

Advertisement for Davis, "Daguerreotype Miniatures," 11 May 1842

(keywords: Davis, "secure the shadow," history of the daguerreotype, history of photography)

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EWER ARCHIVE N8420003

Published in:

Roanoke Advocate and State Rights Banner (Halifax County, NC) (11 May 1842): 3.

Daguerreotype Miniatures.

To cherish the mem'ry of friends that are
dear,
Their shadows secure ere their forms
disappear.

DR. DAVIS, respectfully announces to the citizens of Halifax that he will wait upon them for a few days, and will furnish them with excellent fact simile likenesses, by means of his daguerreotype, far more accurate than is possible to be obtained by any other means, for \$6.

His room is at Mr. Wm. Pride's Hotel, where he will be happy to wait upon the ladies and gentlemen, and explain the principles of this curious art to sitters.

May 2. 1842

[End of text.]

EDITOR'S NOTES:

This is an early appearance—and variant—of the often-used phrase, "Secure the shadow ere the substance fade." In 1850, Levi Hill attributed the phrase to Shakespeare, but this attribution is in error.¹

1. Levi Hill, *Treatise on Daguerreotype; the Whole Art Made Easy* (Lexington: Holman & Gray, printers, 1850): 73. A short essay regarding the phrase is found in Heinz K. and Bridget Ann Hensch, *The Photographic Experience, 1839–1914: Images and Attitudes* (University Park: Pennsylvania State University Press, 1994): 223–25.

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URL: http://www.daguerreotypearchive.org/advert/N8420003_DAVIS-AD_ROANOKE_1842-05-02.pdf

Document author: Gary W. Ewer

Creation date: 2012-05-10 / Last revision (proofread): 2012-05-16

Citation information: *Roanoke Advocate and State Rights Banner* (Halifax County, NC) (11 May 1842): 3.

Prepared from: photocopy from microfilm kindly provided by Stephen Massengill, North Carolina Department of Cultural Resources.

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