

Laurel

Historical Society

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The Laurel Museum

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To download exhibit photo visit: www.laurelhistory.org – photo credit: Freida Weise.

BUY IT HERE: LAUREL ADVERTISES

The Laurel Museum's newest exhibit: *Buy It Here: Laurel Advertises*, opens Sunday, February 10, 2008. The new exhibit focuses explores how advertising illustrates one American town's story. It also explores American advertising techniques and how they were used to sell everything from housing to circus tickets in Laurel.

Objects dating as far back as 1866 illustrate how advertising methods were tailored to the needs of a small town community. Through several story areas, visitors see advertising objects that lined Laurel's Main Street, came through residents' mailboxes, or sat beside the columns of newsprint in the local papers.

Advertising Laurel explores "Where We Lived," "What We Ate," and "How We Had Fun," These are illustrated by objects both familiar to today's shopper or evocative of times long gone. Visitors will see familiar objects such as a metal pig from today's Laurel Meat Market, and a program from the 19th Century Academy of Music that once graced 4th & Washington Street. An 1896 Fairall and Ross Directory is a precursor of today's Yellow Pages. A colorful Circus Poster brings back memories of traveling circuses. In the "Made in Laurel" area postcards, newspaper advertisements, and colorful magazine ads promote objects created in Laurel, but sold to businesses far and wide. They'll also see giveaways such as piggy banks, ceramic mugs, dish sets, calendars and matchbooks that brought a businesses into the homes, cars and pocketbooks of many a Laurelite.

According to Museum Administrator Elsie Klumpner "Many of these advertisements are our only record of the shops and businesses that existed as Laurel's evolved from a company mill town to a 20th century commuter town. They are a vital part of Laurel's history – and its story."

As in most American small towns, Laurel advertisers worked hard to connect with the local community.

They often sponsored community events. Advertising techniques and products changed over the years but the messages were fundamentally the same: a desire to entice the consumer to buy this hand made boot, try that beauty treatment, sample this delicious food, enjoy a movie playing on Main Street, and much more.

The focus and style of Laurel advertisements reflect America's and the advertiser's customers' evolving tastes and desires and needs. It is Laurel's story, and the story of an American institution – advertising.

Buy It Here: Laurel Advertises is scheduled to run from February 10 through December, 2008. The Laurel Museum is located at 817 Main Street. Hours are Wed and Fridays 10a.m-2p.m. and Sundays 1p.m-4p.m. Admission is free. Group tours are available by appointment. For more information contact the Laurel Museum at 301-725-7975. or visit www.laurelmuseum.org. #