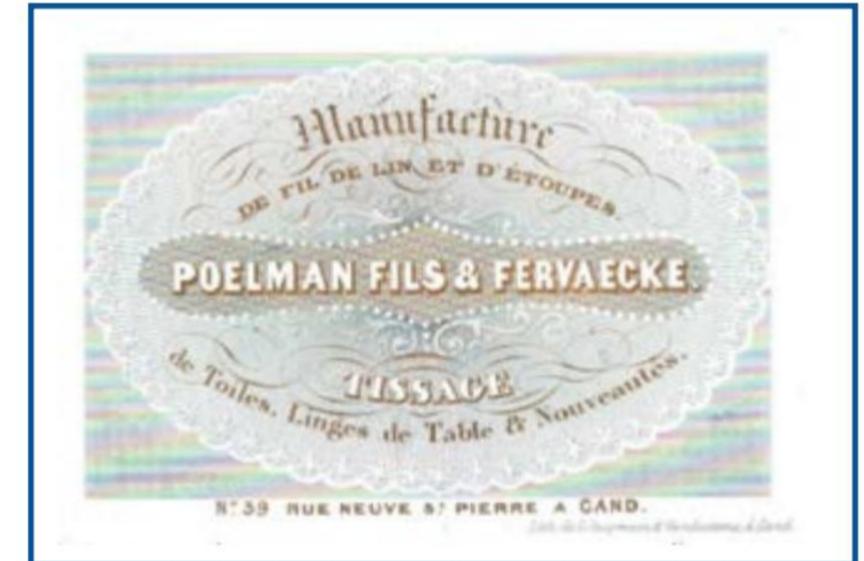


**Wholesale silks
From Lyon to Avignon**

IMBAULT, GIERS & CO.

6 Ditch Street Monmartre
Paris

House in Lyon, rue Terrail, 24



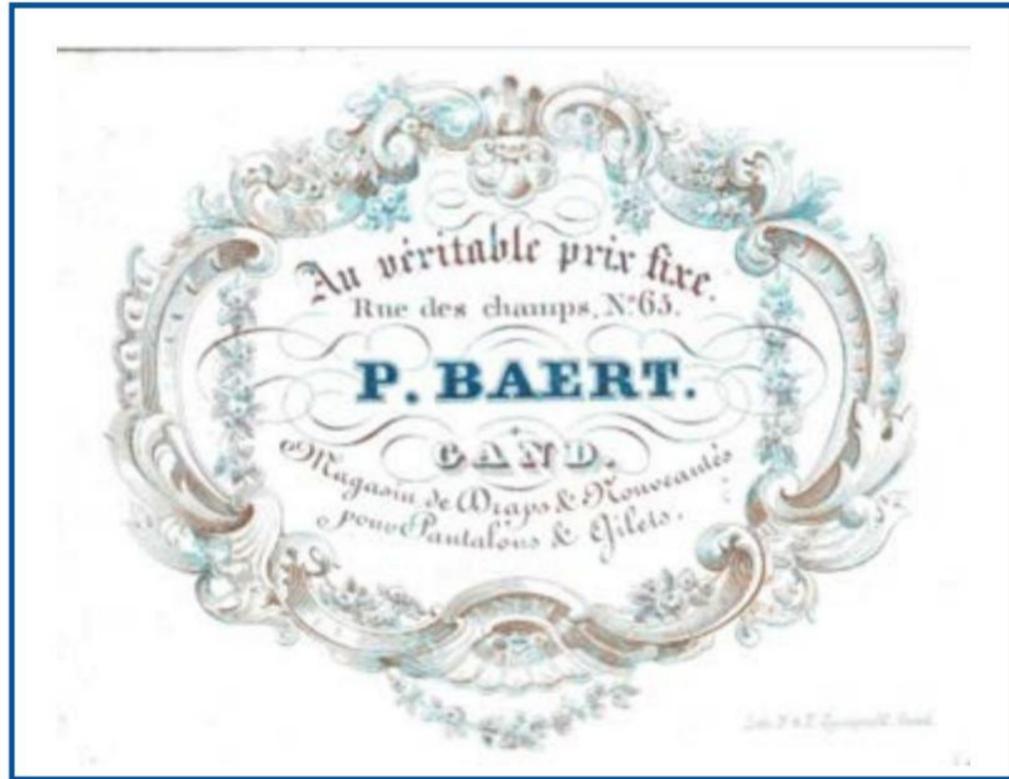
**Manufacture of
linen thread and tow, canvas, table
linen & new products.**

Poelman Sons & Fervaecke

No. 39 rue Neuve S^t Peter in Ghent
Ghent

Lith. G. Jacquain in Ghent

The Fabrics



**At the real fixed price
P. BAERT**

Rue des champs N° 65 in GHENT
**Linen & New Arrivals Store
for Pants & Vests**

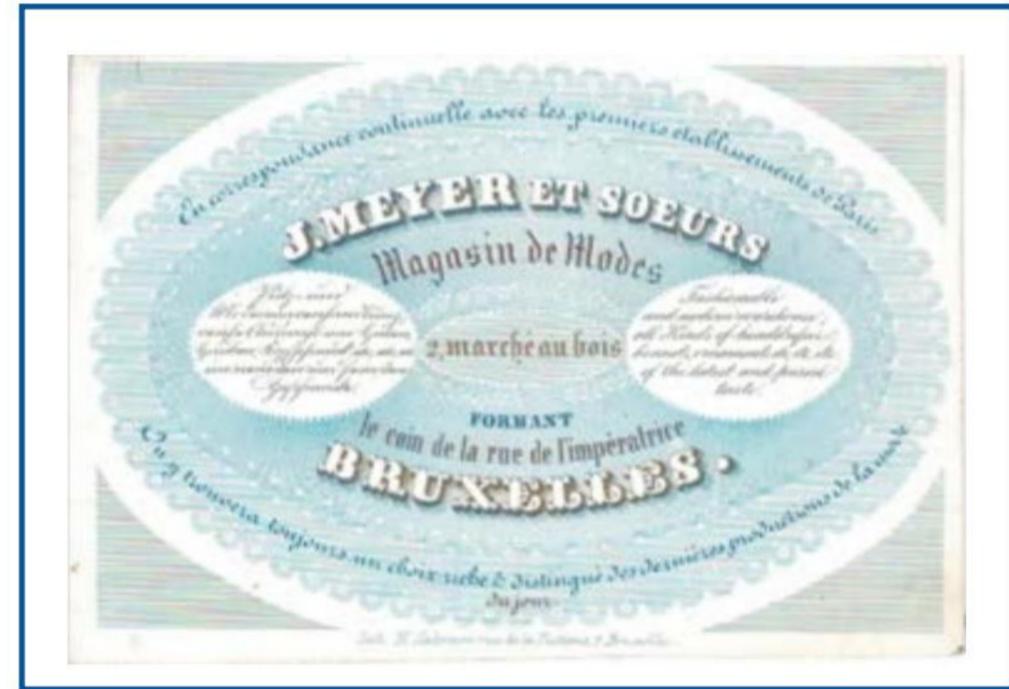
Lith. By F & E Gyselynck Gend

1825

The Cloth Hall

Until the first half of the 15th century, the Belfry stood alone. In 1425, construction work began on the adjoining Cloth Hall. This building became the center of the wool and cloth trade,

where the main export product of the city of Ghent is inspected, assessed and sold.



**J. MEYER and SISTERS
Fashion Store**

2, wood market
forming

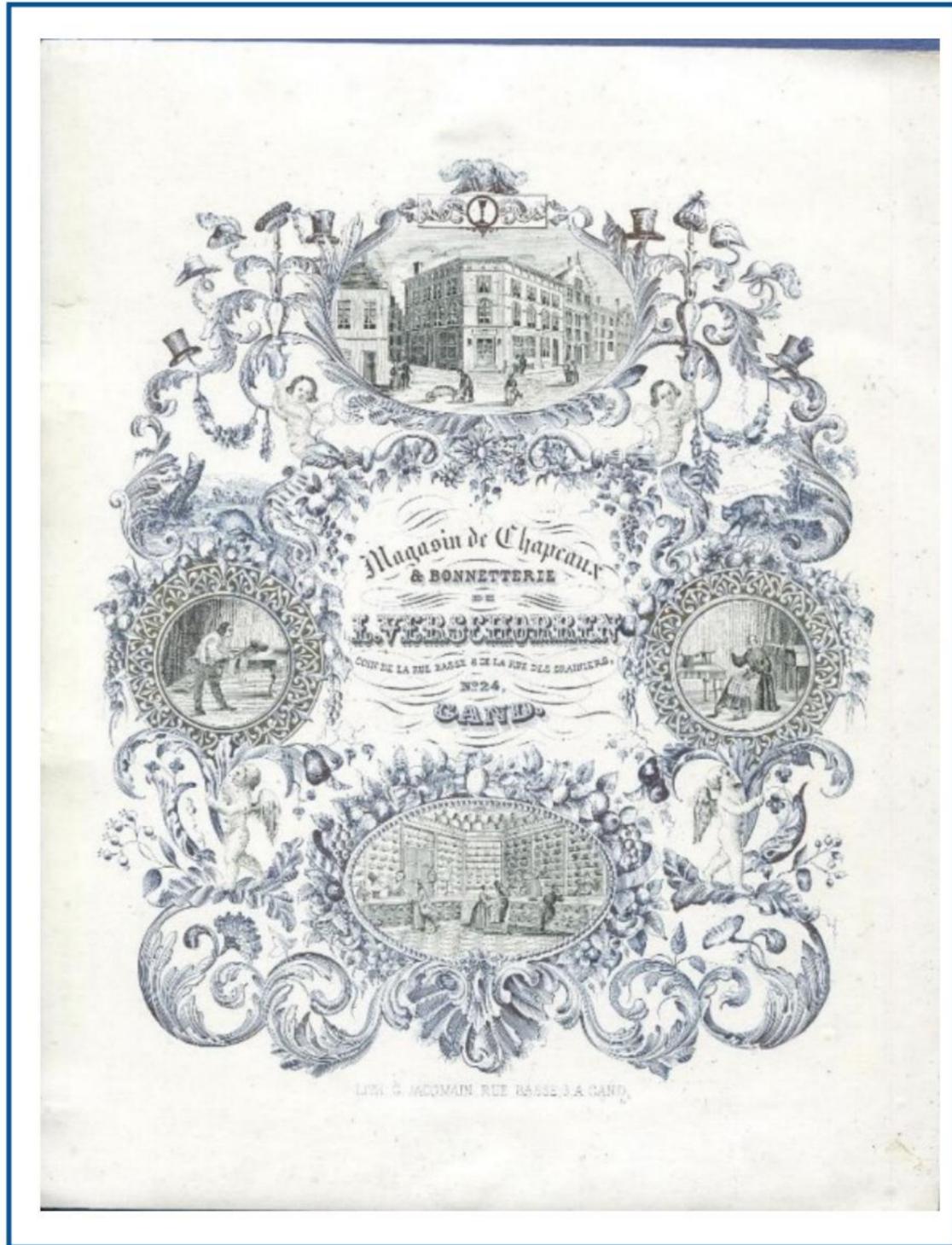
the corner of empress street
Brussels

**In constant correspondence with
the first establishments of Paris**

**You will always find a rich and distinguished choice there.
of the latest fashion productions of the day.**

(Text also presented in German and English)

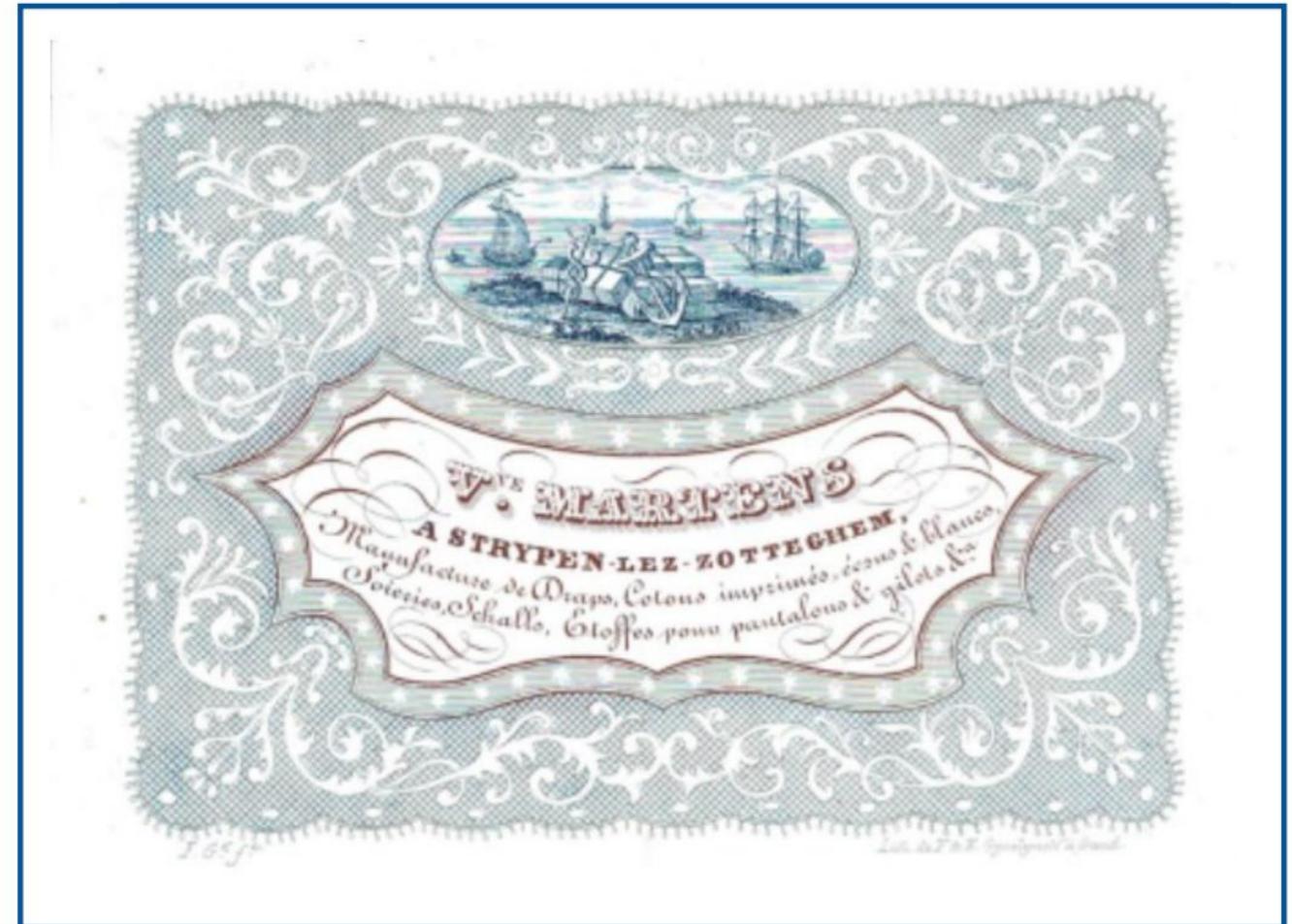
The Fabrics



L. VERSCHORREN Hats & Hosiery Store

Corner of Rue Basse & Rue des Grainiers
No. 24
GHENT

Lith. by Jacquain - Ghent



**V^{ve} MARTENS
A STRYPEN - LEZ— ZOTTEGHEM**

Manufacture of Sheets, Printed Cottons, Unbleached & White Silks, Shawls, Fabrics for trousers & waistcoats &

