

Advertisement for George H. Johnson, 1 April 1851

(keywords: George Howard Johnson, 83 J street, history of the daguerreotype, history of photography)

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

The research archive of Gary W. Ewer regarding the history of the daguerreotype

<http://www.daguerreotypearchive.org>

EWER ARCHIVE N8510007

Published in:

Daily Union (Sacramento City) 1:12 (1 April 1851): n.p. (third page of issue).

PRICES REDUCED

**At G. H. Johnson's Daguerrean Gallery and
FURNISHING ESTABLISHMENT.**

MR. JOHNSON, in returning his thanks to the generous and discriminating public for the very liberal support which has been tendered him, would most respectfully solicit a continuation of the same, at his New Rooms, No. 83 J street, Brick Row, between 3d and 4th streets, which have been fitted up in the most costly style on purpose for the business, and will rate second to none in the United States.

This establishment was the first permanently located one of the kind on the Pacific, and shall remain the same as it ever has been, the best.

A fine assortment of framed cases, locketts, &c, constantly on hand and for sale cheap.

Pictures taken, copied, cleaned or cased. Also, Views of Buildings, and persons taken after death if desired.

The Trade furnished with apparatus, plated cases, chemicals, &c. Also, instruction given in the art.

The public are invited to call and examine specimens

ap1 1m*

[End of text.]

EDITOR'S NOTES:

For an editorial puff in the same issue, see "Daguerreotype," n.p. (second page of issue).¹

Johnson heads his advertisement "Prices Reduced." This reflects a general reduction of market prices occurring in Sacramento at this time.

George H. Johnson arrived in San Francisco in 1849. Additional information regarding Johnson is found in Peter E. Palmquist and Thomas R. Kailbourn, *Pioneer Photographers of the Far West: a Biographical Dictionary, 1840–1865* (Stanford: Stanford University Press, 2000): 327–30; Peter E. Palmquist, "The Daguerreotype in San Francisco," *History*

of *Photography* 4:3 (July 1980): 207–38; Drew Heath Johnson and Marcia Eymann, ed., *Silver & Gold: Cased Images of the California Gold Rush* (Iowa City: University of Iowa Press, 1998).

At the time of this writing, four daguerreotypes by Johnson are viewable on the web site of The Daguerreian Society. (NEA Image/Research Database; artist search term: "George H. Johnson.")² Seven daguerreotypes by Johnson are viewable on the web site, *Calisphere*. (search term: "Johnson, G. H." daguerreotype)³

1. http://www.daguerreotypearchive.org/texts/N8510006_JOHNSON_DAILY-U_1851-04-01.pdf

2. <http://www.daguerre.org/>

3. <http://www.calisphere.universityofcalifornia.edu/>

EWER ARCHIVE N8510007

URL: http://www.daguerreotypearchive.org/advert/N8510007_JOHNSON-AD_DAILY-U_1851-04-01.pdf

Document author: Gary W. Ewer

Creation date: 2010-04-02 / Last revision (proofread): 2010-05-18

Citation information: *Daily Union* (Sacramento City) 1:12 (1 April 1851): n.p. (third page of issue).

Prepared from: imaged original text from *California Digital Newspaper Collection*. (<http://cdnc.ucr.edu>)

Original spelling/punctuation/grammar generally maintained without correction. Any in-text corrections are bracketed.

The *source text* is Public Domain and may be freely quoted. As noted below, this document is copyright.

If citing directly from this document, please reference the Ewer Archive number and provide the following citation credit:

Gary W. Ewer, ed., *The Daguerreotype: an Archive of Source Texts, Graphics, and Ephemera*, <http://www.daguerreotypearchive.org>

THE NECESSARY DISCLAIMERS:

The document creator has made every effort to insure the accuracy of the transcription. However, the information provided in this document is provided without warranty, either express or implied. The document creator will not be liable for any damages caused or alleged to be caused directly, indirectly, incidentally, or consequentially by the information provided by this text.

The document creator assumes no responsibility for accuracy of fact; the text is prepared "as found." Factual inaccuracies of the original text are generally **not** noted by the document creator. If this text is used in academic papers, accuracy should be confirmed by consulting original sources.

The document creator also assumes no responsibility regarding the correctness, suitability, or safety of any chemical or photographic processes that may be described by this text. Many of the chemicals used in early photographic processes are extremely toxic and should not be handled without a *thorough* knowledge of safe use.

The opinions expressed in this text are solely those of the original author and are not necessarily those of the Archive editor. Some texts may contain derogatory words. Any such word is certainly one that would not be used today. The words remain in the transcription, however, to maintain truthfulness to the original text.

© 2009, Gary W. Ewer. <http://www.daguerreotypearchive.org>
