

A Day in the Life

EPISODE SIX:
PATSY GRENVILLE'S DAY



Lesson Plans and Resources

Colonial Williamsburg

Episode Synopsis

Patsy Grenville's father owns a store in Williamsburg. Gender roles were quite specific in the eighteenth century: Mr. Grenville expects Patsy to marry and raise a family, but if she were his son, he would likely apprentice or train him to run the business. Yet Patsy has a talent for keeping store—and her father is aware of her abilities, noting at one point, “Pity she weren’t a boy.” Nevertheless, businesses in eighteenth-century America were family businesses, and as such, all members of the family were expected to contribute. Mr. Grenville expects that his wife and daughters, as well as his slave, Mann, will assist him in the operation of his store.

This episode presents students with an opportunity to learn something about the eighteenth-century economy. Mr. Grenville explains to his daughter the basic elements of the tobacco economy, including the role of a colony in the mercantile system. Colonies transported raw materials (for example, tobacco) to Great Britain. In return, Britain shipped manufactured goods to the colonies. Students will view a quick lesson in counting money—pounds, shillings, and pence of the eighteenth-century British monetary system. Most business, however, was conducted with credit. Mr. Grenville keeps a ledger recording his transactions with customers. He charges customers who receive goods from his store. He also enters credits in his ledger for individuals, such as Anne Sparks, who sews shirts for him to sell in his store. Mr. Grenville's store is a community center where people transact all manner of business and share news.



LESSON ONE

Virginia's Agricultural Economy

INTRODUCTION

The basis of Virginia's colonial economy was tobacco cultivation and export. During the eighteenth century, many planters also grew corn and wheat as export crops, in an attempt to diversify. This lesson explores the work necessary to grow these three crops, the way tobacco was marketed, and the Tobacco Inspection Act of 1730.

OBJECTIVES

As a result of this lesson, students will be able to

1. Discuss the labor-intensive nature of tobacco cultivation.
2. Compare and contrast the two methods of marketing tobacco.
3. Explain the Tobacco Inspection Act of 1730 and its effect on Virginia's tobacco production.

STANDARDS OF LEARNING

This lesson meets the National Standards of Learning in the areas of historical research, analysis, and interpretation.

MATERIALS:

Agricultural Work Schedule

Teacher Resource: Tobacco Marketing

Teacher Resource: Glossary of Eighteenth-Century Economic Terms

Letter from Mann Page to John Norton

Crop Note

Transfer Note

SETTING THE STAGE

Ask students how many of their families maintain a garden. Since the number is usually relatively small, discuss with the class where most people obtain their produce today. In the twenty-first century, farming is big business with large farms or corporations growing the majority of food consumed by the American population.

Inform students that the current situation is vastly different than it was in the eighteenth century. During the colonial period large farms (or plantations) were dedicated to raising tobacco and other cash crops such as corn or wheat. Most people raised their own table produce in kitchen gardens. In addition, individuals who lived in or near cities such as Williamsburg could purchase produce at the local market.

After comparing eighteenth- and twenty-first-century agriculture, explain to students that they will now look more closely at the tobacco economy in eighteenth-century Virginia.

STRATEGY

1. Distribute the Agricultural Work Schedule and lead a class discussion about the labor necessary to grow tobacco, corn, and wheat. Tobacco was the primary cash crop in colonial Virginia. Focus on the large labor force required to produce tobacco and Virginia's use of slave labor.
2. Compare the two methods of marketing tobacco—consignment and direct purchase. Distribute copies of the Letter from Mann Page (a planter) to John Norton (his agent in London). Have students read the letter. What types of manufactured goods is Mann Page purchasing from his agent in London? What are the advantages and disadvantages of consignment marketing?
3. Using the information provided in the Teacher Resource: Tobacco Marketing and the Teacher Resource: Glossary of Eighteenth-Century Economic Terms, discuss the Tobacco Inspection Act of 1730 and how tobacco notes (crop and transfer) were used by small planters to sell their tobacco and buy manufactured goods. [Note: Images of a Crop Note and Transfer Note are also provided with this lesson.] Discussion prompts may include, but are not limited to, the following:
 - What was the primary goal of the Tobacco Inspection Act of 1730?
 - Why was it important to ensure the quality of tobacco exported from Virginia?
 - In eighteenth-century Virginia, tobacco notes and transfer notes were used as a form of credit. What do people use for credit today?
 - What might happen to a planter's credit if their tobacco crop was damaged by draught or severe weather?