Lith. F & E Gysellink in Ghent

The Fabrics

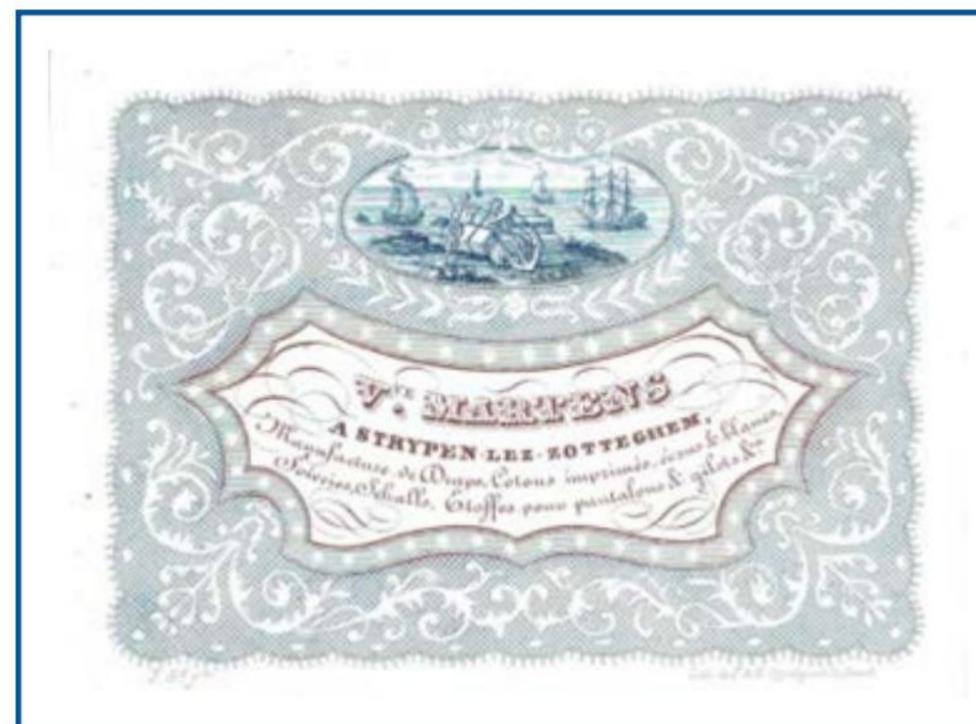


Brunfaut—Vincent
Successor of
A. Vincent

Silk Velvet
Grain Market No. 5

HAS
Ghent

Lith. By C. Annoot - Breakman Grain Market

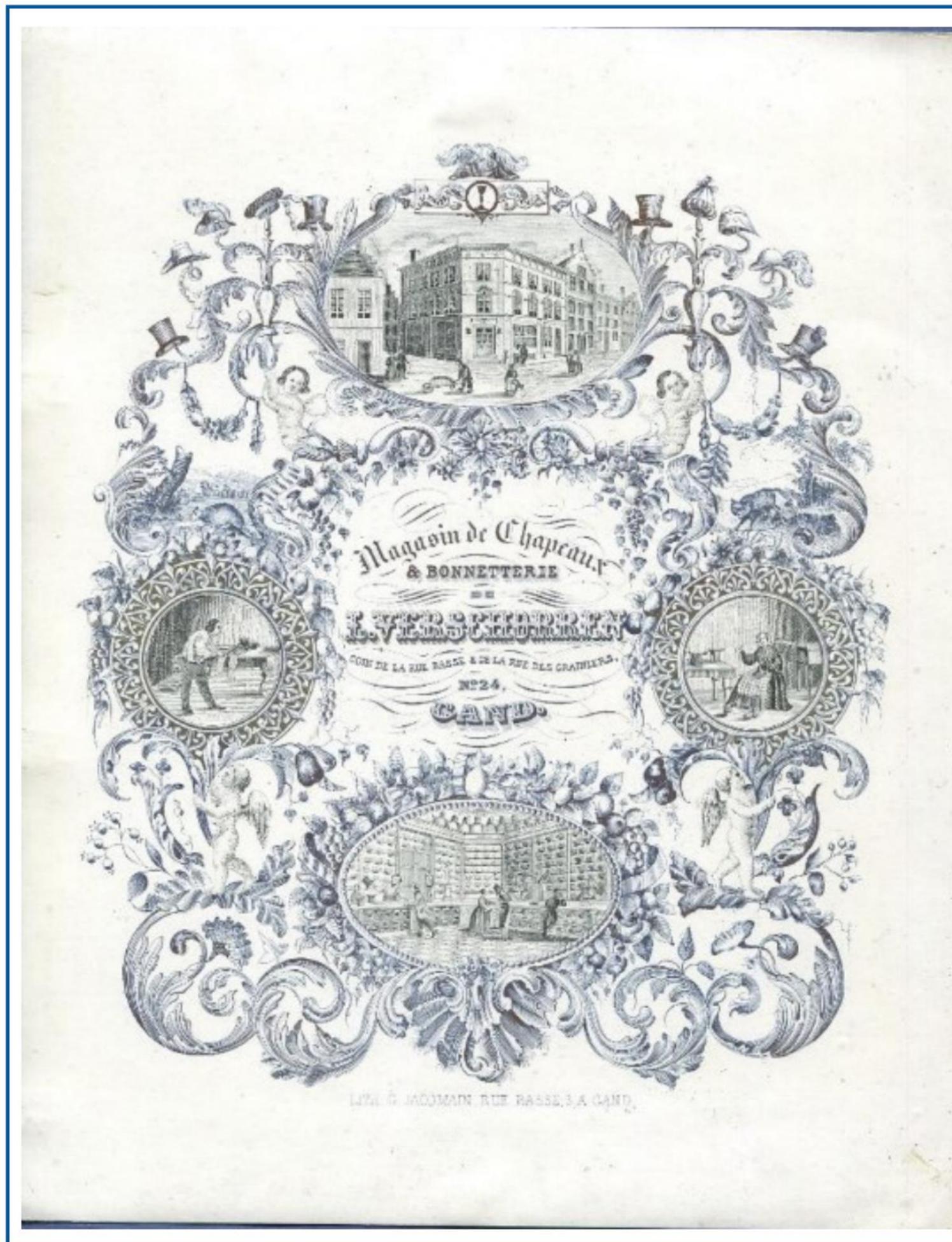


Vve MARTENS
In Strypen—lez—Zotteghem

Manufacture of Cloths, Printed Cottons, Unbleached & White,
Silks, Shawls, Fabrics for trousers & waistcoats &

Lit. F & F Gysselyridae - Ghent

The Fabrics



Hat Shop &

Hosiery

L. VERSCHORREN

Corner of Basse Street

&

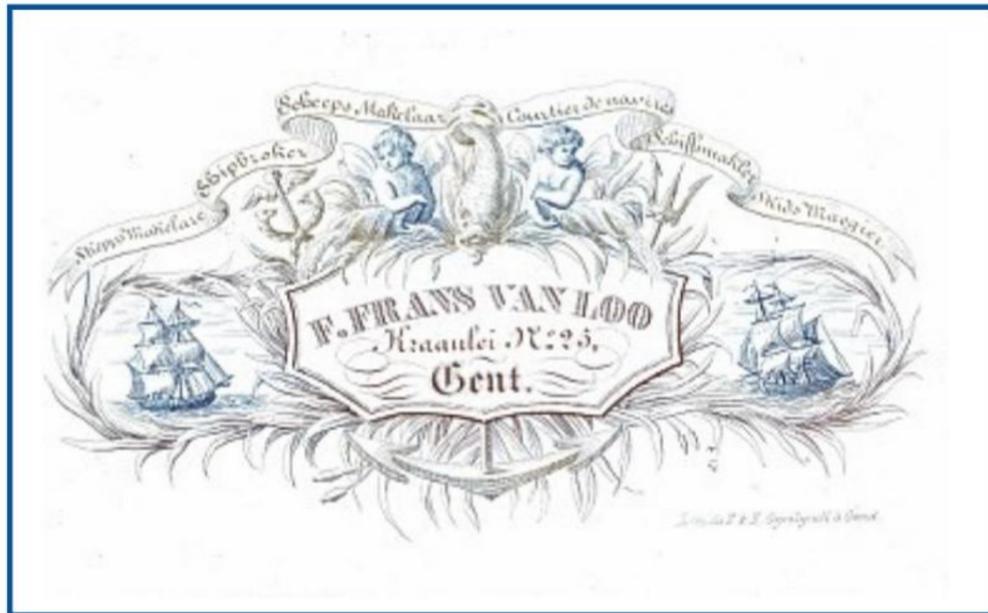
from the street of Grainiers

No. 24

GHENT

*LITH C. Jacquain
Lower Street
GHENT*

THE Professions



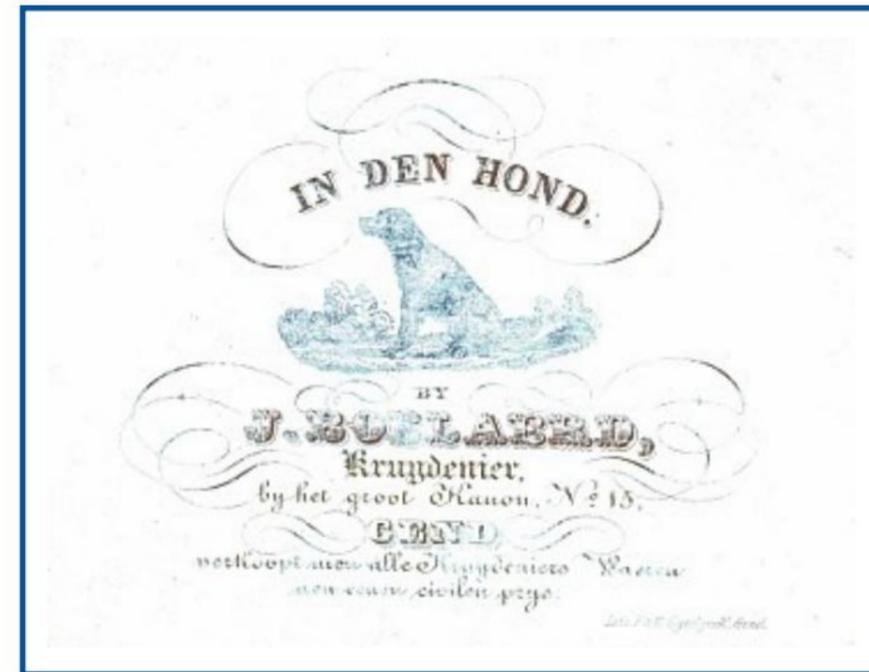
F. FRANS VAN LOO

Ship broker

Kraanlei No. 25

Gent

Lith. By F & E Gyselynck Ghent



IN THE HUNDREDS

(To the Dog)

BY

J. BOELAERD

Kruydeniers

(Food store)

By the big cannon No. 15

Gent

Lith. By F & E Gyselynck Gend

The Trades



**J. LIGON—VERHGHE
GILDER ENGRAVER ORNAMENTIST**

He undertakes the Gilding of all ornaments and decorations. , then
Supply of Thrones, etc. Takes charge of bringing in Mirrors from all
sources and of all dimensions. Cleans and varnishes the Paintings and
restores the Prints to new condition.

Lith of L. Defferrez Sablon No. 30 in Ghent.

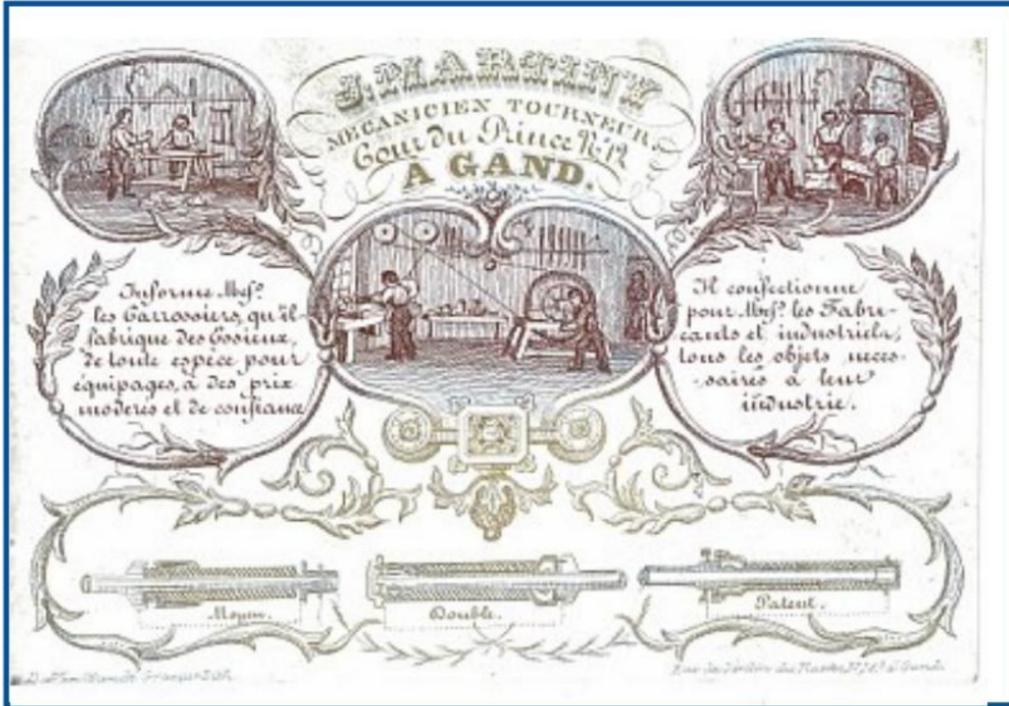


**TO THE OSTRICH
Mr. Fernandimato Son
Fabt Florist & Plumassier**

Mountain of the Court No. 8
Brussels

Lith. De Jaspers
Rue le Laeken, 3
Bruxs

The Trades



Mechanic Turner

J. Martiny
Ghent



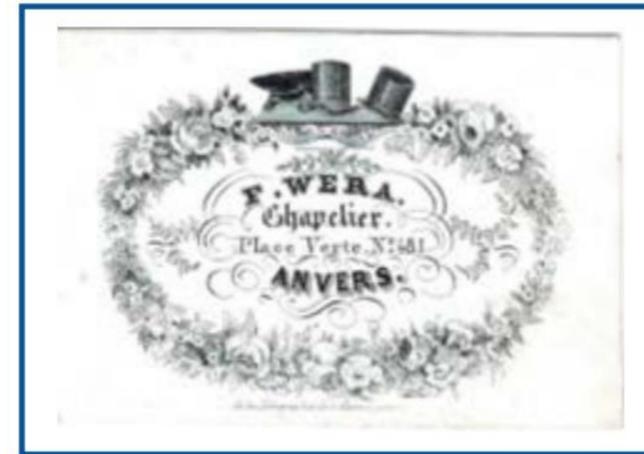
Patented Calorifers

Josepe Kindt
Locksmith-Poëlier
Kortrijk



**Iron Foundry
and Bronze Store**

JF Banck
Brussels



**Hatter F.
WERA Place
Verte N° 481 ANTWERP**

The Trades



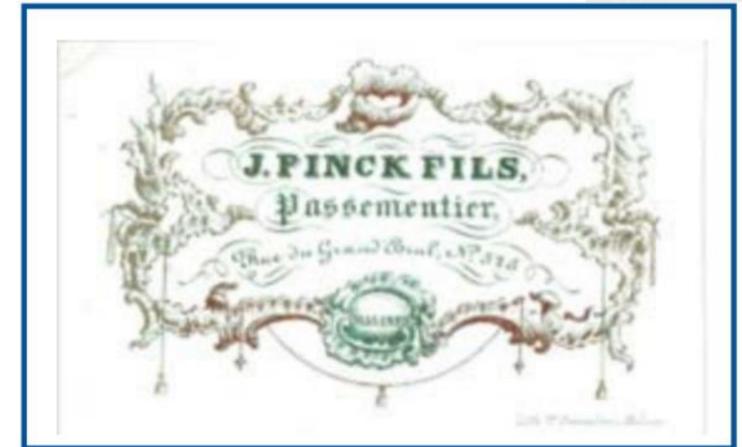
49



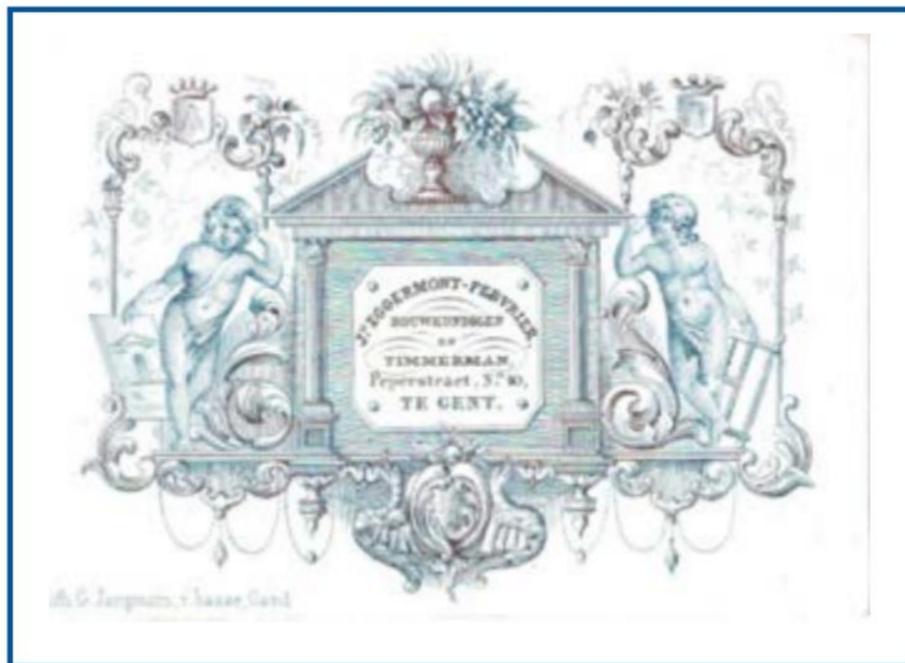
Broeders PA Nych
Schippers
van Amsterdam op Gend
Lit. F & F Gysselyridae - Ghent



