

**Advertisement for Augustus Morand, February 1852**

(keywords: Augustus Morand, 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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REMOVAL.—THE MORAND DAGUERRIAN GALLERY—established in 1840, and for the last five years located at No.132 Chatham-street, has been removed to the beautiful “New Free-Stone Building.” No. 65 Chatham-street, next door to the “Chatham Bank,” and directly opposite Chamber’s-street. The public are respectfully informed that this establishment has been constructed expressly for the Daguerrian Art, and is second to no other Gallery in the United States for the artistic arrangement of the light, also possessing other facilities, both the chemical and mechanical departments, unequaled. The “Reception Room” has been fitted up expressly in view of rendering every convenience both to ladies and children. AUGUSTUS MORAND, Principal Operator.—Feb. 1t.

[End of text.]

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**EDITOR’S NOTES:**

Although well-respected in his day, Morand is rarely mentioned today likely for lack of many extant examples attributable to him. See Rev. D. P. Kidder, “Augustus Morand and the Daguerrean Art,” *Photographic Art-Journal* 1:4 (April 1851):237–39.<sup>1</sup> The frontispiece for the issue is a lithograph portrait of Morand along with a facsimile signature.

1. [http://www.daguerreotypearchive.org/texts/P8510014\\_MORAND\\_PAJ\\_1851-04.pdf](http://www.daguerreotypearchive.org/texts/P8510014_MORAND_PAJ_1851-04.pdf)

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