

**Advertisement for J. W. Thompson, 11 September 1851**

(keywords: Josiah W. Thompson, 315 Broadway, fifty-cent daguerreotypes, history of the daguerreotype, history of photography)

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

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

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*New-York Daily Tribune* 11:3245 (11 September 1851): 2.

**A** SHORT TALE IS SOON TOLD.—  
Good Daguerreotype Likenesses (inclosed in handsome cases) for 50 cents, at THOMPSON'S Skylight Gallery, 315 Broadway. Best quality instruments and materials use; No. 1 operators, and all pictures guaranteed satisfactory. Call and see him, at 315 Broadway, first door below the City Hospital. s11 1ma

**[End of text.]**

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**EDITOR'S NOTES:**

The fifty-cent daguerreotype was the offering of the "cheap" operators. This reduction of price (and cheapening of the product) was decried by many gallery owners who felt that the art had been degraded. See "Cheap Daguerreotypes," *Brooklyn Daily Eagle* 10:92 (18 April 1851): n.p. (third page of issue)<sup>1</sup>; "By the Editor" [Henry Hunt Snelling], "The Daguerrean Art; its Present State and Future Prospects," *Photographic Art-Journal* (New York) 2: 2 (August 1851): 99–101<sup>2</sup>; "Daguerrean Convention," *Photographic Art-Journal* (New York) 2:2 (August 1851): 122–23.

Additional information regarding Josiah W. Thompson is available from John Craig's web site, *Craig's Daguerreian Registry*.<sup>3</sup>

1. [http://www.daguerreotypearchive.org/texts/N8510039\\_CHEAP\\_BROOK-EAGLE\\_1851-04-18.pdf](http://www.daguerreotypearchive.org/texts/N8510039_CHEAP_BROOK-EAGLE_1851-04-18.pdf)

2. [http://www.daguerreotypearchive.org/texts/P8510006\\_SNELLING\\_PHOTO-ART-JOURN\\_1850-08.pdf](http://www.daguerreotypearchive.org/texts/P8510006_SNELLING_PHOTO-ART-JOURN_1850-08.pdf)

3. <http://www.daguerreotype.com/>

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URL: [http://www.daguerreotypearchive.org/advert/N8510037\\_THOMPSON-AD\\_NYD-TRIB\\_1851-09-11.pdf](http://www.daguerreotypearchive.org/advert/N8510037_THOMPSON-AD_NYD-TRIB_1851-09-11.pdf)

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