Agricultural Work Schedule

	TOBACCO	CORN	WHEAT
JANUARY	seed beds prepared seeds planted		little attention
FEBRUARY	fields prepared	ground prepared	
MARCH	seed beds weeded		
APRIL			
MAY	plants transplanted	planting	
JUNE		weeding	harvest ground prepared sowing
JULY		laid by	
AUGUST	worming/hogsheads weeding prepared topping suckering	little attention	little attention
SEPTEMBER	harvest		
OCTOBER	curing/prizing	harvest	
NOVEMBER			
DECEMBER			

Note: As of 1730, tobacco inspection began on November 10 and lasted until the last day in June. In 1748, the inspection season was extended to the last day of August.

Teacher Resource: Tobacco Marketing

In 1730, Governor William Gooch managed to convince the Virginia legislature to pass a law entitled: *An Act for Amending the Staple of Tobacco and for preventing Frauds in his Majesty's Custom*. This important piece of legislation set up a tobacco inspection system that transformed the local methods of marketing tobacco.

There were two primary methods of disposing of tobacco crops. The first was through the consignment system which was most commonly employed by large tobacco producers. People who engaged in this method collected a shipload of tobacco—if they themselves did not produce enough they might join with others to fill a ship, or purchase from smaller producers. On its arrival in England, the tobacco was sold by an English merchant who received a commission for his trouble. The proceeds had to be returned to the planters in the form of merchandise because cash could not be exported from England. A planter who sold by consignment assumed the risks of shipping, the cost of storage in England, and customs fees, but he usually could acquire his goods more cheaply this way than if he purchased from a local Virginia merchant. After costs were paid, the planter usually cleared between £10 and £12 sterling per hogshead. If the planter's tobacco sold for more than his order for goods—which usually went along with his shipment of tobacco—amounted to, the merchant credited his account with the balance.

The production of a large plantation, when sold in Britain, could amount to a sizeable sum. For instance, in 1775, John Hyndman & Company of London, sold sixty-one hogsheads of tobacco belonging to Robert Carter which produced net proceeds of over £715 to Carter's credit. Sometimes the planters' orders for goods exceeded the net proceeds of the tobacco sales. The merchants filled the orders anyway in the expectation of being paid with the next crop. Some planters were constantly in debt to British merchants as a result. However, not all Virginia planters were indebted to British merchants—many were not. The Carter's Grove estate usually maintained credit balances with British merchants. In 1769, for example, Samuel Athawes of London, was indebted to that estate for over £660 sterling.

The planter could use his credit with the English merchant to purchase goods or he could transfer it to someone else. If, for example, Carter Burwell had £100 credit with an English merchant and owed another English merchant £100, he would send a bill [bill of exchange] drawn on the first to pay the second. There were other ways he could use his credit. He could pay local merchants or others to whom he owed money with a bill on his English credit. Another example might be if someone in Virginia owned an English merchant money, Burwell might sell him all or part of his credit at the going rate of exchange. Burwell might sell the person a bill for £50 sterling for £62 and 10 shillings Virginia currency if the rate of exchange between sterling and Virginia currency was 125%. Virginia currency consisted of gold and silver coins (mostly foreign—French, Spanish, and German) that passed at fixed rates; after 1755 there was also paper money in the colony. . . .

The consignment system was little affected by the Tobacco Act of 1730 but the act had important effects on the direct sale of tobacco to merchants in Virginia.

The second method of selling tobacco (and the one that was most changed by the Tobacco Inspection Act of 1730) was direct sale to local merchant or, most likely, to merchants who arrived in the colony about once a year with a shipload of manufactured goods that they exchanged for the planters' crops. Before 1730, there were few merchants permanently established in Virginia; most goods were available from those itinerant merchants who operated from their ships. They went from creek to creek and wharf to wharf selling their goods to the planters in return for tobacco. This method meant that the

ships stayed in the colony a long time, which increased freight rates. Ships' turn-around time was a factor in fixing the cost of freight—the shorter the turn-around time, the lower the freight rates because sailors had to be paid while the ship lay at anchor. Freight rates were determined by volume—100 cubic feet equaled one tun. Four hogsheads were reckoned to be one tun or 100 cubic feet. After 1705, the size of hogsheads was standardized at forty-eight inches long, thirty inches in diameter at the head, with a proportional bulge. A hogshead of this size was slightly more than twenty cubic feet.

