

***“Photography: Brady’s Daguerrean Saloon,” 11 June 1853***

(keywords: Mathew B. Brady, 359 Broadway, history of the daguerreotype, history of photography.)

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Published in:

*Illustrated News* (New York) 1:24 (1 June 1853): 384.

PHOTOGRAPHY.—BRADY’S DAGUERREAN SALOON

IT is well known to many of our readers that this art has been elevated to a higher point in this country than in the land of its discovery. It has been attributed more to the brilliancy and clearness of our atmosphere, than to any merit possessed by our artists; but the assumption is false, as those of our artists who have visited Europe, carrying with them their own apparatus, made on this side of the Atlantic, have surpassed in their pictures the productions of any foreign artists. The art of daguerreotyping is justly ranked among the greatest of modern discoveries. Its rapid progress, its improvements, its convenience, and moderate cost, alike commend it to all classes. Great improvements have been made in the art in this country, and much credit is due to American artists for the excellence of their finer qualities of workmanship. There is, however, many pretenders to the art, and it is only when we see an establishment well organized and scientifically conducted, that a true idea can be formed of the extent and importance of the business. Among the most widely celebrated daguerrean artists of our own city, M. B. Brady has been long favorably distinguished, and we have frequently presented our readers with copies of his production. The establishments of Mr. Brady occupy two large buildings, the old gallery, corner of Fulton street and Broadway, and the new gallery, No[.] 359 Broadway, over Thompson's Saloon. The latter gallery is apparently one of the most completely arranged daguerrean galleries in this country or in Europe. The facilities for first-class pictures appear unrivalled; an additional building has been erected by which the reception room, ladies dressing-room, and operating rooms are on the same floor, being a desirable arrangement. The ladies dressing-room is fitted up with great taste, and its beauty and convenience will doubtless be appreciated by its fair visitors. The reception saloon is furnished with richness and artistic taste. A large collection of daguerreotypes of eminent characters adorn its walls, which are excellently executed, and well worth a visit from all who desire to witness American and European celebrities. Both citizens and strangers will be pleased to observe the great progress of the art here displayed, and we cordially wish Mr. Brady every success in his new enterprise. At the World's Fair, in London, we understand that Mr. Brady's daguerreotypes received a medal, and we doubt not that the American public will evince the same appreciation of American talent, by patronising one of the most extensive and superb daguerrean galleries in this country.



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BRADY'S NEW DAGUERREOTYPE SALOON, NEW YORK.

[graphic caption:] Brady's New Daguerreotype Saloon, New York.

[End of text.]

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#### EDITOR'S NOTES:

Brady opened this gallery 10 March 1853. An invitation by Brady sent to the editor of the *Literary World* for the gallery opening "Monday evening at eight O'clock" is extant.<sup>1</sup> A review of the gallery, by the same editors, appears in *Literary World: a Gazette for Authors, Readers, and Publishers* (New York) 12:320 (19 March 1853): 230.<sup>2</sup>

The building which housed Brady's gallery at 359 Broadway still stands with its original façade.

The exterior of a previous Brady's gallery is seen in an advertisement in *Doggett's New York City Directory, for 1850–1851* (New York: John Doggett Jr., 1850): 108.

1. [http://daguerreotypearchive.org/texts/S8530001\\_BRADY\\_INVITE\\_1853-03-10.pdf](http://daguerreotypearchive.org/texts/S8530001_BRADY_INVITE_1853-03-10.pdf)
2. [http://daguerreotypearchive.org/texts/P8530007\\_BRADY-GAL\\_LIT-WORLD\\_1853-03-19.pdf](http://daguerreotypearchive.org/texts/P8530007_BRADY-GAL_LIT-WORLD_1853-03-19.pdf)
3. [http://www.daguerreotypearchive.org/adverts/P8500002\\_BRADY-AD\\_DOGGETTS\\_1850.pdf](http://www.daguerreotypearchive.org/adverts/P8500002_BRADY-AD_DOGGETTS_1850.pdf)

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Document author: Gary W. Ewer

Creation date: 2008-12-13 / Last revision: 2016-07-14

Citation information: *Illustrated News* (New York) 1:24 (1 June 1853): 384.

Graphic details:

wood engraving: 24.0 cm x 15.4 cm

sheet (with text): 44.0 cm x 29.0 cm

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