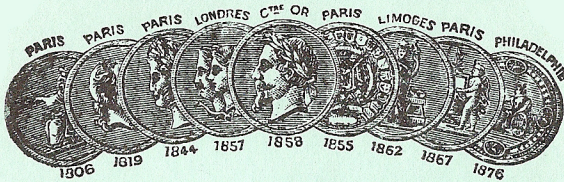


NEARLY A CENTURY OLD.

FABRIQUE FONDEE EN 1797.

E. GÉRARD, DUFRAISSEIX & CIE,  
SUCCESSIONS.



THE

**CH. FIELD HAVILAND**

*LIMOGES CHINA*

IS MARKED :

WHITE WARE.

**CFH**  
**GDM**  
**FRANCE**

OR

**CFH**  
**GDM**

DECORATED.





E. GÉRARD, DUFRAISSEIX & CO.,

MANUFACTURERS OF THE

“CH. FIELD HAVILAND”  China,

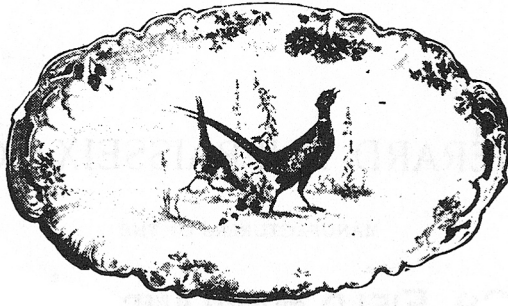
LIMOGES, FRANCE.

E. GÉRARD,  
J. DUFRAISSEIX.

CH. FIELD HAVILAND,  
G. DE GROND,  
E. MOREL,  
C. E. VANDERMARCO, } SPECIAL.

## CH. FIELD HAVILAND

*LIMOGES CHINA.*



GAME DISH, "BRITTANY."

A game set comprises: 1 Game Dish, 12 Plates,  
2 Small Dishes for Jelly.

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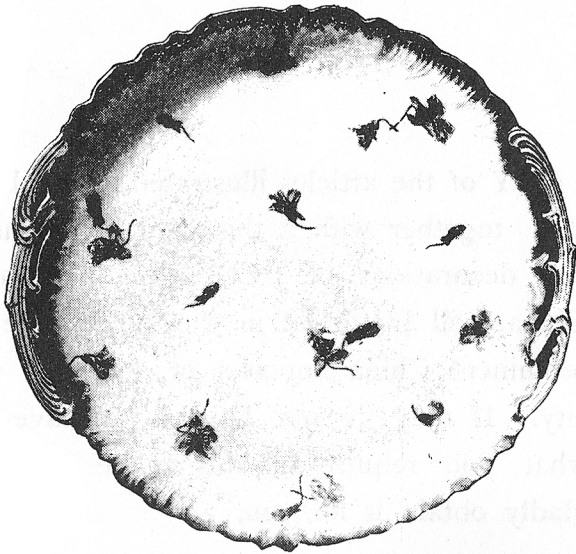
A handsome present and useful service.



ANY of the articles illustrated in this book, together with a thousand other shapes and decorations of "Ch. Field Haviland" China, will be found in the stock of every prominent China importer or dealer in your city. If they do not happen to have just what you require of this make they will gladly obtain it for you.

CH. FIELD HAVILAND

*LIMOGES CHINA.*



CHOP DISH, "BRITTANY."

Decor. 9749 Frotte.

Just the thing for:—Chops, Game Birds,  
Fancy Salads, Strawberry Short Cake,  
Moulds of Ice Cream, Etc.

THE  
"CH. FIELD HAVILAND" CHINA.

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IT seems hardly necessary to introduce to you this well-known brand of porcelain. You have been familiar with the mark containing this name for more than twenty years and the popular verdict is to be found in a largely increased demand for this brand of ware. This little "brochure" is designed to make you more familiar with certain facts and dates that already form part of the history of ceramics, and to exhibit a few specimens of the newest productions from this noted factory. All of the designs bearing this mark are most artistic and at the same time thoroughly practical. The most experienced designers and modelers only are employed, and as the few illustrations here given show, the shapes and decorations are second to those of no other pottery in the world, for:

*Quality of the ware,*  
*Beauty and finish of the pieces,*  
*Color and durability of gilding,*  
*Artistic designs in shape and decoration,*  
*Uniform color of the china*  
*And for general excellency*  
the "Ch. Field Haviland" China is unsurpassed.

**CH. FIELD HAVILAND***LIMOGES CHINA.***SOUP TUREEN, "BRITTANY."**

Handsome Shapes and Artistic Decorations  
in Dinner Services.

**FISH SET, LOUIS XV.**

Fish and water in natural colors. Marine  
plants in gold and bronze.

