

**Advertising "note" for Simpson's Daguerrean Gallery (ca. 1855)**

(keywords: Andrew J. Simpson, history of the daguerreotype, history of photography.)

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EWER ARCHIVE E0000003

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Miniatures of the Sick taken at their Residences.

Particular attention  
— PAID TO —  
**TAKING MINIATURES**  
— OF —  
**CHILDREN**

All kinds of Pictures  
Copied by a New Process,  
AND WARRANTED  
As good as the Original.  
Pictures in Velvet Cases, 50 cents.

**GOLD LOCKETS,**  
With Miniatures set,  
**CHEAPER THAN EVER**  
Before sold in Lowell.  
Call here, before Purchasing  
elsewhere.

**No. 28**

**SIMPSON'S  
DAGUERREAN GALLERY,  
WYMAN'S EXCHANGE, LOWELL, MASS.**

ALWAYS ON HAND,  
a large stock of  
**RICH CASES**  
for about one  
**HALF FORMER PRICES.**

MINIATURES TAKEN OF CORPSES,  
AND WARRANTED.

Miniatures taken for all the various kinds of Locketts, Pins, Rings, etc. in a style not excelled by any. With fifteen years' practice in Lowell, and the best rooms, with all the latest improvements, I shall endeavor to please all in want of good work, and sell as cheap as can be obtained elsewhere.

Merrimack Street.

B. H. Penhallow, Printer, cor. Merrimack and Central Streets.

Title: Simpson's Daguerrean Gallery

Description: 8.2 x 18.7 cm, printed on thin buff-color wove paper

Date created / published: ca. 1855

Full text:

SIMPSON'S DAGUERREAN GALLERY,  
WYMAN'S EXCHANGE, LOWELL, MASS.

Miniatures taken for all the various kinds of Locketts, Pins, Rings, etc. in a style not excelled by any. With fifteen years' practice in Lowell, and the best rooms, with all the latest improvements, I shall endeavor to please all in want of good work, and sell as cheap as can be obtained elsewhere.

Particular attention paid to taking miniatures of children.

All kinds of Pictures Copied by a New Process, and warranted as good as the Original.

Pictures in Velvet Cases, 50 cents

Gold locketts, With Miniatures set, cheaper than ever before sold in Lowell.

Call here, before Purchasing elsewhere.

Always on hand, a large stock of rich cases for about half former prices.

Miniature of the Sick taken at their Residences.

Miniatures taken of corpses, and warranted.

No. 28 Merrimack Street.

B. H. Penhallow, Printer, cor. Merrimack and Central Streets

The graphic is also available in JPG format:

[http://www.daguerreotypearchive.org/ephem/E0000004\\_SIMPSONS\\_DAG-NOTE.php](http://www.daguerreotypearchive.org/ephem/E0000004_SIMPSONS_DAG-NOTE.php)

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**EDITOR'S NOTES:**

Craig's Daguerreian Registry provides the following regarding Andrew J. Simpson:

Active as a daguerreian at Wyman's Exchange, Lowell, Mass., 1849-1858. He was originally listed boarding on East Merrimac Street, and later may have bought the house. He was listed in 1859 without an occupation. Wyman's Exchange was apparently located at 28 Merrimack Street. An identified image has his name stamped the brass mat. He reappeared in Lowell as a photographer in 1864. Simpson was reportedly one of the pioneer daguerreians inspired by the lectures of Francois Gouraud, Daguerre's assistant, in Boston in the spring of 1840, but his activities prior to his listing in Lowell are unknown at this time.

The advertisement is similar in size and appearance to contemporary bank notes. Although damaged, the advertisement is nevertheless informative of Simpson's business endeavors.

1. <http://craigcamera.com/dag/>

**EWER ARCHIVE E0000003**

URL: [http://www.daguerreotypearchive.org/ephem/E0000004\\_SIMPSONS\\_DAG-NOTE.pdf](http://www.daguerreotypearchive.org/ephem/E0000004_SIMPSONS_DAG-NOTE.pdf)

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

Prepared from: original advertisement in the collection of Gary W. Ewer.

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