

Research notes: “Illustrated American advertiser annuals”

(keywords: "Views in America, Great Britain, Switzerland, Turkey, The Holy Land, Etc.,"
"The Illustrated American Biography," "The Historical Picture Gallery; or, Scenes and Incidents in American History,"
"History of Prominent Mercantile and Manufacturing Firms in the United States," Abner Dumont Jones,
daguerreotype, history of the daguerreotype, history of photography.)

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TOPIC:

Notes regarding various “illustrated advertiser annuals” that include advertisements for daguerreotype galleries.

These notes examine four titles that fall under the description of “illustrated advertising annual.” I consider all four titles to be related publications because of publisher, content, presentation, dimensional size, continuing advertising, etc. This research effort is the first, I believe, to provide a comprehensive description of all known volumes and variants. This is continuing research. Additional information is in file.

[no author]

Views in America, Great Britain, Switzerland, Turkey, The Holy Land, Etc.
(New York: J. Milton Emerson & Co.) volumes published 1852 and 1853
iv p., 136 numbered leaves: ill.; 27cm (My copy has 111 numbered leaves.)

This volume was published in 1852 and 1853. The 1853 edition has two known variants: One variant includes a list of advertisers identical to the 1852 edition, another variant includes a list of advertisers of the Midwest and South region including advertisements for daguerreotype galleries of Ball, Fitzgibbon and Outley. The size of the binding as well as the cover embossing is similar to the (other-titled) 1853-1857 volumes. It is an “advertising annual” as the volume consists of horizontal-format views (primarily W. H. Bartlett) on the “backside” opposite of pages with numbered, horizontal-format full-page advertising on the “front-side” (or “right-hand”) pages. While the binding is similar, this volume differs from the others in this study as to the general appearance of the advertisements as well as the lack of content text. Both 1852 and 1853 volumes are present in the Ewer collection.

The 1852 edition includes the following advertisements:

* Brady (New York) p. 48

- * Lawrence (New York) p. 53
- * D. C. Collins (Philadelphia) p. 80

The 1853 edition (East Coast variant):
 [same as 1852]

The 1853 edition (Midwest-South variant) includes the following advertisements:

- * J. H. Fitzgibbon (St. Louis) p. 38
- * John J. Outley (St. Louis) p. 43
- * J. P. Ball (Cincinnati) p. 75

Jones, Abner Dumont,
The Illustrated American Biography; containing Correct Portraits and Brief Notices of the Principal Actors in American History:...
(New York: J. Milton Emerson & Co.) volumes published 1853, 1854, and 1855
 v. illus. (ports.) 27 1-2 cm.

This title was published annually for the years 1853, 1854, and 1855. The original binding cover is embossed: "American Portrait Gallery — Vol. I" (or "II" or "III.") The spine bears no embossed title for volumes 1 and 2; The spine for volume 3 is embossed: "American Portrait Gallery Vol. III" and also bears a embossing for a geographic distinction. Page count for volume 1 (both variants) is 412 pages. Page count for volumes 2 and 3 (all variants) is 512 pages.

There are three variants for volume I: a "New York-A" edition, a "Boston" edition and a "portraits and text only" edition that included no merchant advertisement. This latter publication of 265 pages is dimensionally smaller (less margin area) and is embossed on the spine: "Illustrated American Biography—Vol. 1." All three volumes are present in the Ewer collection.

There are three variants for volume II: a "New York edition, a "Boston" edition and a [what I call] "Baltimore" edition. All three volumes are present in the Ewer collection.

There are three variants for volume III: a "South and West" edition with a spine embossing: "S. & W. Edition", a "New York" edition with a spine embossing: "N. Y. Edition," and "North East" edition with a spine embossing: "N. E. Edition." All three volumes are present in the Ewer collection.

I will use these geographic designations with the disclaimer that the distinctions are not hard-and-fast. They were chosen by the preponderance of the locality of the advertisers.

This title includes the following advertisements:

Vol. 1 (“New York” variant)

- * M. B. Brady (New York) p. 47, full-page with illustration of 1851 medal from London
- * Root (New York) p. 56, half-page with illustration of 1851 medal from American Institute
- * J. Gurney (New York) p. 109, half-page
- * Scovill (New York) p. 129, full-page
- * Lawrence (New York) p. 189, full-page with illustration of 1851 medal from London
- * Harrison & Hill (Brooklyn) p. 226, half-page

Vol. 1 (“Boston” variant)

- * J. A. Whipple (Boston) p. 52, full-page
- * Masury & Silsbee (Boston) p. 77, full-page
- * Cahill (Boston) p. 197, half-page
- * Southworth & Hawes (Boston) p. 222, full-page of extensive text
- * M. B. Brady (New York) p. 353, full-page with illustration of 1851 medal from London
- * Scovill (New York) p. 362, full-page

Vol. 2 (“New York” variant)

- * J. Gurney (New York) p. 86, full-page with illustration of gallery exterior
- * Brady (New York) p. 181, full-page with illustration of camera
- * Scovill (New York) p. 198, half-page
- * Lawrence (New York) p. 281, full-page with illustration of gallery exterior and 1851 medal from London
- * Southworth & Hawes (Boston) p. 390, half-page

Vol. 2 (“Boston” variant)

- * Masury & Silsbee (Boston) p. 66, half-page
- * Whipple (Boston) p. 77, full-page with illustration of sun-burst
- * Ormsbee (Boston) p. 101, half-page
- * Southworth & Hawes (Boston) p. 182, half-page
- * Cahill (Boston) p. 242, half-page
- * Plumbe (Boston) p. 242, half-page
- * Scovill (New York) p. 509, half-page