Mr. and D. in Anext (??)
Calligraphy



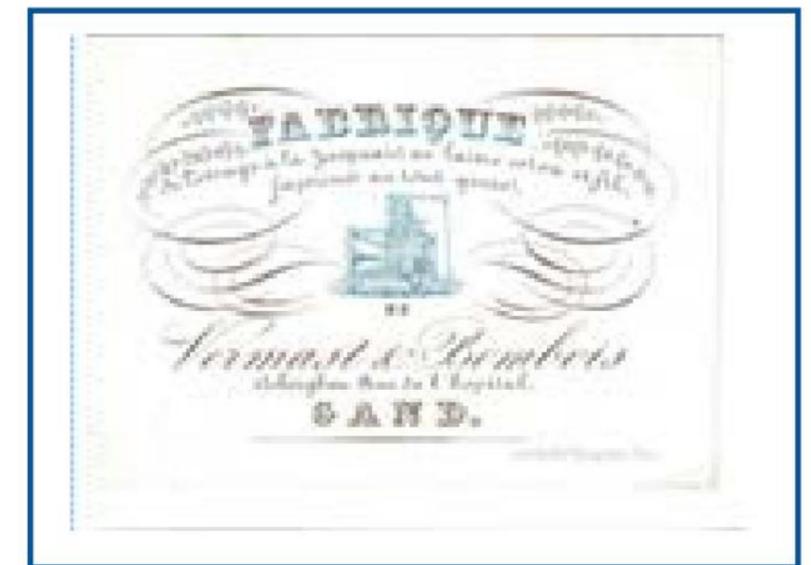
J. PINCK SON
Trimmings maker
Rue du Grand'Brul No. 525
Mechelen
Lith Ve Steenackers Mechelen



J. Eggermont—February
Construction students)
(Construction engineers)
Timmermans
Peperstræet No. 10
you Gent
Lith. G. Jacquain—Ghent

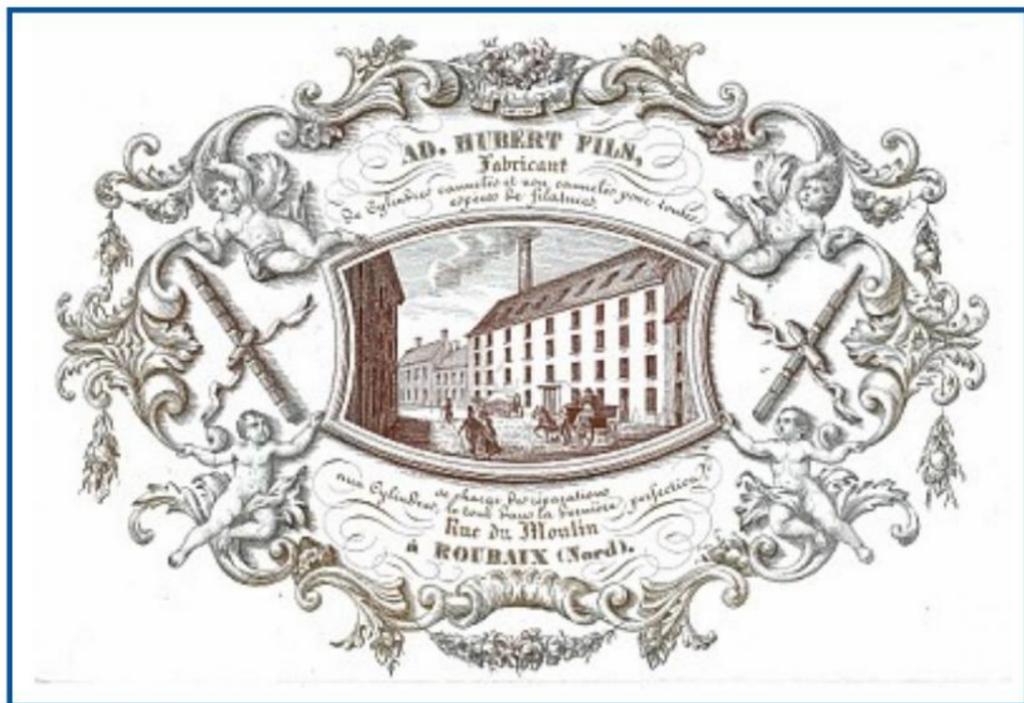


V. GEVAERT
Piano tuner
Gand
Lith J. Bevernae



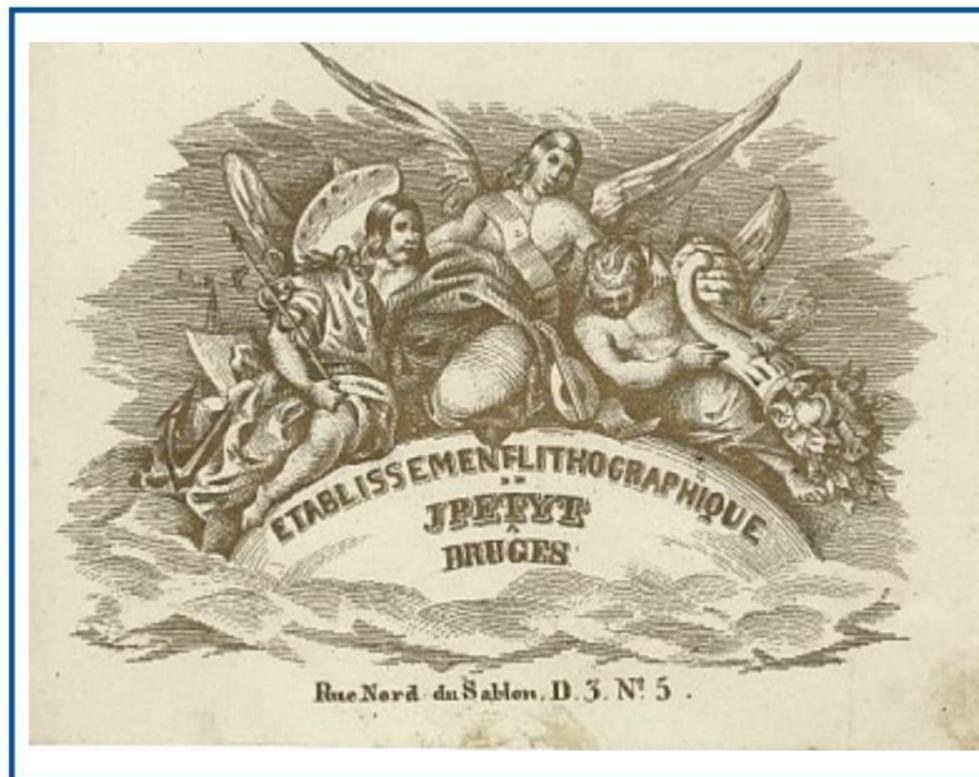
V. GEVAERT
Piano tuner
Gand
Lith J. Bevernae

The Trades



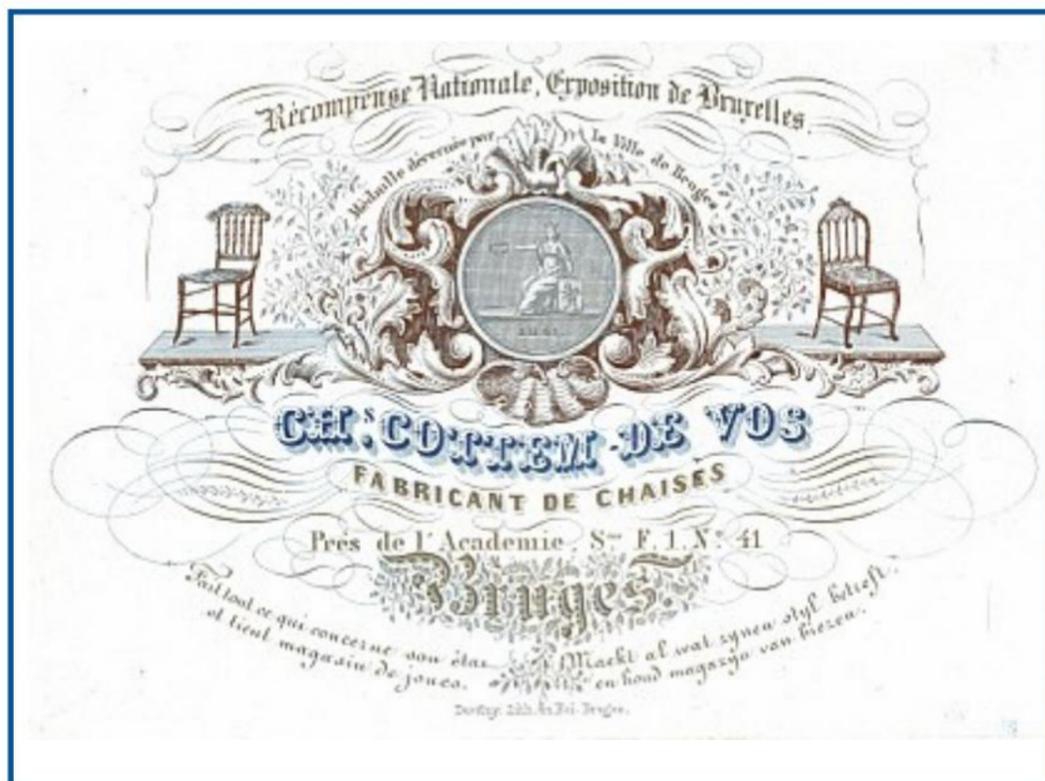
Manufacturer AD. HUBERT FILS

Fluted and non-fluted cylinders for all types of spinning mills.



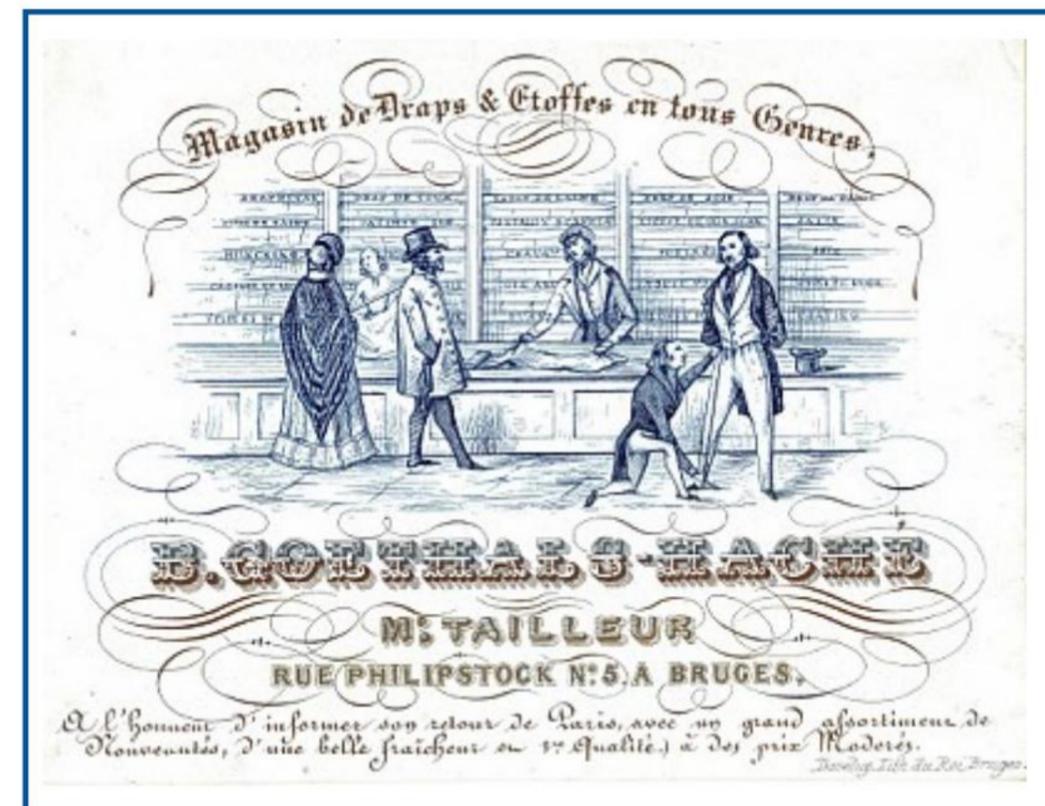
Lithographic Establishment

J Petyt
Bruges



Chair manufacturer

National Awards, Brussels Exhibition
Bruges

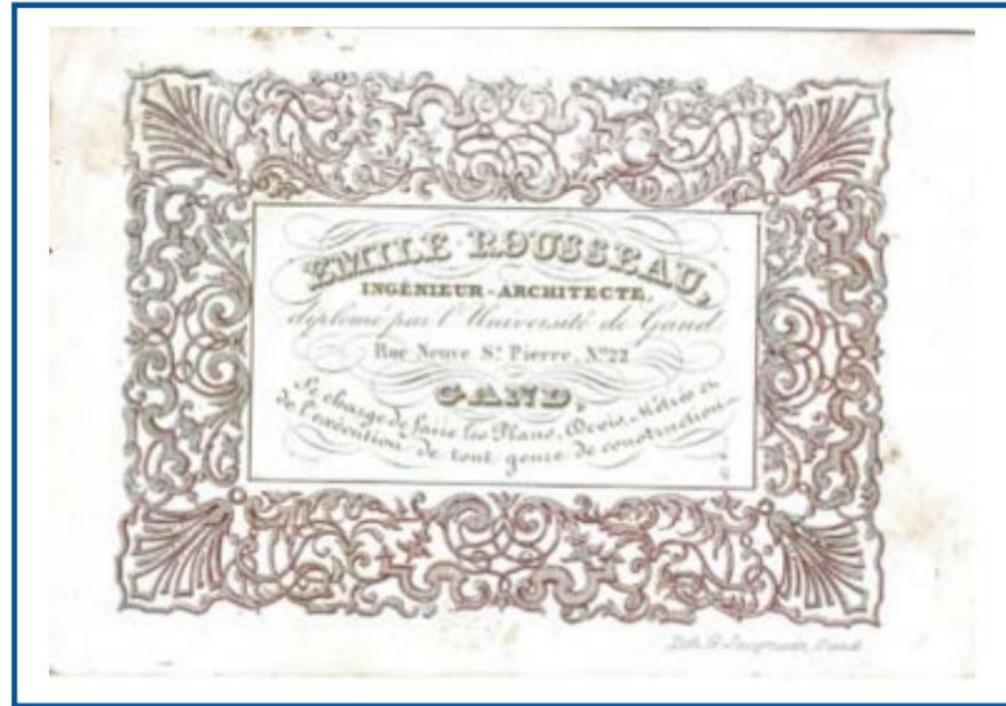


Store of Sheets & Fabrics of all kinds

M dT ELSEWHERE

BRUGES

The Trades



Emile Rousseau
Engineer—Architect
graduated from Ghent University

Rue Neuve St Pierre No. 22
Ghent

Responsible for making plans, estimates,
measurements and the execution of all types of construction.

Lith. G. Jacqmain - Ghent



JF CHRISTIAENS? ZOON
Slot and stove maker
(Lock and stove)

Lieve N° 17
Gent

Lith. By L. Defferrez , Ghent

The Trades



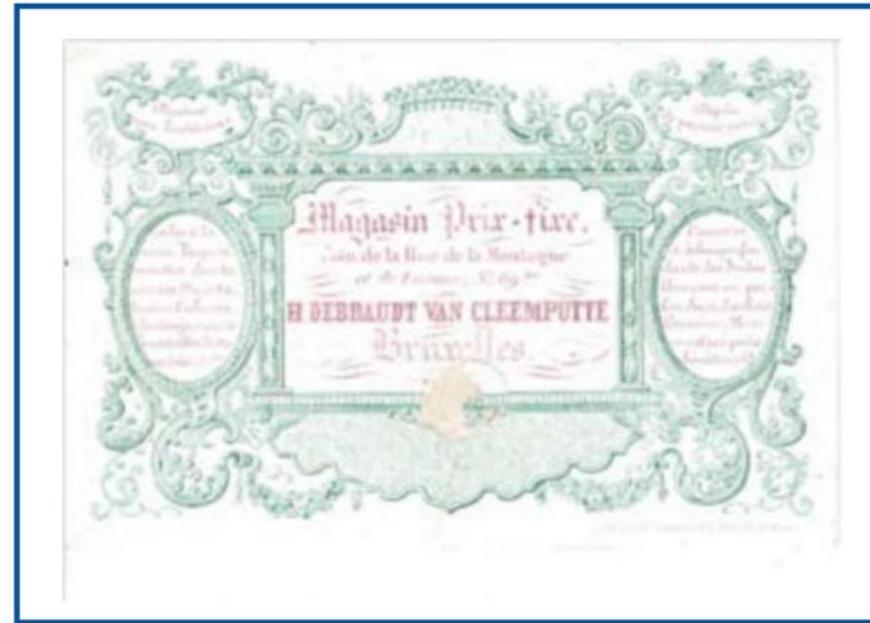
**Aug. BERNARD son
Architect**

**1^{er} 1st class prize in architecture at the Royal
Academy of Ghent**

17 Rue Courte des Pierres
Ghent

Has the honor of recommending itself for
the execution of Projects, Plans and Estimates,
as well as for the management of architectural
construction works.