## THE LIMOGES FIRM.

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FOR nearly fifty years the name of "Haviland" has been identified with French China, and the business of distributing it in this country has been mainly in the hands of the family bearing that name.

In 1851 Mr. Chas. Field Haviland went to Limoges, and in 1859 he began decorating and in 1868 manufacturing porcelain for the American market.

In 1876 he assumed control and direction of the famous "Alluaud" factory, continuing its management until 1881 when he retired from active business, and was succeeded by E. Gérard, Dufraiseix & Morel, in which firm, and in the present firm of E. Gérard, Dufraiseix & Co., he was and is the principal special partner, his financial interest and connection with the goods bearing his name never having ceased.

## CH. FIELD HAVILAND

*LIMOGES CHINA.*



OYSTER PLATE, "WAVE."

This shape with decoration in varied shades of clouded gold is very rich.

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Made also for three or four Oysters.

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Every importer of French China can show you a large assortment of decors. in the "C. F. H." ware.

The active management of the present Limoges firm is entirely in the hands of its senior member, Mr. Emile Gérard, for many years previously senior member of E. Gérard & Co.

Mr. Dufraiseix was, before his connection with this firm, head of the house bearing his individual name, and which produced (mainly for the home market) some of the richest decorations made in Limoges. He devotes his entire attention to the French business.

Mr. Morel, an experienced manufacturer, retired from the firm in 1891 when its name became, and is now E. Gérard, Dufraiseix & Co. He, however, still retains his financial connection as special partner.





CH. FIELD HAVILAND

*LIMOGES CHINA.*



RECEPTION PLATE, "BRITTANY."

Something new and good.

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For use at afternoon parties, five o'clock teas and evening receptions. Convenient and useful for serving Ice Cream and Cake, Salad and Rolls, Fruit, Etc.



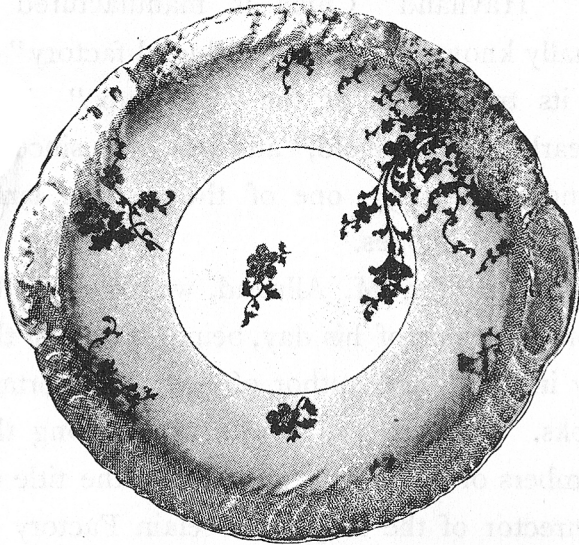
## THE FACTORY.

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THE factory at which the "Chas. Field Haviland" China is manufactured is usually known as the "old Alluaud factory" or by its true name of the "Casseaux." It is "nearly a century old," and has been since its founding in 1797, one of the historic landmarks of Limoges.

The founder, M. Alluaud, was one of the prominent men of his day, being Mayor of the city in 1792, and author of several important books. History also names him among the members of Tiers état, giving him the title of "Director of the Royal Porcelain Factory at Limoges."

His son, M. François Alluaud, who succeeded him, was also Mayor of Limoges in 1833. He received the cross of the Legion of Honor with the title of "Chevalier" in 1832, and was decorated with the "Rosette d'officier" in 1858 on the occasion of the visit of Prince Napoleon to his factory.

**CH. FIELD HAVILAND***LIMOGES CHINA.***CAKE OR ROLL PLATE, "NORMANDY."**

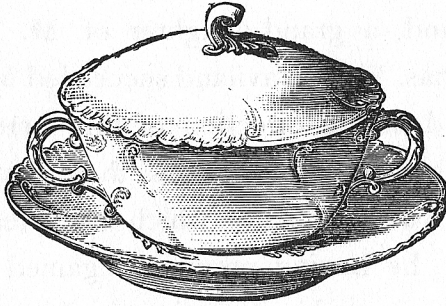
Very useful for a thousand and one purposes.

This celebrated factory and the Kaolin mines are still owned by the "heirs of M. François Alluau" one of them being Mme. Chas. Field Haviland, a grand-daughter of M. Alluau. Mr. Chas. Field Haviland succeeded M. Victor Alluau in the direction of this factory, and from thenceforth the wares there made were marked with his name which was already well known, he having previously gained for it a reputation at his factories at Limoges and Vierzon. In 1881 he retired from active business, and the management passed into the hands of Messrs. E. Gérard, Dufraissex & Morel, now changed to E. Gérard, Dufraissex & Co.

