

# Guide to the Bicentennial Schlock Collection

MS 1262



compiled by Lynn J. Stewart

July 1981

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## Collection Overview

**REPOSITORY:** Manuscripts and Archives  
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<http://www.library.yale.edu/mssa/>

**CALL NUMBER:** MS 1262

**TITLE:** Bicentennial Schlock Collection

**DATES:** 1967-1977

**PHYSICAL DESCRIPTION:** 10.5 linear feet (13 boxes)

**LANGUAGE:** English

**SUMMARY:** A collection of objects and packaging for commercial products celebrating the United States Bicentennial in 1976. These items were assembled as a course project for Jesse Lemisch's American Studies class at SUNY/Buffalo in the spring of 1976 and exhibited in 1976 and 1977. Included in the collection are catalogues of the exhibitions as well as related correspondence and photographs.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/mssa.ms.1262>

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## Requesting Instructions

To request items from this collection for use in the Manuscripts and Archives reading room, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/mssa.ms.1262>.

To order reproductions from this collection, please go to [http://www.library.yale.edu/mssa/ifr\\_copy\\_order.html](http://www.library.yale.edu/mssa/ifr_copy_order.html). The information you will need to submit an order includes: the collection call number, collection title, series or accession number, box number, and folder number or name.

Key to the container abbreviations used in the PDF finding aid:

b.      box  
f.      folder

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## Administrative Information

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### Immediate Source of Acquisition

Gift of Jesse Lemisch, 1981.

## Conditions Governing Access

The collection is open for research.

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## Conditions Governing Use

Copyright status for collection materials is unknown. Transmission or reproduction of materials protected by U.S. Copyright Law (Title 17, U.S.C.) beyond that allowed by fair use requires the written permission of the copyright owners. Works not in the public domain cannot be commercially exploited without permission of the copyright owners. Responsibility for any use rests exclusively with the user.

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## Preferred Citation

Bicentennial Schlock Collection (MS 1262). Manuscripts and Archives, Yale University Library.

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## Scope and Contents

The Bicentennial Schlock collection began as a course project for Jesse Lemisch's American Studies class at SUNY/Buffalo in the spring of 1976. Their search for Bicentennial items led to an exhibit of the collected materials at Hayes Hall on the SUNY/Buffalo campus October 5-29, 1976. This exhibit was so successful that it appeared again at Gallery 1199, the exhibit hall of the District 1199 Headquarters of the Hospital Employee's Union, Aug 11-Sep 8, 1977.

The collection consists of correspondence, notes and memoranda, printed material and photographs, including photographs of the original exhibit, followed by a wide variety of "Schlock" exhibit material. The bulk of the collection is material which was actually exhibited. It ranges from paper plates and beer cans to a pair of stuffed mice. No attempt was made to keep the material in its original exhibit order, though wherever possible exhibit labels have been kept with the items they describe. Some of the items which appeared in the exhibits were not included in the collection (e.g., clock, belt, flag, items of clothing).

