

**Advertisements for Anson, Gurney, Root, Fredricks, 1859**

(keywords: Rufus Anson, Jeremiah Gurney, Samuel Root, Thomas Faris, Charles DeForest Fredricks, Alexander B. Weeks (?), 589 Broadway, 707 Broadway, 363 Broadway, 585 Broadway, 587 Broadway, history of the daguerreotype, history of photography)

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The following four advertisements were published in:

*Carroll's New York City Directory* (New York: Carroll & Company, 1859): 88–91.

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ANSON'S  
PHOTOGRAPHIC GALLERY,

589 BROADWAY, N. Y.

THIS GALLERY is directly opposite the Metropolitan Hotel, and justly claims to be one of the first galleries in the city. Mr. Anson has fitted up, at a great expense, *the most attractive Reception Room ever offered to the Public*. The walls of his palace are hung with gems of his art, among which can be seen many of our distinguished citizens. The gallery is open to the public, at all times of the day, for free inspection.

STRANGERS VISITING THE CITY, and wishing to obtain a first-class Photograph, Ambrotype, or Daguerreotype, are invited to examine his specimens, for which he claims a superiority and excellence second to none.

Likenesses of Deceased Persons made from Daguerreotypes or Ambrotypes. In this branch of the art the subscriber has attained great success, and can guarantee a perfect likeness, life size, or less, from a very small Daguerreotype.

Daguerreotypes and Ambrotypes of superior finish.

Galleries open from 8 A. M. to 10 P. M. Free.

R. ANSON, 589 Broadway.

NOTE.—*Mr. Anson is always in charge of his business, to whom we recommend you. A visit to his gallery will fully repay all.*—EDITOR.

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J. GURNEY'S,  
**PREMIUM PHOTOGRAPHIC GALLERY,**  
707 BROADWAY, NEW YORK.

Mr. Gurney, having had more than twenty years' experience in the Daguerrean Art, claims for himself a theoretical knowledge and a practical excellence not heretofore attained by any others in the profession.

This is one of the most extensive establishments in the world. Photographs, Daguerreotypes, and Ivorytypes.

N. B. Old Daguerreotypes of deceased persons copied, enlarged to any size, and finished in any style, equal to those made from life.

Miniatures, or Portraits in Oil, combining the truthfulness and accuracy of a fine Daguerreotype, with the beauty and finish of the finest Oil Painting.

The opinions of the whole Press of New York could be quoted, commendatory of Mr. Gurney, as the "master-spirit of his art,"—but this is not required. There is no charge for admission to the gallery, and strangers visiting New York, and citizens, are invited to call and examine for themselves.

Gallery open till 9 P. M., for free inspection.

J. GURNEY, Photographic Artist, 707 Broadway.

First block below New York Hotel.

NOTE.—*Mr. Gurney (to whom you are referred) attends to the general supervision of his establishment, and will most cheerfully show his gems of art.*—EDITOR.

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S. ROOT & CO.,  
**PHOTOGRAPHS, DAGUERREOTYPES, ETC.,**

363 BROADWAY, NEW YORK.

STRANGERS visiting New York and citizens, are invited to call and examine the largest and best collection of distinguished persons in the United States.

HAMLET ON PICTURES.

Look here upon this picture, and on this;  
Two simple efforts of our modern art;  
See, what a finish marks this manly brow;  
Each play of feature, every thought itself;  
The sun-like flashing of the rolling eye,  
The lips which almost seem to part and speak,  
To give the world assurance of their life.

*This was done by Faris.* Look you now what follows:  
Here is the other, a bleared and mildewed thing,  
Bad in position, worse in expression,  
With neither grace, nor comeliness, nor finish:  
A base abortion all. This was done by—  
No matter who ———.

Superior Pictures are guaranteed at this gallery, and taken in every style of the art.

ROOT & CO.,  
Corner Broadway and Leonard Street.

NOTE.—*Mr. T. Faris will be found at his gallery at all times, to serve all desiring pictures, or to view the collection.*—EDITOR.

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C. D. FREDERICKS,  
**PHOTOGRAPHIC TEMPLE OF ART,**

GENTLEMEN'S ENTRANCE { BROADWAY, } LADIES' ENTRANCE  
585 { New York. } 587

Opposite the Metropolitan Hotel.

The largest and most magnificent Photograph Galleries in the world.

Photographs from life size to miniature, colored in oil, pastel or water colors.

Likenesses of Deceased Persons made from Daguerreotypes or Ambrotypes. In this branch of the art the subscriber has attained great success, and, by the aid of the Parisian artists in his employ, can guarantee a perfect likeness, life size, or less, from a very small Daguerreotype.

The Miniature Photograph for presents, is a very complete and beautiful picture, possessing all the merits of the ivory miniature, and much superior as a likeness. They are put up in velvet easels, lockets, or breast-pins.

Daguerreotypes and Ambrotypes, of superior finish.

Galleries open from 8 A. M. to 10 P. M. C. D. FREDERICKS.

NOTE.—*Visitors to this gallery are referred to Mr. Weeks, who will always be found in attendance, to whom we cheerfully recommend all visitors.*—EDITOR.

[End of text.]

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**EDITOR'S NOTES:**

The advertisement for D. C. Fredricks curiously spells the last name incorrectly. The correct spelling is evidenced by his gallery signs, other advertisements, and correspondence. The exterior of Fredricks gallery can be seen in an 1857 photograph.<sup>1</sup>

In that same photograph, directly to the right of Fredricks' gallery is the gallery of Rufus Anson. Another view of both galleries is viewable as entry #54 of the U.S. National Archives web site, *Pictures of the American City*.<sup>2</sup>

For a trade card for Anson, see *EWER ARCHIVE E8580001: A diminutive advertisement card, "Anson's Daguerreotypes / Photographs" circa. 1858*.<sup>3</sup>

1. <http://www.nelson-atkins.org/art/CollectionDatabase.cfm?id=47094&theme=Photo>

2. <http://www.archives.gov/research/american-cities/images/american-cities-054.jpg>

3. [http://www.daguerreotypearchive.org/ephem/E8580001\\_ANSON\\_SM-CARD\\_ca1858.pdf](http://www.daguerreotypearchive.org/ephem/E8580001_ANSON_SM-CARD_ca1858.pdf)

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

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