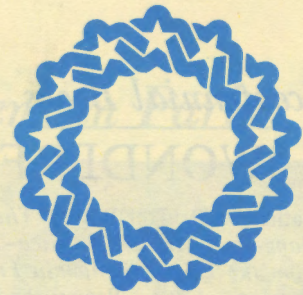




THE AMERICAN BICENTENNIAL

Monthly

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PRESIDENT FORD LAUNCHES THE FREEDOM TRAIN

ALEXANDRIA, VA., Dec. 19—Amidst some signs of dissent and controversy, President Gerald Ford appeared at the railway station here today to formally announce the American Freedom Train.

About 500 people attended the ceremony, including officials and about 100 placard-bearing protesters organized by the People's Bicentennial Commission. There were also two high school bands, a sizeable press contingent, and a multitude of security men.

The Ford blessing, plus financial support provided by five U.S. corporations, makes the Freedom Train the first major national Bicentennial project to be launched on a solid footing.

Drawn by refurbished steam loco-

motives of 1930s vintage, the train is scheduled to take off in April of 1975 for a 48-state tour to 76 American cities lasting until late 1976. There will be 12 cars bearing Americana exhibits and artifacts, service cars, a press car, and two VIP lounge cars. Organizers of the project expect 10 million Americans to pass through the train on moving walkways (at the pace of 40 feet per minute) and another 30 million to view the contents through special large windows in the cars during layovers at the 76 cities. Many other millions will sense the nostalgia of the steam locomotive age by witnessing the train en route between cities.

In whistle-stop fashion, President

Ford spoke from the rear platform of the four-car "Preamble Express" which toured the country in 1974 promoting the Freedom Train to the prospective 76 cities. Lauding the project as "one of the focal points of our Bicentennial celebration," the President drew a parallel between the problems of 200 years ago and of today. In an optimistic declaration, he said that the reaffirming of "the American spirit" will help win the battles against economic and other problems. He also presented for exhibition on the train George Washington's copy of the Constitution.

Acting as emcee for the occasion was ARBA Administrator John W. Warner. He announced ARBA's formal endorsement of the project and presented a large replica of the national Bicentennial symbol. Stressing the importance of private sector support of the Freedom Train, Warner said it is "the most significant—certainly the most visible and national in scope—of the many projects planned to honor America during the Bicentennial."

Both the President and Warner stoically ignored the chanting of the hecklers who were protesting the economic situation and the financial involvement of major corporations.

Five corporations have each con-
(Continued on p. 4)

Jack Anderson Searches For '76 Slogan

The hard-hitting newspaper columnist and exposé-artist, Jack Anderson, has gone upbeat for the Bicentennial.

Though normally dealing in controversial subjects of major proportions plus the minor transgressions of Washington lawmakers and bureaucrats, Anderson now has turned his sights on finding the best possible slogan for the Bicentennial.



In two of his widely-syndicated columns last fall, he urged readers to send in their ideas for a slogan, for "the right words to reaffirm our faith in America."

Even though no prizes were offered, Anderson said that the response was overwhelming and that "we have mailbags bulging with evidence that the

American people have faith in their country and confidence in the future," despite all of the difficult problems of the time.

Now, Anderson reports in a third column, a number of organizations have come forth to help out in the project. The Copernicus Society has put up \$10,000 in cash prizes, including a \$5,000 first prize. American Motors will give the winner a station wagon and Holiday Inns will provide free accommodations for a month of touring the country leading up to a reception at the White House. The American Legion, the Jaycees, the National Federation of Women's Clubs, the Girl Scouts, and the Boy Scouts have all volunteered to help process the entries. The American Revolution Bicentennial Administration has made its post office box address in Washington available.

Anderson says that the "spontaneous outpouring has compelled us to go formal. We have now formed a non-profit corporation, Slogans USA, to handle the slogan search."

The contest will be closed on July 4th, 1975. Entries should be addressed to: Slogans USA, Box 1976, Washington, D.C.

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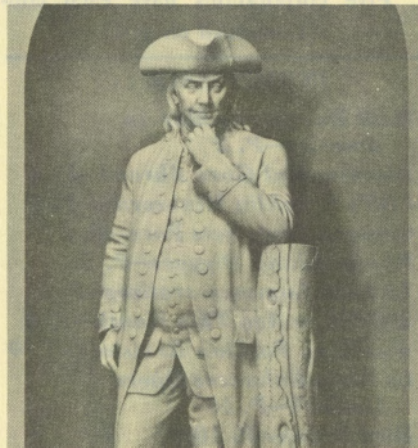
A "WONDERFUL BOOK" ON BENJAMIN FRANKLIN

Catherine Drinker Bowen, *The Most Dangerous Man in America—Scenes from the Life of Benjamin Franklin* (Boston: Little, Brown and Co., 1974), \$8.95.

"In an era when the fomenting and support of revolution are claimed by youth as their especial attributes, it is significant to recall that two hundred years ago the person feared by the crowned heads of England and many parts of Europe as the most dangerous man in America was Benjamin Franklin—aged sixty-eight to eighty."

Catherine Drinker Bowen, in her entertaining and inquisitive manner, presents in her last book six scenes from Franklin's life. His character and history long intrigued her and were woven into her previous books, and as she states, her life. She makes it clear from the outset that the completion of this last book was not only a necessity, but a true delight. She writes: "Not only is narrative continuity superfluous concerning such a well-known—indeed legendary—American, but a complete narration would have defeated my purpose; the wholly selfish, quite arbitrary desire to write only what interested me about this most consistently entertaining biographical subject. . . ."