What the factory has become under the control of M. Gérard, we need not tell you. During his administration, a complete revolution has taken place—conservatism has given way to progress—new and artistic designs in shapes and decors have replaced others older and more commonplace—the choicest of clays and glazes have been procured—the most modern machinery obtained.

# CH. FIELD HAVILAND

*LIMOGES CHINA.*



BROTH BOWL, LOUIS XV.



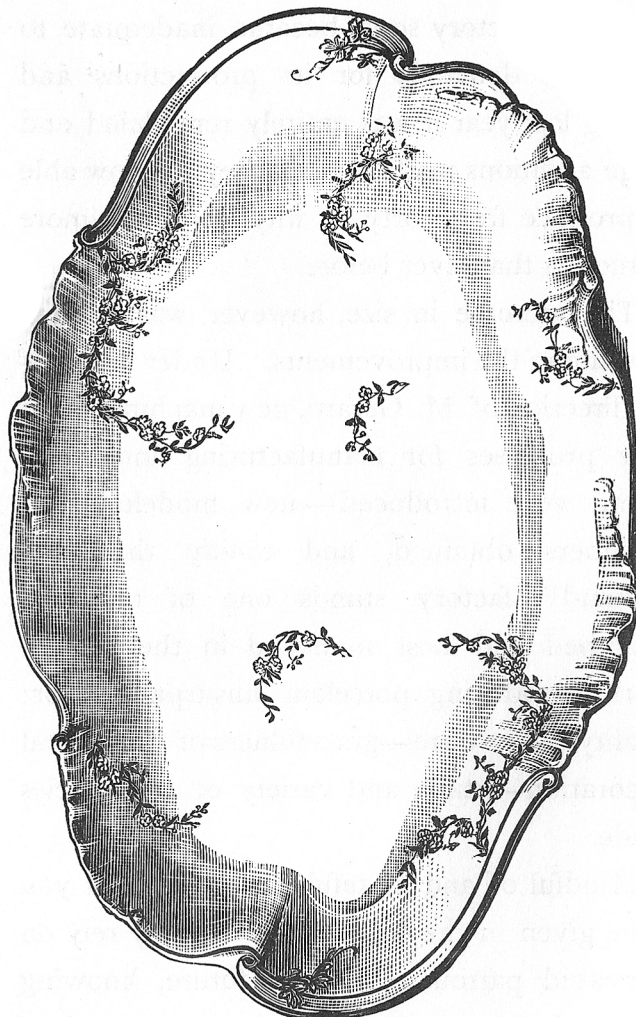
TEAPOT NORMANDY.

Decor. "144 Bis."

As the result of his care, energy and skill, the large factory soon became inadequate to meet the demands for its productions and during last year it was entirely remodeled and large additions made, so that they are now able to produce from forty to fifty per cent. more porcelain than ever before.

The increase in size, however, was not the sole aim in the improvements. Under the skillful direction of M. Gérard, new machinery and new processes for manufacturing and decorating were introduced—new modelers and designers obtained, and to-day the “old Alluaud” factory stands one of the best equipped and best managed in the pottery world, producing porcelain unsurpassed for: quality of the ware—gracefulness of design and decoration—utility and variety of the articles made.

Mindful of and grateful for the support you have given in the past, we confidently rely on increased patronage for the future, knowing that the wares from this factory are equal to any made in Limoges.

**CH. FIELD HAVILAND***LIMOGES CHINA.*

DISH LOUIS XV. Decor. "3039 bis."

## THE TRADE-MARKS.

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**T**HIS is an important topic. Every trade-mark is to the piece bearing it the guarantee of its authenticity from factory, maker or seller. The reputation of a trade-mark requires years to gain, but it is lost in a day unless the wares equal such reputation already obtained.

That the "**CH. FIELD HAVILAND**" China has for twenty-four years maintained its place in the foremost rank of noted wares and constantly gained in reputation, is sufficient comment on the mark. Under the Alluaud management, all the porcelain made by them was stamped in the ware **Æ** while all the porcelain made by Mr. Chas. Field Haviland bears his initials "**C. F. H.**" At first this was also pressed in the ware, but since about 1872, the initials have been printed under the glaze in dark green letters. When Messrs. E. Gérard, Dufraiseix & Morel succeeded as lessees of the factory, their initials were added to those of

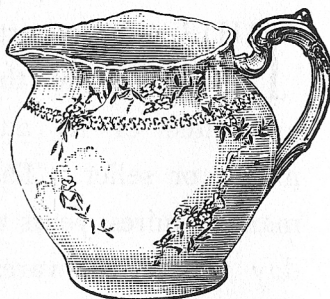


# CH. FIELD HAVILAND

*LIMOGES CHINA.*



TEA NORMANDY.  
Decor. "144 Bis."



