

# Let's Advertise



By the last half of the Nineteenth Century, lithographs from stone plates had reached a high level of artistic achievement. Beautiful images could be mass produced at a modest cost providing manufacturers with new media for the promotion of their products. Ad Cards became the media of choice during the period. They were used by all manufacturers, merchants and trades people.

Because there was not “truth in advertising” merchants were free to say anything they wished about their products. Many of the product claims are outrageous to the point of being humorous. Products also contain harmful or addictive ingredients which eventually led to the passing of Federal food and drug laws.

This exhibit is a window into the past where one can see how people lived, what they wore and ate, how they were entertained and how exposed they were to the exaggerations and claims of advertisers.

The works are from the Thomas H. Davis Collection, in care of the Museum of Arts and Sciences.

Above image: Let's Advertise! Hoyt's German Cologne, 1892

*Chromolithograph*

## Contents:

50 18" x 24" frames  
panels containing

156 cards and blow-up images  
providing the viewer with  
closer detail.

Individual labels and text  
materials are available  
digitally

## Space Required:

150-250 linear feet

## Security: Moderate

## Standards:

77 lux (7 foot-candles)

Constant 68-73  
degrees F.

Constant 50-55% humidity

## Fee:

\$2,000.00 for 12 weeks  
plus full shipping  
and door-to-door insurance.

FOR FURTHER DETAILS PLEASE CONTACT  
MEGAN FINLEY, CURATORIAL ASSISTANT  
MUSEUM OF ARTS AND SCIENCES, DAYTONA BEACH,  
FLORIDA 386.255.0285 x 346 [megan@moas.org](mailto:megan@moas.org)

**MOAS**  
MUSEUM OF ARTS & SCIENCES