Ms. Bowen begins the weaving of her selective narrative with scenes of Franklin's boyhood in Boston, depicting the 16-year-old printer's apprentice writing his controversial "Silence Dogood" letters, published anonymously in his brother's newspaper. She then jumps forward to Philadelphia where Franklin as a young man established himself as a successful printer, turning



THE MIDDLE AGED FRANKLIN as envisioned in the statue by Hiram Powers located in the Senate Wing of the U.S. Capitol.

out "Poor Richard's Almanac." He was at the same time creating a postal service, building waterworks, and carrying out experiments in the detection of electricity, all with indefatigable energy and elan.

In the next scene Ms. Bowen picks up Franklin at the Albany Congress of 1754 where he advocated a "Plan of Union" for the mutual defense of the colonies, a plan that also contained the germ of federalism: "One General Government," wrote Franklin, "to be formed in America, including all the said Colonies, within and under which Government, each Colony may retain its present Constitution. . . ."

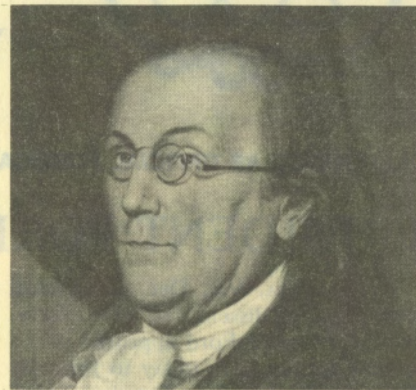
The next scene follows Franklin and his son William as they lead a military expedition to the western frontier of Pennsylvania in an attempt to repel French and Indian raids.

The last scene is set in London, where Franklin, on behalf of the colony of Massachusetts, worked to mitigate George III's harsh American policies. Franklin was forced to suffer in silence the invective of Solicitor General Alexander Wedderburn as he was castigated before the Privy Council in 1774. Wedderburn was relentless and his accusations against Franklin lasted three-quarters of an hour. He concluded his diatribe, stating, "I hope, My Lords, you will mark and brand this man. . . ." Franklin remained impassive in the face of this rancor and resentment, uttering no word in his own defense. But he walked away convinced that differences between England and her colonies could no longer be reconciled by diplomatic measures.

Ms. Bowen proposed "to catch glimpses of Franklin as he streaks, streams, boils by, borne along by a smoking cataract, yet himself as cool as an apple in storage." And indeed she does. In every scene that the beloved historian sets down, Franklin is seen in complete, unperturbed self-possession of his faculties and temperament.

The book stops in 1774 even though Franklin had 15 more years to live. Ms. Bowen (who was in critical health as she completed her work) ends the book with some of Franklin's traits that she did not have the opportunity to include elsewhere. This last portion was dictated, and in it we find ourselves face to face not only with Franklin's incredible genius, but also with his generous and endearing "philosophy" of life.

"Franklin was apparently one of



THE ELDERLY FRANKLIN as depicted in this detail from the painting by Charles Willson Peale.

those men who was born with a cheerful disposition," Ms. Bowen says. "This is a tremendous gift. He had a talent for happiness, just as George Washington had a talent for character, integrity.

"Dr. Holmes, O. W. Holmes' father, said that sanctimonious people made him sneeze and go home with a cold. I think Franklin was like that. He hated solemn, pompous people. He simply never replied to them. He talked very little in company, but talked freely with a friend or two, especially over drinks."

As this wonderful book ends, the reader finds himself sympathizing with the author's last regret—"I cannot bear to have done with this admirable beguiling character." And with the author's last observation on Benjamin Franklin: "And he had that quality I call grace". The book is a work of the heart, and it breathes compassion, humor, and love into the facts of Benjamin Franklin's life.



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U.S. Exhibit on Jefferson and Franklin Opens in Paris



The opening of a major exhibit, entitled "The World of Franklin and Jefferson," marks the first completed international project of the American Revolution Bicentennial Administration (ARBA). In the words of ARBA, the exhibit "will launch the Bicentennial abroad."

The exhibit was created by the Office of Charles and Ray Eames, distinguished American designers. ARBA is presenting it in cooperation with New York's Metropolitan Museum of Art through a grant from the IBM Corporation. During its tour abroad, the exhibit will be managed by the U.S. Information Agency.

Following the premiere showing in Paris the exhibit will proceed to the National Museum in Warsaw and then to the British Museum in London in late 1975. Early in 1976, it will begin its U.S. tour in the Metropolitan Museum, and then at Chicago's Art Institute before a final showing in San Francisco.

The exhibit spans the 120 years between Franklin's birth (1706) and Jefferson's death (1826), from colonial times through the struggle for independence, the expansion west, and Jefferson's response to the new national and international challenges of the 19th century.

As partly shown in the illustration above, the exhibit covers 7,500 square feet. The visitor enters through an atrium with paintings of the period. In the atrium are clusters of tall, monument-like structures, each of which represents a contemporary of Franklin and Jefferson. Through text and imagery, these structures present information about friends and acquaintances who influenced each other and their time.

A major feature of the exhibit is an extensive time-line depicting a chronology of major events between 1706 and 1826. Profusely illustrated, it presents the lives of Franklin and Jefferson against a background of major

political, philosophical, military, and social milestones, both in America and in Europe.