Because freight was charged by volume rather than weight it was to the shipper's advantage to pack as much in a hogshead as possible. The weight of tobacco packed in a hogshead tended to increase over the years. The Virginia legislature established minimum weights that should be packed in each hogshead. In 1727, the legal net weight was at least 700 pounds, increased to 800 pounds in 1730, to 850 pounds in 1738, 950 pounds in 1745, and 1000 pounds in 1778. The weights of hogsheads varied but most weighed about 1000 pounds net after 1745. . . .

[A tobacco inspection program] would increase royal revenues as well as guarantee the quality of exported tobacco and would improve and maintain the reputation for quality of Virginia tobacco which would, of course, increase its value.

The legislature aimed to accomplish these goals by requiring inspection of all tobacco intended for export and allowing exportation of only that of a minimum quality. The rest was destroyed. At his own expense, a planter took his tobacco to the inspection warehouse where it was inspected by qualified inspectors. If it passed, the planter received a receipt—called a crop note for a hogshead and a transfer note for quantities less than a hogshead. The planter could then use the notes to pay public taxes and levies within a specified area or he could sell the notes to merchants or anyone anywhere who wanted to buy tobacco. Inspected tobacco was stored in warehouses, at inspection stations, and the owners of notes could ship tobacco directly from the warehouses all of which were on navigable water. Initially, thirty-one inspection points were established.

Planters could no longer ship tobacco directly from their own wharves—it could be shipped only from the inspection warehouses. This reduced the ships' turn-around time and merchants no longer had to arrange for the transportation of tobacco from scattered locations to their ships' anchorage.

It may have been an unforeseen benefit, but the Tobacco Inspection Act of 1730 provided the means to carry on the retail distribution of goods easily and efficiently for the first time. The act provided the incentive needed for traders to establish permanent retail establishments in the colony because planters now did not have to sell their tobacco when the annual fleet arrived but could sell their notes anytime. Now merchants did not need the warehouse facilities and manpower to physically handle tobacco nor did they need to be expert in judging quality. Even though planters now bore the cost of getting their crops to the inspection stations, they too benefited from the act. The notes were easy to negotiate and planters could bargain with several merchants at different locations. For example, a planter living in a distant part of the colony could sell his tobacco notes to a merchant in Williamsburg and the merchant was taking no chances with buying inferior quality tobacco. Usually merchants never saw the tobacco they purchased and exported after the passage of the Tobacco Inspection Act of 1730. Small planters now had the opportunity of buying goods year round instead of being forced to buy a year's supply at one time from itinerant merchants.

The Tobacco Inspection Act of 1730 made the direct sale of tobacco much safer and cheaper for the merchant and provided small producers with convenient means of selling their crops and buying manufactured goods.

Teacher Resource:

Glossary of Eighteenth-Century Economic Terms

hogshead—a large barrel, approximately 48 inches long and 30 inches in diameter at the head, designed for the shipment of tobacco. One hogshead contained 900 to 1000 pounds of tobacco.

gross weight—the total weight of the tobacco hogshead (container and contents).

net weight—the weight of the tobacco only.

tare weight—the weight of the hogshead itself.

Tobacco Inspection Act of 1730—law stating that all tobacco exported from Virginia had to be inspected and meet a minimum standard of quality. Once the tobacco passed inspection, it was to stay in the warehouses until it was exported.

tobo.—an abbreviation for tobacco.

tobacco marketing—Virginians used one of two methods of marketing their tobacco, consignment or direct purchase.

1. consignment marketing—a method of selling tobacco in which the planter dealt directly with his agent in Great Britain. The agent advanced the money to cover the cost of the freight, duties, and the sale of the crop in Great Britain. He then deducted these, plus a commission of 2 to 5 percent, from the gross amount of money generated by the sale. The agent, therefore, took his commission not only on the sale price of the crop, but also on all the money he advanced to cover the planter's expenses. Since the planter kept title to his crop until it was finally sold in Great Britain, the loss that might be incurred from damage at sea or a drop in the market price was his and not the agent's. When the planter sent his tobacco to be sold, he also sent an order for manufactured goods he wished his agent to purchase for him in Great Britain. The money for these items came from the net proceeds of the sale of the tobacco. Because of the risks and the amount of time needed for this method of marketing, it was generally only used by large planters.