Ghent Lith. P. Vande Steene



**Store Fixed price H.
Debbaudt van Cleemputte**

*Corner of Rue de la Montagne and Rue
de Louvain No. 6 bis
Brussels*

Embroidery designs Wallpaper
deposit Handmade canvases
Ties and scarves...



The Trades



F. FLORIMONT VERVAET

Grocery Merchant

No. 40
St Georges Street (Steendam)
Ghent

Lith. G. Jacqmain in Ghent



Marble Fireplace and Chimney Shop

Cut Stones

VERBIST BROTHERS

Louvain Street, 16
Brussels

Lith. G. Jacqmain in Ghent



SLEEPING

Painter

Decorator

**Wood and Marble
Ornaments**

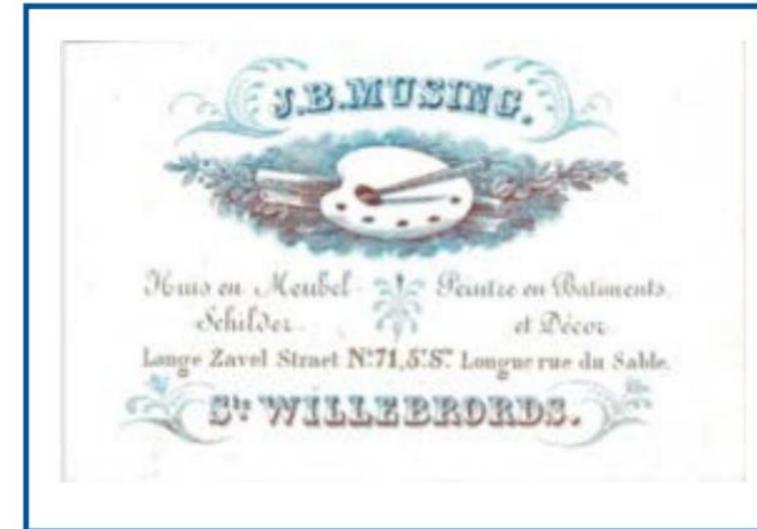
Lith. De Varde Steene Brothers in Ghent

The Trades



V^{see} VERGAERT

Prussian Blue Factory
Yellow Ochre Store
St Sauveur Street Number 36
Ghent
Lith by the Hahn Brothers , Verviers



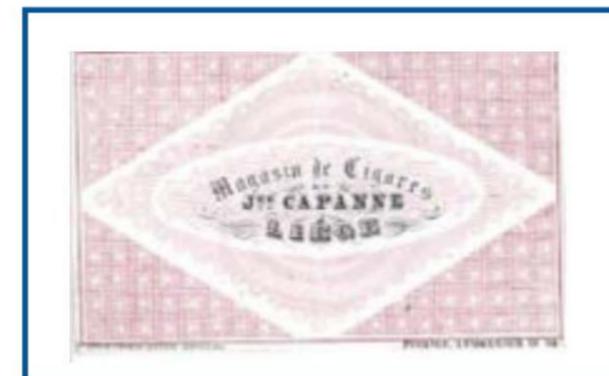
JB MUSING
Huise and Furniture - Schilder
Building and Decorating Painter

Lange Zavel Straet No. 71, 5.S.
S^{you} Willebrords



Paper Factory
from
Pohann Schülle

Gulpen
between Aachen and Maastricht



Cigar Shop
Of
I^{born} CAPANNE

Lemonnier Passage No. 23
Cork

The Trades



Haberdashery Store

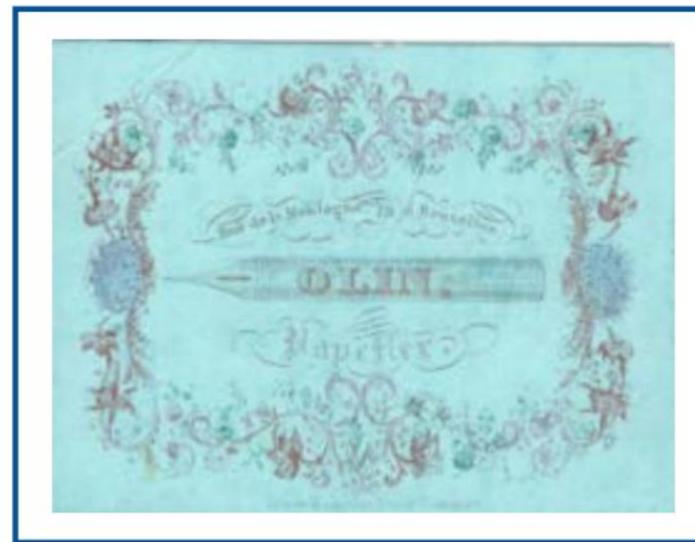
The Wife Morel Négte

Papers Office Items

Rue Petite Tour No. 15

At the Golden Ring

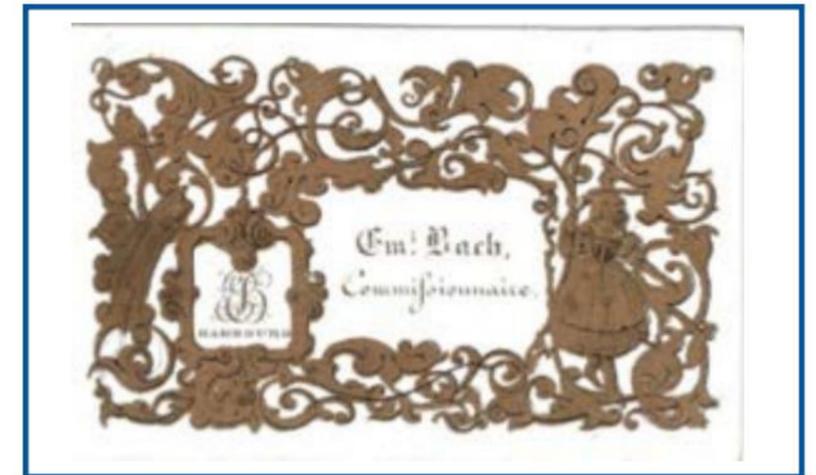
Cork



OLIN

Paper maker

Rue de la Montagne 79 in Brussels

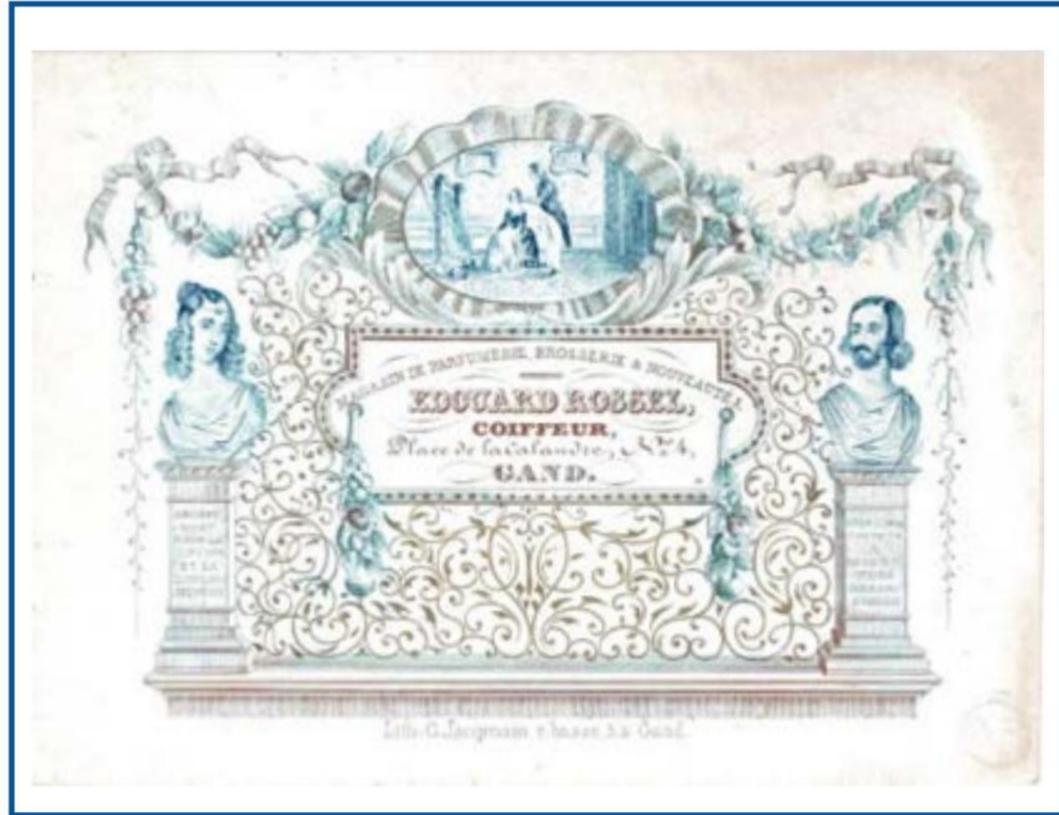


Em! BACH

Commissionaire

Hamburg

The Trades



Perfumery, Brushes & New Products Store
Edouard ROSSEL

Calandre Square No. 24

Ghent

Subscription for hairdressing and
haircut.

Wigs, Spring Toupees, Uncurled Towers.

Lith. C. Jacquain, r. basse. 3, in Ghent



VERLINDE

Papermaker, manufacturer
of elastic back registers

PERFECTED

Register Factory

Glossy Writing Paper

Stone Street 34
Brussels

Davetuy Lith of the King, Bruges

The Trades



Tobacco Factory
Carpentier Brothers & Sister
Aldeghem

Representative: E. Carpentier, Cheese
Market 8 Brussels



JF DE PRETER Gilder,
Silverer and Framer *Vergulder, Verzilveraer en*
Inlijster

Golden Baguette Shop -
For Tapestry, Mirrors and Passepartout

At the corner of Rue de l'Empereur No. 41 and Rue
de la Chapelle de Grace.

Antmerpen



STAUTO & SONS
Stattoners to the Queen

Amount Book Manufacturers & Booksellers

No. 9 Strand—London

E. Established 1756

The Trades

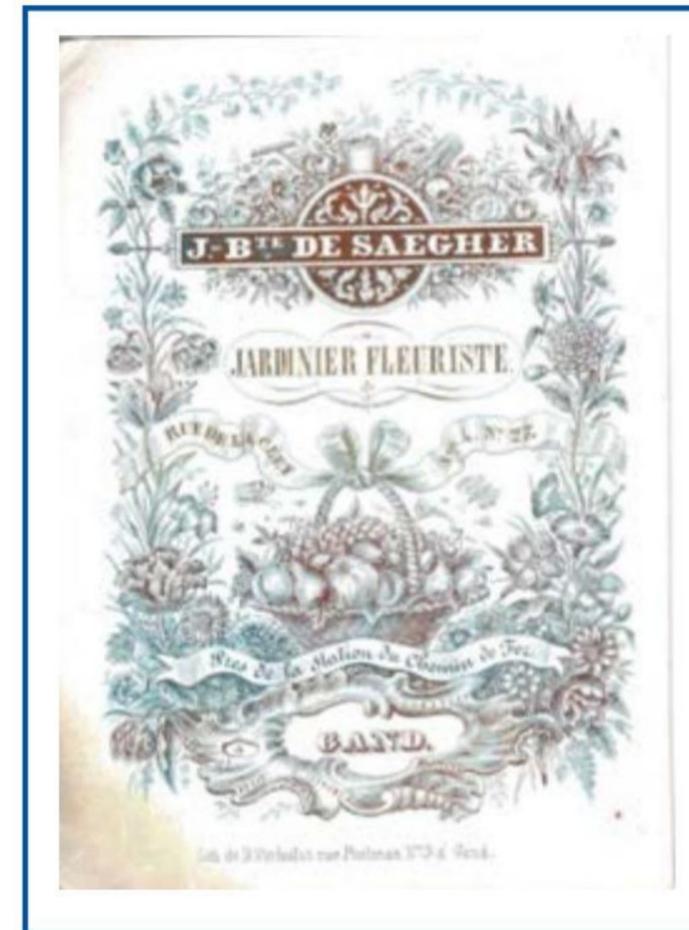


By the grace of God
Ch. LAGAY
Bookbinder of all kinds Place
du Lion d'Or in Ghent

Office Supplies

Fancy items.

Makes everything that concerns his state.



J. - B^{you} From Saeger
Gardener Florist

Key Street No. 27
Near the railway station
Ghent

Lit. From D. Verhulst rue Poelman in Ghent

The Trades



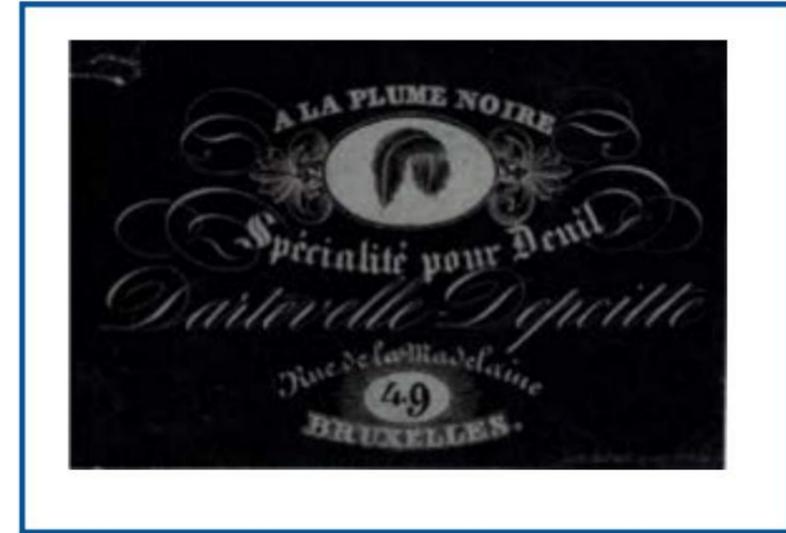
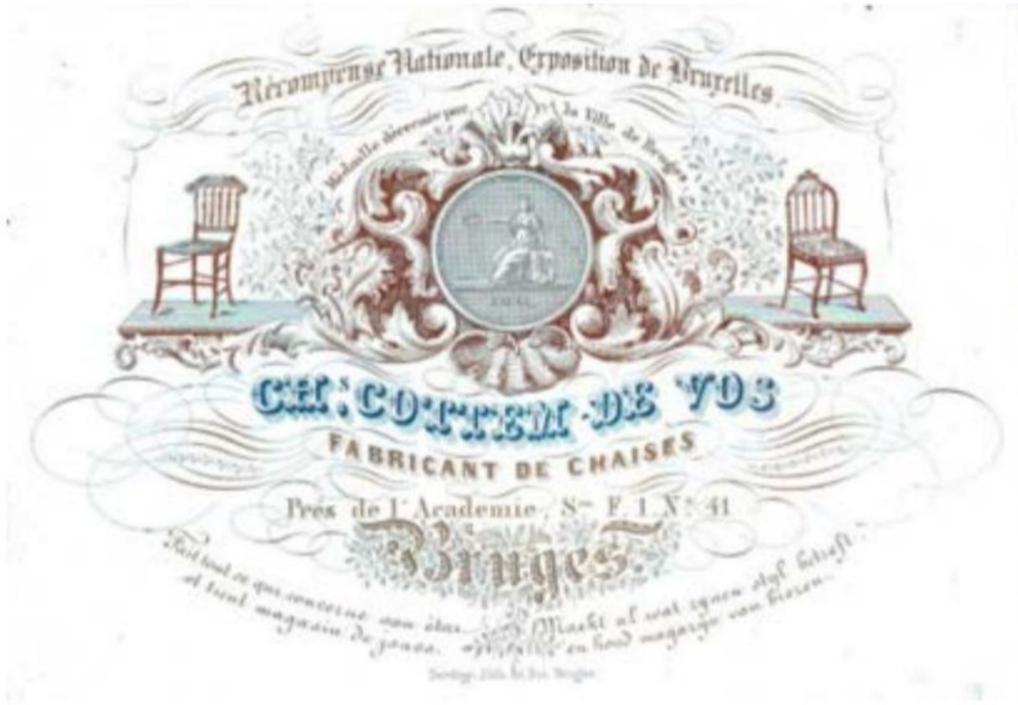
JF CHRISTIAENS ZOON
Slot and stove maker
(Lock and stove)