CREAM "BRITTANY."  
Decor. "450 Bis."




TEAPOT BRITTANY  
Decor "339 Bis."



Mr. Haviland, and the mark became **CFH**  
**GDM**  
to this, since the McKinley Bill became a law,  
the place of manufacture must be added and the

mark has taken its present form **CFH**  
**GDM**  
**FRANCE**

One of these marks appears on every piece  
whether white or decorated, but the decorated  
pieces all bear in addition to the under-glaze

stamp, a decor stamp  over the glaze.

This mark has been in constant use for over  
twenty years without change of any kind.

The trade-marks and dates at which used are  
therefore:

Prior to 1868.

**Æ**

1868 to 1882.

**CFH**

1882 to 1891.

**CFH**  
**GDM**

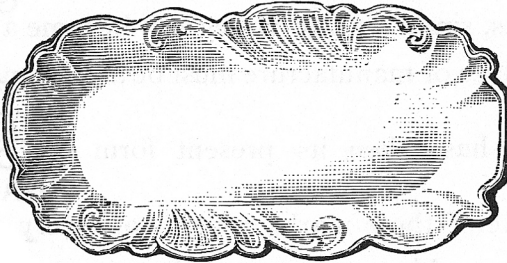
1891 to present.

**CFH**  
**GDM**  
**FRANCE**

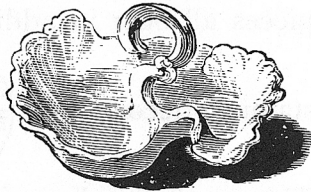
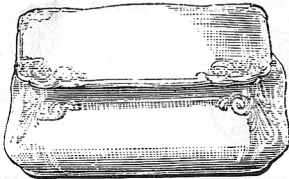
Decor stamp has always been



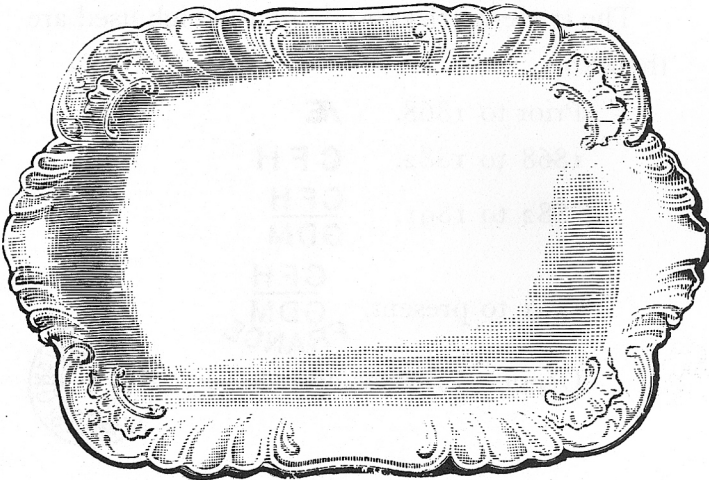
**CH. FIELD HAVILAND**  
*LIMOGES CHINA.*



PEN TRAY NORMANDY.

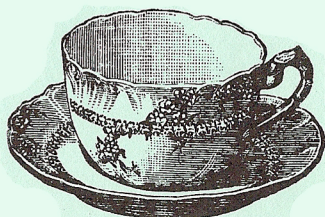


CARD BOX "BRITTANY." TABLE SALT—2 SHELL.  
 Articles for amateur decorators a specialty in this make.



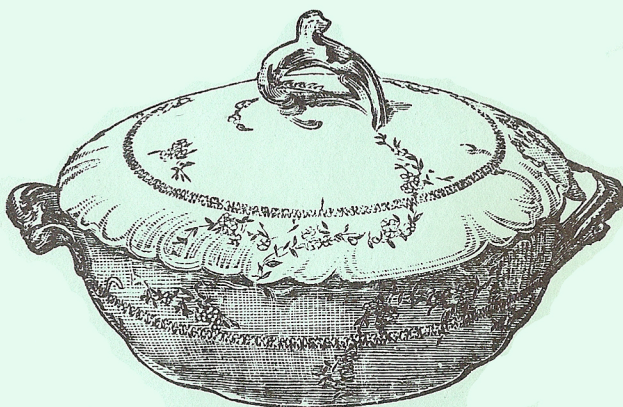
BRUSH AND COMB TRAY RIBBON.





TEA "BRITTANY."  
Decor. "450 Bis."

—◆ N. A. ROST, PRINTER, 14 FRANKFORT ST., N. Y. ◆—



CASSEROLE "BRITTANY"  
Decor. "450 Bis."