2. direct purchase—a method of selling tobacco in which the planter sold his crop directly to a merchant in Virginia. The price he would receive for his crop would be less, but he would then bear none of the risks or the headaches involved in getting his crop sold in Great Britain. The planter also had the advantage of having his money immediately, rather than having to wait one or perhaps two years to complete a sale as he might have to do with consignment marketing. This method was generally used by small planters.

tobacco notes—warehouse receipts for tobacco issued to a planter when his tobacco passed inspection. These notes were allowed to pass as an impromptu currency in the sense that they could be transferred from one person to another until their final holder redeemed them at the warehouse for the specific amount of tobacco specified on the face of the note. They represented whatever the amount of tobacco

might be worth at the current price on a particular day. Hence, to accept a tobacco note was somewhat speculative because one hoped the value of tobacco would rise rather than fall between the time of acceptance and redemption and transfer of the note. There were two types of tobacco notes:

1. **crop note**—a note issued for a full hogshead of tobacco. It included the planter's mark and the gross, tare, and net weights. All these were also branded on the hogshead.

2. **transfer note**—a note issued for a quantity of tobacco less than a hogshead. It only included the planter's name and the total weight of the tobacco that had passed inspection.

tun—an eighteenth-century measure of the internal capacity of a ship; 100 cubic feet.

Letter from Mann Page to John Norton

Sir

Inclosed you'll receive an Invoice of Goods for my Family, which please to send by the first safe Opportunity, to be landed where I live near Fredericksburg.—I wrote You by Capt. Lilly that I was obliged to draw on You for a sum of Money, which Your Son was kind enough to endorse, & hope it may meet with Your approbation, as You may rely on me, You shall be no sufferer by paying those Drafts.—

If it had pleased God the Gust we had the eighth of Sepr. had not have happened, I should have been able to have shipp'd you 130 or 140 Hhds. Tobo. this year, but am in hopes shall send you between 70 & 80.—

My Wife desires her Compliments to Mrs. Norton and returns her Thanks for the trouble she was at in buying her Things last year; but as Mrs. Lucy Randolph is a Relation & has solicted that she may be employed, my Wife has inclosed an Invoice to her for some Things; I shall take it as a particular Favour if you'll pay her for Them & let them be sent with the other Goods.

Your Compliance will greatly Oblige

Yr. Most obdt. Hum. Servt.

Mann Page

[Enclosure]

Invoice of Goods sent for to John Norton Esqr. & Son Febry. 15th 1770

4 ps. coarse Scotch Cloth	4 White quart stone Cans
4 ps. White Dowlas	4 pint -- Do
4 ps. checks	6 Glostershire Cheeses
22 Dozn. Irish Hose sorted	6 lb Congoa Tea 8 lb Chocolate
40 lb best brown Thread	8 lb Hyson
5 lb coloured Do.	24 Loafs double refd Sugar
20 lb best Shoe Thread in Hanks	8 Loafs single Do
5 Dozn. Butcher Knives	100 lb Lump Sugar
4 Dozn. Felling Axes	20 Lb Currants
6 Broad Axes 1 Dozn. Plain Irons	25 lb Raisins in a jar
for Carpenters	1 lb Cinnamon
6 Dozn. Monmouth Caps	1 lb Mace 1 lb Allspice
6 large stock Locks 1 Dozn. pad Locks	1 lb Cloves 6 lb Ginger
50 M 8d Nails	1 lb Nutmegs
50 M 10d Do	14 lb Salt petre
20 M 20d Do 10 M 4d Nails	12 lb white Pepper
10 pr coloured Stockings for Servants	2 fine Lawn Sives
10 plain Hats for — Do	2 Dozn. hair Sifters
3 ps. Fustian with Buttons & Twist	12 lb best Jordan Almonds in a jar
for Do	1 Dozn. Gimblets sorted
4 Scrubing Brushes	20 Gross best quart Corks

4 hair Brooms
 6 Curry Combs 3 Brushes
 3 ps. Blue half Thick
 12 Dozn. brass coat Buttons
 12 Dozn. breast Do with Mohair
 24 yds Duffle with Buttons & Mohair
 for Servants Coats
 8 ps. Blanketing Duffle
 1100 Yds. Cotton
 1600 yds. Oznabrigs from 7d to 8d
 12 Quire writing paper 2 Do Gilt

10 Gross Do for common use
 20 lb best FF powder
 100 lb Shot hald No. 6 the other No. 7
 10 Dozn broad Hoes @ 24/
 10 Dozn. narrow Do @ 20/
 8 pints Sweet Oil
 1 ps. brown Holland
 2 ps. fine Duroy with Buttons Silk & Twist
 1 ps. India Persian
 1 Coil 3 Inch white Rope 60 Fathm.
 1 Set Coach Harness for Six Horses

[. . .]

