

Name _____
Date _____

Elizabeth Murray—Primary Sources
Advertising Broadside (1750)
Courtesy, Massachusetts Historical Society, Boston

In the colonial period, shopkeepers advertised their goods in various ways. Some posted signs with images of the goods they sold, so that people who could not read would know what was for sale. Some placed notices in newspapers, which were published weeks after the 1720s. Still other shopkeepers handed out or posted flyers known as broadsides, like the one here.

Directions: Read this document carefully. As you do, note words that you do not know, or need clarification to understand fully. Then answer the following questions:

1. What items do you recognize in this list?
2. What does this list tell you about clothing or fashion in the 1700s?
3. How did Elizabeth Murray try to attract customers with this broadside?
4. What was the address of her shop? How would a customer find it?
5. Where did she obtain her shop stock, that is, the goods she sold?
6. What were the ways a customer could purchase an item?
7. Who do you think were her most likely customers: men? women? young people? older people? poor? rich? middle income? Why?
8. How would you decide whether or not to go into her shop?