

**Advertisement for George H. Johnson, 1 April 1851**

(keywords: George Howard Johnson, 83 J street, 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 N8510007

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Published in:

*Daily Union* (Sacramento City) 1:12 (1 April 1851): n.p. (third page of issue).

**PRICES REDUCED**

**At G. H. Johnson's Daguerrean Gallery and  
FURNISHING ESTABLISHMENT.**

**M**R. JOHNSON, in returning his thanks to the generous and discriminating public for the very liberal support which has been tendered him, would most respectfully solicit a continuation of the same, at his New Rooms, No. 83 J street, Brick Row, between 3d and 4th streets, which have been fitted up in the most costly style on purpose for the business, and will rate second to none in the United States.

This establishment was the first permanently located one of the kind on the Pacific, and shall remain the same as it ever has been, the best.

A fine assortment of framed cases, locket, &c, constantly on hand and for sale cheap.

Pictures taken, copied, cleaned or cased. Also, Views of Buildings, and persons taken after death if desired.

The Trade furnished with apparatus, plated cases, chemicals, &c. Also, instruction given in the art.

The public are invited to call and examine specimens

ap1 1m\*

**[End of text.]**

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**EDITOR'S NOTES:**

For an editorial puff in the same issue, see "Daguerreotype," n.p. (second page of issue).<sup>1</sup>

Johnson heads his advertisement "Prices Reduced." This reflects a general reduction of market prices occurring in Sacramento at this time.

George H. Johnson arrived in San Francisco in 1849. Additional information regarding Johnson 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; Peter E. Palmquist, "The Daguerreotype in San Francisco," *History*

of *Photography* 4:3 (July 1980): 207–38; Drew Heath Johnson and Marcia Eymann, ed., *Silver & Gold: Cased Images of the California Gold Rush* (Iowa City: University of Iowa Press, 1998).

At the time of this writing, four daguerreotypes by Johnson are viewable on the web site of The Daguerreian Society. (NEA Image/Research Database; artist search term: "George H. Johnson.")<sup>2</sup> Seven daguerreotypes by Johnson are viewable on the web site, *Calisphere*. (search term: "Johnson, G. H." daguerreotype)<sup>3</sup>

1. [http://www.daguerreotypearchive.org/texts/N8510006\\_JOHNSON\\_DAILY-U\\_1851-04-01.pdf](http://www.daguerreotypearchive.org/texts/N8510006_JOHNSON_DAILY-U_1851-04-01.pdf)

2. <http://www.daguerre.org/>

3. <http://www.calisphere.universityofcalifornia.edu/>

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