1 ps. Cambrick @ £ 5
 3 pr. Neet Strong Shoes
 2 pr. Double Channel 10¾ Inches
 pumps Didsborough
 1 Box Shagg Tobo.
 1 Hat
 2 ps. Fine janes with Trimmings
 6 pr. Coarse Thread Stockings
 3 pr. white silk Gauze do
 6 pr. Wool Cards
 4 pr. Cotton Do
 2 ps. Twilled Sacken for Bags
 1 ps Spotted Cambrick for Hand-
 kerchiefs
 1 pr. Goggles for a Man 60 yr. old
 set in Silver
 6 large Diaper Tablecloths
 1 large Scotch Carpet
 1 Dozn. white wash Basons
 1 Dozn. white Chamber Pots
 6 Mugs 3 of a Quart & three of a
 pint
 1 Milk Bowl, 1 Sallard Dish 2 fruit
 Dishes
 2 ps. Irish Linnen @ 5/
 4 ps. Do @ 4/
 1 ps. Do @ 3/
 1 ps. Do @ 2/6
 1 ps. Do @ 2/
 1 ps. Do @ 1/
 3 pr. Strong

For My Self

1 Dozn. Tea Cups 1 Dozn. Saucers,
 1 Dozn. Coffee Cups & 1 Dozn.
 Saucers, 1 Slop Bowl of Queen
 China
 4 Decanters with ground Stoppers
 2 Dozn. wine Glasses 6 Beer Glasses
 8 Cut Glasses for Pickles
 1 Dozn. Sweet Meat Glasses
 2 small Cruits
 2 Blue & white China Bowls 1. 4
 Quarts & 1. 3 quarts
 1 dozn. Windsor Chairs for a
 Passage
 1 ps. Coarse Callico for Quilts
 1 Dozn. Ivory handle Knives &
 Forkes
 1 Dozn. Desert Do. In Boxes
 2 Commom Lanthorns
 1 ps. White Callico for Wastecoats
 1 large feather Bed Bolsters &
 Pillows
 Glass Salver to the measure sent
 Anchovies lb 4
 Capers lb. 4
 1 Hat small in the Head
 1 ps. Irish Linnen @ 2/6
 4 pr. Mens Shoes @ 5/6
 10 ½ Inches long
 4 prs. Mens Worsted
 Stockings @ 2/6
 4 pr. Mens brown

Shoes		Thread Do @ 2/6
2 pr. Dress Do	10 2/10 Inches long	2 Mens black silk
1 pr. Pumps	Marked R.A.	Handkerchiefs @ 5/
1 pr. Didsborough		4 common Check Handkerchiefs

Garden Seeds

1 oz. Flanders onion		1 Gallon Charlton Peas
1 oz. large Orange Carrot		1 Gallon large Marrow fat Do.
2 oz. early White Garden Trunep		1 Gallon large Sugar Pea
½ oz. early prickly Cucumber		1 Gallon Dwarf Do.
½ oz. long green prickly Do.		1 Gallon Windsor Beans
1 oz. Colliflower		6 Garden spades
1/4 oz. Colliflower Brocoly		2 pruning Knives
1/4 oz. Purple Do		12 lb. Blue Grass seed
1 oz. early Cabbage		2 ps. Nanquin with Trimmings
1 oz. Sugar Loaf Do		10 oz. Wire for a Harpsicord from No. 3 to No. 13
1 oz. Large English Do	1 oz. Green Savoy	

Let the Good be Insured when sent

Mann Page

[. . .]

Excerpted from Mann Page letter to Norton & Sons, February 22, 1770, as quoted in Frances Norton Mason, ed., *John Norton & Sons Merchants of London and Virginia* (Richmond, Va., Dietz Press, 1937), pp. 123–126.

Crop Note

R I V E R.
Warehouse, the Day of

Sweet Scented.						Aronoko.				
Leaf.			Stemm'd.			Leaf.				
Marks.	No.	Grofs.	Tare	Nett.	Grofs.	Tare	Nett.	Grofs.	Tare	Nett.

