



## Majolica A. Leroy - Tertre Lez Baudour - Belgium - "souvenir Of Algeria" - Early 20th Century

180 EUR



Period : 20th century

Condition : Parfait état

Material : Earthenware

Length : 12 cm

Width : 9,5 cm

### Description

Rare early 20th century majolica A. Leroy -  
Tertre lez Baudour "Souvenir d'Algérie" 12 x 9.5  
cm, excellent condition.

### Origin and History

Adolphe Paulus and his brother Lucien created an earthenware factory in 1868 in Tertre near Baudour. Their father, Isidore Paulus, was the founder of the Wasmuel factory. The establishment was called "Le Lion". It seems that due to the need for financing, the Paulus brothers looked for partners. In March 1870, a company was formed between Adolphe Paulus, Pierre Cailleaux, Emile Delaunois and François for a period of ten years. In 1880, the company was renewed; following a number of deaths of

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members, it was reconstituted in 1888, in three equal parts belonging to François André, Edouard Delaunois and Adolphe Paulus. In 1890, the company became Adolphe Paulus-Petit et Cie. In 1897, Adolphe Leroy, who had bought various shares since 1890, found himself the sole owner of the establishment; the company was dissolved.

The earthenware factory became the Alphonse Leroy earthenware factory. After the war of 1914-1918, the Alphonse Leroy establishments became a public limited company for a time: the SA Faïenceries de Tertre. Emile Rocteur, an industrialist in Baudour, bought back the company's 180 shares in 1922. The activity ceased in 1925 after a compulsory liquidation.

The earthenware factory manufactured fire-safe utilitarian objects, tableware and fancy objects in industrial majolica. The brands were numerous: a lion with its left paw resting on a globe, in relief or printed; the indication "FAIENCERIE DE TERTRE/ PRES DE ST GHISLAIN/ A.PAULUS-M.PETIT" in print. "A. LEROY/ TERTRE/Belgium" in relief. "FAIENCERIE DE TERTRE PRES DE S.GHISLAIN/ DE A.LEROY ET PETIT", in relief; "Leroy Petit / Tertre", in relief.

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