Trade card - Enthüllte Zauberkünste - Die Najade

Object: Trade card
Place of origin: Antwerp (Printed)
Date: 1894 (Printed)
Artist/Maker: Liebig’s Extract of Meat Company (Printed and published)
Materials and Techniques: Printing ink on card
Museum number: S.562-2018
Gallery location: In Storage

Public access description
This is one of a set of beautifully illustrated chromolithographic trade cards produced in Antwerp by Liebig Company to advertise their meat extract products such as meat paste and stock cubes, invented by the German chemist Justus von Liebig (1803-1873). In partnership with the Belgian engineer George Christian Giebert Liebig’s Extract of Meat Company started production of the extract in 1865 in Fray Bentos, Uruguay and Colón, Panama, and around 1870 started to publish series of coloured lithographic cards that continued until 1975 when they had published more than 11,000 different cards in sets of six or twelve.

This card is one of the Magic Revealed set produced in 1894. It illustrates and explains The Naiad smoking underwater illusion, with an image (recto) of a girl sitting in a domed glass bubble within an outer tank, and a written explanation of the trick (verso) of the trick, titled Die Najade.

Descriptive line
Trade card advertising Liebig's meat extract illustrated with the Naiad act. Colour lithograph published by Liebig as part of its Magic Revealed set, Antwerp 1894

Physical description
Advertising trade card for the Liebig Company illustrated with an image of The Naiad illusion, and in vignettes a pot of the meat extract and an image of the trick with its apparatus (recto), and printed in black and red ink (verso) with details of the product and a written explanation of the trick called Die Najade, or The Naiad, and a reproduction in blue ink of the signature of the product’s inventor J. Liebig.

Dimensions
Height: 7.1 cm, Width: 11.1 cm

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Object history note
This is one of a series of trade cards printed by Liebig from around 1870 to 1875 to advertise their meat extract products, which later included Fray Bentos corned beef and Oxo cubes.

URL
http://collections.vam.ac.uk/item/O1463032/enthullte-zauberkunste-die-najade-trade-card-liebigs-extract-of/