A collection of memorabilia includes materials from Franklin's crucial experiments in electricity and Jefferson's Notes on Virginia, an early record of his attachment to his native countryside and of his quality as a natural scientist. In addition, there are artifacts and instruments associated with the two men.

Within a special section is a collection of documents of importance in the history of the new United States. Special attention is given to the circumstances surrounding the framing of the Articles of Confederation, the document which satisfied no one but which

somehow held the colonies together throughout the War—and to the Constitutional Convention.

The "epilogue" of the exhibition presents one of Jefferson's most significant political legacies—his plan for westward development. It traces the events and adventures surrounding the Louisiana Purchase, which in one stroke doubled the size of the nation. The last part of the epilogue is devoted to one of the great treasures of Jefferson's last years: the renewed friendship between him and his onetime adversary, John Adams. Quotations from their letters reveal the extraordinarily close and lively exchange between them, which ended when both men died on July 4, 1826—50 years to the day after signing the Declaration of Independence.

High Quality Marks CBS Franklin Series

The second of four 90 minute dramas based on the life of Benjamin Franklin, aired Dec. 17th by CBS, maintains the high level of quality evident in the first program.

Entitled "The Whirlwind," the program covers the years 1718 to 1757, portraying Franklin as a printer's apprentice, a young entrepreneur, an inventor, an intellectual whirlwind in general, and an incipient revolutionary.

Beau Bridges plays the young Franklin, and his father Lloyd Bridges takes the part over as Franklin ages. The transition is smooth. In another transition in roles, Susan Sarandon and Sheree North are excellent as Debbie, Franklin's neurotic, embittered wife.

The portrait is an honest one, showing how Franklin's teeming mind and egocentricity alienated his son and wife. Though excellent in every respect, the program is overshadowed slightly by the first one, aired Nov. 21st, which was superb in every respect. In contrast, that program covered only a short time in Franklin's career as a wily diplomat contriving to lure the French into the war on the American

side. For his witty and wise portrait, Eddie Albert should win the Emmy Award.

The series so far represents a breakthrough, showing that American TV can produce historical dramas every bit as good as the vaunted BBC productions in that genre. Much care has been lavished on the Franklin "miniseries," including top writers (Howard Fast for the first program, Loring Mandel for the second), top actors, and beautiful productions generally. The final two programs—"The Rebel" (with Richard Widmark) and "The Statesman" (with Melvin Douglas)—will be aired on January 9th and January 28th.

Curiously, the programs have not received the attention they deserve. None of the sponsors noted for high quality programs (such as Xerox or Hallmark) came forward to sponsor these, and the originator of the series, Lewis Freedman, has left the employ of CBS. It may be that the false starts in the form of superficial documentaries in recent years have poisoned the well. If so, the American public will be the loser.

FIRST 13 STATES STIR BICENTENNIAL AWARENESS

With more and more Bicentennial commemorative items being announced each month—many of them endorsed by state, local, or private Bicentennial organizations—and with the national ARBA embarking on a new licensing program, *USA-200's* editors decided that a listing of Bicentennial medals and commemorative items available through the official Bicentennial agencies of each of the 13 original states would be timely and informative. Some of the states report substantial proceeds program is just beginning. Here are the results of a recent telephone survey:

New Hampshire

Official state medals will be out this year, hopefully by March. The medals are being struck by the Medallic Art Company of Danbury, Connecticut. Prices will range from \$1 to \$45 for bronze and silver medals to be sold, probably through New Hampshire banks.

So far the medals are the only commemorative items planned by the New Hampshire ARBC (37 Pleasant Street, Concord, New Hampshire 03301).

Massachusetts

Local banks are selling Massachusetts' medals as a nonprofit public service. They can also be obtained through the Medallic Art Company, which struck them. A variety of medals are available:

- 2½" fine silver \$75
- 1½" proof silver \$25
- 1½" proof bronze \$10
- 1½" antique bronze \$2.50

There is also a special \$57 collectors set, in a limited edition of 5,000, which includes a 2½" antique bronze, a 1½" gold on silver vermeil, and a 1½" fine silver medal.

The Massachusetts Bicentennial

Commission (10 Tremont Street, Room 64, Boston, Massachusetts 02108) has published a \$2.95 1975 Guidebook, and plans to do a 1976 edition as well (from Yankee Press, Inc., Dublin, N.H.).

Rhode Island

Although Rhode Island originally participated in the Franklin Mint's 50-state medal series, the state is now developing a new medal, through the Roger Williams Mint. It should be available this month and can be obtained by writing directly to the Rhode Island Bicentennial Commission (CIC Building, 289 Promenade Street, Providence, Rhode Island 02908). Approximate sales prices will be \$20 for high relief silver, and \$3 and \$5 for coin-type silver and bronze versions.

Other commemorative items include a \$4 Rhode Island '76 candle, marketed by the Johnny Fogarty Center for the Retarded; a \$1 poster; a \$1 Junior Red Sox Oceaniers (R. I. Soccer Team) patch; a \$1 connect-the-dots coloring book for children on R.I. history; and a \$2.95 children's book, *Timothy and the King's Ship Liberty*.

Other plans call for a \$2.95 '76 R.I. guidebook, other publications, mugs, and etched glassware at prices which have not yet been set.

Connecticut

Connecticut introduced its first medal series in 1972. The medals, struck by the Medallic Art Company, were sold on a nonprofit basis by banks. A new set of medals will be ready this month; they are high relief and will be sold by local Bicentennial commissions at prices which will yield a profit:

- 1½" antique silver \$25
- 2½" antique bronze \$10
- 1½" antique bronze \$3

The medals can also be ordered directly from the Medallic Art Company (Box 771, Danbury, Connecticut 06810).