Lieve N° 17
Gent

Lith. By L. Defferrez , Ghent



The Trades



At the Black Feather
Specialty for Mourning

Darteville Depoitte

49 Madelaine Street

Brussels



The Trades



G. STURBELLE

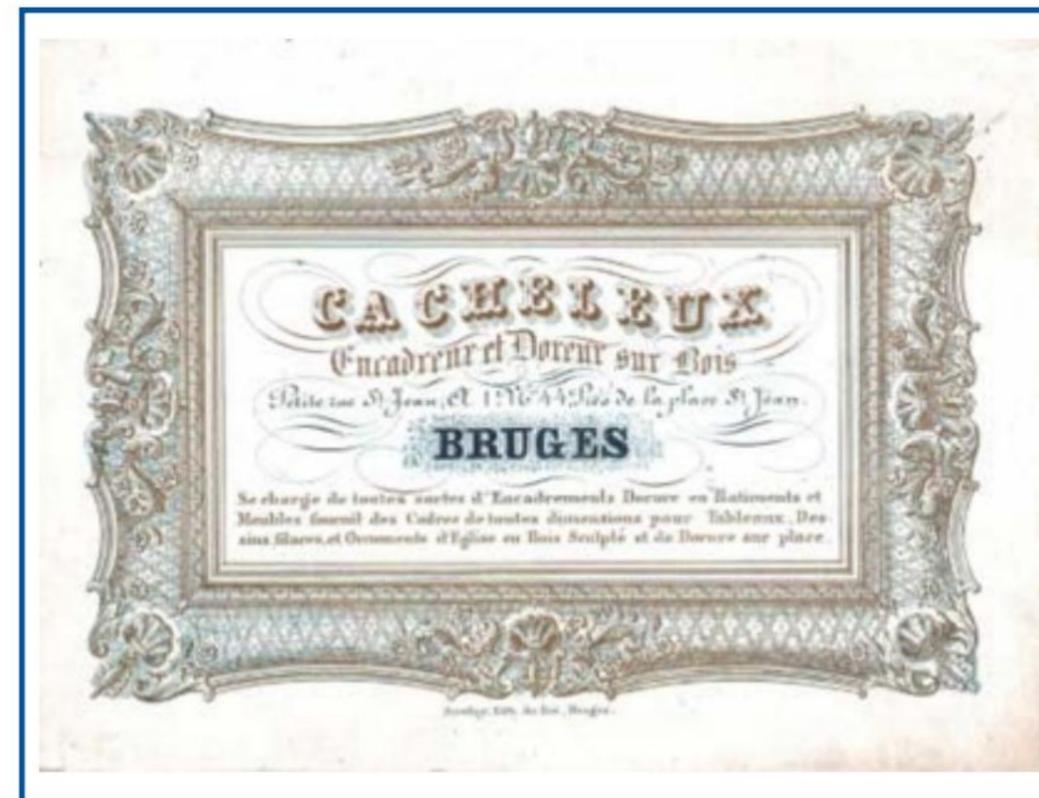
Manufacturer Goldsmith, Jeweler, Jeweler

Articles from Paris,

Big News in Fake Jewelry

Passage St Hubert No. 9

**Queen's Gallery
Brussels**



THAT'S DAMN COOL

Wood Framer and Gilder

Petitr rue St Jean N° 44

**Near Place St Jean
BRUGES**



Max LEGAL

Hairdresser in Antwerp

**At the corner of Rue Kipdorp and fosse
aux Crapeauds No. 1755**

Lith. Cöntgen

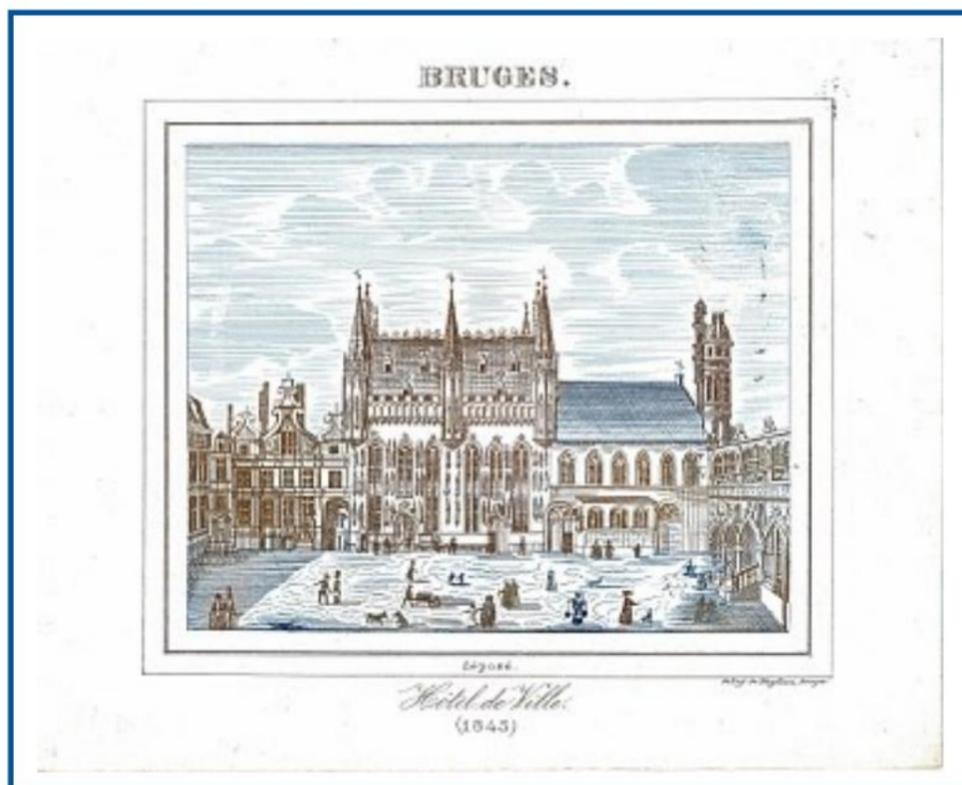


J. COULON

**At the corner of Rue Kipdorp and the
Crapeauds ditch No. 1755**

Lith. Cöntgen

bruges



City Hall
(1843)
Bruges



St Jean Hospital
(seen from the Pont de Notre Dame)
(1843)

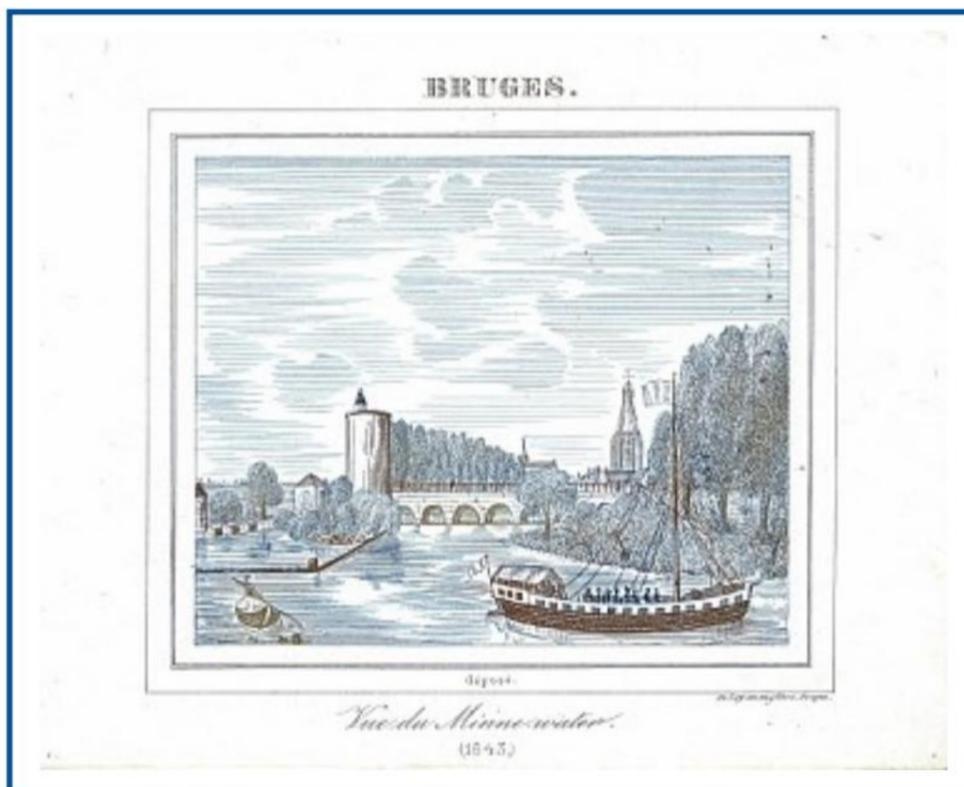


City Hall
(2024)
Bruges



(2024)

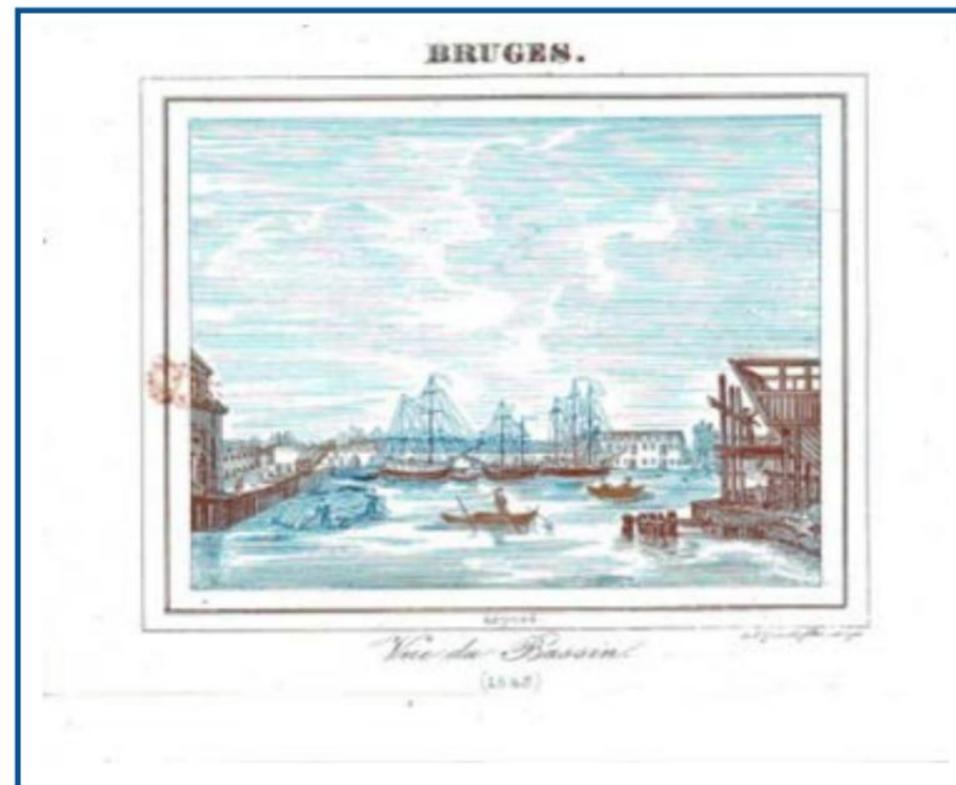
Bruges



View of the Minne-water

(1843)

Bruges



View of the Basin

(1843)

Bruges

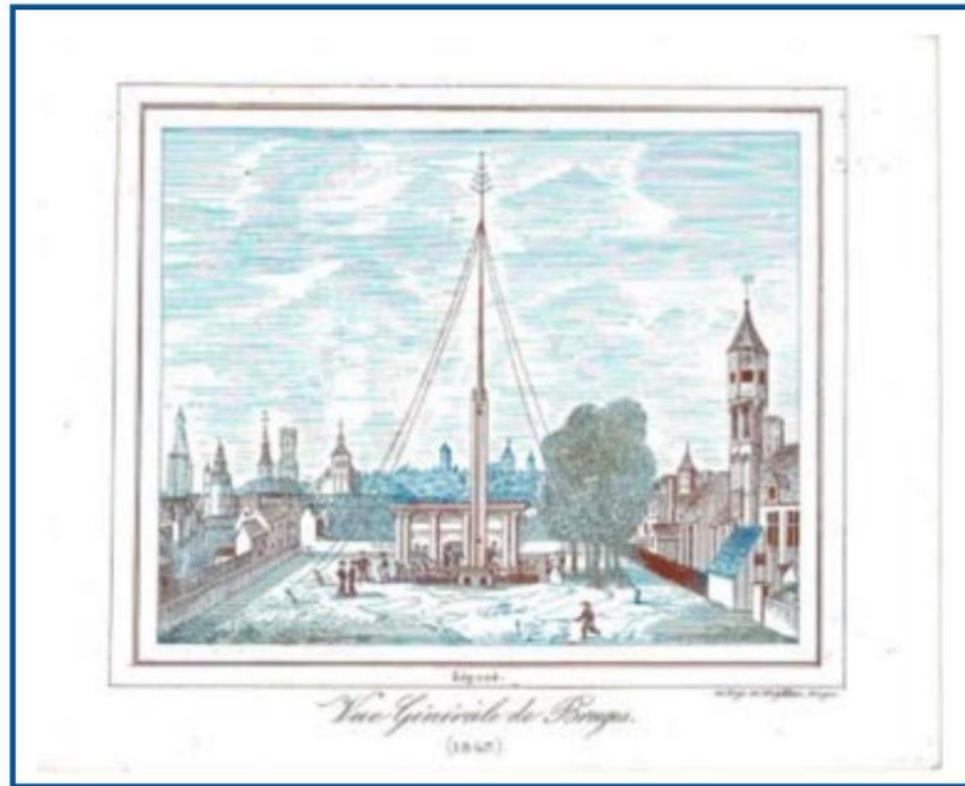


(2024)



(2024)

bruges



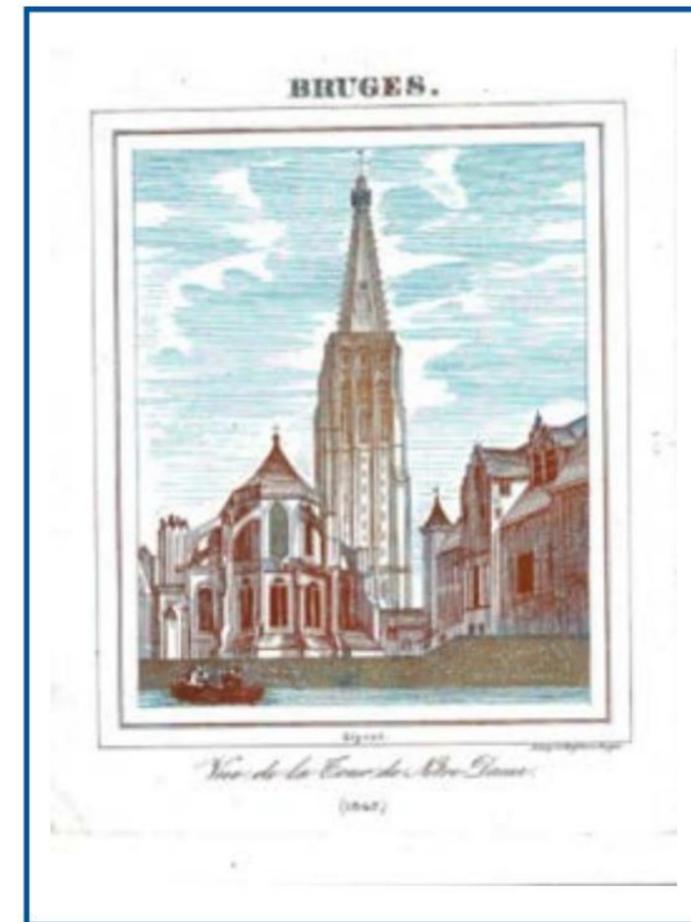
General view of Bruges

(1843)

Bruges



(2024)



