



NEWS RELEASE

**North Olympic Library System
2210 South Peabody Street
Port Angeles, WA 98362**

FOR IMMEDIATE RELEASE

Date: March 8, 2024
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Re: History Center's "Signs and Designs" exhibit at Port Angeles Main Library
Attached: *RDWillson_HardwareDress_NOHC.jpg; DowntownHotelSign.jpg*

The North Olympic Library System (NOLS), in partnership with the North Olympic History Center, presents the exhibition "Signs & Designs: 100 Years of Advertising in Clallam County" at the Port Angeles Main Library, 2210 S. Peabody St. The opening reception is Friday, March 15, 6:30-8pm, with a presentation at 7pm.

The exhibition features marketing and advertising memorabilia from businesses across the North Olympic Peninsula. A selection of vintage signs, labels, menus, and more from the collections of the North Olympic History Center that exemplify the rapid economic growth and development of the Peninsula over the course of 100 years are on display at the library through June 15.

"It's fascinating to see the promotional materials that businesses in our area created to attract local customers and tourists," said David Brownell, executive director of the North Olympic History Center. "There are more than 50 items exhibited from the late 1800s to the late 1900s, including large hand-lettered signs that used to hang outside of businesses such as the Fairmount Diner and Smith's Ice and Bottling Works, and small mementos like a Riedel's gift box and Working Girl Wines pin."

Community members are invited to the opening reception, with doors opening at 6:30pm on Friday, March 15, and the presentation at 7pm. Paula Hunt will discuss advertising in the 20th century and its place in the history of the Olympic Peninsula. Hunt is on the board of North Olympic History Center and is a reporter for the Peninsula Daily News. Opening remarks will be provided by David Brownell.

“The history center does phenomenal work caring for artifacts and documenting our local history,” said Noah Glaude, executive director at NOLS. “This display gives the public a chance to enjoy some great items from the collection that will spark memories and conversations.”

“Signs & Designs: 100 Years of Advertising in Clallam County” is sponsored by Peninsula Daily News. The exhibition is part of NOLS’ Art in the Library program that is generously funded in part by Port Angeles Friends of the Library.

For more information about the exhibition, visit nols.org/signs, call 360-417-8500 or email discover@nols.org.

The North Olympic History Center offers a variety of membership levels for people who would like to help preserve local history. Learn more at www.northolympichistory.org or by calling 360-452-2662.



A replica of the dress in this photograph, made to advertise R.D. Willson Hardware Co., is featured in the exhibition. Image courtesy of the North Olympic History Center.



The Downtown Hotel sign is one of several vintage signs on display at the Port Angeles Main Library.

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