The Connecticut Commission (59 South Prospect Street, Hartford, Connecticut 06106) is also offering a set of officially endorsed booklets, five per year for eight years, on various aspects of the state's Revolutionary Era heritage. Each booklet is \$2.50 with discounts for schools, libraries, and local Bicentennial committees.

New York

New York's commemorative medals, struck by the Medallic Art Company, are sold through banks, at present. New promotional techniques are currently being considered. The medals are:

- 2½" silver \$40
- 1½" silver \$10
- 2½" antique bronze \$6
- 1½" antique bronze \$1

The New York State ARBC (99 Washington Avenue, Albany, New York 12230) also has a publications program. A booklet on American women in early American history was published recently (see last month's *USA-200*).

Pennsylvania

Pennsylvania has had a medal available for several years through the Franklin Mint's 50-state series. Now a new medal is being prepared, also through the Franklin Mint, and details will be announced in the near future by the Pennsylvania Bicentennial Commission (William Penn Memorial Museum, 5th Floor, Harrisburg, Pennsylvania 17108).

Five commemorative items have been produced for the state commission by Wilton Brass, in "Armetale," a metal alloy which looks like old pewter: a \$5.95 auto tag (available through state liquor stores); a \$3.50 plate; a \$10 plate, an \$8 mug; and a small beaker which sells for \$3.50.

New Jersey

New Jersey's commemorative items program is still in the planning stages. The only thing approved thus far—except for numerous publications—is a flag which will sell for \$21.95, but it has not gone on sale yet. More details on this and other items should be forthcoming soon from the New Jersey American Revolution Bicentennial Celebration Commission (349 West State Street, Trenton, New Jersey 08618).

—WITH OFFICIAL MEDALS, COMMEMORATIVE ITEMS

Delaware

Delaware's medals, struck by the Medallic Art Company, are sold through banks. Available are:

- 2½" high relief silver \$75
- 1½" high relief silver \$25
- 1½" antique bronze \$2.50

Also available is a 2,000 set limited edition which includes, for \$52, a 2½" antique bronze, a 1½" silver vermeil, and a 1½" fine silver medal.

The Delaware ARBC (P.O. Box 2476, Wilmington, Delaware 19899) has also endorsed several Wilton Brass Armetale products which are sold through department stores and gift shops: an \$8 auto tag; a 10" dinner plate for \$12.50; a tankard for \$10; and a 6" plate for \$6.

Maryland

Maryland's medal (see picture) was struck by the Medallic Art Company and is sold through banks and savings and loan associations. It comes in three versions:

- 2½" sterling high relief \$75
- 1½" sterling coin \$20
- 1½" antique bronze \$2.50

The Maryland Bicentennial Commission (2525 Riva Road, Annapolis, Maryland 21401) has endorsed four Wilton Brass Armetale products: a 6" plate for \$5.50; a 10" dinner plate for \$12.50; an \$11 mug; and a crab mallet for \$12.50.

There is also an ambitious publications program.



NORTH CAROLINA'S commemoratives include necklace made from Bicentennial medal (left) and Wilton Brass Armetale items.

Virginia

The Virginia Independence Bicentennial Commission's Medallic Art Company medals come in four versions, which are sold through banks and savings and loan associations or through the Commission itself:

- 2½" 24 k gold on silver \$97
- 2½" fine silver \$75
- 1½" fine silver \$22.50
- 1½" antique bronze \$2

There is also a \$57 three-piece set consisting of a 2½" bronze, a 1½" gold on silver, and a 1½" fine silver medal.

The Virginia Commission (P.O. Drawer JF, Williamsburg, Va. 23185) also has a publication series, and five titles were produced and sold during 1974.

North Carolina

North Carolina's medal struck by Medallic Art Company, is sold through the state Bankers' Association. There are three versions available:

- 2½" high relief silver \$75
- 1½" high relief silver \$20
- 1½" high relief bronze \$2.50

Wilton Brass Armetale items endorsed by the Commission include a \$6 plate, a \$12.50 plate, a \$10 tankard, and an \$8 license plate. These products are being sold in stores and gift shops.

Other commemorative products endorsed by the North Carolina Bicentennial Committee (109 East Jones Street, Raleigh, North Carolina 27611) include key chains, cigarette cases, sun visors, pocketbooks, and some leather items which are sold through county organizations.

A pamphlet about North Carolina's role in the Revolution is being written, and some thought is being given to a proposed guidebook about North Carolina's historical sites.

South Carolina

South Carolina's medals, struck by the Medallic Art Company, can be purchased by writing the South Carolina ARBC (P.O. Box 1976, Columbia, South Carolina 29202). The medals come in two versions:

- silver \$17.76
- bronze \$2.50

Several other commemorative items have been introduced recently: a silver-and-lucite block in the shape of South Carolina with the state's Bicentennial logo inside, for \$24.95; a similar bronze-and-lucite block, for \$8.50; pens and tie tacks for just over \$2 each; a \$10 necktie and a \$5 lady's scarf; a \$48 silver plate; and an \$8.50 auto tag.

Georgia

Georgia's Bicentennial medal (see picture), by the Medallic Art Company, comes in five versions:

- 2½" high relief silver \$80
- 1½" fine silver \$25
- 1½" 24 k gold vermeil on pure silver \$30
- 1½" proof bronze \$10
- 1½" antique bronze \$3

The medals are sold through banks and savings and loan associations, and through the Georgia Bicentennial Commission (1776 Peachtree Street, N.W., Suite 520, South Wing, Atlanta, Georgia 30309) for out-of-state orders.

