

History Standards: 5.4 Students understand political, religious, social, and economic institutions that evolved in the colonial era.
Analysis skills: Chronological & spatial thinking; historical interpretations
Language Arts Standards: Reading comprehension; literary response and analysis; writing strand; writing applications; oral discussion

Name _____

Date _____

Comparing Colonial Advertisements
Elizabeth Murray's Shop
***Boston Evening Post*—1751 & 1753**
Courtesy, American Antiquarian Society

One common way to advertise in the colonial period was through newspapers. Brief descriptions of shop location, goods, and services helped a shopkeeper spread information to further her business.

Directions: Read the news articles carefully. Refer to the transcription notes for help in interpreting the information. Then answer the following questions:

1. What knowledge does Elizabeth Murray assume the readers of the newspaper possess?
2. Who do you think are likely to be her customers? Why?
3. What type of economic background do Murray and her customers seem to have?
4. What parts of her business does Murray emphasize?
5. Why do you think Elizabeth's name is in such large print?
6. Why do you suppose no shop address is listed?