## Collection Contents

| Correspondence       |  |                              |
|----------------------|--|------------------------------|
| b. 1, f. 1           | General  | 1976-1978                    |
| b. 1, f. 2           | Mail solicitation for commemorative plate by United States Commemorative Gallery | 1976-1977                    |
| b. 1, f. 3           | Correspondence relating to Gallery 1199 exhibit                                  | 1976<br>October-1977<br>June |
| b. 1, f. 4           | New York State Historical Association  | 1977 May-June                |
| b. 1, f. 5           | Course outline for American Studies 200  | 1976                         |
| b. 1, f. 6           | Draft of introduction to exhibit   | 1976                         |
| Hayes Hall Exhibit   |  |                              |
| b. 1, f. 7           | Invitations to opening of Bicentennial Schlock Exhibit                           | 1976 October 5               |
| b. 1, f. 8           | Notes and memoranda  | 1976                         |
| b. 1, f. 9           | Notes for acknowledgements   | Circa 1976                   |
| Gallery 1199 Exhibit |  |                              |
| b. 1, f. 10          | Notes for exhibit program  | Circa 1976                   |
| b. 1, f. 11          | Notes  | 1976-1977                    |
| b. 1, f. 12          | Bicentennial Schlock Exhibit programs  | 1977 August-September        |
| b. 1, f. 13          | Copy of guest register   | 1977 August 11-September 8   |
| b. 1, f. 14          | News releases announcing exhibits at Hayes Hall and at Gallery 1199              | 1976 September 28; 1977      |
| Printed material     |  |                              |
| b. 1, f. 15          | Article "Bicentennial Schlock" by Jesse Lemisch, in <i>The New Republic</i>      | 1976 November 6              |
| b. 1, f. 16          | Newspaper and magazine clippings   | 1975-1976                    |
| b. 1, f. 17          | Clippings  | Circa 1976-1977              |
| b. 1, f. 18          | Adams Chronicles brochure, clipping  | 1975, 1976 May 10            |
| b. 1, f. 19          | Publications of the Peoples Bicentennial Commission                              | 1976                         |
| b. 1, f. 20          | <i>USA/200</i>   | 1976 Feb, June               |

|                  |  |                         |
|------------------|--|-------------------------|
| b. 1, f. 21      | 1199 News<br>English   | 1976 September          |
| b. 1, f. 22      | <i>Bicentennial Times</i><br>English   | 1976 February-<br>March |
| b. 1, f. 23      | <i>Bicentennial News</i><br>English  | 1976 Mar, June          |
| Photographs      |  |                         |
| b. 1, f. 24      | Photographs of Bicentennial Schlock Exhibit at Hayes Hall, SUNY/Buffalo  | 1976 October            |
| b. 1, f. 25      | Photographs of items from Bicentennial Schlock   | 1976                    |
| Exhibit material |  |                         |
| b. 2, f. 26      | Plastic bag with 1776 flag   | Circa 1976              |
| b. 2, f. 27      | Plastic bag showing the flag   | Circa 1976              |
| b. 2, f. 28      | Paper bag with Declaration of Independence   | Circa 1976              |
| b. 2, f. 29      | Sani Bags with Liberty Bell  | Circa 1976              |
| b. 2, f. 30      | "Sugar and the Bicentennial"<br>English  | Circa 1976              |
| b. 2, f. 31      | "Post-Bicentennial Sugar Packets"<br>English   | Circa 1976              |
| b. 2, f. 32      | Two dollar bill  | 1976                    |
| b. 2, f. 33      | Exhibit program used as part of exhibit  | 1977                    |
| b. 2, f. 34      | <i>Bicentennial News</i> , final issue<br>English  | 1976 July 1             |
| b. 2, f. 35      | Advertisement for Simplicity Bicentennial Costumes   | 1975                    |
| b. 2, f. 36      | Clothing advertisements  | Circa 1976              |
| b. 2, f. 37      | Label from milk carton   | Circa 1976              |
| b. 2, f. 38      | Box label from Ideal Pretzels  | Circa 1976              |
| b. 2, f. 39      | "The Attempt to Steal the Bicentennial," Report of the Internal Security Subcommittee of the Senate Judiciary Committee<br>English | 1976 May                |
| b. 2, f. 40      | Plastic flag   | Circa 1976              |
| b. 2, f. 41      | <i>Time Magazine</i> , Special 1776 Edition  | 1975                    |
| b. 2, f. 42      | Comic book: "Give Me Liberty: A Revised History of the American Revolution"  | 1976                    |
| b. 2, f. 43      | Mail solicitations for personalized commemorative plate  | 1976                    |