Received of 17
R Hogheads of Crop-Tobacco, Marks, Numbers, Weights, and Species, as per Margin; to be delivered by us, to the said or his Order, for Exportation, when demanded. Witness our Hands,

R I V E R.
York Warehouse, the *15* Day of *May*

Sweet Scented.						Aronoko.				
Leaf.			Stemm'd.			Leaf.				
Marks.	No.	Grofs.	Tare	Nett.	Grofs.	Tare	Nett.	Grofs.	Tare	Nett.
<i>EP</i>	<i>1</i>							<i>910</i>	<i>110</i>	<i>800</i>

Received of *1790* *Mr. Edmund Pate*
R *one* Hogheads of Crop-Tobacco, Marks, Numbers, Weights, and Species, as per Margin; to be delivered by us, to the said *Pate* or his Order, for Exportation, when demanded. Witness our Hands,

John Martin
Jos Digham

Reproduction crop note. Such notes were issued for full hogsheads of tobacco. Each crop note included the planter's mark and the gross, tare, and net weights of each hogshead.

LESSON TWO

Running an Eighteenth-Century Business — Case Study of James Geddy, Jr.

INTRODUCTION

During the eighteenth century, demand increased among individuals at all social levels in the Williamsburg community for consumer goods and services. Due to improved ways of conducting business, a high degree of specialization of labor, and the beginnings of the Industrial Revolution, Great Britain was able to supply Virginians with a large portion of these goods. Through the exportation of tobacco, Virginia was able to obtain the money necessary to buy these goods.

This lesson will explore what it took to run a business in Williamsburg during the eighteenth century. Students will use a series of advertisements that James Geddy, Jr., placed in the *Virginia Gazette* to study factors affecting a successful business.

OBJECTIVES

As a result of this lesson, students will be able to:

1. Analyze primary source documents.
2. Describe seven business practices that could lead to the development of a successful business environment.
3. Examine business strategies used by James Geddy, Jr., a successful Williamsburg silversmith, by analyzing his advertisements in the *Virginia Gazette*.

STANDARDS OF LEARNING

This lesson meets the National Standards of Learning in the areas of historical research, comprehension, analysis, and interpretation.

MATERIALS

James Geddy Family History

Virginia Gazette Advertisements Placed by James Geddy, Jr.

Glossary of Terms for James Geddy, Jr., Advertisements

Graphic Organizer: James Geddy, Jr. — A Case Study

STRATEGY

1. Distribute copies of James Geddy, Jr.'s, advertisements to student groups. Each group will read the advertisement and identify the factors that influenced James Geddy, Jr.'s, business. Instruct students to use the graphic organizer to record their observations.
2. Have each group report their findings to the class.
3. From their observations, ask the students to decide if James Geddy, Jr., ran a successful business. Students may suggest ways in which James Geddy, Jr., could have improved his business practice.
4. Ask students to interview their parents to discover if factors that influenced James Geddy, Jr.'s, business still influence twenty-first-century businesses. Have students share their findings with the class.
5. As an evaluation, have each student create an illustrated advertisement for James Geddy, Jr.'s, business.

James Geddy Family History

James Geddy, Sr., a gunsmith, bought Lot 161 in Williamsburg in 1736 and Lot 162 in 1738. When he died in 1744, he left his property to his wife, Ann. Ann Geddy rented out the property to support herself and her four sons and four daughters.

James Geddy, Jr. was about thirteen when his father died. He was probably apprenticed to a silversmith shortly afterward, and came of age in 1752.

In 1760, James Geddy, Jr. purchased the family property from his mother and established his business across the Palace Green from Bruton Parish Church, in Williamsburg. Sometime during that decade, he married Elizabeth Waddell, with whom he fathered a daughter, Anne (called Nancy). After her death (the date is unknown), he married a second time, and fathered two sons and two more daughters.

In 1778, Geddy sold his Williamsburg property and moved to Petersburg, Virginia, where he died in 1807.

Virginia Gazette Advertisements Placed by James Geddy, Jr.

[**Note:** For unfamiliar terms, see the vocabulary list at the end of this section.]

James Geddy,
GOLDSMITH,

Near the CHURCH in WILLIAMSBURG, has now on hand for SALE, very cheap, for ready money, the following articles, Viz.

SILVER Tea Spoons and Tongs, Mens, Womens, and Childrens Shoe Buckles, Stock and Knee do. Spurs, plain and Stone Rings, Stone Seals, plain and Stone Gold Buttons, Plain and Stone Silver Buttons and Studs, Plain and Stone Ear Rings in Gold, and many other Articles.

