

**Advertisement for George H. Johnson, 22 September 1852**

(keywords: George Howard Johnson, Silas Wright Selleck, 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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**WORLD'S FAIR PICTURES**—AT JOHNSON'S PACIFIC PIONEER DAGUERREAN GALLERY. No. 79 J street directly opposite the Crescent City and Missouri Hotels. Daguerreotypes of the finest order are being taken at this old and very popular establishment, and in all cases warranted second to none in the world.

Mr. Johnson is now assisted by one of the finest operators in the world—Mr. S. Selleck—late of Brady's celebrated gallery, in New York, whose pictures drew the first PRIZE MEDAL at the WORLD'S FAIR, as well as the first and only GOLD MEDAL ever awarded by the AMERICAN INSTITUTE. Please call and examine specimens.

The attention of the trade is called to the superior quality of all articles of stock, apparatus, &c., which are kept constantly on hand, in great variety, at the lowest prices.

Instruction given in the art.

sep22-12

**[End of text.]**

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**EDITOR'S NOTES:**

This location for Johnson, with Selleck as assistant, was destroyed in the 2 November 1852 fire which consumed much of Sacramento. Johnson subsequently relocated to San Francisco with Selleck as partner. Johnson's association with Selleck would continue until January 1854.

Additional information regarding both Johnson and Selleck is found in Peter E. Palmquist and Thomas R. Kailbourn, *Pioneer Photographers of the Far West: A Biographical Dictionary, 1840-1865* (Stanford: Stanford University Press, 2000): 327–30 (Johnson); 485–87 (Selleck).

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