Georgia also is making available a line of the Wilton Brass Armetale items featuring the state's Bicentennial logo: an \$8 auto tag, a \$6 plate, a \$12.50 plate, and an \$11 mug.

Twenty-five, one-page biographical sketches of prominent Georgians, 1730-1790, are selling for \$1 each. Other publications which can be purchased by writing the Commission include several books, maps, and engravings. Aluminum license tags are sold for forty cents to local commissions which then sell them for \$2.



MARYLAND'S MEDAL shows Lord Baltimore (Cecil Calvert) as a knight on horseback. The reverse is the state's Great Seal—the Baltimore coat of arms between two figures, a farmer and a fisherman.

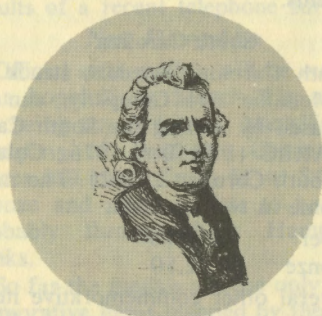


BICENTENNIAL TIE is worn by Barney Slawson, South Carolina Bicentennial program coordinator, as he and Diane Robinson, staff assistant, admire a Bicentennial scarf. Both commemorative items show the state's familiar cannon-and-palmetto-tree symbolism.

**COUNTDOWN TO 1976—
"T" MINUS 18 MONTHS**

Oliver Wolcott is the 38th of the 56 signers of the Declaration of Independence to be honored in the monthly medal series sponsored by the Bicentennial Council of the 13 Original States and produced by the Franklin Mint.

Wolcott (1726-1797) was educated at Yale, and was as active in military as well as civilian life during the Revolution. In 1775, after serving as a commissioner negotiating neutrality with the Indians of the Six Nations, he went to Philadelphia. Illness forced him to



OLIVER WOLCOTT

return to Connecticut before the vote on independence but he recovered his health in time to take the field in support of Washington in command of fourteen units of the Connecticut militia. It is believed that he affixed his signature to the document either in October of 1776, or on a subsequent occasion when he was in Congress.

In 1777 he was active in recruiting troops which he led at Saratoga at the defeat of the army of General "Gentleman Johnny" Burgoyne, the first major victory for the Americans.

When Congress fled to York, Pennsylvania, to escape the British, Wolcott took his seat again in 1778, but he was off again in 1779 to command Connecticut military forces defending the sea-coast against the British raiders. Intermittently, he relinquished his military duties to serve in Congress until 1784.

After the war, Wolcott, who had gained much popularity during the conflict, continued to serve in public office. He was repeatedly reelected Lieutenant Governor of Connecticut from 1786 until 1796, at which time he was elected Governor. He died in this office the next year.

An interesting anecdote connected with Wolcott's story concerns the moving of the Statue of King George from New York to Connecticut in cel-

200 Years Ago This Month

by DR. J. DUANE SQUIRES

JANUARY 1775: BELATED EFFORTS TO PULL BACK FROM THE BRINK OF WAR

We have learned many times in the 20th century that, when the outbreak of war seems imminent, there will be last-minute attempts to prevent the final collapse of peace. So it was 200 years ago in the burgeoning dispute between the British and the Americans.

After a leisurely Christmas and New Year's recess, Parliament reconvened in London on January 19, 1775. On that day the British leadership for the first time laid before the House of Commons 149 documents bearing upon the American crisis. Now at last the legislative branch of Great Britain could grasp most of the details of what had happened and what might be impending.

On the very next day, William Pitt, the notable Earl of Chatham—a longtime friend of America—delivered an historic address. Denouncing Prime Minister North's policies and praising the conduct of the colonies, Pitt urged the immediate recall of General Gage's troops from Boston. In the ensuing debate he was supported by a few other Lords. But on a roll-call of the membership he was voted down by a wide margin.

On the 23rd of January in the House of Commons another famous friend of the Americans, Edmund Burke, delivered the first of several noteworthy addresses on the subject of reconciliation between Great Britain and her 13 American colonies. To no avail. He too was overwhelmingly voted down.

On the 25th of January, Lord Dartmouth, Secretary of State for the colonies, in a private letter wrote: "...measures were now determined with respect to America." These measures on the 27th were put into an official dispatch to General Gage in Boston. But some last-minute hesitancy held the fatal instructions for several weeks. They were not actually mailed out of London until February 22, and did not

reach Gage until April 16. Action followed at once, and the war began. Meantime, in various portions of Great Britain the economic results of the colonial boycott on British goods were making an impact. Unemployment in certain industries swelled, and petitions were sent to the House of Commons urging a modification of the government's policies. These, however, had no effect on the determination of the Ministry to have a show-down with the colonies.

On the American side, in January 1775, in Georgia there was an effort to calm the situation. Certain patriots in some of that colony's eastern parishes—Governor James Wright described these men as "poor insignificant fanatics"—failed to arrange for a delegation to attend the Second Continental Congress scheduled to meet in May at Philadelphia. Georgian sentiment was so clearly divided that no such action was possible. Not until July 1775 did Georgia finally make up its collective mind to support the other 12 colonies in their struggle with Great Britain.

Dr. Squires, professor emeritus of history at Colby College—New Hampshire, is chairman of his state's ARBC.