View of the Tower of Notre Dame

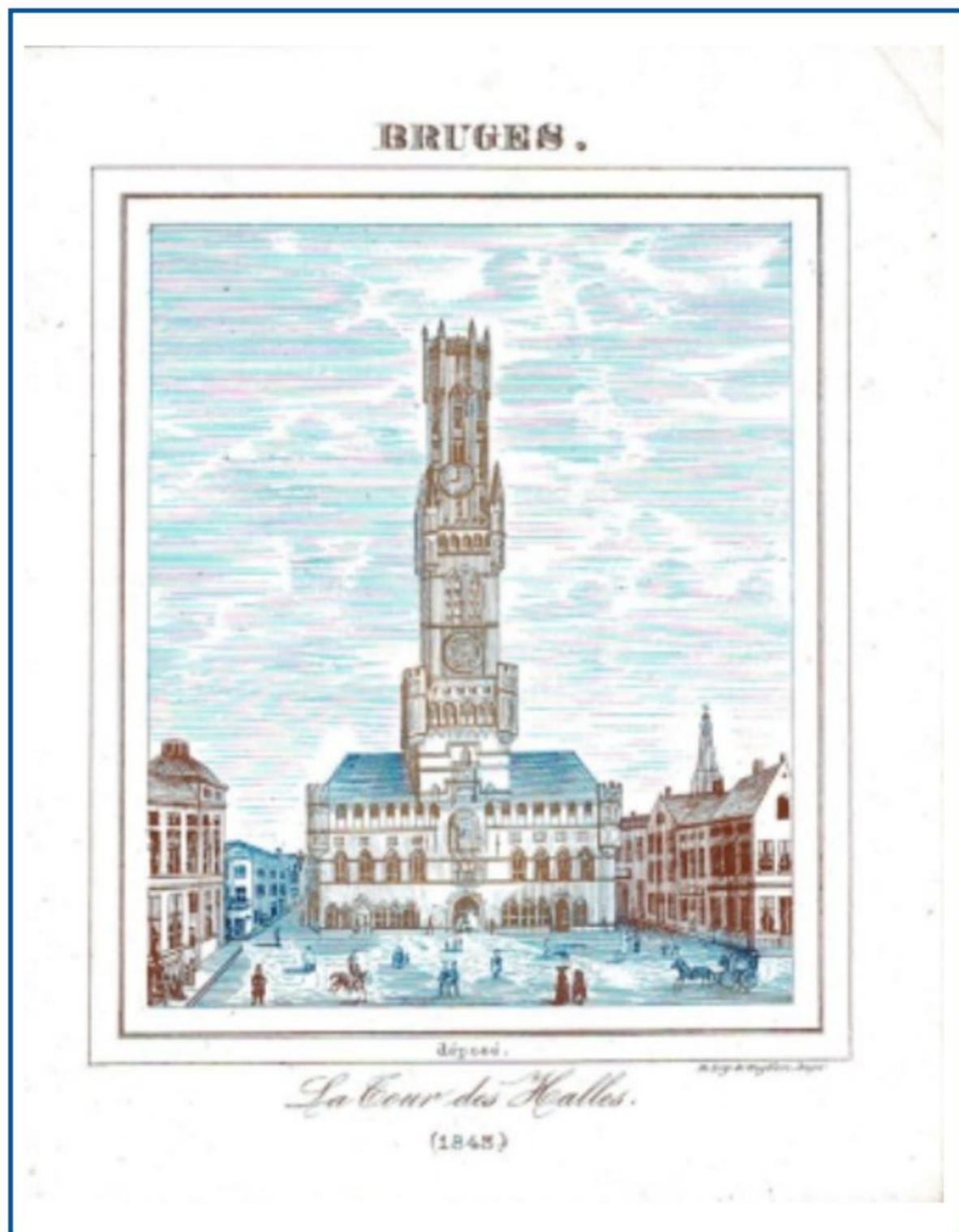
(1843)

Bruges



(2024)

bruges



View of the Halles Tower

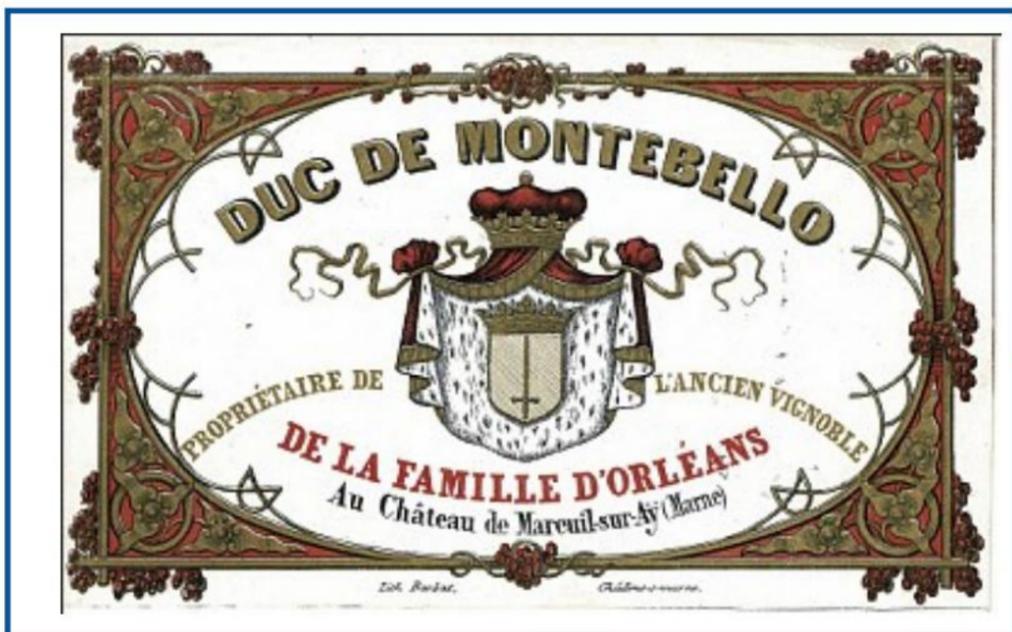
(1843)

Bruges



(2024)

The vineyards



Duke of Montebello
From the Orleans Family
Mareuil-Aÿ Castle (Marne)

On the back:

Current Prices of

CHAMPAGNE WINES

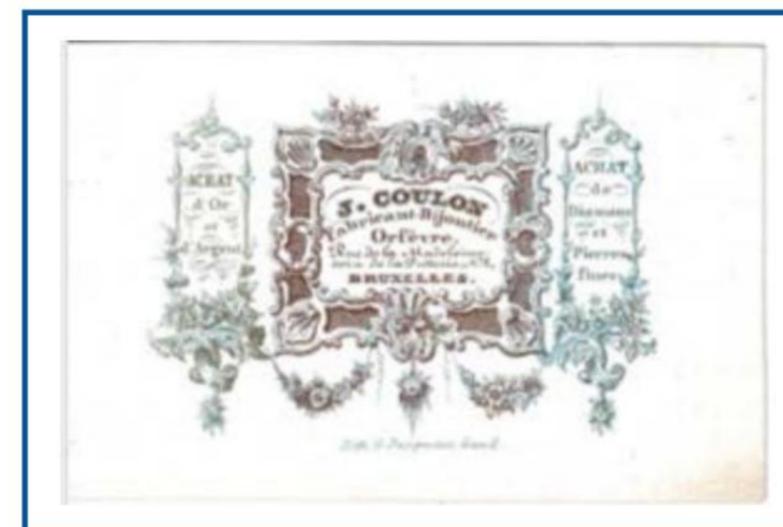
Prix Courant	
DES VINS DE CHAMPAGNE	
du Duc de Montebello	
propriétaire de l'ancien vignoble	
DE LA FAMILLE D'ORLEANS,	
au Château de Mareuil-sur-Aÿ (Marne)	
LA BOUTEILLE PRISE A L'AREUIL.	
Commeux	4 50 a 5
Fleur de Bellay	4 50 5
Bouzy grand cru	4 . . .
Vareuil grand cru	4 . . .
Mareuil grand cru	4 . . .
Dilly grand cru	5 50 6
Aÿ grand cru	3 25 3 50
Bl de Brie	3 50 4
Dilly moussé rosé	3 50 . .
Blanc	3 25 . .
Les demi Bouteilles se paient 25 centimes en sus.	
<i>Représenté par M. Léopold Teyssie</i>	



Neg. In Wines and Canvases

At Delagache

Oudenaarde



The vineyards



**Dehayes, Wine and Liqueur Merchant
Branch of the Company
General of Vineyards**

**Established in
Ghent, rue Charles - Quint N° 41**

Lith. From Bevernaege



**J. Van Malcote and Lateur Négociant in
Wines
Mr. Venturini**

**Bas Poldre Street No. 4
Ghent**

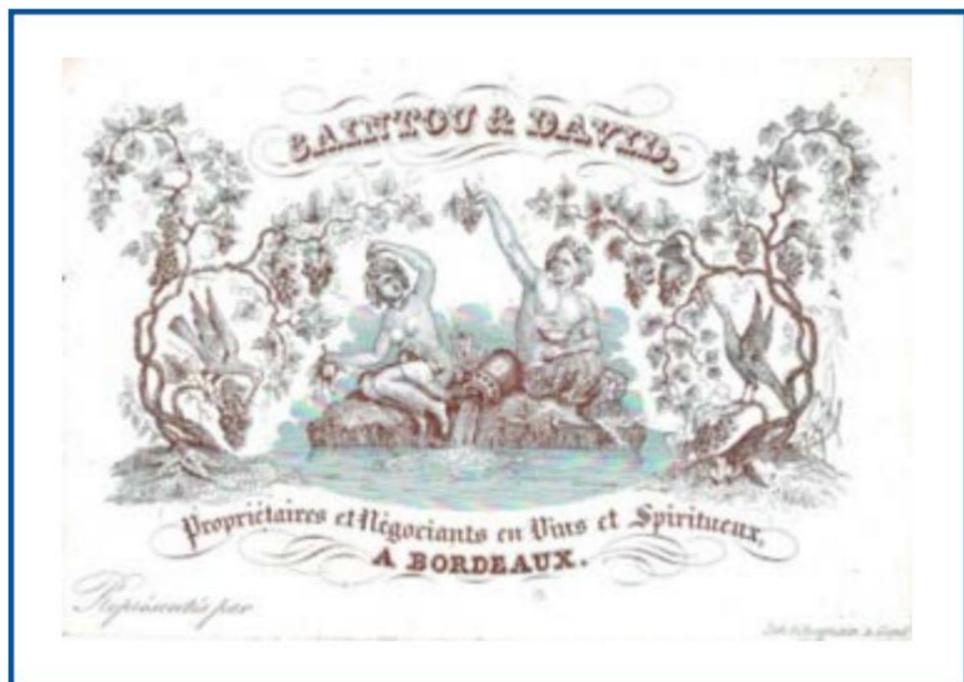
Lit. From T. & D. Hemelsoet to Ghent



**Rhine wines
Ad. Guilliermer - Harth**

**In Gausheim
Near Bingen**

The vineyards



Saintou & David
Owners and Merchants of
Wines and Spirits
IN BORDEAUX



Mahieu DemeestereMax LEGAL
Negt in wines and brandy
Liqueur factory
Vinegar factory

In Halluin (North)
At the corner of Rue Kipdorp and
fosse aux Crapeauds No. 1755

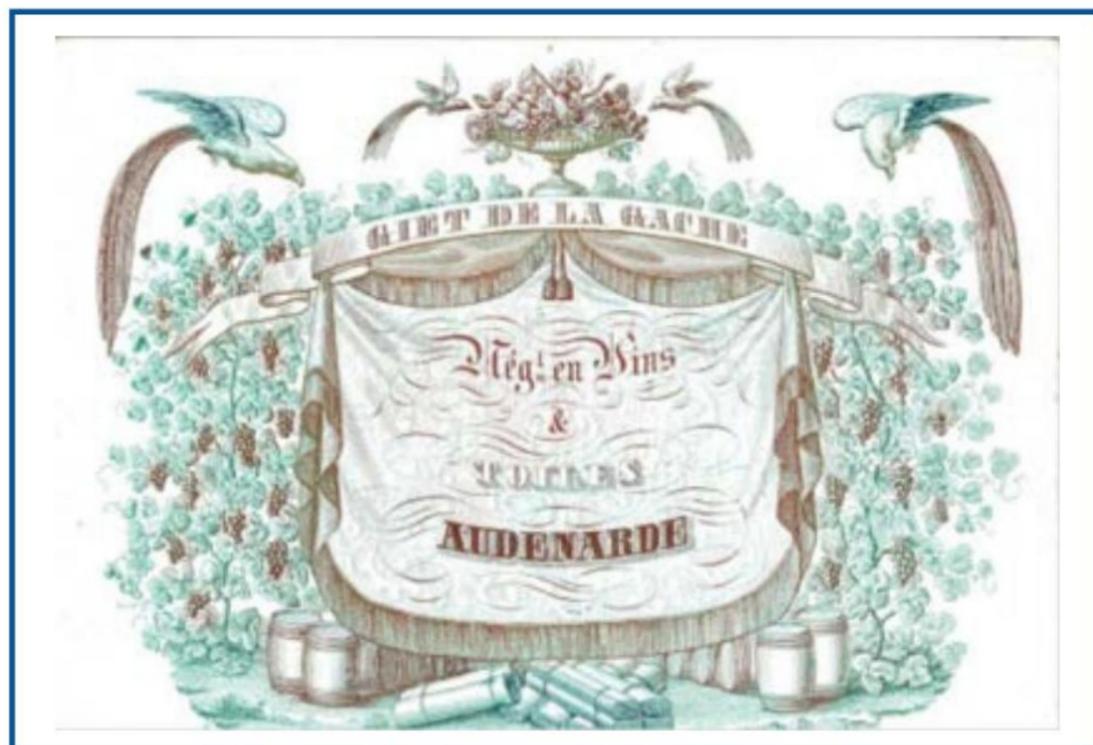
Lith. Jacqmain in Ghent



Charles Lauwers Son
Wine Merchant in
BRUGES
And
THOUROUT

Lith. Of the King Bruges

The vineyards



GACHE GIET

NEGT in WINES

**&
Canvases**

Oudenaarde

Daveluy, Lith of the King Bruges



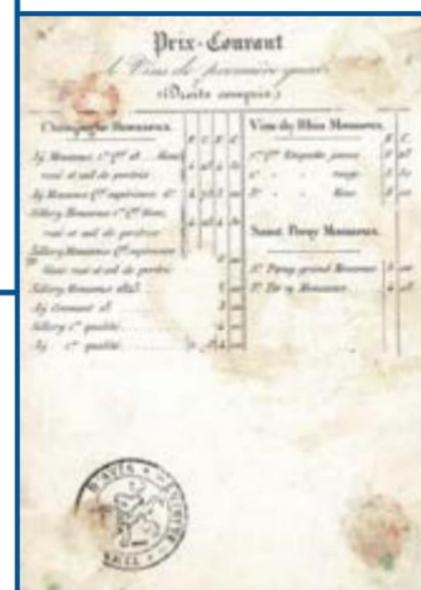
**L. FALISE
NÉGT in Wines and Spirits**

**AGENCIES
DEPOSITS**

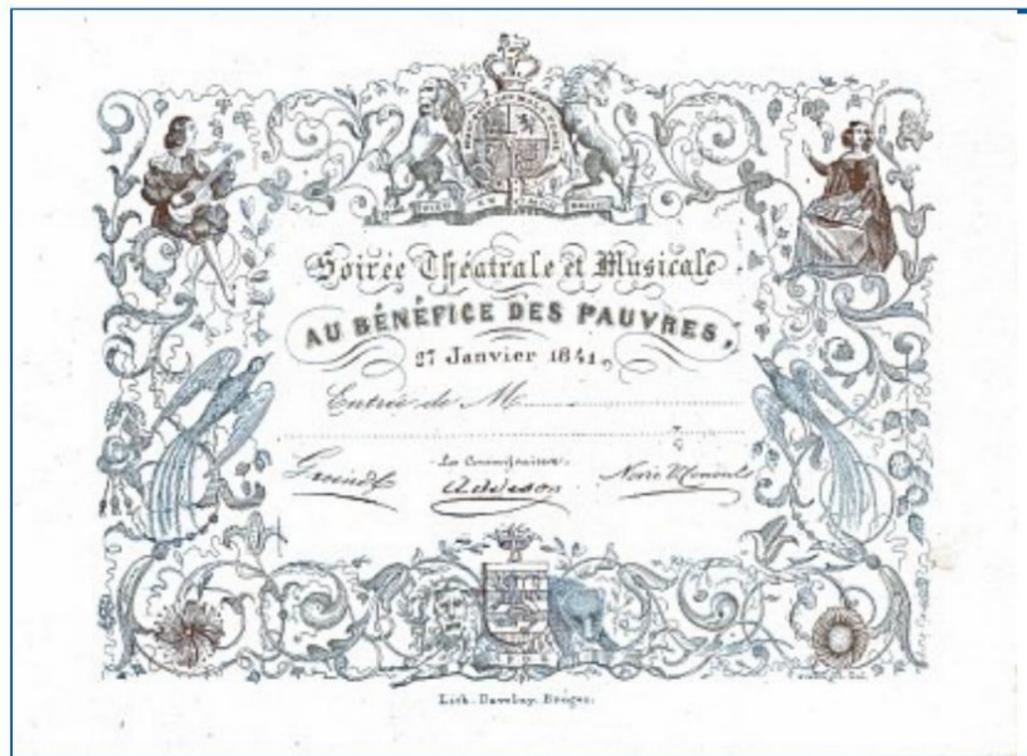
**Rue Terre Neuve SON 2, No. 81
Brussels**

*On the back
Current Prices*

*With stamp
NOTICE STAMP*



The theaters



Theatrical and Musical Evening

For the benefit of the poor

January 21, 1841

Bruges

The family



H: VAN AASHE

Ghent: Lithograph by Vande Steene



Mrs. to Widow **PULINX**

It is my honor to make you
part of his daughter's wedding
Charlotte - Marie with **Charles**

Eugene Gillis

Absent

Lith de Defferrez Sablon 10 Ghent

The family



Wedding

invitation.