N.B. He still continues to clean and repair Watches, and repairs his own Work that fails in a reasonable Time, without any Expense to the Purchaser.

Virginia Gazette (Rind), March 12, 1767.

Just imported in the last ship from London, and to be sold at a low advance, by the subscriber, next door to the Post Office, Williamsburg.

A NEAT assortment of JEWELLERY, consisting of the following articles viz., Stone and paste shoe, knee, and stock buckles, stone & plain gold brooches, hair sprigs, pins, crescents, and earrings, stone sleeve buttons and rings of all sorts, silver and pinchbeck buckles, tureene and punch ladles, thimbles, plated spurs, silver and steal watch chains and seals, &c., &c., &c.

JAMES GEDDY.

Virginia Gazette (Purdie and Dixon), October 27, 1768.

JAMES GEDDY,
GOLDSMITH.

Next door below the Church, Wmsburg,

HAS now on hand a neat assortment of country made Gold and Silver Work, which he will sell for the lowest rates for cash, or exchange for old gold or silver. As he has not imported any jewellery this Season, he flatters himself he will meet with encouragement, especially from those Ladies and Gentlemen who are friends to the association.

N.B. He repairs his work, without any expense to the purchaser.

Virginia Gazette (Purdie and Dixon), September 28, 1769.

WILLIAMSBURG, *October 4, 1770.*

JAMES GEDDY,

Goldsmith, near the Church, Williamsburg,

HAS on hand a neat assortment of COUNTRY MADE GOLD and SILVER WORK, which he will sell reasonably, for cash; likewise a small, but neat assortment of imported JEWELLERY (ordered before the association took place) among which are paste shoe, knee, and stock buckles, hair pins, thimbles, mocho and crystal in gold and silver, tortoiseshell and horn poll combs, fashionable plated spurs, etc., etc. He has also for sale, on six month credit, a likely NEGRO WENCH, about eighteenth years old, with her child, a boy.

Virginia Gazette (Purdie and Dixon), October 4, 1770.

*Just IMPORTED, by the Subscriber in Williamsburg,
for Sale,*

A GOOD Assortment of Tools and Materials for GOLDSMITHS, JEWELLERS, and WATCH-MAKERS, Orders from the Country will be as strictly complied with as if the Person was present.

JAMES GEDDY.

Virginia Gazette (Purdie and Dixon), May 23, 1771.

Just IMPORTED, and to be SOLD by the Subscriber, near the Church in Williamsburg,

A NEAT Assortment of PLATE, WATCHES, and JEWELLERY, consisting of Silver cans; pierced, oval and round Salts; Tureen, Punch, and Pap Ladles; Table and Tea Spoons; Spring Tonges; chased Cream Buckets; plain Silver Watches, of various Prices; Paste and plain Combs; Sprigs and Pins; Crystal, Paste, and other Earrings; Corals and Bells; Paste Shoe, Knee and Stock Buckles; Brooches; Thimbles, fashionable Silver and Pinchbeck Buckles, Mocho Sleeve Buttons in Gold, set round with Marcasite; Crystal Ditto in Gold and Silver; Triangle, and other Seals, in Gold, Silver, and Pinchbeck; plain and ornamented Locketts; Diamond, and other Rings; Loop, studded and Chain Spurs; Ladies and Gentlemens Steel and Pinchbeck watch Chains; Steel and Common Keys; shased Etwee Cased and Instruments; Pearl, Bugle, Marcasite, Wax, and Venecian Necklaces; with a neat Assortment of TOOLS and MATERIALS in the different Branches of his Business &c. &c. &c.

JAMES GEDDY.

N.B. The Reasonableness of the above Goods, he hopes, will remove that Objection of his Shop's being too high up Town, as he proposes to sell any Article exceeding twenty Shillings Sterling at the low Advance of Sixty two and a Half per Cent. and the Walk may be thought rather an Amusement than a Fatigue.

MOURNING RINGS, *and all Kinds of ENGRAVING, done at the same Shop by*

WILLIAM WADDILL.

Virginia Gazette (Purdie and Dixon), June 4, 1772.

