

J. N. Taylor and M. O. Crooks, "Daguerrean and Ambrotype Gallery: J. J. Outley, Proprietor," 1858

(keywords: John J. Outley, daguerreotype, history of the daguerreotype, history of photography.)

THE DAGUERRETYPE: AN ARCHIVE OF SOURCE MATERIAL

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DAGUERREAN AND AMBROTYPE GALLERY.

J. J. OUTLEY, *Proprietor.*

Corner of Third and Washington Avenue, and Cor. Fifth and Locust.

Mr. Outley has two rooms devoted to the manufacture of Pictures, and has met with the most unqualified success at both Galleries. He opened his room on the corner of Washington avenue and Third street, over No. 138 and 140 Third street, in May, 1851, with nothing but a thorough knowledge of the entire business. He immediately adopted the principle of charging a living profit and giving perfect satisfaction to all who gave him a call. So completely did he succeed that he soon found himself at the head of a large and commodious suit of rooms, and a prosperous and steadily increasing business. In 1857 Mr. Outley purchased the Gallery of Mr. Davis, situated at the corner of Fifth and Locust streets, and is now conducting both Galleries with success.

Mr. Outley, for a long series of years, gave his entire time and talent to the production of miniatures after the style of Daguerre, and succeeded in arriving at a great degree of perfection in the finishing of his work. No better "*tone*" could be imparted to the picture than was given it by Mr. O., and the world owes him many thanks for his contribution to science. As the *furore* for Daguerreotypes began to wane, and the Photographs, Ambrotypes, Melaneotypes, etc., to claim the attention of the operators, Mr. O. was one of the first who adopted the new style, and by a close study was soon enabled to master the art in all its perfection.

But it is in the execution of Ambrotypes that Outley excels, and we venture the assertion that there is not a Gallery in the United States where a superior collection of plain or colored Ambrotypes can be found. Possessing in an eminent degree all the qualifications necessary to make a successful artist, Mr. O. has given his entire attention to the study and pursuit; always striving for the superiority, he has won "golden opinions from all sorts of people."

In visiting his gallery a few days ago we were much pleased in observing the number of excellent specimens which he has displayed; one that particularly struck us as being of a superior character, was a large Hallotype of our respected fellow-citizen, Mr. Sol. Smith, the distinguished comedian, manager and lawyer. As we gazed upon this work, we imagined that we stood face to face with the original, his urbane smile greeting us, while

his winning voice was pouring forth some tale of mirth. We saw many other gems, but none that afforded us so much real gratification as this one.

Independent of the Picture Gallery, Mr. Outley has recently invested about twenty thousand dollars in the purchase of Daguerrean Stock, with which he is now enabled to fill all orders that may be made upon him. He now keeps constantly on hand Cameras, Apparatus, Matting, Preservers, Plates, Chemicals, Fancy Frames and Cases, Photographic Paper and Chemicals, and material of every description for Paper Pictures and Ambrotypes; and will furnish them to those in the trade upon terms equally as favorable as can be obtained elsewhere. He also teaches the art of Picture-Making, or gives instruction in different branches to those desirous of learning upon terms which can not fail to suit the applicant. To those who wish to order stock or learn any particulars concerning his terms, we recommend them to address Mr. J. J. Outley, and he will take pleasure in forwarding them all the desired information. Let no one who is an admirer of the beautiful, fail to visit Mr. Outley's Gallery, when they come to St. Louis, as it is decidedly one of the institutions of the city. They will find him ever ready to render their visit pleasurable; and should you determine to have a shadow of yourself transferred to the plate, he will execute it in a style that can not fail to render the most perfect and complete satisfaction. Remember the places—over 138 and 140 Third street, corner of Washington avenue, and over Mr. Louis Peter's Fur Store, corner of Fifth and Locust streets.

[End of text.]

EDITOR'S NOTES:

This title also includes a profile of John H. Fitzgibbon.¹

1. http://www.daguerreotypearchive.org/texts/B8580003_SKETCH-BOOK_FITZGIBBON_1858.pdf

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