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Exhibits, Films Document 200 Years of American Fashion

The "pioneer look" that the Paris fashion marts are exporting this year, a new Smithsonian Institution exhibit on 200 years of American fashion, and two new film projects all give evidence of a burgeoning Bicentennial interest in the history of our forefathers' and foremothers' attire.

The Smithsonian's 1,500-garment exhibit, "Suiting Everyone," opened last fall at the Institution's National Museum of History and Technology. It is the result of two years of research by curators of costume, textiles, and military history at the Smithsonian. It will run through 1976.

The American look of bygone days is attracting a lot of attention these days—it could become the vogue—and one fashion editor has reported spotting New York dress designers sketching antique costumes at the Smithsonian in order to "knock them off" (copy them for their own lines).

"Suiting Everyone" depicts, for the most part, the clothes worn by the average man and woman throughout the nation's history—rather than the elegant fashions. It also concerns itself with manufacturing techniques and shows how mass-produced clothing narrowed the gap between the styles worn by the very rich and the very poor.

In addition to the clothing display, the early tools of textile manufacture and the ready-made dress trade are

shown. These include Samuel Slater's original spinning machine and a model Eli Whitney made in the 1800's showing minor adjustments to his original cotton gin.

Claudia Kidwell, coordinator of the exhibit, emphasizes its historical implications. "The social, as well as the economic evolution of the United States can be traced in a large measure through fashion and production techniques of the nation's clothing industry," she maintains.

Ms. Kidwell calls the exhibit a tribute to the thousands of men and women who "contributed to the advancement of an industry that led to the democratization of clothing in America and in other parts of the world."

Film Projects

"American Women: Two Hundred Years of Authentic Fashion" is the title of a filmstrip produced and marketed by the Butterick Fashion Marketing Company of New York City. In two parts—1776-1876 and 1876-present—the filmstrip traces trends and developments in feminine fashion.

Designed for classroom use, the documentary outlines the evolution of fashion—what women wear and why they wear it, where styles come from and how they become popular. The filmstrips are supplemented by a soundtrack on tape cassettes, a Teacher's Guide, and a wall chart—the whole



LOGO ILLUSTRATION for the "American Woman" filmstrip shows an early 19th-century look.

package selling for \$38. (For more information write Margery Mellman, Butterick Archives, 161 Sixth Avenue, New York, N.Y. 10013.)

A separate project involves a film designed for television, called "200 Years of Fashion in America," that is being prepared by the Fashion Group, a prestigious organization of women executives in fashion and allied industries. The film will treat clothing as a barometer of manners and mores.

In addition to the film, the Fashion Group (9 Rockefeller Plaza, New York, N.Y. 10020) is planning to put together a live fashion show featuring 200 years of clothing from museum costume collections.

So we will all have a chance to learn about the history of American clothing during the Bicentennial. We may also have a chance to purchase mass-produced colonial clothes in our department stores—fichus, petticoats, bonnets, and mantelets come to mind; and breeches, waistcoats, cravats, and cocked hats—some of the once-new fashions that must have stirred the imaginations of the colonists when the "Fashion Babies" (dolls about a foot high, meticulously dressed in London and Paris styles and serving the same purpose as our fashion magazines, arrived each month from Europe.



SMITHSONIAN EXHIBIT display illustrates women's fashions by decade, from left: 1920, 1930, 1940; and (also from left) mini, midi, and maxi.

N.H. Mass. R.I. Conn. N.Y. Penn. N.J. Del. Md. Va. N.C. S.C. Ga.

MASSACHUSETTS FIRM ANNOUNCES '76 GRANTS

A \$100,000 Bicentennial matching grants program for the preservation of national historic sites has been announced by Bird & Son, a New England corporation that was founded 180 years ago during George Washington's presidency.

The Massachusetts company—today a manufacturer of asphalt roofing, vinyl siding, paperboard products, and industrial machinery—was founded as a small paper mill by young George Bird in 1795. Bird's mill hand-processed five reams of mottled paper daily.



Grants will be awarded up to \$5,000 for projects "designed to visibly improve the exterior of historic properties, to make them more accessible, understandable or environmentally compatible to the public they serve." Applications will be accepted for sites open to the public and registered, or under consideration for registration, by the National Register of Historic Places.

Organizations desiring consideration should write a brief letter of intent to Bird & Son, inc., Historic Grant Program, East Walpole, Mass. 02032. The proposals, due by March 31, 1975 will be judged by a panel of historians, architects, environmentalists, and businessmen.

In announcing the program at a press conference held at Manhattan's 255-year-old Fraunces Tavern, Ralph E. Heim, president of Bird & Son, inc., explained that "having shared in the events of the past 180 years, we felt that it was more than appropriate for our company to participate in the Bicentennial celebration."

One of 31 American manufacturing firms established in or before 1795 and still in existence, Bird & Son has grown from its humble beginnings to a company which employs 3,000 people in 30 plants and offices located in 14 states.

La Scala Enhances Rich '76 Operatic Menu

One of the world's greatest opera companies, La Scala of Milan, will make its first appearance in the United States during 1976, enhancing with its presence the already impressive list of Bicentennial operatic events planned throughout the nation.

With a company of more than 350, La Scala will appear for two weeks in 1976, from September 7-19, as part of the lavish Bicentennial season being planned for the Kennedy Center for the Performing Arts (see last month's *USA-200*). The exclusive engagement at the Center is expected to draw opera buffs from around the country.

