

Business card for the Philadelphia gallery of Marcus A. Root, (no date)

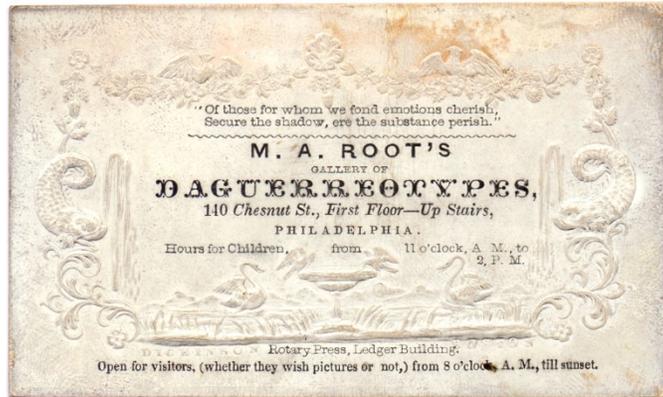
(keywords: Marcus Aurelius Root, Marcus A. Root, M. A. Root, 140 Chesnut, history of the daguerreotype, history of photography.)

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Title: M. A. Root's Gallery of Daguerreotypes, 140 Chesnut St.; Philadelphia.

Description: 5.3 x 9.0 cm printed business card; embossed, enameled card stock.

Creator: embossed by printer: "Dickinson / Boston"

Date created / published: no date

Notes / full text: "Of those for whom we fond emotions cherish, Secure the shadow, ere the substance perish." / M. A. Root's Gallery of Daguerreotypes, 140 Chesnut Str., First Floor—Up Stairs, Philadelphia. / Hours for Children, from 11 o'clock, A. M., to 2, P. M. / Rotary Press, Ledger Building. / Open for visitors, (whether they wish pictures or not,) from 8 o'clock, A. M., till sunset.

The graphic is also available in JPG format:

http://www.daguerreotypearchive.org/ephem/E0000001_ROOT_BUSINESS-CARD.php

EDITOR'S NOTES:

Marcus A. Root opened his 140 Chesnut gallery in 1845–1846. The exterior of the gallery is depicted in the 1856 lithograph by Collins & Autenrieth, "Panorama of Philadelphia: Chesnut Street, East of Fifth."¹ An earlier view of the building exterior is depicted in Julio H. Rae, *Rae's Philadelphia Pictorial Directory and Panoramic Advertiser* (Philadelphia: J.H. Rae, 1851).² (See 400 block Chestnut Street, south side, western portion, pl. 7, top.) The building in which Root operated is still standing.

Root purchased the gallery from the daguerreotypist, John Jabez Edwin Mayall. More information regarding Mayall, including a photograph of the Philadelphia gallery exterior, is available in David Simkin's web site, *Brighton Photographers 1841-1910*.³

Further biographical information regarding M. A. Root is in "Fortunes and Misfortunes of an Artist," *Scientific American* (New York) 6:6 (8 February 1862): 87.⁴

A different Philadelphia business card for Root is seen in Larry J. West and Patricia A. Abbott, *Antique Photographic Jewelry: Tokens of Affection and Regard* (New York: West

Companies, Inc. 2005): 181. A gathering of daguerreian business cards is featured in Ken Appollo, "Vignette: Daguerreian Business Cards," *Daguerreian Annual 1993* (Eureka, The Daguerreian Society 1993): 80–83. The Ewer Archive also includes a business card for Gabriel Harrison.⁵

1. http://www.daguerre.org/resource/texts/phila_slices.html
2. <http://www.brynmawr.edu/iconog/panos/panotab2.html>
3. <http://www.spartacus.schoolnet.co.uk/DSmayall.htm>
4. http://www.daguerreotypearchive.org/texts/P8620001_ROOT_BIO_SCIENT_AMER_1862-02-08.pdf
5. http://www.daguerreotypearchive.org/ephem/E0000002_HARRISON_BUSINESS-CARD.pdf

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Document author: Gary W. Ewer

Creation date: 2008-10-25 / Last revision: 2016-06-29

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A high-resolution TIF-format file may be available. Contact the Archive for details.

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