

**Advertisement, "Fredricks' Photographic Temple of Art," 1857**

(keywords: Charles DeForest Fredricks, V. L. Richardson, H. A. Perry, Jeremiah Gurney, history of the daguerreotype, history of photography)

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**THE DAGUERRETYPE: AN ARCHIVE OF SOURCE TEXTS, GRAPHICS, AND EPHEMERA**  
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Published in:

Gaetano Donizetti and Gaetano Rossi, *Linda di Chamounix: a Grand Opera in Three Acts: the Words in Italian and English, with the Music of the Principal Airs* (Philadelphia: F. Rullman, 1857). The advertisement appears among advertisements in unnumbered back matter.

**FREDRICKS'**  
**PHOTOGRAPHIC TEMPLE OF ART,**  
585 & 587 BROADWAY,  
Opposite the Metropolitan Hotel, New York.

LADIES' EXCLUSIVE ENTRANCE, | GENTLEMEN'S ENTRANCE,  
**No. 587 Broadway.** | **No. 585 Broadway.**

**RECEPTION AND OPERATING ROOMS ON FIRST FLOOR.**

**PHOTOGRAPHS,**  
FROM MINIATURE TO LIFE SIZE,  
Finished in Oil, Pastel, Crayon, India Ink and Aquarelle,  
BY FREDRICKS' TALENTED CORPS OF  
**PARISIAN ARTISTS,**  
WHO ARE ENGAGED BY M<sup>r</sup>. F.'s PARIS HOUSE EXPRESSLY FOR THIS ESTABLISHMENT.

**HALLOTYPES.**  
The Pictures made in this beautiful style are far superior to the productions exhibited elsewhere, and no person should have a HALLOTYPE taken before first examining the specimens at "THE HALLOTYPE HEAD QUARTERS," i. e.:

**FREDRICKS' TEMPLE OF ART.**

**AMBROTYPES**  
TAKEN IN COLORS, AND WARRANTED DURABLE  
**CHILDREN TAKEN INSTANTANEOUSLY,**  
BY V. L. RICHARDSON.

**DAGUERREOTYPES,**  
BY H. A. PERRY,  
For the LAST FIVE YEARS, PRINCIPAL OPERATOR AT GURNEY'S DAGUERREOTYPE ROOM.  
Persons having Daguerreotypes or Ambrotypes of deceased friends, can have them faithfully copied and enlarged to any size, and in any of the above styles.

Fredricks' Photographic Temple of Art, 585 & 587 Broadway.

[text:]

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585 & 587 BROADWAY,  
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[End of text.]

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#### EDITOR'S NOTES:

Noteworthy is the names of the individual operators listed according to the type of photography being accomplished.

For a brief mention of Fredricks' gallery, see "The World of New York," *Putnam's Monthly Magazine* (New York) 8:22 (October 1856): 448.<sup>1</sup> See also an advertisement for Fredricks in *Carroll's New York City Directory* (New York: Carroll & Company, 1859): 90.<sup>2</sup>

The hallotype is a process developed by John Bishop Hall and is a layered, color-added image on glass or paper. Further information is found in "Hallotype," *Humphrey's Journal* (New York) 8:21 (1 March 1857):321–26; "Hallotypes," 8:22 (15 March 1857):337–39.

1. [http://www.daguerreotypearchive.org/texts/P8560002\\_FREDRICKS\\_PUTNAMS\\_1856-10.pdf](http://www.daguerreotypearchive.org/texts/P8560002_FREDRICKS_PUTNAMS_1856-10.pdf)

2. [http://daguerreotypearchive.org/advert/B8590001\\_ADVERT\\_CARROLLS\\_1859.pdf](http://daguerreotypearchive.org/advert/B8590001_ADVERT_CARROLLS_1859.pdf)

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