Just IMPORTED from LONDON, in the George, Captain Coates, by JAMES GEDDY, and to be sold reasonably, at his Shop, near the Church, in Williamsburg, a neat Assortment of

PLATE and JEWELLERY,

consisting of pierced and plain Slats; Table and Tea Spoons; Tureen Punch and Pap Ladles; Silver, plated, and Pinchbeck Buckles; paste Shoe, Knee, and Neck Ditto; Paste Combs and Pins; Brooches of Gold and Silver; Mocho and Crystal Buttons in Ditto; Gold Locket; Chain Loop, and Stud plated Spurs; Thimbles; Ladies and Gentlemens Chains; Corals; Paste and Crystal Earrings; Finger Ditto; Wedding Ditto; Gold Stock Buckles; Paste Hoops; plain Tortoiseshell and Horn Poll Combs; Morocco Pocket Books, and a variety of Materials in the Watchmakers Jeweller's, and Goldsmith's business. — — The highest Price will be given for old Gold and Silver in Exchange for new Work.

N. B. I would be glad to take an Apprentice, a Lad of good Parts, not more than fourteen Years old, whose Parents or Guardians will find him Clothes. Such a one shall be taught the Business I now follow, in its different Branches.

Virginia Gazette (Purdie and Dixon), July 15, 1773.

STOLEN out of the Subscriber's Shop or given to a Person by Mistake, a SILVER WATCH, with a Silver Dial Plate, Maker's Name *Hipling, London, 5723*. I should be obliged to any Master Watchmaker who stops the said Watch and any person bringing it to me shall have TWENTY SHILLINGS Reward.

JAMES GEDDY.

N. B. Just IMPORTED, and SELLING at the lowest Price, an Assortment of PLATE and JEWELLERY, consisting of Table and Tea Spoons; Tureen, Punch, and Pap Ladles; Paste Shoe, Knee, and Neck Buckles; Corals, Buttons in Gold and Silver, Seals in Ditto, Paste and Crystal Earrings, Locket, plain and ornamented, plated Spurs, Ditto Buckles, Paste Pins and Combs, Watch Chains and Keys, Brooches, Rings, &c. &c.

J.G.

Virginia Gazette (Purdie and Dixon), November 11, 1773.

JUST IMPORTED,
IN THE BLAND, CAPTAIN DANBY,
And SELLING at the lowest PRICES,
At the subscriber's SHOP, in Williamsburg.

AN assortment of Plate and Jewellery, consisting of table and tea spoons, tureen, punch, and pap ladles, paste, shoe, knee, and neck buckles, silver ditto, corals, seals in gold and silver, buttons in ditto, paste and crystal earrings, lockets, plain and ornamented, plated spurs and buckles, paste pins and combs, watch chains and keys, broaches, rings, &c. &c.

James Geddy.

Virginia Gazette (Rind), November 11, 1773.

JAMES GEDDY,
GOLDSMITH,

NEAR THE CHURCH, WILLIAMSBURG,

HAS just imported from *London*, a genteel assortment of PLATE and JEWELLERY; he has likewise on hand all sorts of country made GOLD and SILVER WORK, which he will sell at lower rates than usual. ---- Old SILVER taken in exchange for new work, at 7s. per ounce, and GOLD at 5£. 5s. ---- He repairs his own work, that fails in a reasonable time, without any expense to the purchaser.

Virginia Gazette (Pinkney), October 13, 1774.

JAMES GEDDY,
GOLDSMITH,

NEAR THE CHURCH, WILLIAMSBURG,

HAS now on hand an ASSORTMENT of JEWELLERY, Which he would sell at an unusual low price for ready money.

He has just procured by the Bland, Capt. Danby, from London, a WATCH FINISHER, who will repair and clean repeating, horizontal, and plain watches, very reasonably, and warrant them twelve months, accidents excepted.

Virginia Gazette (Pinkney), June 1, 1775.

RELATED VOCABULARY

The Association—the group of signatories to the non-importation agreements made in 1769 and 1770 to protest the Townshend duties.

country made—items made locally rather than imported.

Do.—same as the previous notation, short for “ditto.”

advance—the difference between the wholesale cost and retail cost of an item; the markup.

plate—silver-plated.

ready money—cash, as opposed to credit, usually in the form of coins.

N.B.—abbreviation for the Latin phrase “nota bene,” meaning “note well.”

Graphic Organizer: James Geddy, Jr. — A Case Study

How is James Geddy, Jr., affected by the following factors? Give examples.

FACTORS	SUPPORTING EVIDENCE
LABOR	
ADVERTISING	
COMPETITION	
LOCATION	
CUSTOMERS	
SUPPLIES/ RAW MATERIALS	
GOVERNMENT INFLUENCE	