

Engraved trade card.

OPTICAL NAVIGATIONAL AND MAPPING INSTRUMENTS MADE AND SOLD

John Smith Servant to his late Majesty,... Makes and Sells, all Sorts of Telescopes, Microscopes, Spectacles, Thermometers, Barometers, Prospective, Optick and Reading-Glasses, and also all manner of Optical Instruments according to y.e best and latest Improvements.

Author
SMITH, John

Publication date
[after 1727].

Publisher
at the Archimedes in Ludgate Street,

Publication place
London,

Physical description
Engraved trade card.

Dimensions
(sheet) 185 by 160mm. (7.25 by 6.25 inches); 130 by 110mm (5.25 by 4.25 inches).

Notes
John Smith succeeded to the optical instrument business of his better known father-in-law, John Marshall, at his premises in Ludgate Street, in 1723. Marshall had upheld a long-running feud with

his neighbour in Ludgate Hill, John Yarwell, as to who invented a new method of grinding lenses in batches. Smith retained his father-in-law's use of the Royal Coat-of-Arms, although not the warrant, and his shop sign. However, he seems to have expanded the business to include a number of navigational and mapping instruments.

Bibliography

Bryden and Simms, 'Archimedes as an Advertising Symbol', 1993.

Provenance

Price:

Inventory reference: 17847

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