

A rare set of visiting cards published in Italy features pretty little maps of all parts of the world. Each card is about 105 x 70 mm. and the maps about 85 x 55 mm., with a blank panel for the signature of the caller. They were printed on thick paper with plain backs. Some have traces of lines on the edges, indicative of the usual practice for producing cards: with many engraved together on a plate and the printed sheets then cut up.



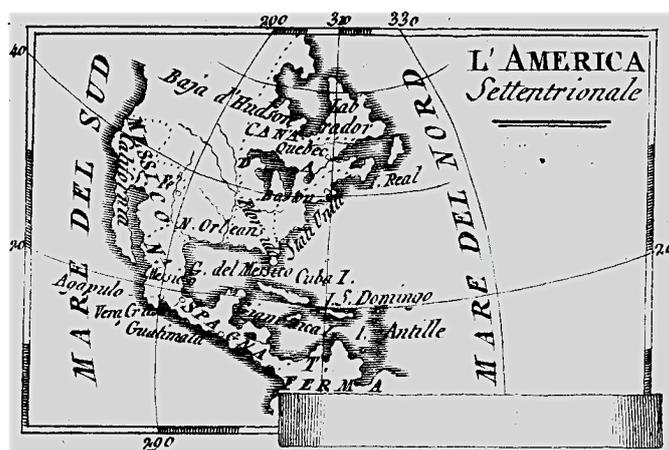
J.A.L. Franks & Co.

The imprint of the publisher, Pietro Zaricen, appears under two lines beneath the title. For example, *Il Rossiglione* has 'Venezia 1794 App[ress]o. P. Zaricen'. Lajos Szantai includes *L'Ungheria* in his book on the mapping of Hungary, but gives the name in the imprint as 'Zancen': *Atlas Hungaricus 1528-1850*. Budapest, Akadmiai Kiado, 1996.



A second issue of these Venetian calling cards has all the imprints deleted, but not cleanly and still leaving some traces. This state of the map of France has the signature 'G. Bonatti fece' beneath the panel at bottom right and it would seem likely that Giuseppe Bonatti engraved the series, but this cannot be confirmed until a copy of the first state comes to light. *L'America Settentrionale* has 'Stati Uniti' whereas *Il Canada* still has 'Colonie Inglesi'.

Some of the cards in their second state, and in very good condition, were on sale in London from the late twentieth century, but it is not known how many. About the turn of the century a signed card of the first edition, with a map of the province of Roussillon in the south of France, was seen at an Ephemera Society Fair in London. Also around this time, approximately seventy cards of the second issue were acquired by a dealer in Germany. More recently, eighteen cards in the second state, but not in very good condition, appeared at auction (Reiss & Sohn, May 2017, lot 2090).



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Information has been acquired or gratefully received from several different sources, regarding just thirty of the cards:

Mappamondo; Europa; L'Asia; L'America Settentrionale; L'America Meridionale;

La Inghilterra; La Scozia; La Svezia; La Francia divisa ne' suoi dipartimenti Secondo la nuova Costituzione; Il Rossiglione; Bellegarde; Baja e Porto di Tolone; Il Padovano; L'Ungheria; La Russia Europea; Turchia d'Europa;

Turchia d'Asia; La Persia; Il Gran Mogul; L'Indie; La Russia Asiatica; La China;

L'Africa Settentrionale; le Coste di Barbaria; L'Egitto; La Guinea Occidentale; La Guinea Orientale; L'Africa Meridionale;

Il Canada;

Il Perù.

set of visiting cards. Venice, Pietro Zaricen, 1794; (Venice, 1799).