

# Business card

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Black and white photograph of John Young (1811-1878), Canadian merchant and businessman.

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Fabricant / Éditeur Livernois

Period 2nd half of the 19th century

Medium and Support silver print, paper; cardboard

Technique glued, printed

## Historical context

John Young, born in 1811 in Ayr, Scotland, and died on April 12, 1878 in Montreal, became one of the most influential Montreal merchants of the 19th century. Arriving in Montreal in 1830, he entered the trade as a clerk with John Torrance & Company, before going into partnership with Harrison Stephens, an American merchant, with whom he founded Stephens, Young & Company. President of the Commission du Havre, the institution responsible for managing the Port of Montreal, from 1853 to 1866, he was responsible for building new wharves, dredging the St. Lawrence shipping channel and reorganizing customs. Considered the father of the Port of Montreal, he is honoured by a statue located in front of the Allan Building, today located at 333 de la Commune Street West.

This portrait, produced between 1854 and 1865 by Quebec City photographer Jules-Isaïe Benoît dit Livernois, was intended to be printed in miniature format on calling cards. These were very common among the business middle class, and were mainly used to give a tangible appearance to one's acquaintances: they were offered to friends and acquaintances. Initially bearing only the owner's name, from the 1850s onwards, calling cards were adorned with portrait photographs.