

**Advertisement for Horatio H. Long, 28 November 1844**

(keywords: Horatio H. Long, 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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**EWER ARCHIVE N8440003**

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**Premium Daguerreotype.**

**H. H. LONG**

**R**ESPECTFULLY solicits the attention of the people of Concord, and the surrounding towns, to his clear, bold and beautiful

**DAGUERREOTYPE MINIATURES.**

These miniatures need no other recommendation than that which the judges of the MASSACHUSETTS CHARITABLE MECHANIC ASSOCIATION conferred upon them at their late fair in Boston.

The process by which they are taken renders them permanent, so they are not injured by time, exposure to the light, or defaced by rubbing. Only half a minute is required for taking a picture, and, accidents excepted, a good picture is secured at one sitting.

Room, second floor Low's Brick Block.

Nov. 12th.

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**[End of text.]**

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**EDITOR'S NOTES:**

The brothers Horatio H. Long (1819–1851) Enoch Long (1823–1898) learned the daguerreotype process from Robert Cornelius.<sup>1</sup> The brothers worked in partnership and separately in a number of locations.

Additional information regarding Long is found in John S. Craig, *Craig's Daguerreian Registry* vol. 1, revised edition (Torrington: John S. Craig, 2003): 234.<sup>2</sup>

1. Keith F. Davis, *The Origins of American Photography 1839–1885. From Daguerreotype to Dry Plate* (Kansas City: The Hallmark Photographic Collection, 2007): 54.
2. See also Craig's web site, *Craig's Daguerreian Registry*: <http://craigcamera.com/dag/>

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