Miss

Pauline Delsandre

And

Sir

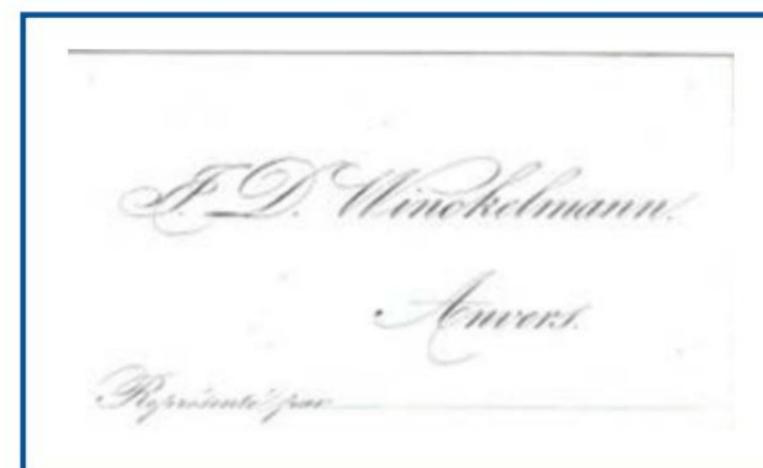
Charles Hancotte

Lith Vanmonck

Street of the

Coriander 10

Ghent



FD Winckelmann

Antwerp

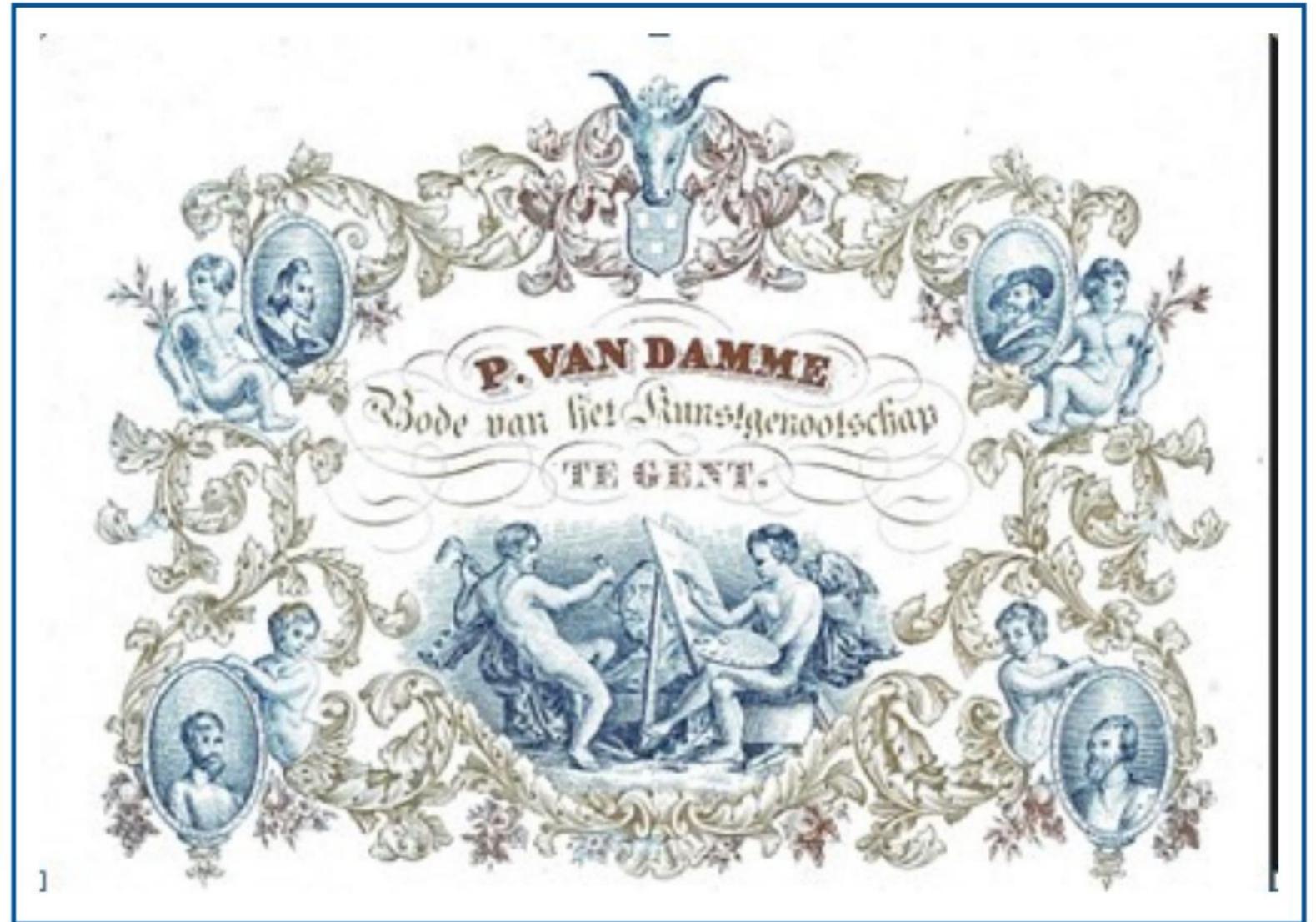
Represented by

Teaching



Sainte-Barbe College, Ghent

Ghent Lith W. De Witte



P. VAN DAMME

Bode van fiet Kunstgenootschap
(Messenger of the Bicycle Art Society)

YOU GENT

Lit. F & F Gysselyridae - Ghent



Agricultural Society of Liège—Premium Diploma

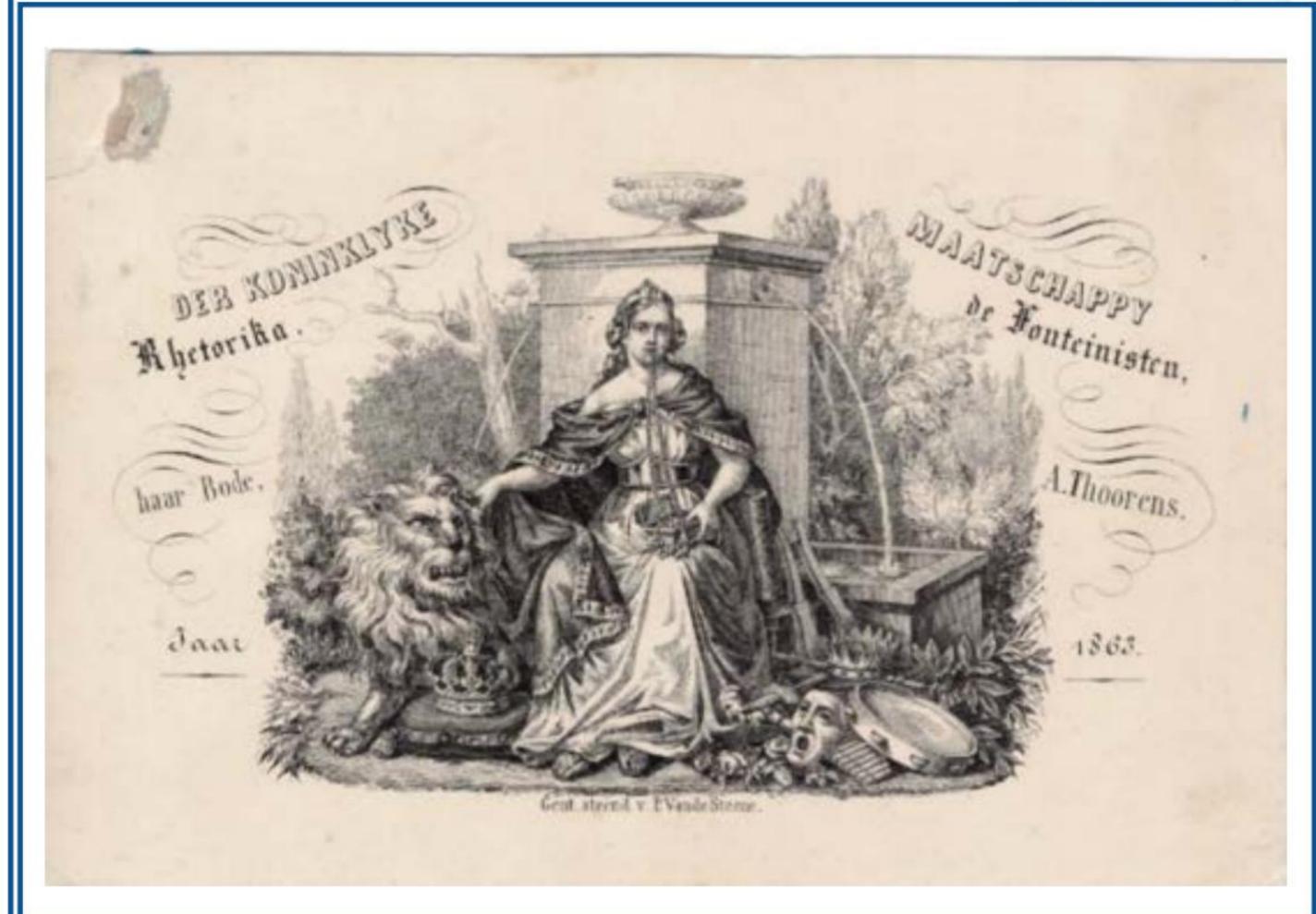
The Administrative Council

In accordance with the decision of the Special Jury, ISSUED

This DIPLOMA

Prize awarded in the competition of ...

*Lit. De Kirsch
Lemonier 25 Liège*



**The Royal Maatschappij
Rhetoric of Fonteinisten**

Year 1863

Gent, steend. V; P. Van de Steene



**WOMEN'S VIEW
FROM THE CHRISTIAN UNDERRIJS
EEREKAART**

1933

(Institution of the Ladies of Catholic Education
Honor Card)

Lange Nieuwstraat - Meir Antwerp

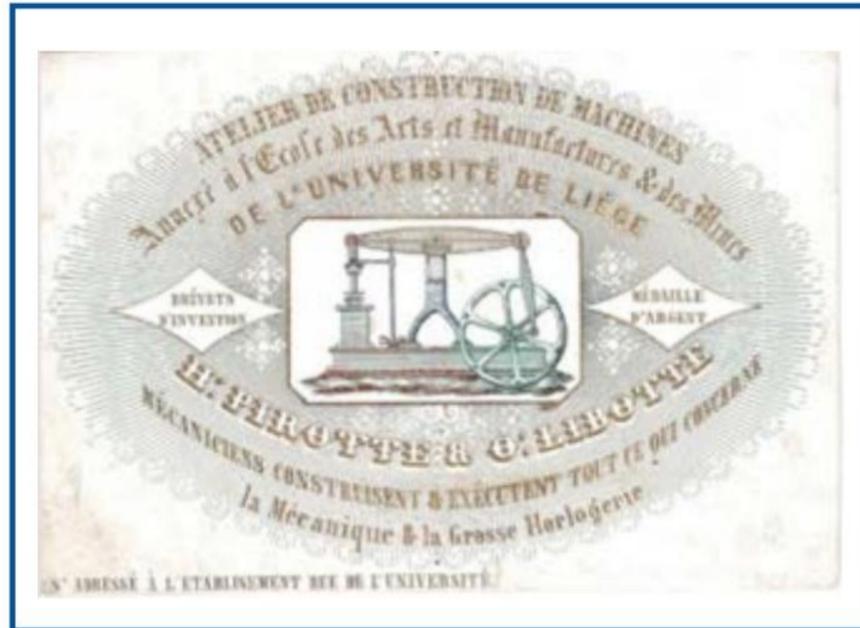


**Entrance Card
Boarding school
Of
CHs BERNEEL**

Rue des Beurriers No. 8 bis

Prize distribution Tuesday
September 6, 1842 at 2 p.m.

Teaching



Goddess construction workshop

Annexed to the Eole des Arts

**and Manufacture &
Mines of**

The University of Liège

**JH. Pirotte & O. Libotte Mechanics
build & execute everything related to Mechanics**

&

The Big Watchmaking

Patents for invention

Silver medal



**The Commissioners of the
Royal Society of Zoology of Antwerp**

To the Gentlemen Members On the
occasion of the new social year.

Lith. S. Mayer Establishment in Antwerp



Y. MEUNIER

In Leuven

Articles of devotion, Prayer books,

Playing cards

Binding, Ruling

Office supplies

.....

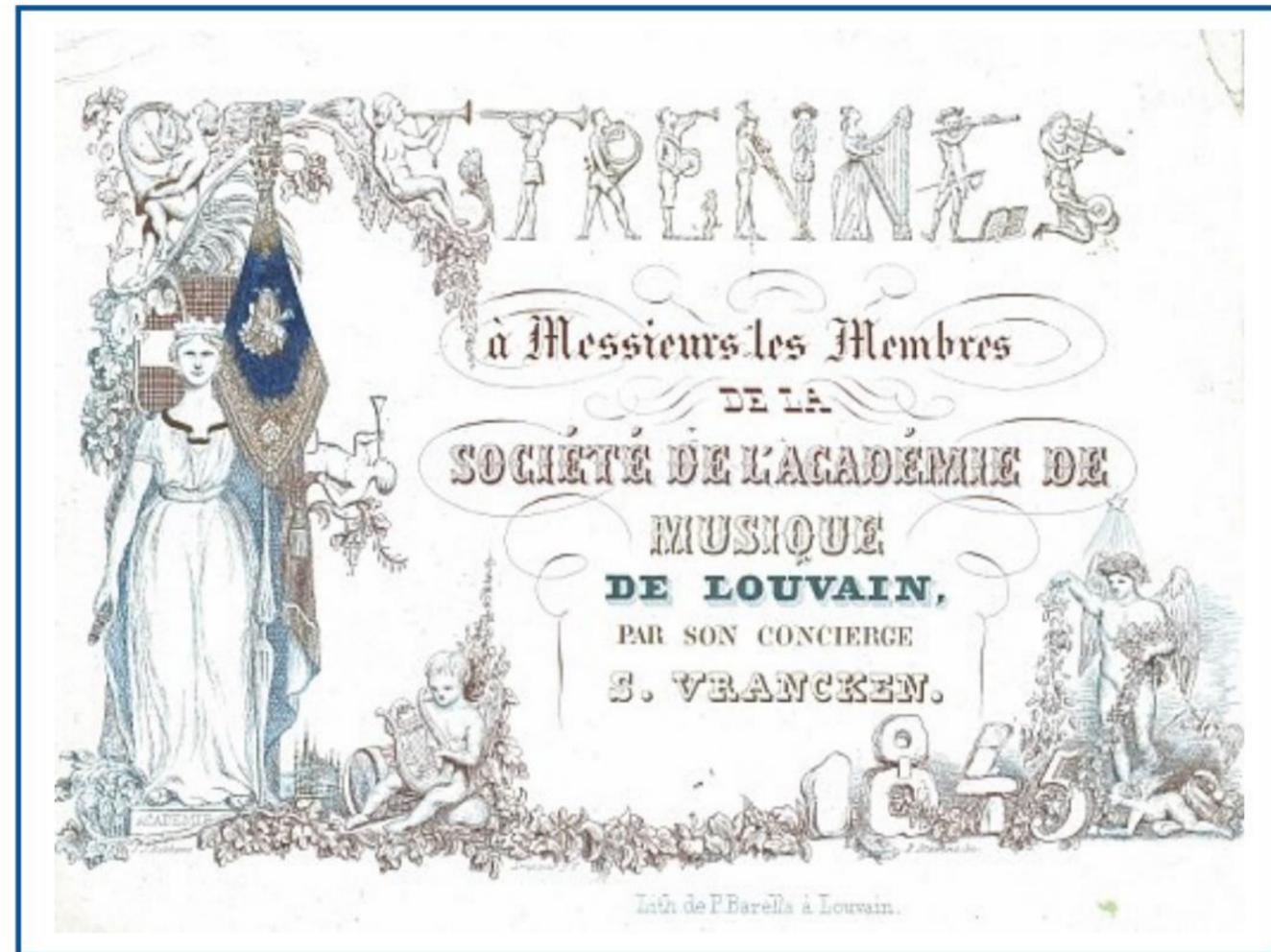
Lit. Jacqmain, rue Basse, Ghent





Miss Jenny Mosca
Piano teacher

Louvain Street 36
Brussels



To the Gentlemen Members

FROM THE
**SCIENCE OF THE ACADEMY OF
MUSIC
FROM LEUVEN**

**BY HIS CONVIERGE S.
VRANCKEN.**

Lith. From Barella to Louvain



M , M

Please honor your presence of the Distribution of St Louis Institution Prize.

