



LancasterHistory

For Immediate Release

Contact: Emily Miller
Director of Marketing & Communications
717-392-4633 ext. 133
emily.miller@lancasterhistory.org

Collections Up Close: 300 Years of Advertising in Lancaster County

Third LancasterHistory Program in Series to Explore the History of Advertising in Lancaster County

LANCASTER, Pa. – LancasterHistory proudly presents its upcoming *Collections Up Close* program, "Publicity & Persuasion: 300 Years of Advertising in Lancaster County," on Saturday, April 8, 2023, at 2 p.m. This tour and pop-up exhibit will allow attendees to explore the history of advertising in Lancaster County over the past three centuries through historical publications from the 1660s to the 1960s.

Collections Up Close is a program where LancasterHistory staff and visiting experts showcase documents, photos, and artifacts from LancasterHistory's vast collections. The presentation at 2 p.m. will be followed by time for attendees to read historical newspapers and magazines up close. Among the items on display will be 18th-century newspapers, 19th-century women's magazines, and spreads from the 1960s like those that inspired AMC's popular television drama, *Mad Men*.

“From William Penn to Hamilton Watch, advertisements are as old as commerce itself.” Dr. Mabel Rosenheck, Director of Education at LancasterHistory, said. “Join us for ‘Publicity and Persuasion’ on April 8, and we’ll take you on a journey through 300 years of the best and worst of capitalism in Lancaster County.”

Tickets for *Publicity & Persuasion* are available for purchase [online](#) or by calling (717) 392-4633. Admission prices are \$10 for adults, \$8 for seniors, and \$6 for students (with school ID). LancasterHistory members receive complimentary admission but are still required to register in advance.

Capacity is limited, so advance registration is strongly recommended.

For more information about this event or to purchase tickets, visit [LancasterHistory's website](#) or call 717-392-4633.

About LancasterHistory

LancasterHistory is a community-based, not-for-profit organization established to educate the public on the history of Lancaster County and its place in the history of Pennsylvania and the United States, to advance the missions of regional historical organizations, and to promote the acquisition, preservation, and interpretation of resources representing the history of Lancaster County, Pennsylvania within the broader context of state and national history, including the life and legacy of America’s 15th president, James Buchanan, and to preserve and maintain Wheatland, his home.

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