

New machine shop in Plymouth, N.C.

COMMENTARY AND SIDEBAR NOTES BY L. MAREN WOOD

Broadside advertisement in the Eastern North Carolina Digital Library (see <http://digital.lib.ecu.edu/historyfiction/item.aspx?id=pen>), East Carolina University.

As you read...

This is a broadside (poster) advertisement printed in the 1880s announcing the opening of a new blacksmith and machine repair shop in Plymouth, North Carolina. Although the 1880s saw the rise of factories in North Carolina, not everything was produced in factories on assembly lines. There were still many small shops, like this machine shop in Plymouth.

QUESTIONS TO CONSIDER

1. What type of technology or equipment did this person own? Why might this attract people to his shop?
2. What can this man repair? What does this tell you about what people in Plymouth did for a living in the 1880s?
3. How does this advertisement differ from print ads today? Do you think it is an effective ad? What does this ad tell you about the nature of advertising in the 1880s?
4. If you owned a mill, what else would you like to know about this person or his shop before you hired him?

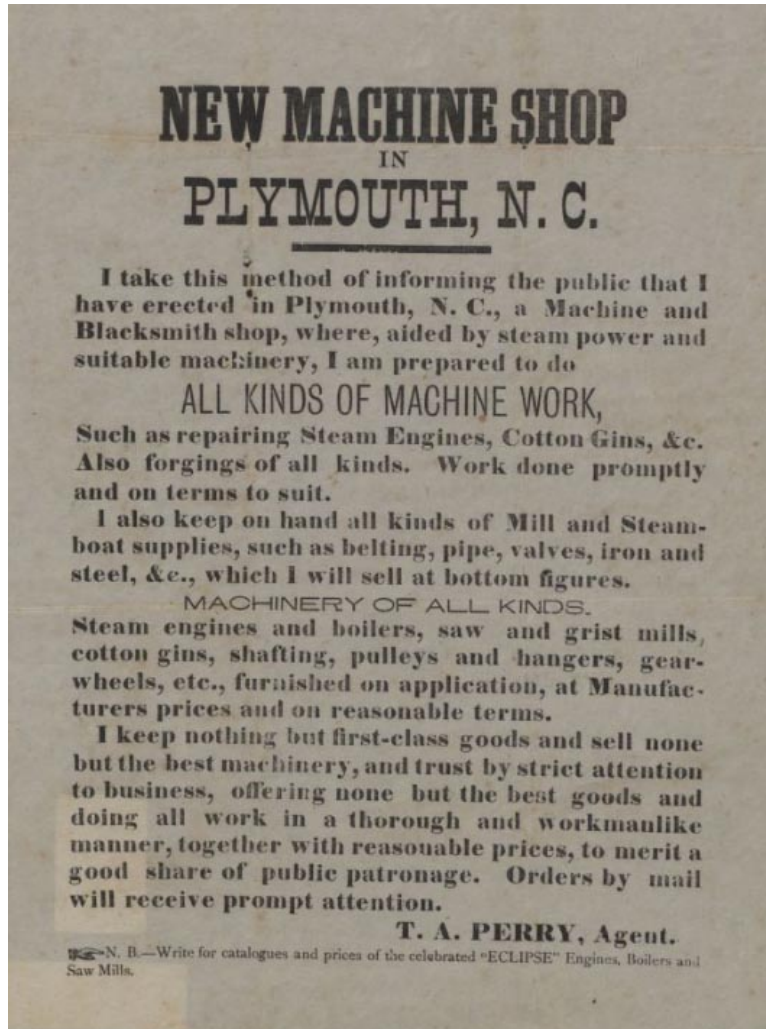


Figure 1.

New machine shop in Plymouth, N.C.

I take this method of informing the public that I have erected in Plymouth, N. C., a Machine and Blacksmith shop, where, aided by steam power and suitable machinery, I am prepared to do

ALL KINDS OF MACHINE WORK,

Such as repairing Steam Engines, Cotton Gins, &c. Also forgings of all kinds. Work done promptly and on terms to suit.

I also keep on hand all kinds of Mill and Steamboat supplies, such as belting, pipe, valves, iron and steel, &c., which I will sell at bottom figures.

MACHINERY OF ALL KINDS.

Steam engines and boilers, saw and grist mills, cotton gins, shafting, pulleys and hangers, gearwheels, etc., furnished on application, at Manufacturers prices and on reasonable terms.

I keep nothing but first-class goods and sell none but the best machinery, and trust by strict attention to business, offering none but the best goods and doing all work in a thorough and workmanlike manner, together with reasonable prices, to merit a good share of public patronage. Orders by mail will receive prompt attention.

T. A. PERRY, Agent.

N. B.—Write for catalogues and prices of the celebrated “ECLIPSE” Engines, Boilers and Saw Mills.

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About the author

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