Vol. 2 (“Baltimore” variant)

- * Whitehurst (Baltimore) p. 94, full-page with illustration of daguerreotypist, camera, and sitter
- * Dobyens (various locations listed) p. 230, half-page
- * Scovill (New York) p. 246, half-page

Vol. 3 (“South and West” variant)

- * M. A. Root (Philadelphia) p. 113, half-page
- * Samuel Root (New York) p. 194, half-page with illustration of 1851 medal from American Institute
- * Holmes, Booth & Haydens (New York) p. 226, full-page
- * Manhattan Plate Co. (New York) p. 414, half-page with illustration of silver service-ware

Vol. 3 (“New York” variant)

- * Lawrence (New York) p. 29, full-page with illustration of gallery exterior and medals from both London 1851 and New York 1855
- * Samuel Root (New York) p. 97, half-page with illustration of 1851 medal from American Institute
- * Holmes, Booth & Haydens (New York) p. 226, full-page
- * Manhattan Plate Co. (New York) p. 242, half-page with illustration of silver service-ware

Vol. 3 (“North East” variant)

- * L. G. Chase (Boston) p. 158, half-page
- * Masury & Silsbee (Boston) p. 226, half-page
- * Manhattan Plate Co. (New York) p. 414, half-page with illustration of silver service-ware
- * Holmes, Booth & Haydens (New York) p. 490, full-page

In the “Preface” to the 3rd (1855) edition of the *Illustrated American Biography*, the text states that the publication would be continued under the title of “*Scenes and Incidents in American History*.” The following title is the promised publication.

Chapin, John R.,
The Historical Picture Gallery; or, Scenes and Incidents in American History..

Boston: D. Bigelow & Co., 1856

v. illus. 4to.

(John R. Chapin drew “the title page of the cover” of the *Photographic Art-Journal*. See *Photographic Art-Journal* 1:3 (March 1851): 192.)

The original binding cover for this volume is embossed: “*Illustrated American Advertiser — Vol. V.*” (Note the similarity to Vol. 3 of *The Illustrated American Biography*.) Although this would appear to be a serially-published volume, this is the only year and volume number for this title. Why this volume is termed, “Volume V.” is not clear. Perhaps the publisher chose to count *Views in America...* as the first of the series. There are two known variants of this volume. “Variant B” is present in the Ewer collection.

Variant “A” includes the following advertisements:

- * Cahill (Boston) p. 125, half-page
- * Scovill (New York) p. 401, half-page
- * Manhattan Plate Co. (New York) p. 446, half-page with illustration of silver service-ware

This volume also includes and advertisement for “Nichols’ Clothing Establishment” at 96 Washington Street, Boston. The advertisement includes an illustration of the exterior of the building which happens to be the building in which the daguerreotypist John A. Whipple also conducted business.

Variant "B" includes the following advertisements:

- * Manhattan Plate Co. (New York) p. 165, half-page with illustration of silver service-ware
- * Scovill (New York) p. 197, half-page

Although I have yet to find a conclusive link, every indication is that this series of illustrated advertising annuals was continued in 1856 under the following title. It is noted that the previous volume (*The Historical Picture Gallery...*) was published by D. Bigelow (although the "copyright" information ["entered, according to act of Congress..."] still bore the name of "J. H. Emerson & Co.")

Bigelow, David,
"History of Prominent Mercantile and Manufacturing Firms in the United States...Volume VI"
(Boston: David Bigelow, 1857)
v. ; 25 cm.

The original binding cover for this volume is embossed "*Bigelow's Illustrated Annual.*" The spine is embossed, "*Bigelow's Illustrated Annual Vol. VI / D. Bigelow.*" (This information is from a copy sold on eBay in February 2007) Again, although this would appear to be a serially-published volume, this is the only year and volume number for this title

This title includes the following advertisements:

- * R. Newell & Co. (Philadelphia) p. 134, half-page
- * Cutting & Turner (Boston) p. 303, full-page with illustration of gallery exhibition room
- * Whipple & Black (Boston) p. 362-363, two full-pages including informative text

Other notes:

Also in the Ewer collection is an advertisement for *The Illustrated American Biography* from the "Vermont Watchman" of January 27, 1854. The advertisement, however, makes no mention of the advertising nature of the publication.

In the Ewer collection is volume 3 of *The Illustrated American Biography* with additional embossing for the hotels "Hallowell House, Hallowell" (Maine); another volume 3 with additional embossing "J. Sage & Sons. Agents for Boardman, Gray & Co's Piano Fortes. Buffalo N.Y."; a copy of *The Historical Picture Gallery / Illustrated American Advertiser - Vol. V* with front cover embossing, "*Steamer John Potter*"; and a reference photocopy of another binding imprinted, "City Hotel, Manchester" (New Hampshire?). I will also note that the article in *The New Colophon* mentions an example of volume 2 with the embossing: "Steamer Atlantic."

Also in file: a brief notice regarding "Mug Books" that discusses the latter three of the four volumes that comprise this study.

The entry for *The Illustrated American Biography* in: Sabin, "*Bibliotheca Americana...*" pg. 314.

* The cover, title page, preface, etc., for the 1855 and 1869 editions of *The American Portrait Gallery*. This volume of 768 pages contains all the portraits and text of volumes 1-3 of *The Illustrated American Biography* but without any merchant advertisements. This volume is present in the Ewer collection. The title was published again in 1858 (according to the New York Public Library catalogue,) in 1867 (according to Sabin,) and again in 1869.

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