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Following the death of her husband in 1749, Elizabeth Griffin became proprietor of a print shop on Fleet Street 1 and updated the business 's shop bill to include her name. 2 In contrast to text-dominated newspaper advertisements and handbills, Griffin 's elaborate trade card did not merely disseminate information on the store 's new owner, location and stock. It offered a visual display designed to instruct and entertain while shaping ideas about consumption and graphic print in the ...

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