The trip by the company of La Scala (which will celebrate its own 200th birthday in 1978) was authorized by the Italian Government as a tribute to the U.S. Bicentennial. La Scala appeared at Expo '67 in Montreal in its

14 STAMPS TO HONOR BICENTENNIAL IN '75

The U.S. Postal Service has announced five Bicentennial subjects that will be honored in 14 postage stamps to be issued in 1975.

There will be two stamps commemorating the 200th anniversaries of the famous opening battles of the Revolutionary War, one for the Battles of Lexington and Concord (April 19) and the other for the Battle of Bunker Hill (June 17).

A block of four stamps will honor the Bicentennial of the formation of the American military services. The stamps will feature Revolutionary War uniforms.

Another set of four stamps will mark the Bicentennial of the Postal Service itself.

A third set of four stamps bears the intriguing title of "Contributors to the Cause." It will feature unheralded persons who played important roles in the American Revolution. The four to be honored are: Salem Poor, black hero whose battlefield conduct was noteworthy during the first months of action; Sybil Ludington, 16-year-old who rode through the night to bring soldiers to the aid of the Danbury militia being attacked by the British; Haym Solomon, a merchant and banker often called the "Financier of the Revolution" for his aid to the bankrupt Continental Army; and Peter Francisco, who enlisted at age 15 and fought with distinction until the British surrender at Yorktown.

only other visit to this continent.

Other Opera News

The Central Opera Service's Bicentennial Information Program has issued its second report on operas that are being commissioned and prepared for performances in the U.S. in 1976. (The new bulletin incorporates the first report—which was summarized in *USA-200* of December 1973.)

Eleven world premieres have been commissioned by major companies for 1976—including, by way of example, "Jubilee" which Ulysses Kay is writing for Opera/South (see last month's *USA-200*); and "Bilby's Doll," an opera which Carlisle Floyd is composing for the Houston Grand Opera based upon Esther Forbes' 1928 novel of colonial times called "A Mirror for Witches; in Which is Reflected the Life, Machinations, and Death of Famous Doll Bilby, Who, With a More Than Feminine Perversity, Preferred a Demon to a Mortal Lover."

The major companies list over two dozen special Bicentennial performances (non-premieres) planned for 1976. In addition, the Central Opera Service report lists 50 or more Bicentennial operas which will be performed by community opera companies and college workshops.

For copies of the report, send two dollars to the Central Opera Service Bicentennial Information Program, Metropolitan Opera, Lincoln Center, New York, N.Y. 10023.

BLUEGRASS STATE ENDS ITS BICENTENNIAL WITH A BALL

An elegant Bicentennial Ball in the Capitol rotunda at Frankfort on December 14th capped a full year (see *USA-200* for March 1974) of over 1,000 festive and historic activities throughout Kentucky as the Bluegrass state commemorated the 200th anniversary of James Harrod's founding of the first permanent settlement west of the Alleghenies in 1774.

The invitations for the Ball were authentic reproductions of an invitation sent to Kentuckians for a Ball held in Frankfort in 1825 in honor of Lafayette, the French hero of the American Revolution. The invitations were printed on a 233-year-old press in Colonial Williamsburg, Va.

Gordon McRae, accompanied by the 60-piece Lexington Philharmonic Orchestra, was featured at the Ball.

National Geographic's Films for '76 Depict Tumultuous Times

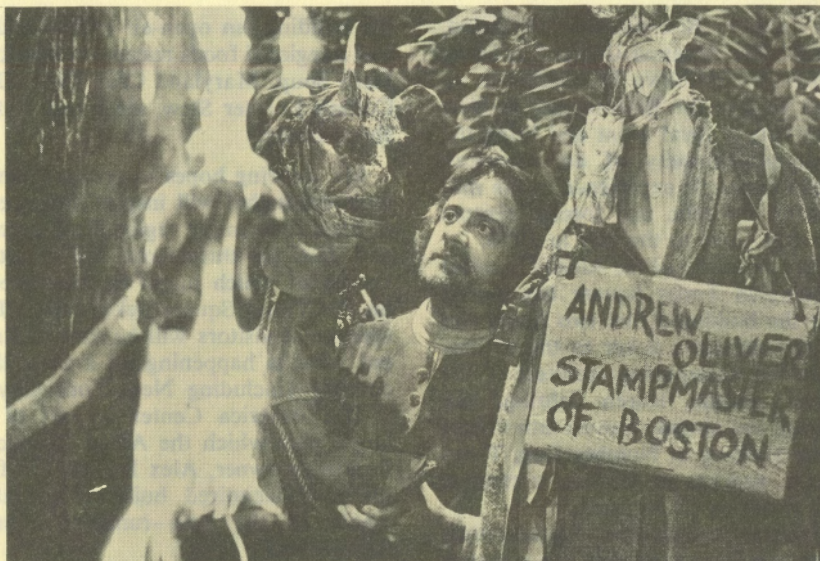
This month the National Geographic Society is scheduled to begin distribution of 12 films on the Revolution as a contribution to the Bicentennial. The 25-minute films are aimed at teenagers and focus on human interest aspects of the tumultuous times known as the Revolutionary period.

All of the films have as their essence the personal conflicts of people against the backdrop of a larger conflict, dramatizing how the interrelationship of the two affects choice.

As the two scenes on this page suggest, the 12 films strive for a hard and honest tone. Some are concerned with subjects such as George Washington deciding whether his loyalties lay with the colonies where he lived, or with England where he was born. Others, such as "Mary Kate's War," about an outspoken lady who publishes a controversial letter, concentrate on people around whom no historical auras have formed.

