

Advertisement for William H. Butler, 19 March 1842

(keywords: William H. Butler, history of the daguerreotype, history of photography)

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 P8420001

Published in:

Brother Jonathan: a Weekly Compend of Belles Lettres and the Fine Arts, Standard Literature, and General Intelligence (New York) 1:12 (19 March 1842): xlvi (of “advertising cover” pages).

DAGUERRETYPE APPARATUS of all descriptions—Daguerreotype Plates of all sizes, warranted to be the genuine article. Superior Polishing substance. Lenses and Miniature Cases of all descriptions; also, Apparatus for taking likenesses, with directions that will enable a person of ordinary capacity, after their perusal, to operate the first time with complete success, carefully packed for transportation and for sale by the manufacturer, **WM. H. BUTLER.**

7 1-2 Bowery, cor. of Division street.

Portraits taken every day except Sunday.

m19 1t

[End of text.]

EDITOR'S NOTES:

The advertisement, coded for one appearance, is run again once in issue 1:15 (9 April 1842): lx (of “advertising cover” pages).

Butler's involvement with the daguerreotype began at least by 1840. Two ca. 1840 daguerreotypes in the collection of Dennis A. Waters exhibit a hallmark by Butler.¹ A ca. 1840 daguerreotype camera, with complete array of apparatus, is in the collection of Matthew R. Isenburg. Butler would become a principal operator for the entrepreneur, John Plumbe, and in 1847 purchased Plumbe's New York gallery. He continued to operate at the 251 Broadway address for some years.

Butler is mentioned among early daguerreotypists in, W. M. Chapman, “Our First Photographers,” *St. Louis and Canadian Photographer* (St. Louis) 14:3 (March 1896): 114.²

See also a later text regarding oil-colored daguerreotypes by Butler: “Daguerreotypes in Oil,” *Morning Post* (San Francisco) 1:122 (14 October 1851): n.p. (second page of issue).³

1. <http://www.finedags.com/dating/datingdags2.shtm>

2. http://www.daguerreotypearchive.org/texts/P8960001_CHAPMAN_ST-LOUIS-CANAD_1896-03.pdf

3. http://www.daguerreotypearchive.org/texts/N8510024_DAGS-OIL_MORN-POST_1851-10-14.pdf

EWER ARCHIVE P8420001

URL: http://www.daguerreotypearchive.org/advert/P8420001_BUTLER-AD_BRO-JON_1842-03-19.pdf

Document author: Gary W. Ewer

Creation date: 2010-07-01 / Last revision (proofread/edit): 2010-07-02

Citation information: *Brother Jonathan: a Weekly Compend of Belles Lettres and the Fine Arts, Standard Literature, and General Intelligence* (New York) 1:12 (19 March 1842): xlviii (of "advertising cover" pages)

Prepared from: imaged original text from *Google Books*.

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