August 29, 1842

The Management

Davetuy Lith of the King , Bruges



M , M

Please honor your presence of the Distribution of St Louis Institution Prize.

August 23, 1844

The Management

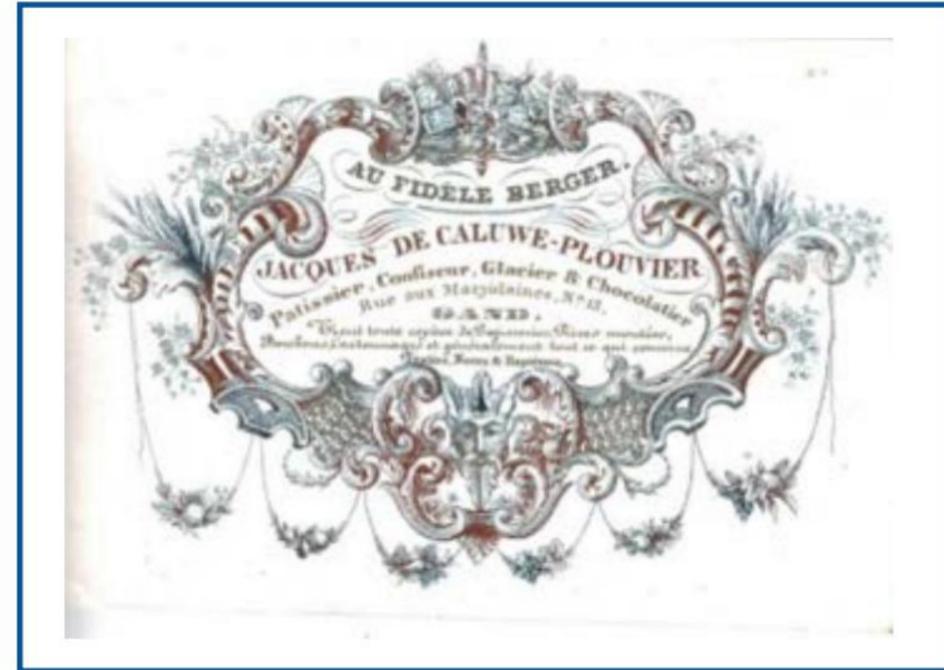
Davetuy Lith of the King , Bruges

The Pastry Chefs



To the Two Friends
B. Pleische

Pastry Chef, Confectioner, Ice Cream
Maker & Chocolatier—
Switzerland Rue aux Marjolaines
No. 13 Feasts, Weddings & Baptisms
Lith. G. Jacquain, Ghent



To the Faithful Shepherd
Jacques de Caluwe—Plouvier
Pastry Chef, Confectioner, Ice Cream Maker & Chocolatier
Rue Aux Marjolaine No. 13
Ghent

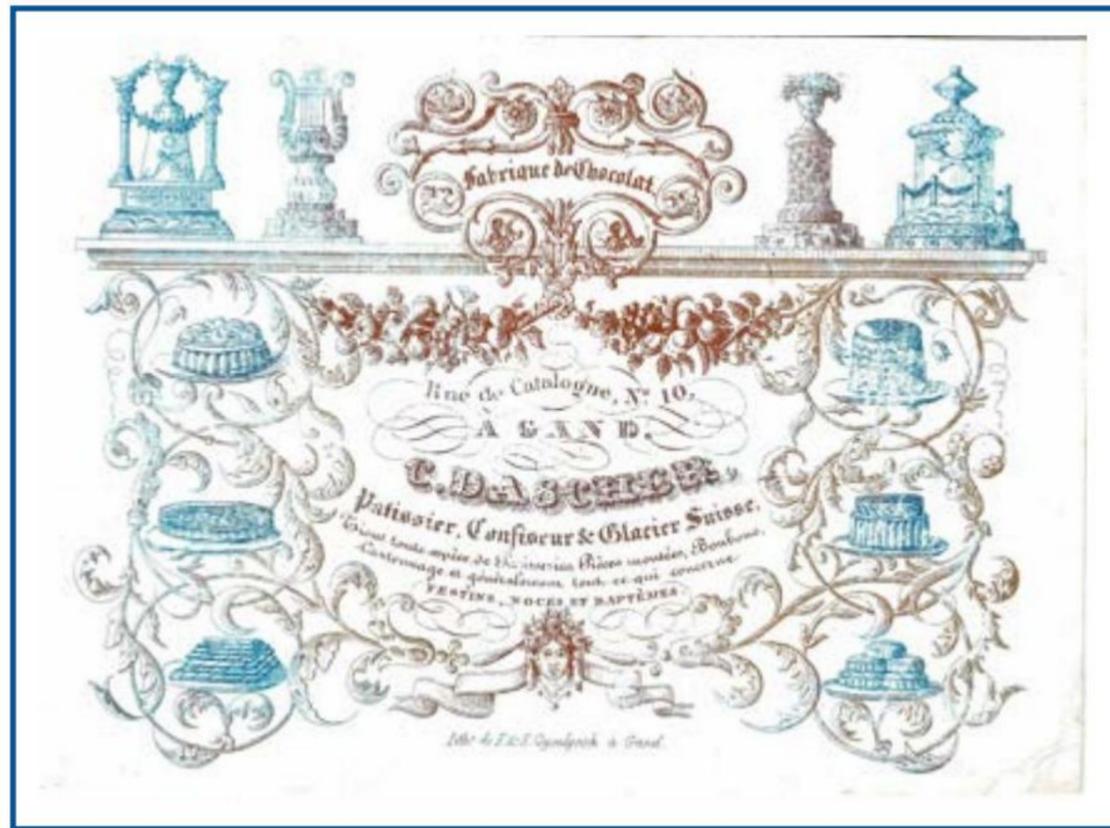
Holds all kinds of pastries, wedding cakes
Candy, Cardboard boxes



2 same cards, but different colors!
At the Two Swiss KLAS
& Cie Pastry
Chef

Rue de la Comedie No. 2—Ghent

The Pastry Chefs



Chocolate Factory

Swiss Pastry Chef, Confectioner & Ice Cream Maker
Ghent



Business Card
At the Two Swiss Klas & Co.

Pastry chefs
Comedy Street 2 in Ghent
Provides Candy for Parties

The pastry chefs



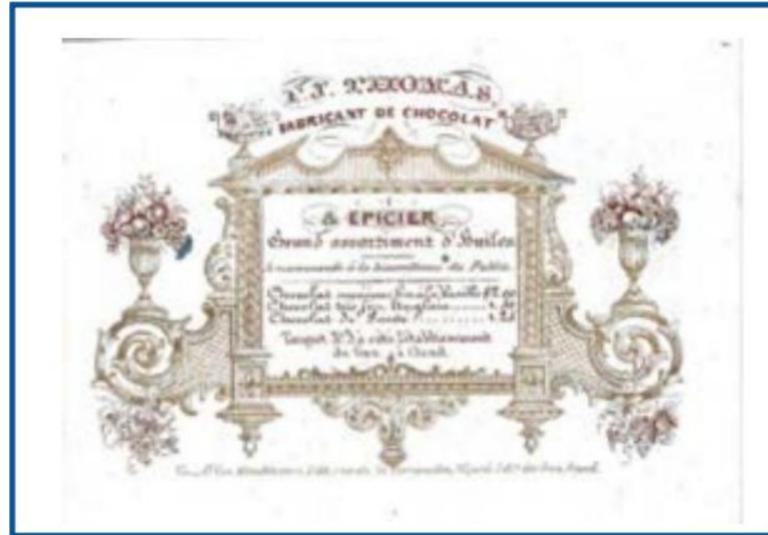
C. BREWER

**Confectioner, Pastry Chef, Ice Cream Maker
LIKE Paris**

Bruges

These 3 cards with the same text are distinguished by a different printing of the decorations and the text. with black to gold colors.

The Pastry Chefs



**Chocolate manufacturer
& Grocer**

Large assortment of oils

Toquet No. 5 next to the Gaz establishment
in Ghent

Lith: Van Monckhoven
Coriander Street10
Ghent



Chocolate Factory

Toquet No. 5 next to the Gaz establishment
in Ghent

Lith: Van Monckhoven
Coriander Street10
Ghent

The Army



E LIEUTENANT GENERAL

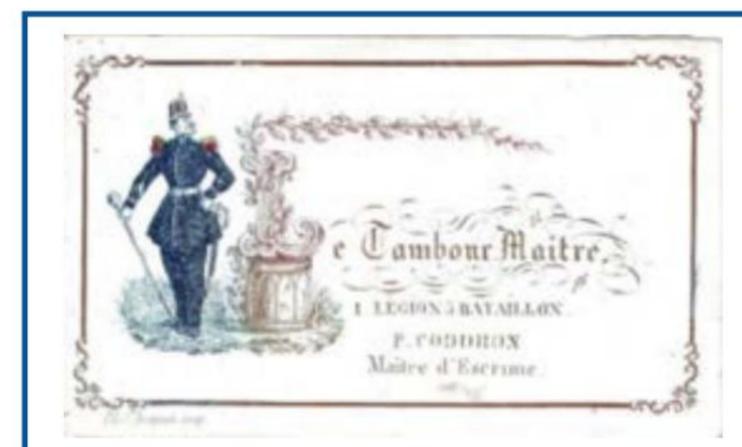
THE OLIVE TREE.

Imp. Lit. By D. and J. Bevernaege. Oudenaarde.



COLONEL GROSSÉE

Lith. G. Jacquain. Ghent



**THE DRUM MASTER 1 LEGION 5
BATTALION P. CODRON Fencing
Master**

MODE-HANDELUNG
 von
Minna Pielsticker
 Elève de Maurice Beauvais à Paris
COLOGNE
 Hochstraße N° 24

Dieselle unterhält fortwährend ein Sortiment von allen auf die Toilette der Damen bezüglichen Gegenstände. Mehrjährige Mitarbeiterin in dem vorbenannten ersten Pariser Modegeschäft, hat sie mit demselben die Ehre erlangt gebräutet, alle in diesem Fache erscheinenden Nouveautés gleich zu empfangen, und ist dadurch im Stande, solche den hochgelehrten Damen unmittelbar nach deren Erscheinen vorlegen zu können.

MAGASIN DE MOBES
 Minna Pielsticker
 Elève de Maurice Beauvais à Paris
COLOGNE
 Hochstraße N° 24

Entretiens toujours un assortiment varié de tout ce qui a rapport à la toilette des dames. Collaborant avec pendant plusieurs années de la maison et devant nommée une des premières pour les modes de Paris, elle a eu le plaisir de voir son succès, elle de recevoir tous les nouveautés en ce genre, aussitôt qu'elles sont parus, ce qui la met en état de pouvoir de suite les présenter aux dames qui veulent bien l'honneur de leur confiance.

MAGASIN OF FINE ARTICLES
 Minna Pielsticker
 from Maurice Beauvais of Paris
 N° 24 Hochstraße
COLOGNE

Her magazine is always supplied with every object belonging to a lady's toilet. Having assisted for several years in the above-mentioned business of fancy articles, she remains continually closely connected with this celebrated Paris establishment, by which means she always receives every novelty as soon as they appear in Paris and is consequently enabled to offer the respective articles to the Public immediately they come into fashion.

TUCH FABRIK
 GOLDENE MEDAILLE

W.A. JOHANNY-ABHOE
 von
Hückeswagen.





A LA VILLE DE PARIS.

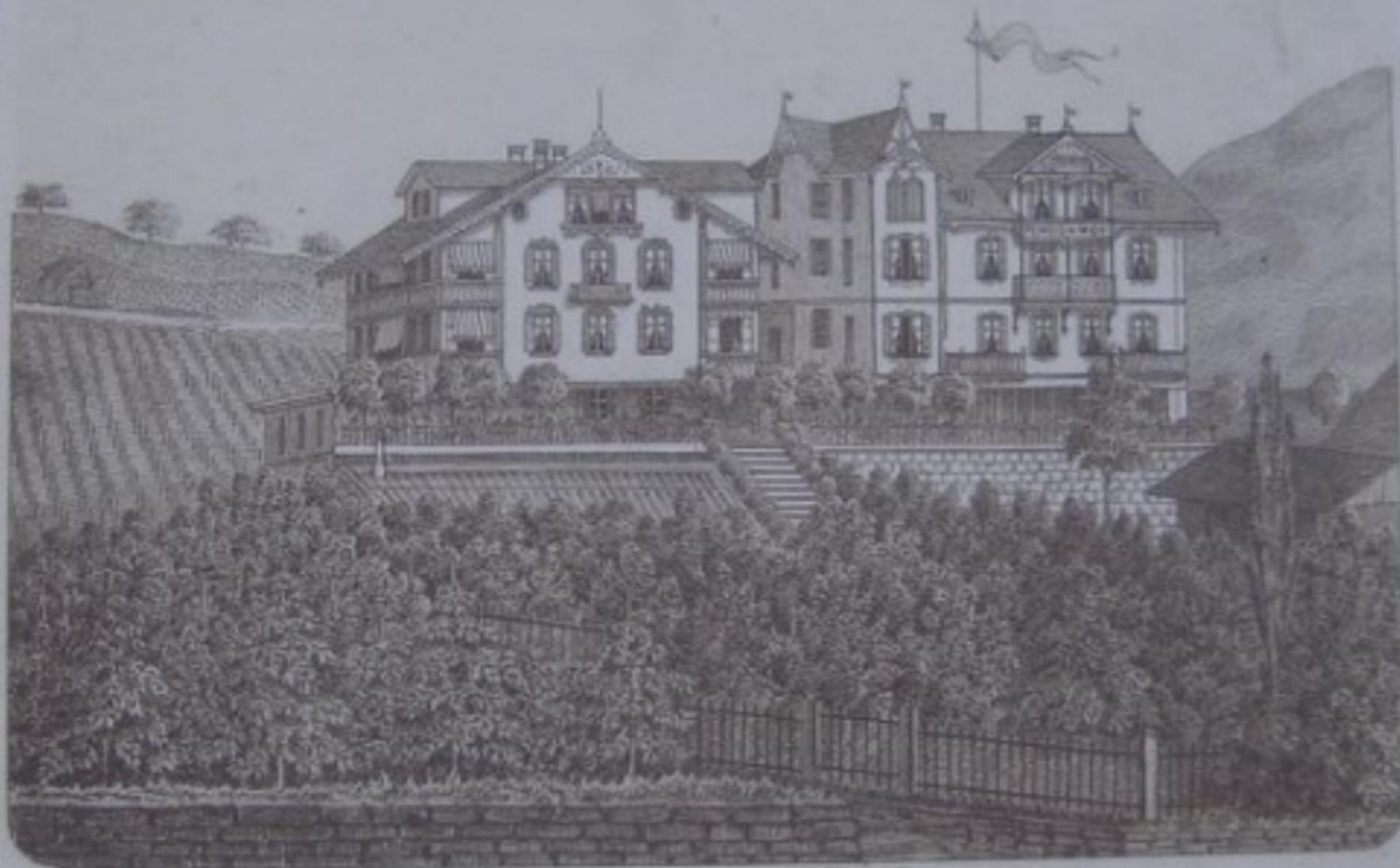


Interieur d'une partie des Magasins.



PENSION MOY

Vue magnifique sur le lac et les alpes.
Cure de lait. (Service soigné. Prix modéré.)



Correspondance des bateaux à
vapeur et télégraphes.

Bains dans la maison. à OBERHOFEN *Voitures dans la maison.*
au bord du lac de Thoune.

Lud. Siegrist & Carla à Thoune



ABRIEKANTEN VAN ASPHALT-PAKEN-
PAKPAPIEREN

Handwritten: €80

H. F. Onderwater & C^o

Handelaars in Bouwmateriaalen

Asphalteurs.

Stoom- en Trasmolenaars.

Mijl bij Dordrecht

B. Lanckhout & Co. Le Haye.





1



2



3



4



5



6



7



8



9



10



11



12