The plight of the colonial Loyalists is treated sensitively, and a film called "Look Back in Sorrow" contains some moving dream sequences in which Samuel Curwen of Salem, Massachusetts relives his harassment at the hands of the patriots.

The National Geographic Society is producing the films (in cooperation with WQED-TV of Pittsburgh and the Carnegie Mellon University) for classroom use. Teacher's guides will be developed for each film.



REVOLUTIONARY FERVOR fires the features of Ebenezer Mackintosh, popular leader of Boston's South End gang, as he readies effigies of Lord Bute and Andrew Oliver prior to a protest against the stamp act in National Geographic's film, "Cry Riot."

Penney's Will Give Sheet Music to Schools

The J. C. Penney Company last month announced a program called, "A Bicentennial Musical Celebration," through which a gift of sheet music will be made to every high school and college band, orchestra, and chorus in America.

The music will be packaged in special gift cases for presentation to

schools by the managers of the 1,640 J. C. Penney stores throughout the nation. Included will be 70 minutes of specially arranged music recaptured from America's past, and 30 minutes of new works by four soon-to-be-selected American composers.

In announcing the program at a December 2nd luncheon at the Smithsonian Institution, J. C. Penney Chairman of the Board Donald V. Seibert revealed that he himself is a former school band clarinet player, and his three children all play at least one instrument.

John W. Warner, ARBA's Administrator, presented a certificate of official recognition to the J. C. Penney Company—the first such document to be awarded to a business corporation for its Bicentennial contribution. Warner called the program "an innovative, worthwhile contribution that will bring great music, great joy, and fun to everyone who plays or hears the selections."

"It will enhance the meaning and impact of the nation's Bicentennial Celebration for all of us," Warner said.

A widely-circulated Associated Press wire service story reported the price tag for the program as \$2 million. But Penney's officials say that the figure is much too high, that they do not know how the erroneous report got started, and that it is impossible to estimate the dollar cost of the program.



SOME HUNG UP Southern Tories meet justice at the hands of the Overmountain Men for acts of violence against the civilian populace in National Geographic's film, "King's Mountain."

THE AMERICA CENTER WILL GIVE '76 FOCUS TO NYC

A major Bicentennial attraction, called "The America Center," is being planned for midtown Manhattan in an effort to give the Bicentennial in New York City a focal point and bring the maximum intensity of an American people-to-people experience to the millions of domestic and foreign visitors who will come to the city in 1976.

The new owner of the Allied Chemical Building in Times Square has turned over the building's first two floors and the famous news ticker to the enthusiastic and enterprising architect of the Center scheme, Karen Zehring. Ms. Zehring has already moved into offices in the building at Number One, Times Square, and has an impressive creative staff ready to go to work.

What is needed now is a corporate sponsor willing to underwrite a budget of approximately \$1 million (with a maximum cash requirement of \$878,000). This would in effect act like a non-interest loan, Ms. Zehring explains, since the corporate sponsor would recover his outlay from sales at the Center.

The America Center will celebrate America and its regional folk traditions (what the people eat, what they make with their hands, and their music). There will be a Bicentennial information center on the first floor of

the building, an open-air café outside, and a regional foods restaurant (Shaker Herb Soup, Maryland Crab Cake, Dr. Coffin's Lobster Stew, etc.) and crafts shops inside.

Ms. Zehring hopes to create a long-term event that will inspire movement of visitors to many regionalized events and festivals throughout the country (many of which might be announced on the Times Square ticker tape). Bicentennial visitors will be able to find out what is happening all around the country (including New York City).

The America Center is part of a larger plan which the Allied Chemical Building's owner, Alex Parker, has for his newly-acquired building and the whole of the now-rundown Times Square area.

If the America Center project comes to fruition—and it seems well on its way with the acquisition of the Allied Chemical Building space—it should give focus to the idea that New York City is the gateway to the United States and the gathering place for much of what is best in America. And it should provide a place where something will be happening each day during the Bicentennial Era. As such, it would attract New York area residents as well as tourists.



THE AMERICA CENTER will occupy the first two floors of the Allied Chemical Building at the heart of New York City's Times Square.

BICENTENNIAL CALENDAR OF EVENTS

Jan. 9 & 10: Meeting of the Bicentennial Council of the 13 Original States, Atlanta, Georgia.

Jan. 10: "World of Franklin and Jefferson" exhibit opens at the Grand Palais in Paris.

Jan. 15–Feb. 15: Founders' Festival, Charleston, S.C. Black heritage of South Carolina—outdoor fair, crafts show, Martin Luther King observance.

Jan. 15: Dedication ceremony and opening of exhibit "America's Inventive Genius", Museum of Science and Industry, Chicago, Illinois.

Jan. 18, 19, 20: Fincastle County Festival. Reenactment of Fincastle Resolves, Giles County, Narrows, Va.

Jan. 1-31: Dedicatory ceremonies, Denver Indian Center Complex, Denver, Colorado.

Feb. 13: Beginning of 2 year Bicentennial Forum focusing on principles of America's founding, Boston, Mass.

Feb. 15-16: George Washington Gala weekend, Charleston, S.C. 2nd annual Sutlers' Muster, 167th Annual Light Infantry, Church services.

Send Calendar Notices At Least Two Months in Advance of Event to: Editor, USA-200, Box 200, Glen Ridge, N.J. 07028.

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