|             |  |               |
|-------------|--|---------------|
| b. 2, f. 44 | Burger King calendars  | 1975-1976     |
| b. 2, f. 45 | "Menus and Recipes of the Great American Revolution," advertisement by Texaco<br>English | Circa 1976    |
| b. 2, f. 46 | Candy with flags   | 1976          |
| b. 2, f. 47 | Advertisement for "Bicentennial Wedding" at Collegeville Inn                             | 1976 March 21 |
| b. 2, f. 48 | Sheraton Hotels brochure   | 1976-1977     |
| b. 2, f. 49 | Navy advertisement   | Circa 1976    |
| b. 2, f. 50 | Brochure for "The Adams Chronicles"  | 1975          |
| b. 2, f. 51 | "Comprehensive Calendar of Bicentennial Events, East of the Mississippi"<br>English      | 1976 June     |
| b. 2, f. 52 | Exhibit labels (unidentified)  | 1976          |
| b. 3, f. 53 | <i>Winchester Arms Catalogue, Bicentennial Edition</i>                                   | 1975          |
| b. 3, f. 54 | Disney World popcorn box   | Circa 1976    |
| b. 3, f. 55 | Big Boy hamburger wrapper  | Circa 1976    |
| b. 3, f. 56 | Package for "Bi-Centennial Lollipop"   | Circa 1976    |
| b. 3, f. 57 | American Airlines ticket cover and paper napkin  | Circa 1976    |
| b. 3, f. 58 | Operating room cap   | Circa 1976    |
| b. 3, f. 59 | Package for "Bicentennial Huggy Bears"   | Circa 1976    |
| b. 3, f. 60 | Paper napkins and plates from Pappy's Pizza  | 1975          |
| b. 3, f. 61 | Packages for "Clark 1776 Peanut Butter Logs"   | Circa 1976    |
| b. 3, f. 62 | <i>TV Guide</i>  | 1976 July 3-9 |
| b. 3, f. 63 | Paper napkins  | Circa 1976    |
| b. 3, f. 64 | Corsage  | Circa 1976    |
| b. 3, f. 65 | Advertisement for "Chicken '76: the Revolutionary Chicken"                               | Circa 1976    |
| b. 3, f. 66 | Uncle Sam Pez dispenser  | Circa 1976    |
| b. 3, f. 67 | Match books  | 1975          |
| b. 3, f. 68 | Sambo's paper flag and paper coaster   | Circa 1976    |
| b. 3, f. 69 | Bookmark/calendar quoting Sun Myung Moon   | 1976          |
| b. 3, f. 70 | Button card  | Circa 1976    |
| b. 3, f. 71 | Pins sent to Organization of American Historians   | Circa 1976    |
| b. 3, f. 72 | Postcards of train locomotives   | 1975          |

|                 |   |            |
|-----------------|---|------------|
| b. 3, f. 73     | Cards with Uncle Sam  | Circa 1976 |
| b. 3, f. 73a    | Paper "76" flag on toothpick                                | Circa 1976 |
| b. 4, f. 74     | Knit cap  | Circa 1976 |
| b. 4, f. 75     | Pen and pencil  | Circa 1976 |
| b. 4, f. 76     | "The All-American Novelty Condom"<br>English                | 1975       |
| b. 4, f. 77     | Photograph of Quaintance Eaton dressed for the Bicentennial | Circa 1976 |
| b. 4, f. 78     | Name tags   | Circa 1976 |
| b. 4, f. 79     | <i>The Old Farmer's Almanac</i>                             | 1976       |
| b. 4, f. 81     | Erie County Savings Bank Bicentennial brochure              | Circa 1976 |
| b. 4, f. 82     | Button pins   | 1976       |
| b. 4, f. 83     | Button pin  | 1976       |
| b. 4, f. 84     | Towellettes   | Circa 1976 |
| b. 5, f. 80     | Toy robot   | Circa 1976 |
| b. 5, f. 85     | Large paper cup and three straws                            | Circa 1976 |
| b. 5, f. 86     | Pair of stuffed mice in Bicentennial dress                  | Circa 1976 |
| b. 5, f. 87     | Scarf   | Circa 1976 |
| b. 5, f. 88     | Painter's cap   | Circa 1976 |
| b. 5, f. 89     | Paper plates, "Spirit of 1776"                              | Circa 1976 |
| b. 6, f. 90     | Egg cartons<br><i>2 Items</i>                               | 1976       |
| b. 6, f. 91     | Campbell's soup can   | Circa 1976 |
| b. 6, f. 92     | Beer cans; soda can<br><i>7 items.</i>                      | Circa 1976 |
| b. 7, f. 93     | Roll of toilet paper, "Spirit of 1776"                      | 1976       |
| b. 7, f. 94     | Paper cups  | 1976       |
| b. 8, f. 95     | "1776" Coke glass<br>English                                | Circa 1976 |
| b. 8, f. 96     | Water glass with Liberty Bell wrapper                       | Circa 1976 |
| b. 8, f. 97     | Instant coffee jar  | Circa 1976 |
| b. 9, f. 98-100 | Log Cabin Syrup Bicentennial Flasks                         | Circa 1976 |
| b. 9, f. 123    | 7-Up Commemorative Bottle                                   | 1975       |



