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**PILGRIM MONUMENT AND PROVINCETOWN MUSEUM  
PARTNERS WITH HISTORIC NEW ENGLAND ON 2009 EXHIBIT**

***“Pilgrims, Patriots & Products: Selling the Colonial Image”***

**Provincetown, Mass. (March 17, 2009)** – The Pilgrim Monument and Provincetown Museum (PMPM) announced that its new 2009 exhibition, titled *“Pilgrims, Patriots & Products: Selling the Colonial Image”* will open on April 1, 2009. In partnership with Historic New England, the Provincetown Museum will feature pieces that examine how advertisers have used romanticized imagery about America’s past to sell commercial products.

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 entertaining and thought-provoking exhibition illustrates how entrepreneurs capitalized on the colonial revival movement following the centennial to sell everything from gelatin to insurance,” said PMPM executive director Jim Bakker. “The exhibit is a perfect fit for the Provincetown Museum as it complements our permanent collection, which showcases Provincetown’s place in American Colonial history.”

The exhibition looks at the marketing of products in eight categories: architecture, food, appliances, silver, clothing, furniture and other household products. The collection includes "Why Don't You Speak For Yourself John," a sculpture depicting John and

Priscilla Alden which was one of over 80 plaster statuary sculptures created by John Rogers in the late 1800's. Also featured are Governor Carver and Elder Brewster chairs; miniature chairs named after their 17th century Pilgrim owners which were carefully copied from the original chairs in the collection of Pilgrim Hall, Plymouth, Massachusetts. Similar versions were advertised in *House Beautiful* magazine in the 1920's as "Old Colonial Doll House" furniture.

The final category, Priscilla, looks at how Mayflower Pilgrim Priscilla Alden became an icon of Puritan ideals and whose name was used to sell any number of products such as Priscilla Brand Cape Cod Cranberries. Other labels in the exhibition include Paul Revere, Mayflower, Myles Standish and John Alden Brands.

The Pilgrim Monument and Provincetown Museum officially opens for the season on April 1, 2009. The exhibit was organized by Historic New England of Boston, Massachusetts and sponsored in Provincetown by The Lobster Pot Restaurant..

#### **About Historic New England**

Historic New England is the oldest, largest, and most comprehensive regional heritage organization in the nation. It offers a unique opportunity to experience the lives and stories of New Englanders through their homes and possessions. For more information visit [www.HistoricNewEngland.org](http://www.HistoricNewEngland.org).

#### **About the Pilgrim Monument and Provincetown Museum**

Pilgrim Monument and Provincetown Museum is a non-profit educational, tax-exempt 501(3)(c) organization. Its mission is to commemorate the history of the Mayflower Pilgrims, culminating in their arrival and stay in Provincetown Harbor, and the signing of the Mayflower Compact. In addition, the Pilgrim Monument and Provincetown Museum collects, preserves, interprets, researches, exhibits, and publishes archival historical materials and exhibit materials depicting important events of Provincetown history. For more information visit [www.pilgrim-monument.org](http://www.pilgrim-monument.org).

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**NOTE: High res photos available of exhibition items for publication and posting by downloading from the website:**

<http://www.pilgrim-monument.org/PR/index.html>