

Pilgrims, Patriots & Products: Selling the Colonial Image,
opens at the Pilgrim Monument and Provincetown Museum



Pilgrims, Patriots & Products: Selling the Colonial Image

opens April 1 at Pilgrim Monument and Provincetown Museum. This entertaining and thought-provoking exhibition examines how advertisers have used romanticized imagery about America's past to sell commercial products.

"It's Colonial and You Can Have It", was the pitch made to American consumers by countless manufacturers and advertisers following the celebration of the country's centennial in 1876. Not only could they have it, they could sit on it, sleep on it, eat it, drink it, wash with it, and even wear it. Drawn largely from Historic New England's Library and Archives, *Pilgrims, Patriots & Products* includes reproductions of late nineteenth- and early twentieth-century

product catalogs, trade cards, advertisements, calendars, and posters, as well as other objects that depict a fanciful interpretation of colonial and patriotic imagery.

This delightful arrangement of ephemera illustrates how entrepreneurs capitalized on the colonial revival movement following the centennial to sell everything from gelatin to insurance. The exhibition looks at the marketing of products in eight categories: architecture, food, appliances, silver, clothing, furniture and other household products. The final category, Priscilla, looks at how Mayflower pilgrim Priscilla Alden became an icon of Puritan ideals whose name was used to sell any number of products.

Pilgrims, Patriots & Products is on view through November 30, 2009. Visit <http://www.pilgrim-monument.org> for more information.