|               |   |            |
|---------------|---|------------|
| b. 10, f. 101 | Course outline used in exhibit  | 1976       |
| b. 10, f. 102 | Plastic flag with candy-filled stick  | Circa 1976 |
| b. 10, f. 103 | Package for "Peter Patriot Hollow Milk Chocolate" Rabbit  | Circa 1976 |
| b. 10, f. 104 | Apple advertisement   | Circa 1976 |
| b. 10, f. 105 | Menu from Howard Johnson's  | Circa 1976 |
| b. 10, f. 106 | Menus from The Lite-Bite  | Circa 1976 |
| b. 10, f. 107 | Mail solicitations for personalized flag by American Historical Society   | 1976       |
| b. 10, f. 108 | Stick-on badge "Valor at Valley Forge;" brochure for Bicentennial Histories; exhibition guide for "The World of Franklin & Jefferson" | Circa 1976 |
| b. 10, f. 109 | Paper plates showing scenes from the Revolution   | Circa 1976 |
| b. 10, f. 110 | Paper placemat with Declaration of Independence   | Circa 1976 |
| b. 10, f. 111 | Paper placemat "Bicentennial Observance"  | Circa 1976 |
| b. 10, f. 112 | "Peacetime" dry cleaning bag<br>English   | Circa 1976 |
| b. 10, f. 113 | Clothes hangers   | Circa 1976 |
| b. 10, f. 114 | "Peacetime" plastic shopping bag<br>English   | Circa 1976 |
| b. 10, f. 115 | Diaper bag with Bicentennial logo   | Circa 1976 |
| b. 10, f. 116 | Plastic bag with Declaration of Independence  | Circa 1976 |
| b. 10, f. 117 | Grocery bags with Liberty Bell  | Circa 1976 |
| b. 10, f. 118 | Plastic bag from National Archives  | Circa 1976 |
| b. 10, f. 119 | Paper shopping bag  | Circa 1976 |
| b. 11, f. 120 | Welcome mat with eagle  | Circa 1976 |
| b. 12, f. 121 | Cereal boxes<br><i>2 Items</i>  | 1967, 1972 |
| b. 12, f. 122 | Pinwheel  | Circa 1976 |
| b. 12, f. 124 | Kite with Declaration of Independence   | Circa 1976 |
| b. 12, f. 125 | Record cover for "Celebration '76"  | 1976       |
| b. 12, f. 126 | Posters, "Happy Birthday, America"  | 1975       |
| b. 13, f. 1   | Nabisco display<br><i>2 Items</i>   | Circa 1976 |
| b. 13, f. 1   | Sign for Gallery 1199 exhibit   | 1977       |

## **Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### **Subjects**

Advertising  
American Revolution Bicentennial, 1976  
Popular culture

### **Geographic Names**

United States -- Social life and customs

### **Names**

Lemisch, Jesse, 1936-