

***Advertisements for Gurney, Root, Brady, Morand, Brown, 30 October 1852***

(keywords: Lantern, Jeremiah Gurney, Samuel Root, Mathew Brady, Philip Morand, James Sidney Brown, history of the daguerreotype, history of photography)

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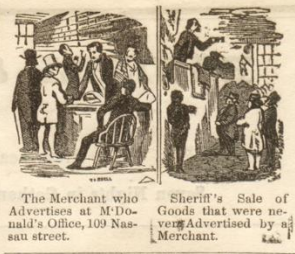
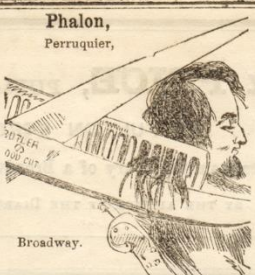
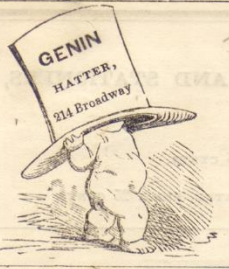
**EWER ARCHIVE A8520001**

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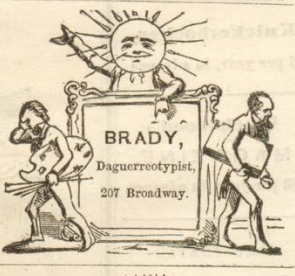
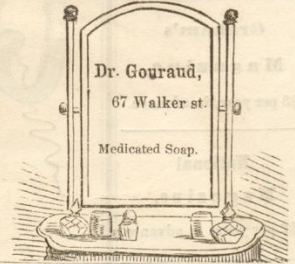
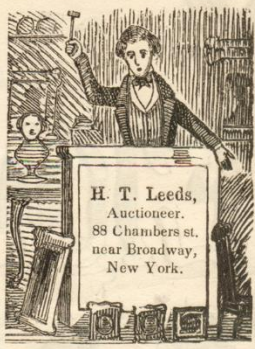
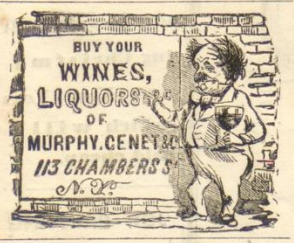
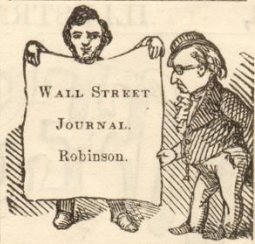
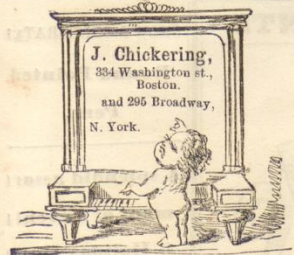
Published in:

*Lantern* (New York) 2:43 (30 October 1852). Sheet appears at rear of issue following page 190.

[ SEE NEXT PAGE FOR GRAPHIC ]



The Merchant who Advertises at M'Donald's Office, 109 Nassau street. Sheriff's Sale of Goods that were never Advertised by a Merchant.



Before using the Balm of a thousand flowers. After.

ALFRED MUNROE & CO., Wholesale and Retail New York Fashionable Clothing Establishment, 441 BROADWAY, Between Howard and Grand streets.



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The graphic is also available in JPG format:

[http://www.daguerreotypearchive.org/advert/A8520001\\_ADVERT\\_LANTERN\\_1852-10-30.php](http://www.daguerreotypearchive.org/advert/A8520001_ADVERT_LANTERN_1852-10-30.php)

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**EDITOR'S NOTES:**

The page includes advertisements for the galleries of Jeremiah Gurney, 181 Broadway; Samuel Root & Co., 363 Broadway, Mathew Brady, 207 Broadway; Philip Morand, 535 Broadway; James Sidney Brown, 181 Broadway. The "181 Broadway" address for Gurney is perhaps a misprint; he is known to have operated at 189 Broadway.

A similar arrangement of various advertisements appears throughout the volume. This sheet includes all the advertisements by daguerreotypists that are elsewhere present in the volume.

This short-lived publication is an American endeavor emulating the very successful British humor magazine, *Punch*.

**EWER ARCHIVE A8520001**

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sheet: 28 x 21 cm.

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